

BUSINESS Notes

Marketing plan workshop July 20

Gorge Grown Food Network, GO! (Gorge Owned), and Gorge Innoventure will be hosting a "Marketing Planning" workshop on July 20 from 5:30 to 7:30 p.m. at Gorge Innoventure.

From social media to press releases to public events, marketing a business is a lot of work. By creating a marketing plan for your business, you'll help ensure that your limited time and resources are spent on marketing and PR activities that have the biggest impact.

Becky Brun of Pitchfork Communications will lead this workshop, which will cover: the key components of a marketing plan, the most popular business communications tools (social media, e-newsletters, websites), and some organizational tools that might help with planning efforts. Participants will walk away with a one-page marketing plan and a list of tangible goals.

Cost to attend the workshop is \$45 per person, which includes dinner and drinks. The workshop will be at Gorge Innoventure, located at 1000 E. Port Marina Drive, Suite 101, Hood River.

To register for classes go to www.gorgeinnoventure.com. For more information please contact Gorge Innoventure at 541-436-0797.

Support for these workshops provided by the Oregon Entrepreneurs Network, the USDA Rural Business Enterprise Grant, and Meyer Memorial Trust. Education.

Ace awards HR Supply stores

Ace Hardware Corporation has awarded "Platinum Performance Retailing" store designation to Hood River Supply of Odell and "Pinnacle Performance Retailing" award to Hood River Supply of Hood River for their outstanding performance in 2014. Developed as part of Ace's long-term retail growth strategy, 20/20 Vision, Pinnacle and Platinum Performance Retailing is laser-focused on Ace's customers, helping to ensure that Ace stores deliver on its brand promise day in and day out.

The team at the Hood River store is one of only 366 Ace retailers to achieve the Pinnacle status, and the team at Odell store is one of 723 Ace retailers to achieve Platinum status in 2014. To achieve Pinnacle and Platinum Performance Retailing, the team at HR Supply has successfully completed several performance drivers that will help them provide a better overall shopping experience in their local community.

One example is "Helpful Certification." Ace Hardware associates completed courses such as Helpful 101 and 201 and the store conducts a week-long team-based certification event.

Ace's Dan Miller, Vice President, Retail Operations and New Business, said, "We're pleased to recognize Hood River Supply and its team members for their outstanding achievements, and proud to say they're a part of the Ace family."

"The team at HR Supply is incredibly pleased to have earned the status as a Pinnacle Performance Retailing in the Hood River store, for the second year in a row," said Pat McAllister, President/CEO at Hood River Supply. "And even more ecstatic for Odell to earn their first Platinum Performance Retailing award. This recognition means a lot to our team members at both stores. It shows that their hard work and dedication from customer service to product offering and much more, does truly pay off. We are continually taking 'Ace helpful' to a new level."

Have you seen Waldo?



Waucoma Bookstore is one of about 200 independent bookstores in the United States participating in the Where's Waldo Passport program, and they got 19 other Hood River businesses involved.

Young people or adults may participate. It runs through July, and here's how it works:

Go to any participating business and ask for a Waldo passport. If you see Waldo at any of the businesses, get your passport stamped. When you have 16 of 20 possible stamps or signatures, bring your passport to Waucoma, 212 Oak St., get a pin and be entered in a drawing for a six-volume deluxe set of Waldo books and other prizes from participating businesses.

Waldo Passports can be found at Artifacts, Boda's Kitchen, Columbia Center for the Arts, Dog River Coffee, Doppio, Doug's Sports, Footwise, G. Wilikers, Hood River Hobbies, Hood River Hotel, Hood River Stationers, Melika, Mike's Ice Cream, 2nd Wind, Shortt Supply, 6th Street Bistro, Sparkling Creations, Washington Federal Bank, and The Wear House, and Waucoma.

LUBA

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Kearns.

"It comes down to local governments' ability to interpret its own code," Kearns said. "Clearly you (council) gets to decide" if Walmart is compliant with city code.

In January, Greg Hathaway, attorney for Walmart Stores, Inc., filed with the Oregon Land Use Board of Appeals (LUBA) the appeal of the city's decision made in December 2014 to deny Walmart the ability to add a 30,000-square-foot expansion to its current 72,000-square-foot store on Wasco Avenue.

"We look forward to reviewing the decision in detail and evaluating our options," said Delia Garcia, Walmart spokesperson. "LUBA's decision notwithstanding, we believe we retained a vested right to eventually expand the Hood River Walmart to better serve our customers and meet the changing needs of the community, while we expected in good faith to build on this legacy—creating more jobs and more opportunity -- by expanding the store, we remain committed to serving our associates and customers in the Gorge."

Kearns said LUBA appears to have rejected the Walmart argument that it "lost the right to vestment before we knew we had one."

"LUBA reasoned that 'once it became non-compliant, you have 12 months to act and you did not,'" Kearns said.

The January filing marked the third time in as many years the issue had been sent to LUBA. As reported in January in a Hood River News article by Ben Mitchell, the timeline has gone like this:

In February 2012, an ad hoc citizens group, Hood River Citizens for a Local Economy (HRCLE), appealed the council's original decision in December 2011 to approve the Walmart expansion. LUBA subsequently remanded the decision to the council on the basis of procedural errors that the board said were made.

The retailer's 72,000-foot store was approved by the city in 1991, along with the option to construct a 30,000-foot expansion. The land Walmart is built open is zone light industrial and in 1997 the city changed the text of its light industrial ordinance in order to restrict commercial uses on LI land, which made Walmart a non-conforming use.

In 2011, Walmart approached the city to request a site plan approval for the 30,000-square foot expansion and in December of that year, the city approved the request.

That's when the HRCLE group stepped in. One member of that group, Becky Brun, was elected to council in 2014.

In December 2012, the council reversed its stance and ruled that Walmart's vested right to expand the store had expired and thus denied the expansion. Walmart then appealed the new decision to LUBA, which in turn remanded the decision again to the city, ruling that

councilors had made additional procedural errors when they considered Walmart's application. In December 2014, a public hearing was held to address the most recent remand and councilors voted once again to deny the expansion.

The last time Walmart appealed the decision, the retailer challenged the process by which Councilor Kate McBride had been allowed to participate in the Dec. 2012 decision. McBride, who in the early 2000s publicly voiced her opposition against what was ultimately an unsuccessful attempt to build a Walmart Superstore just outside the city limits, recused herself from the vote, but was brought back in to break a 3-3 council deadlock in a situation known as the "rule of necessity."

In earlier appeals, Walmart had also asserted the city had improperly interpreted its municipal code regarding the discontinuance of nonconforming uses when considering the application — an assignment of error that LUBA did not end up considering.

LUBA ruled the city invoked the rule of necessity "prematurely" and that McBride did not adequately disclose her ex parte communications regarding Walmart prior to her vote. The city then successfully invoked rule of necessity.

HR Distillers opens taproom

HR Distillers finds its niche — literally — in downtown Hood River with Wednesday's opening of its tap room, at 304 Oak, in the narrow plaza between Heilbronner Building and Doppio cafe.

The tap room will be open noon to 6 p.m., seven days, said manager Erin Campbell.

Guests 21 and over can sample HR Distillers wares, and purchase them in bottles to go, along with apparel and glassware. Guests may sample up to five half-ounce tastes of selections such as Yazi ginger vodka, Clear Creek eau de vie and liqueurs, Ullr schnapps, and SinFire cinnamon whiskey.

VISIT

Continued from Page A1

event. Reece booked Brown when she was still Secretary of State, and didn't expect her to carry through with the invitation now that she's Governor.

"I'm surprised," said Reece. "I said I would love it if you could talk to my (kids) ... she said she would love to do it. Then she became governor."

"She's a very engaging speaker: I admire her very much — she's very down to earth," said Reece.

In the afternoon, Brown will visit local businesses on

an economic development tour. The schedule is still being ironed out, but pFriem Family Brewers is confirmed, said Chris Pair, a press secretary officer for the Governor.

Ken Whiteman, co-owner of pFriem, said Brown will tour the brewery around 2 p.m.

Whiteman said he has just been selected as a representative on Brown's state Workforce Development Board. He said the details of the position aren't yet clear, but the board will convene leaders in workforce training across the state, giving them a "voice for the community."

Whiteman said Dakine is also considered for Brown's tour through Hood River.



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Puzzle on Page A2



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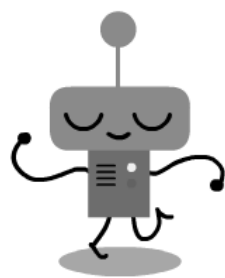
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Gorge Technology Alliance's Robot Rendezvous

STEM College Scholarship Fundraiser
& 10th Anniversary Celebration

Friday, July 31, 2015, 6-10pm
Columbia Gorge Hotel



Demos * Dinner

Music * Auction



Tickets and info at

www.crgta.org/robot-rendezvous

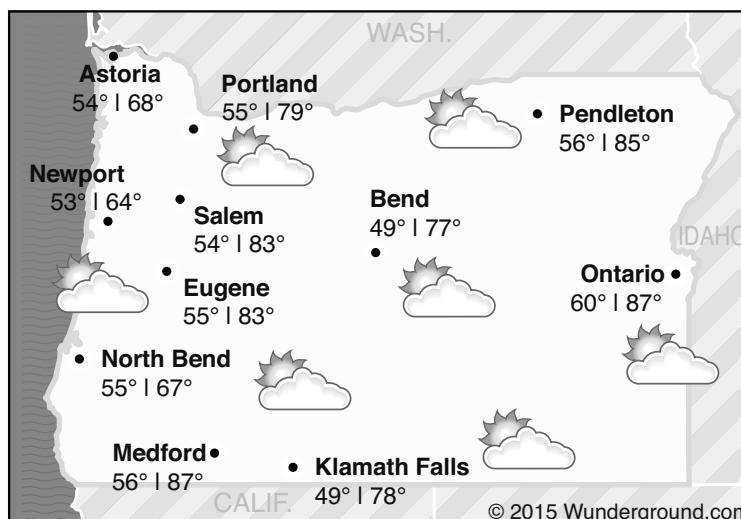
Tickets must be purchased in advance.

Event sponsored by Insitu.

Hood River Weather Forecast

Date	Forecast	Daytime / Overnight High / Low (°F)
Today July 15	Sunny	80° / 61°
Thurs. July 16	Partly Cloudy	78° / 60°
Fri. July 17	Partly Cloudy	78° / 60°
Sat. July 18	Sunny	86° / 64°
Sun. July 19	Sunny	90° / 64°
Mon. July 20	Sunny	87° / 62°
Tues. July 21	Partly Cloudy	87° / 64°

Oregon Weather Map



This week's Forecast

Sunny, with a high near 80. West wind around 9 mph.

Humidity 75%
Wind Speed SSE 2 G 6 MPH
Barometer NA
Dewpoint 59°F (15°C)
Visibility NA
Last update 13 Jul 8:00 am PDT

Actual High / Low

AGRIMET HOOD RIVER OR
Lat: 45.6842 Long: -121.5181 Elev: 510
<http://uspest.org>

July 6	-	92/63
July 7	-	92/68
July 8	-	96/65
July 9	-	86/65
July 10	-	78/63
July 11	-	70/64
July 12	-	81/63

Updated Monday, July 13
at 9:00 a.m. PST
Data from www.weather.com

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