

# Concordia Welcomes New Seasons Market



Brian Rohter (right), president of the New Seasons Market in northeast Portland gets a warm welcome from Charles Washington, publisher of the Portland Observer and a resident of the store's Concordia neighborhood.

PHOTOS BY MARK WASHINGTON/THE PORTLAND OBSERVER



Neighbors and dignitaries symbolically break bread - sharing a loaf of baguette bread several feet long - during last week's grand opening of the New Seasons Market, a locally owned and operated store at 5320 N.E. 33<sup>rd</sup>.

continued ▲ from Front

Wilshire Park Sentry Market closed in 1994 - a few months after Concordia Neighborhood Association land use chair Hector Roche moved into the area.

United Grocers made several abortive attempts to start a new Thriftway market before selling the property to Nicholson Development of Kirkland, Wash. That company's initial plan was to build a Rite Aid drug store on the site, with a grocery as an afterthought, a plan not popular with Concordia.

"I don't know how much we had to do with Rite Aid not being here," Roche said, "but when the deal fell through, Nicholson responded to what the community had said."

Roche gave Rohter credit for meeting the concerns of neighbors, especially those immediately adjacent, about the impact of the store. Rohter returned the tribute, saying of Roche, "You see how it happens when you have quality people involved."

Both gave credit to Jillian Detweiler, former staffer to commissioner Charlie Hales, for helping overcome a major obstacle: the vacation of Northeast Emerson Street to create a useable site. Hales consistently opposed this request, but Detweiler suggested instead that the street be relocated.

"Jillian really mentored and guided us," Roche said.

Another Hales staffer, Ron Paul, said that next to a school a market is the most important institution a neighborhood can have.

Thanks to New Seasons, Concordia now passes the "orange juice test," he said. This means that in a neighborhood, "You can send a child out by bike or foot to buy some orange juice, and know they'll come back safely," Paul said. Further, he said, because the store is owned locally it represents "wealth creation."

An auxiliary building houses a liquor store and the Rib Express, both previous tenants of the site. Asking shoppers to patronize both businesses, Rohter said Express owner Wayne Cannon "makes the best ribs in town."

New Seasons was started by Rohter, Stan Amy, Sarah Ffitch, and other former executives of Nature's Fresh Northwest in February 2000. The Concordia store is the new chain's fourth.

## Portland Remembers Sept. 11 Victims

continued ▲ from Front Blackwell.

At 5:46 a.m., the exact time the first hijacked plane slammed into the World Trade Center, a minute of silence was observed on the square.

Then bagpiper Ken Jones played "Amazing Grace." Many on the square wiped away tears. Most of the city had not yet woken up. The bagpipe's notes bounced off empty downtown buildings.

A Portland police sergeant, Jones said he felt honored to play at the ceremony.

Judith and Michael Jordan stood quietly at the back of the crowd. They said they wanted to come because they had been separated while Judith traveled to Canada on Sept. 11 - Michael's birthday.

"It was a very hard day," he said. "A very bad birthday."

The couple said the memorial would help them put the tragedy in perspective.

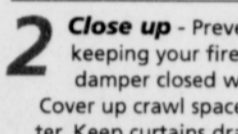
"The ceremony was the way it should be," Michael said, tears in his eyes. "Reflective, dignified. I'll never forget what happened."

## Winterization 101

A quick course in preventing heat loss and saving energy.



**1 Wrap up** - Insulation is the biggest key to saving energy in your home. Make sure your ceiling, walls and floors are insulated. If you're not an experienced do-it-yourselfer, many home centers and building supply stores offer free advice. Or, log on to [PortlandGeneral.com](http://PortlandGeneral.com) or call the PGE Energy Experts, 1-800-722-9287, for a list of PGE-approved contractors.



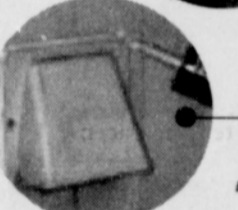
**2 Close up** - Prevent heat loss by keeping your fireplace door and damper closed when not in use. Cover up crawl space vents for winter. Keep curtains drawn at night to help insulate.



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**4 Check up** - To make sure your furnace runs efficiently, check the filter at least every three months and clean or replace as needed.



**5 Seal up** - Fill cracks around pipe, duct, vent and wiring penetrations in your walls, ceilings and floors with caulk and/or spray foam.

For more information on saving energy around the home, visit [PortlandGeneral.com](http://PortlandGeneral.com) or call the PGE Energy Experts, 1-800-722-9287.



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## County Welcomes Primary Care Director

Multnomah County Health Department has welcomed Vanetta Abdellatif to the position of Director of Primary Care.

Abdellatif joins a management team that provides direction for all health department programs and activities. Her experience and leadership will help the department maintain its commitment to assuring access to public health care for all residents and addressing racial health disparities.

Abdellatif will direct the focus and activities of the county's seven primary care clinics, an after-hours clinic, and three outreach sites, all of which provide direct medical health care services to over 50,000 residents.

She will work in partnership with community members, the Community Health Council, public and private institutions, and the clinic management teams.

"Vanetta brings a strong set of skills, background, and academic preparation for the role of leader in the primary care division of the health department. We are pleased and proud that she is joining our senior leadership team," states Lillian Shirley, health department director.

Abdellatif worked with Providence Health Systems for



Vanetta Abdellatif

the past four years, serving as the clinic manager for two of Providence's mission clinics. Prior to her employment at Providence, Vanetta worked for Legacy Emanuel Hospital with outpatient and residential alcohol, drug, and mental health treatment programs.

"I am very excited to be a part of the team at the health department," Abdellatif said. "My interests are creating systems that support the provision of quality services to poor and vulnerable populations. The level of commitment and enthusiasm from providers and staff in this area has truly impressed me. I look forward to working with the team to meet the challenges that lie ahead in the coming months."



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