

BUSINESS

Executive Builds on Leadership Role

Named CEO of locally-owned New Seasons Market

Lisa Sedlar has been promoted to Chief Executive Officer of New Seasons Market, the locally owned and operated grocery store chain with deep roots in the community.

Sedlar joined New Seasons as president of the company in 2005 and has since led daily operations and been instrumental in the development of new stores and programs.

"Lisa has done a fantastic job in her role as president and her promotion to CEO is an official acknowledgement of the leadership role she already plays in the company and the community," said Brian Rohter, New Seasons chairman of the board.

Sedlar is a formally trained chef and has worked in retail food markets for more than 20 years, starting as a grocery clerk and working as a department manager, store chef, director of purchasing and vice president of sales and marketing.

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then has led daily operations and been instrumental in the development of new stores and programs.

Sedlar is deeply involved in the local community, serving on the boards of the Oregon Food Bank, the Sustainable Business Network of Portland and the Portland Public Market. She also serves on the business advisory committee of the Food Alliance and is a member of the Oregon Women's Forum.

"This is truly a labor of love for me," said Sedlar. "I am happy and honored to work with the friendliest and most

knowledgeable staff members whose dedication to taking care of our customers and each other is inspiring. We are fortunate to live in a place where people care about how and where our food is grown. Together with our local farmers, fishers and ranchers, we are strengthening our regional food



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economy for generations to come."

Rohter, the company's former CEO, retired from his board position in January.

"He and our founders helped create a sustainable company that is a model for other businesses. I am thankful for the opportunity to have worked so closely with Brian and look forward to building on his vision for creating a progressive workplace and supporting our local community," said Sedlar.

Founded by three Portland families, New Seasons Market has 10 locations across the Portland-metro area.

Dollars & Sense

10 financial resolutions for the New Year

Each year, millions of us make resolutions to change our lives in the coming year. Losing a few pounds and quitting smoking are some of the most common New Year's resolutions. This year, how about making a pledge to improve your finances?

According to the personal financial planning experts at the Oregon Society of CPAs the most important aspect to improving your financial position is to have a plan and stick to it. Follow these steps to get started:

1. Create a budget

A budget doesn't have to be a complicated mathematical calculation. Determine your income and expenses for each month by reviewing your checkbook, bank statements, and receipts for the last year. Don't forget that little things add up, so track what you spend in cash for 30 days. You'll be able to see where your money is going and make the appropriate changes.

2. Reduce your expenses

Spending less is easier than earning more, so take advantage of every opportunity to save money. Clip coupons, buy off-season, and avoid impulse purchases. Don't forget that small changes add up. Saving \$2 a day at the vending machine puts \$500 a year back in your pocket. Where can you make other cuts? Take a look at your cell phone or cable/satellite TV bills. Bundle services for a lower monthly rate or cut back on channels and features you don't use.

3. Create an emergency fund

Unplanned expenses happen. Whether it's a trip to the emergency room, a car accident or a layoff at work, having an emergency fund can save you from borrowing money when the unexpected occurs. Experts suggest setting aside three to six months of living expenses for when you need it most.

4. Pay down your debt

If the economic downturn caused you to be a little more reliant on paying with plastic, consider this: paying off a credit card charging 17 percent annual interest is equivalent to investing money with a before-tax, guaranteed return of almost 20 percent. Use your cash for more worthwhile purposes than paying the credit card company.

5. Save more

A benchmark for how much of your personal income

you should save is approximately 10 percent; Americans are currently hovering around 5.8 percent as a personal savings amount. To boost your savings rate, set up an automatic deduction from either your paycheck or checking account to a high yield savings account.

6. Max out your retirement options

The earlier you start saving for retirement, the better. If your employer offers 401(k) matching, be sure to take advantage of this opportunity for free money. If you've already maxed out your 401(k), consider a traditional or Roth IRA. The maximum 401(k) and IRA contribution limit in 2010 is \$16,500 (pre-tax). If you are more than 50 years old, the maximum contribution is \$22,000.

7. Make a will

No one likes to think about dying, but a will can ensure that your assets will be divided according to your wishes. You will want to make decisions about who should have your power of attorney in case you are incapacitated. Don't let the government decide who will care for your family or how your assets will be allocated. This is also a good time to review your insurance coverage.

8. Donate

Extend the season of giving all year round by contributing something from each paycheck to a charity you support. Giving helps focus on others and keeps finances in perspective.

9. Raise your tax IQ

Probably the most important, but under-planned, financial action for most people is related to taxes. Whether it is your paycheck withholding or taking advantage of the \$3,000 a year capital loss provision, you must plan year round for taxes. IRS.gov is a good starting point to maximize your refund.

10. Educate yourself

Financial literacy equals financial freedom. The American Institute of Certified Public Accountants' 360 Degrees of Financial Literacy website will help you make sound financial decisions in every stage of your life.

Resolve today to make decisions that will improve your financial strength in 2011, and you'll be on your way to achieving your goals.

BUSINESSES FOR AN ENVIRONMENTALLY SUSTAINABLE TOMORROW

BEST

AWARDS

April 2011



City of Portland Bureau of
Planning and Sustainability
Sam Adams, Mayor | Susan Anderson, Director



Application period opens January 17

The City of Portland's Sustainable Business Awards for Practices, Projects and Products that Exemplify Social, Environmental and Economic Sustainability

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