

Resolution
run helps
start new
year on
right foot
REGION/3A



OREGON 59
FSU 20

ROSE
BOWL
ROMP
FOOTBALL/1B

EAST OREGONIAN

FRIDAY, JANUARY 2, 2015

139th Year, No. 56 WINNER OF THE 2013 ONPA GENERAL EXCELLENCE AWARD One dollar

Your Weekend



- Scholarship and FAFSA fair in Boardman
- Spin-in returns to the Pendleton arts center
- Music at Hamley's by Tyler Brooks

For times and places see Coming Events, 3A

Weekend Weather

Fri	Sat	Sun
30/24	35/27	37/22

Watch a game

BMCC vs. Mt. Hood, men's basketball

Saturday, 4 p.m., BMCC

Flu yet to reach Oregon, but bad year expected

This year's flu season is now an epidemic, meaning it's widespread nationally. But levels in Oregon are still minimal.

Flu activity is high in 22 states and Puerto Rico, according to the Centers for Disease Control and Prevention. Oregon is only seeing sporadic cases.

But Dr. Paul Cieslak of the State Health Department says flu season usually comes later in Oregon.

"I fear that it will be a bad season for two reasons. One is that the major circulating strain is H3, and that tends to be worse than H1 or the Bs," Cieslak said. "So that in and of itself is a predictor of a bad flu year. And the second thing is, of course, the trouble with the vaccine." The CDC says this year's vaccine doesn't match the viruses currently circulating.

The Washington State Health Department says seven flu deaths have been lab-confirmed there in the last couple of weeks. — Oregon Public Broadcasting

8 feet

Pendleton's past comes to life in bronze

Some of the area's most colorful historical figures have been, or will be, cast in bronze to help promote tourism in the city. Here's how they stack up to one another.

Jackson Sundown
5 ft.-5 in.

Stella Darby
5 ft.-7 in.

Kathleen McClintock
5 ft.-10 in.

George Fletcher
6 ft.-3 in.

Don Requa
7 ft.-6 in.

Statues by 4 ft. height. Photos by 4 ft. height. Photos by 4 ft. height. Photos by 4 ft. height. Photos by 4 ft. height.

Boulevard of bronze

In 2015, new film festival and expanded convention center add to Pendleton's tourism push

By ANTONIO SIERRA
East Oregonian

With three bronzes added to Main Street over the past summer and two more scheduled for the next, Pendleton's tourism efforts may seem to be focused on downtown still life. But as the Round-Up City looks to capitalize on its history, it will try a variety of approaches in the coming year.

Statues of Round-Up queen Kathleen McClintock and former Pendleton High School coach Don Requa are set to join bronzes of local legends George Fletcher, Jackson Sundown and Stella Darby.

While the subject of the statues

run the gambit, Mayor Phillip Houk said similar attractions like the Spokane Sculpture Walk span a variety of styles and subjects.

Requa's bronze has received some push back from some community members who feel that the bronze's placement at Brownfield Park is thematically inappropriate for the downtown area.

Houk, who also chairs the Pendleton Arts Commission, defended the bronze's placement.

Citing the athletic activity that takes place at the park on a daily basis, Houk said the commission felt the bronze was a better fit for Brownfield than it would be at a midblock crossing where the other

recent statues have been placed.

Houk said residents would get another chance to give their input on a new set of public art next year through a community survey.

Although Pendleton has spent the past two years creating statues to draw in tourists, local officials say there isn't a unified plan the city follows to promote tourism.

Instead the city and organizations like the Pendleton Chamber of Commerce collaborate on individual efforts to draw more visitors.

While the effort to install statues on Main Street has been headed by the city, the chamber's Travel Pendleton program is looking into ways to enhance their appeal.

Pat Beard, the coordinator for Travel Pendleton, said he will be attending a tourism convention later this month to learn about walking and bus tour possibilities for Pendleton.

These tours would not only give

context behind the statues but connect tourists with other attractions like Pendleton's historic houses and the Round-Up.

"We're moving the needle on that," Beard said.

Another group is also using Pendleton's rich heritage to bring in visitors.

During the third week of April, the Rivoli Coalition is sponsoring a film festival.

"The theme of the festival will be the west and all of its embodiments," coalition member J.D. Kinde said.

The Pendleton Real Festival will show movies ranging from classic Westerns to contemporary movies about water rights and American Indians.

Kinde said screenings will be held at three venues around town during the initial years of the festival with hopes that films can be shown

See TOURISM/6A

INTERVIEW WITH KATY COBA

GMO debate isn't just urban vs. rural

By ERIC MORTENSON
EO Media Group

Oregon agriculture emerged from the recession to an era of good prices, high quality and expanding markets, but challenges over pesticide use and GMO crops dog the industry and will feature prominently in the 2015 Legislature.

In her annual in-house interview carried on the Oregon Department of Agriculture website, Director Katy Coba noted the narrow defeat in November of a measure that would have mandated labeling of products containing genetically engineered material. Although urban residents heavily supported the measure and rural farming regions opposed it, Coba said the issue shouldn't be defined solely in terms of urban vs. rural.

The tight farming confines of the Willamette Valley complicate the issue, she said.

"Our diversity of crops makes this more challenging and there are also some geographic locations that have a mixture of small operations, medium operations, and large operations, organic, conventional, and genetically engineered agriculture," Coba said in an interview with department spokesman Bruce Pokarney.

"It's that kind of mix on the production side that tends to create more potential challenges for co-existence. The Willamette Valley is a prime example. We have organic producers



Courtesy of the Oregon Department of Agriculture

Katy Coba, director of the Oregon Department of Agriculture, says challenges over pesticide use and GMO crops dog the industry and will feature prominently in the 2015 Legislature. notforsale

• For the full interview, go to odanews.wpengin.com. An audio version is available as well.

of all sizes, conventional producers of all sizes, and a growing number of genetically engineered producers all in the Willamette Valley with that diversity of product.

"Frankly, it's a relatively small geographic area, which causes more pressure than, perhaps, you would find in Northeastern Oregon. The growing region of Morrow and Umatilla County has agricultural

diversity, but because the acreage is much bigger, you have the potential to do more kinds of production practices that allow co-existence, including isolation distances.

"So we are struggling, frankly, in the Willamette Valley about how to embrace our philosophy of supporting all kinds of agriculture regardless of size, regardless of production practices. How do we go about doing that when you have such a mixture in a relatively small geographic area? We will continue to work on the issue in 2015."

Gas prices continue a steady drop

By ANTONIO SIERRA
East Oregonian

For people looking for a clear improvement over last year, the price at the gas pump on New Year's Day is a good start.

Gas prices across Oregon fell dramatically as 2014 progressed, with Pendleton no exception, according to AAA.

While the summer saw gas prices spike to just under \$4, the average price of gasoline has dropped to \$2.72 in Pendleton, down 50 cents from the year before.

Despite the steady decline, gas prices remain persistently higher in Pendleton compared to other Eastern Oregon cities.

Although the gap in prices has closed considerably over the past several weeks, Hermiston gas is still 4 cents lower on average than Pendleton.

Other cities along the Interstate 84 corridor — La Grande at \$2.61, Baker City at \$2.59, Ontario at \$2.37 — average lower prices.

AAA spokeswoman Marie Dodds said Pendleton has the 26th highest gas prices in the state. Every city above Pendleton on the list has six gas stations.

See GAS/6A



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