



Photo by Antonio Sierra
Manager Michelle Mizerka-Peters moves new shelves at the Pendleton JC Penney Wednesday.

Pendleton JC Penney extends lease 15 years

East Oregonian

Already a Pendleton mainstay since 1911, JC Penney will tack on another 15 years to its tenure as the chain’s oldest store in its original location.

Gary Vaughn, who owns the building with his business partner Todd Likens, said he and the company recently signed a 15-year lease extension with JC Penney to keep the store in town for the next 15 years. “This builds confidence in the downtown area,” Vaughn said.

The announcement coincides with a store renovation

meant to keep the venerable store looking modern.

JC Penney manager Michelle Mizerka-Peters said new shelves were being installed into the shoe section, and promised an expanded home department and an increased focus on women’s clothing.

Mizerka-Peters said the store continues to do good business, which lies in contrast to locations in other parts of the country.

According to *USA Today*, JC Penney has closed 72 underperforming stores and laid off 4,250 employees over the past two years.

BRIEFLY

Resurface project planned for Highland Avenue

HERMISTON — Hermiston residents should consider avoiding Highland Avenue where possible during a resurfacing project in July.

The city plans to administer a chip seal, followed by a slurry seal, between Southwest 11th Street and Southeast Eighth Street during the second half of July.

“This project will greatly improve the long-term viability of Highland Avenue at an affordable price, because we’re proactively maintaining it before major problems start to arise,” Ron Sivey, street department superintendent, said in a news release.

The project will result in a smoother surface on Highland Avenue when completed. During the first phase of the project, however, the surface of the road will be rougher than usual and bicyclists are encouraged to be cautious if they use Highland.

The road will be open during July but traffic will be affected.

Organizers take precautions against hot dogs at race

PENDLETON — With temperatures expected in the triple digits, the Children’s Museum of Eastern Oregon has plans to help ensure both dogs and humans are comfortable during Friday’s Wiener Dog Race.

The race area will be sprayed down with water, misters will be used and kiddie pools will be available for dogs. Also, multiple canopies will be erected in the area.

“We want everyone to feel comfortable bringing their dogs down for a great time,” said Heidi Anderson, executive director.

The Wiener Dog Race, which serves as a major fundraiser for the museum, is Friday with live entertainment, children’s activities and concessions opening at 4 p.m. in the 400 block of Main Street, Pendleton. The race heats begin after the free all dog breed costume contest at 6 p.m.

Registration is still open for dachshund race contestants. The cost is \$25 on race day or \$20 if registered in advance.

For more information, call 541-276-1066, visit www.cmeo.org or view the article in the June 19 edition of the *East Oregonian*.

Cello Workshop ends with free concert

PENDLETON — The Cello Workshop featuring students of Loree McKenna will conclude with a free performance.

The concert includes pieces learned by students throughout the week-long workshop. The performance is Friday at 7 p.m. at Pendleton Center for the Arts, 214 N. Main St.

The beginning group includes Ashton Larsen, Paige Pitner and Kylee Henderson; intermediates, Hayden Garton, Caleb Picken, Caleb Greenhalgh and Mary Davis; and advanced, Emily Long, Kieric Speakman, Jenna Harrison and Sam Coleman.

For more information, call McKenna at 541-276-4237.

Concert benefits strings camp

PENDLETON — A concert featuring Lisa Robertson, concertmaster of the Oregon East Symphony, and James Cook of Boise will benefit the Summer Strings Camp.

The duo will perform pieces for violin and piano by Schumann, Shostakovich and Beethoven Saturday at 7:30 p.m. at the First Presbyterian Church, 201 S.W. Dorion Ave., Pendleton. Donations will be accepted at the door for the camp scholarships.

A brief performance for children is planned the same day at 2 p.m. People are welcome to enjoy the 20-30 minute program.

The strings camp is open to all ages for strings players who can read notes, including violin, viola, cello and bass. It runs from Aug. 3-7 from 9 a.m. to 3 p.m. at Peace Lutheran Church, 210 N.W. Ninth St., Pendleton.

For more information, contact 541-910-4099, 808-372-8773 or r_facciuto@yahoo.com.

Old Boardman/Riverside reunion

BOARDMAN — A class reunion for the old Boardman/Riverside High School is planned this weekend.

Although 71 responses have been received from classmates to date, the registration is still open. People can register Saturday at 10:30 a.m. at Boardman Marina Park.

A screening of the documentary “Higher Ground” will be shown at 1 p.m. at the SAGE Center. The film chronicles the construction of the John Day Dam in the 1960s, which required Boardman be moved to a higher elevation. Participants may also tour the center. Then, a potluck is planned at 4:30 p.m. at the Harold Baker Pavilion at the park. The activities continue Sunday at 11 a.m. with announcements and a 1 p.m. catered meal. The cost is \$18 and people can pay at the park.

For more information, call Shirley Jackson David at 541-922-2488.

Business Oregon focusing on growing what’s already here

By JADE MCDOWELL
East Oregonian

As the state-run Business Oregon sharpens its focus on helping Oregon businesses expand, entrepreneurs are seeing an increasing number of programs available to help them succeed.

Melissa Drugge, business development officer for the eastern side of the state, shared some of those opportunities with local business owners at the Hermiston Chamber of Commerce’s monthly Business to Business luncheon.

She said Business Oregon’s goal has always been more jobs, through everything from building infrastructure to recruiting out-of-state businesses. But the agency’s newest strategy, titled “Grow Our Own,” is driven by research showing that helping already-established businesses grow is the quickest route to success.

“Seventy percent or more of job growth in a community comes from what we already have,” she said.

She outlined a few of Business Oregon’s many initiatives to help businesses grow:

“Seventy percent or more of job growth in a community comes from what we already have.”

— Melissa Drugge, business development officer for the eastern side of the state

- The Strategic Reserve Fund offers “forgivable loans” to help cover unexpected expenses that put businesses over budget on construction or expansion. If the company meets certain job-creation targets in the succeeding years the loan is forgiven.
- The Business Expansion Program is a cash incentive for businesses based on the increased personal income tax revenue from creating at least 50 new jobs.
- The Industry Competitiveness Fund helps businesses develop their product or improve their efficiency. Drugge said one use of the fund is to pay for a consultant to assess the floor layout and other practices for manufacturing companies, which have already

reported saving an estimated \$1.2 million last year based on increased efficiency from the changes suggested.

- The Capital Access Program acts as a guarantee for banks wary of lending money to a start-up or small business needing capital for expansion.
- The Government Contract Assistance Program provides support and guidance to businesses interested in bidding for a government contract for the first time. Drugge said last year the program helped 146 companies get \$8.1 million in government contracts.
- The Export Promotion Program provides funding and support for Oregon business owners interested in going global to travel to international trade shows.
- The Aggie Bond Program issues interest-free bonds to help new farmers make capital purchases like farm equipment or livestock.
- For more information about these and other assistance programs for businesses visit www.oregon4biz.com.

Contact Jade McDowell at jmcdowell@eastoregonian.com or 541-564-4536.

UMATILLA

Landing Days celebrates community

Day includes parade, live entertainment and fireworks show

By TAMMY MALGESINI
East Oregonian

A full day of events is planned beginning with a parade and ending with a booming fireworks display during this weekend’s Umatilla Landing Days.

Karen Hutchinson-Talaski, Umatilla Chamber of Commerce executive director, said even with fewer volunteers committed to the event, there will be plenty of activities for people to enjoy.

The parade gets rolling at 10:30 a.m. in downtown Umatilla. The rest of the fun gets started at 11 a.m. at Umatilla Marina Park, 1710 Quincy Ave. Although entry into the event is free, there’s a parking fee at the marina area of \$3, which goes towards next year’s fireworks show.

“It’s really a lot of fun with lots of thing to do,” Hutchinson-Talaski said. “It celebrates our heritage as the oldest community in Eastern Oregon.”

Activities in the park include food and craft



EO Media Group file photo
Cousins Jimmy Peterson and Alexis Anderson enjoy a game during the 2014 Umatilla Landing Days celebration at Umatilla Marina Park.

vendors, kids’ games and live entertainment, featuring the Round-Up City Cloggers, Umatilla and Irrigon cheerleaders, Totally Kids, Sahara Bellydance, BBPD-the Brad and Bruce Power Duo, and Finn Doxie, a indie-pop electric-Celtic-harp band from Portland. Back as headliner for the event is Blue Tattoo.

“They are such a crowd pleaser,” Hutchinson-Talaski said of Blue Tattoo. “They do a lot of covers of great songs. They play just old rock and roll. And they’re a lot of fun to watch.”

She expects Blue Tattoo’s set will crescendo with a Jimi Hendrix version of the “Star Spangled Banner” as the fireworks show kicks off

at dusk.

Also, Hutchinson-Talaski said it’s not too late to volunteer. For more information, contact 541-922-4825, karen@umatillachamber.net or visit www.umatillaoregonchamber.org.

Sean Hart of EO Media Group contributed to this story

ECHO

Council to consider marijuana ordinance

By JADE MCDOWELL
East Oregonian

The Echo City Council will consider an ordinance on Thursday regulating the sale and growth of marijuana.

The ordinance requires that marijuana grow sites be located only within the confines of a “secure, locked and fully enclosed structure” in a farm residential zone.

The ordinance also prohibits marijuana dispensaries from being located within 1,000 feet of a park, school, community recreation area where minors congregate, church, daycare or another dispensary.

It allows them to be located within a C-1 commercial zone — currently ruled out by the 1,000 foot rules — or the M-1 light industrial zone, which is located along

Thielsen Street at the north end of the city limits.

Dispensary owners would need a conditional use permit and business license to set up shop.

The ordinance as written would declare an emergency, putting the rules into effect immediately ahead of next Wednesday’s statewide legalization of the drug.

The council will consider the ordinance for a vote during its regular city council meeting, scheduled for 4 p.m. Thursday at city hall, 20 South Bonanza Street.

The meeting will start off with time for public comments, and city’s 2014-2015 budget hearing will also be held that night.

Contact Jade McDowell at jmcdowell@eastoregonian.com or 541-564-4536.

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