

Kristen Dollarhide takes the helm of Travel Pendleton

By **EMILY OLSON**
East Oregonian

Kristen Dollarhide took the reins of Travel Pendleton on Monday.

As director, she'll steer the town's growing tourism industry, expanding on a Pendleton tradition of hospitality that predates Round-Up.

"Tourism in Umatilla County brings in \$136 million a year in direct spending," said Pat Beard, who left the helm of Travel Pendleton in July to manage the Pendleton Convention Center. "And Pendleton is the base of tourism in Umatilla County with the majority of restaurants, attractions and events. Financially, it's very important, and we've just barely scratched the tip of the iceberg."

One job is created in the community for every \$58,000 in tourism dollars spent, the equivalent of roughly 170 overnight visitors.

The budget for Travel Pendleton, which falls under Chamber of Commerce oversight, is somewhat self-sustaining. It is funded by an 8 percent transient room tax and tourism promotion assessment charge of \$1.50 per night per paid room.

In addition to the 60,000 to 70,000 Round-Up visitors, Pendleton's various attractions see regular traffic throughout the year, according to the Pendleton Development Commission. The Pendleton Woolen Mills see 28,000 visitors per year, and the Underground Tours host 25,000. The Pendleton Convention Center hosts 100,000 through its range of events and the Wildhorse Gaming Resort is the biggest draw in the county, bringing in 400,000 to 500,000.

"There's been a great foundation laid. It's just a question of 'Where do we go from here?'" Dollarhide said of Travel Pendleton. Her initial goal is to immerse



On Tuesday, Kristen Dollarhide (center) discusses potential plans to include the Round-Up Grounds as a stop for a bus tour for travelers from The Netherlands.

Staff photo by Emily Olson

herself in Pendleton culture and get to know locals in the hospitality industry.

"I need to familiarize myself with Pendleton's customs and traditions and history before I come in and make any changes," Dollarhide said, who most recently lived in Union County. "It's important to me. If I lived here and had someone came in who was new, I'd want them to understand what we're all about."

She plans to continue the new events Pendleton has seen in recent years such as Bike Week and Whisky Fest, both of which have been community-wide efforts. Pendleton's Economic Development Director, Steve Chrisman, thinks there's room for growth.

"Tourism is far and away the lowest hanging economic fruit in Pendleton," he said. "The Cowboy-Indian experience plays beautifully in Asian and European markets. If they knew it was here, they'd be here in droves."

Dollarhide said she is open to ideas for new events, and would love to partner with local organizations to

make them happen. She will also work to make Pendleton a stop on domestic and international tour routes. One of her duties as director is to visit trade shows and seminars to spread the word about what Pendleton has to offer.

"We want to make sure we're at the table when tour operators are having those discussions," she said. Dollarhide will have a leg-up on her role thanks to her pre-existing connections with Travel Oregon and the Eastern Oregon Business Association.

She worked with those organizations as Executive Director of Union County's Chamber of Commerce, a position she left in September 2016 for family reasons.

"Her favorite part was the tourism efforts," said Bob Kavanaugh, who worked with Dollarhide as a member of Union County's Chamber of Commerce and stepped in as the new executive director this February.

He describes Dollarhide as dynamic and full of energy.

"She has a magnetic

personality," he said. "When it comes to someone who can be up front and speaking to an audience, she is just electrifying."

Prior to her three years with the Union County Chamber of Commerce, Dollarhide worked for Saint Alphonsus in Baker City as an executive assistant for the vice president of nursing. Her resumé also includes membership on the board of directors for the McMinnville Chamber of Commerce; she was named director of the year in 2012.

Dollarhide is originally from North Bend, Wash., and currently lives near North Powder.

She is on the search for a Pendleton apartment, and can't wait to call the Round-Up town her home. Pendleton has been her go-to for weekend amusement and nights out while living in Eastern Oregon.

"But what I know about Pendleton is just the tip of the iceberg," she said. "I'm most excited to learn more."

Contact Emily Olson at eolson@eastoregonian.com or 541-966-0809

John Day airport booked during eclipse

Hermiston, Pendleton runways open

By **ANTONIO SIERRA**
East Oregonian

Those looking to bypass Eastern Oregon's clogged roads by flying into the solar eclipse's path of totality might have trouble finding a place to land.

Haley Walker, the manager of the Grant County Regional Airport in John Day, said the airport has been booked solid for months.

Pilots from Oregon, California, Washington, Montana and across the West will stream into Grant County over the weekend ahead of Monday's astronomical event. Walker said the airport charged pilots \$100 for a "special event" parking fee and easily filled the airport's 16 tie-downs and the six additional spaces they made available.

Walker said the airport got a call from as far away as Ohio from a pilot looking for a spot. By the time they inquired, the John Day airport was already booked up.

Demand for aircraft parking services isn't the

same outside the path of totality.

The airport managers for Pendleton and Hermiston both reported that they've received minimal interest from pilots seeking use of their airports.

"We're in the path of partiality, as I like to joke," Pendleton Airport Manager Steve Chrisman said.

More than 98 percent of the sun will be obscured by the moon in Pendleton, but Chrisman said Pendleton's Eastern Oregon Regional Airport has received only two inquiries about pilots looking to land there for the eclipse.

If Pendleton is unexpectedly inundated with planes on Monday, Chrisman said the Pendleton airport's 200 tie-downs give it plenty of parking capacity.

Hermiston will experience an eclipse just under 98 percent and its regional airport isn't expecting an increase of takeoffs and landings. Airport Manager Susie Rawe said she has received only two inquires

about landing the day of the eclipse.

The airport's fuel supplier warned local airports that they should stock up on extra plane fuel to meet increased demand from traveling pilots. But because of the expense and logistical concerns, Rawe declined to buy more.

With various warnings from government officials about the crush of people that could descend on rural Oregon not matching up with the reality in Hermiston up to this point, Rawe compared it to Y2K, the theory that the calendar change from 1999 to 2000 would cause massive problems in computers.

On the other hand, Rawe said, Hermiston Regional Airport is an uncontrolled airport where pilots can arrive without prior notice. She hopes that isn't the case.

If eclipse watchers don't mind a deep dimming compared to the total darkness, there are a few local events for Umatilla and Morrow County residents who don't want to brave the road congestion in the path of totality.

The Umatilla Chamber

of Commerce is hosting the Path of "Almost" Totality Tailgate Party in the city of Umatilla.

The festivities, which include music and a beer garden, will begin on 11 a.m. Sunday at Marina Park, with tent and recreational vehicle spots available for overnight stays.

Tailgate attendees will wake up to an eclipse around 97 percent.

At 99 percent, the eclipse at Heppner is practically on the edge of totality. The U.S. Army Corps of Engineers and the city of Heppner are opening Willow Creek Dam to eclipse viewers from 8 a.m. to 11:30 a.m.

The first 250 visitors will receive free eclipse viewing glasses.

Stare up at the sky in Boardman, and residents will see a 97 percent eclipse.

But go inside the SAGE Center, and the museum's free showing of a NASA livestream means they'll get to see the eclipse in its totality.

Contact Antonio Sierra at asierra@eastoregonian.com or 541-966-0836.

Pendleton's past includes nods to the Confederacy

By **EMILY OLSON**
East Oregonian

Unlike Charlottesville, Pendleton has never had a monument to the Confederacy. But the town does have a few Confederate-resonant names and flags in its distant and not-so-distant past.

The first is the city's namesake, George H. Pendleton, an Ohio senator who opposed measures to ban slavery in the west during the 1850s. A member of the Democratic Party, Pendleton ran as George McClellan's vice presidential candidate in an unsuccessful attempt to unseat President Abraham

Lincoln in 1864.

Many of the early pioneers living in Umatilla County were Democrats. When Pendleton was platted in 1868 a local judge, G.W. Bailey, recommended that the town be named for George Pendleton, according to "A Century of News and People in the East Oregonian" by Gordon Macnab.

Many streets in Pendleton were originally named after Confederate leaders, including Stonewall Jackson, Robert E. Lee and Pierre Gustave Toutant Beauregard. The names were changed in the 1930s when Pendleton was home to an air base, said

Rebecca Frostad, manager and membership coordinator for the Heritage Station Museum.

"It was thought that it would be really difficult for airmen to try and navigate the town," Frostad said. "At that time, they decided that everything radiating east/west from Main Street would be numerical, and everything radiating north/south from the river would be alphabetical."

The streets were renamed after important figures in the city's history, though vestiges of the original street names remain.

Eighth Street had been

known as Lee Street, named after Confederate General Robert E. Lee. It remains Lee Street north of the river. And sharp eyes can see original names are imprinted in some of the older sidewalks off Southeast Byers Avenue.

Confederate flags, too, can be spotted around Pendleton.

Last Round-Up, a vendor invited by the Main Street Cowboys drew criticism and anger for displaying and selling Confederate flags in the middle of "Greatest Free Show in the West." Liberty Flags and Gifts Owner Viola Moody reported that they were "selling like crazy."

HERMISTON Fair, rodeo prompt extra donations

East Oregonian

Now that the public has had a chance to see the Umatilla County Fair and Farm-City Pro Rodeo in action at their new venue, it could prompt more donations to both events to help pay for next year.

At the fair's kickoff dinner, Rep. Greg Smith announced a personal \$10,000 donation, and rodeo board member Dennis Barnett said so far there have been a few additional donations to the nonprofit Friends of the Fair and Rodeo prompted by people seeing the Eastern Oregon Trade and Event Center for themselves last week.

He said donations to the Friends of the Fair and Rodeo, which is a separate entity from EOTEC, can be

used with EOTEC's blessing for fair and rodeo-related improvements like adding irrigation and grass to the overflow parking area to keep down the dust next year.

The rodeo acquired some debt for things like the mercantile building, additional bleachers and landscaping around the arena that the board wanted for the 2017 rodeo but EOTEC did not have the funds to pay for.

Barnett said donors can specify if they want the money to go toward the Umatilla County Fair or Farm-City Pro Rodeo, or they can leave it up to a joint committee to determine where the money is most needed.

"As we continue to try and make the facility the best it can be, there is always going to be a continued need for more funds," he said.

COMMUNITY CALENDAR

FRIDAY, AUGUST 18
PENDLETON MASTERS SWIM CLUB, 5-6 p.m., Roundup Athletic Club pool, 1415 Southgate, Pendleton. \$5 per session coaching fee; non-RAC members pay \$8 pool fee per session. (Tania Wildbill 541-310-9102)

PENDLETON EAGLES LADIES AUXILIARY KITCHEN, 6-8 p.m., Pendleton Eagles Lodge, 428 S. Main St., Pendleton. Members and guests welcome. (541-278-2828)

COLUMBIA GRANGE, 6:30 p.m., Columbia Grange Hall, 32339 Diagonal Blvd., Hermiston. 6:30 p.m. potluck, 7:30 p.m. meeting. (Doris Reid 541-567-8663)

SATURDAY, AUGUST 19
STANDING WITH STANDING ROCK, WATER, AIR AND EARTH PROTECTORS, 11 a.m.-12 p.m., Roy Raley Park, 1205 S.W. Court Ave., Pendleton.

PENDLETON EAGLES STEAK AND LIVE MUSIC, 6-11:30 p.m., Pendleton Eagles Lodge, 428 S. Main St., Pendleton. Dinner from 6-8 p.m., music from 8 p.m. to midnight. Members and guests welcome. (541-278-2828)

SUNDAY, AUGUST 20
PENDLETON EAGLES BREAKFAST, 9 a.m.-12 p.m., Pendleton Eagles Lodge, 428 S. Main St., Pendleton. Open to members and guests. (541-278-2828)

MONDAY, AUGUST 21
BOARDMAN QUILT GROUP, 9 a.m.-1:30 p.m., Boardman Senior Center, 100 Tatone St., Boardman. Quilt construction, quilting updates, education, history and friendship. Free. (Kathy Hyder 541-571-7009)

BLUE MOUNTAIN PIECE-MAKERS, 12 p.m., Thimbles Fabric N More, 1819 Westgate Place, Pendleton.

PENDLETON ROTARY CLUB, 12 p.m., Pendleton Elks Lodge, 14 S.E. Third St., Pendleton.

IRRIGON MOOSE LODGE TACOS AND BINGO, 6-9 p.m., Irrigon Moose Lodge, 220 N.E. Third St., Irrigon. Tacos from 6-9 p.m., bingo from 6:30-9 p.m. Open to members and guests. (541-922-1802)

OREGON TRAIL GEM & MINERAL SOCIETY, 6 p.m., Pendleton City Hall community room, 501 S.W. Emigrant Ave., Pendleton. (Tom Moon 541-278-9702)

BLOOMER GIRLS GARDEN CLUB, 6:30 p.m., location varies, location varies, Hermiston. (Barbara Chadwick 541-567-2043)

TUESDAY, AUGUST 22
PENDLETON TOASTMASTERS NO. 154, 6:30 a.m., Pendleton City Hall community room, 501 S.W. Emigrant Ave., Pendleton.

TOPS CHAPTER OR 1110, 8 a.m., Missionary Baptist Church, 125 E. Beech St., Hermiston. 8 a.m. weigh-in followed by meeting at 8:45 a.m. (Margaret Wetterling 541-720-0276)

GREENFIELD GRANGE PINOCHLE, 10 a.m.-2 p.m., Greenfield Grange 579, 209 N.W. First St., Boardman. (541-481-7397)

BIBLE STUDY, 10 a.m., First United Methodist Church, 352 S.E. Second St., Pendleton. (Rev. Jim Pierce 541-276-2616)

HERMISTON CHAMBER OF COMMERCE, 12 p.m., Hermiston Conference Center, 415 S. Highway 395, Hermiston. June guest speaker: Commissioner Bill Elfering will share the State of Umatilla County.. Cost is \$10 for members, \$13 for non-members, RSVP requested. (Debbie Pedro 541-567-6151)

"THE LIFE MODEL: LIVING FROM THE HEART JESUS GAVE YOU" BOOK STUDY GROUP, 1-2:30 p.m., Bowman Building, 17 S.W. Frazer Ave., Pendleton. (Pat 541-276-6671)

TOPS CHAPTER OR 1169, 4-5:30 p.m., Hermiston Assembly of God Church, 730 E. Hurlburt Ave., Hermiston. Use west side door. (Janel Bailey 541-571-5744)

STUDYING THE MIRACLES OF JESUS, 4-6 p.m., Good Samaritan Ministries, 319 W. Locust Ave., Hermiston. (541-564-1041)

COLUMBIA RIVER TOASTMASTERS, 6-7 p.m., Umatilla Senior Center, Umatilla.

AWANA, 6:30-8 p.m., Pendleton Baptist Church, 3202 S.W. Nye Ave., Pendleton. For children age 3 through sixth grade. (541-276-7590)

HOUSE OF HOPE, 6:30 p.m., Hermiston Assembly of God Church, 730 E. Hurlburt Ave. (use Seventh St. entrance), Hermiston. Help for needy and homeless individuals in the Hermiston community. (Linda Durant 541-449-5038)

WEDNESDAY, AUGUST 23
CREDIT PROFESSIONALS INTERNATIONAL, 7:30-9 a.m.,

Shari's Restaurant, 319 S.E. Nye Ave., Pendleton. (LaFrance Grubbs 541-276-5318)

WILLOW RUN LADIES GOLF CLUB, 8 a.m., Willow Run Golf Course, 78873 Toms Camp Road, Boardman. Rain or shine. Need not be a member to play. (541-481-4381)

HERMISTON KIWANIS CLUB, 12 p.m., Desert Lanes Bowling Alley, 1545 N. First St., Hermiston. (541-567-6728)

CAY-UMA-WA TOASTMASTERS, 12-1 p.m., Wildhorse Resort & Casino, 46510 Wildhorse Blvd, Pendleton. Everyone welcome. (Jeannette Taylor 541-276-9492)

ALTRUSA INTERNATIONAL OF PENDLETON, 12 p.m., Red Lion Inn, 304 S.E. Nye Ave., Pendleton.

HERMISTON ELKS DINER, 5:30-8 p.m., Hermiston Elks Lodge, 480 E. Main St., Hermiston. (541-567-6923)

FRIENDS OF IRRIGON LIBRARY, 6 p.m., Irrigon Public Library, 490 N.E. Main Ave., Irrigon. (541-922-0138)

UMATILLA CHAMBER OF COMMERCE BOARD, 6 p.m., Umatilla Chamber of Commerce, 100 Cline Ave., Umatilla. (541-922-4825)

MILTON-FREEWATER JAYCEES, 6:30 p.m., Milton-Freewater Elks Lodge, 611 N. Main St., Milton-Freewater. (541-938-9317)

PENDLETON EAGLES AUXILIARY AND AERIE, 7 p.m., Pendleton Eagles Lodge, 428 S. Main St., Pendleton. (541-278-2828)

THURSDAY, AUGUST 24
TUMBLEVEED TOASTMASTERS, 6:30 a.m., Eastern Oregon Higher Education Center, 980 S.E. Columbia Drive, Hermiston. Visitors welcome. (541-567-3360)

ARTS AND CRAFTS FROM THE DRY SIDE, 9 a.m.-2 p.m., Hermiston Assembly of God Church, 730 E. Hurlburt Ave., Hermiston. Use Seventh Street entrance. Monthly business meeting at noon. (541-567-4446)

CONDON CHAMBER OF COMMERCE, 12 p.m., Gilliam County Courthouse, 221 S. Oregon St., Condon. (541-384-7777)

PENDLETON LIONS CLUB, 12 p.m., Roosters Restaurant, 1515 Southgate, Pendleton.

MILTON-FREEWATER REPUBLICAN WOMEN, 12 p.m., Milton-Freewater Community Building, 109 N.E. Fifth Ave., Milton-Freewater. Bring a sack lunch; coffee will be provided. (Suni Danforth 541-215-9389)

HERMISTON LINEBACKERS CLUB, 12 p.m., Desert Lanes Bowling Alley, 1545 N. First St., Hermiston. Hear HHS football coach David Faaeteete discuss last week's game and talk about the upcoming tilt. RSVP by Wednesday at 3 p.m. Meets during football season only. (541-567-5215)

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