

# Pendleton advertising director pitches Western gallery

Building purchased by Jordan Schnitzer of Portland in 2016

By ANTONIO SIERRA  
East Oregonian

The director of a local advertising agency is pitching an idea to fill one of Pendleton's most prominent vacancies.

At a meeting Tuesday, Jeff Lorton of Duke Joseph told the Pendleton City Council about the Western Arts Gallery, a "conceptual project" to fill the vacant bank building at 156 S. Main St.

"It's a gallery space dedicated to the celebration, and the perpetuation, or the continuation of the Western traditional arts manufacturing in downtown Pendleton and its surrounding areas," he told the council. "This would be a gallery that would celebrate silver artists, bit and spur engravers, leather workers of all kinds."

Lorton said he's lived in downtown Pendleton since 2016 and has often thought about ways to bring more tourists and sustainable businesses to the downtown area.

His thoughts turned to the vacant South Main building, which has only seen sporadic use in the 21st century after Wells Fargo moved out.

In an interview after the meeting, Lorton said his interest is in helping "makers" promote their wares and increase their values. Lorton said artisans from Hamley & Co., Staplemans, and Rod Retherford Saddlery and Cowboy Art are all interested in including their products in the gallery.

Since it's early in the project's development, Lorton said nothing is set in stone.

But he envisions the gallery as being a nonprofit venture with a board eventually comprised of interested parties like the Pendleton Downtown Association, the Pendleton Chamber of Commerce, and the Pendleton Round-Up Association.

Once it's up and running, Lorton could see the second floor featuring a "demonstration bar" where artisans could show their craft to audiences. He wants it to be open to the public seven days per week.

This wouldn't be the first time Lorton has been involved in a local project.

Duke Joseph partnered with the city on the Future Farm Expo for a few years before funding for the agricultural drone conference ran out.

Lorton said he approached the council to talk about the Western Arts Gallery to make sure members didn't have any objections and to open the door for future funding through

the urban renewal district.

The gallery also has the support of the Pendleton Downtown Association. Wesley Murack, the association's director, told the council that he was working with Lorton to apply for grants that could help fund the gallery.

The one entity the gallery doesn't have support from yet is the building's owner.

Harsch Investment Properties, a real estate company owned by Oregon philanthropist Jordan Schnitzer, bought the building in 2016 and has been marketing it for lease since then.

Lorton said he plans to present his concept to Schnitzer by the end of the month.

Harsch Director of Marketing Christina Blaser didn't directly respond to a request for comment on the gallery, but said they would notify the *East Oregonian* when they were ready to make an announcement about the property.



EO file photo

Jeff Lorton, a Pendleton advertising director, pitched a plan to the city council to develop the old bank building at the corner of Main Street and Dorion Avenue as a showcase for Western artisans.

# Ground-breaking Chevy Volt runs out of juice

GM has stopped making the electric car with a gasoline backup motor

By TOM KRISHER  
AP Auto Writer

DETROIT — As their company was swirling around the financial drain in the early 2000s, General Motors executives came up with an idea to counter its gas-guzzling image and point the way to transportation of the future: an electric car with a gas-engine backup that could travel anywhere.

At Detroit's auto show in 2007, they unveiled the Chevrolet Volt concept car, not knowing yet whether they had the technology to pull off a major breakthrough in battery-powered vehicles.

It took nearly four more years, but the first Volt — a longer-range version of a plug-in hybrid — rolled off the assembly line late in 2010. GM had hopes that customers would be ready for a car that could go 38 miles on electricity before a small internal combustion generator kicked in.

They weren't. On Tuesday, the last Volt was built with little ceremony at a Detroit factory that's now slated to close. Sales averaged less than 20,000 per year, not enough to sustain the costly undertaking.

The Volt wasn't the first electric car, but it was the first to conquer anxiety over range at a reasonable cost. GM's limited-range EV1 came out in the 1990s, and Tesla put out its 200-plus-mile Roadster in 2008 for more than \$100,000.



AP Photo/Jae C. Hong, File

General Motors has stopped making the Chevrolet Volt, a ground-breaking electric car with a gasoline backup motor. The last Volt will roll off the assembly line at a Detroit factory with little ceremony on Tuesday.

The Volt was among the first plug-in hybrids, many of which can go only 20 or so miles on electricity and haven't gained much popularity among consumers.

Yet the Volt did serve a purpose. It led to advances in lithium-ion batteries similar to those that power smart phones and computers. But such advances ultimately led to the Volt's demise as GM and other manufacturers developed fully electric vehicles that can go 200 more miles per charge.

"While it was a financial loser, it did what was intended," said retired GM Vice Chairman Bob Lutz, who shepherded the Volt into production. "We viewed it as a stepping stone to full electrics, which were totally out of reach due to the then-astronomical cost of lithium-ion batteries."

GM now has the Chevrolet Bolt, which can go 238 miles on a single charge, and it has promised many more electric vehicles in the future.

The Volt did develop a loyal fan base, many of

whom are upset with the company for scrubbing the project.

Richard Winters, a 65-year-old physician from Poteau, Oklahoma, said the Volt still is useful in areas like Oklahoma and Arkansas where electric vehicle charging stations are few. He bought his first Volt in 2016 for the 120-mile round-trip commute from home to the Arkansas hospital where he works.

He bought another one last year, a revamped model that can go 50 miles on electricity before the gas generator starts. Because he can recharge at work, most of his commute is done on battery power. Winters routinely goes 1,400 miles between gas station fill-ups, which he likes. And it costs only around \$1 worth of electricity to charge the battery, he said.

Winters had always wanted an electric car, but like many, was afraid he'd run out of juice and get stranded. "When the Volt came out I was happy," he said of its nearly unlimited range.

# At Kraft Heinz, a fed investigation and a \$15.4 billion write-down

PITTSBURGH (AP) — Kraft Heinz disclosed an investigation by federal regulators and said it will slash the value of its Oscar Mayer and Kraft brands by \$15.4 billion, major setbacks for a company trying to revitalize its stable of household-name brands.

A wave of bad news, which also included a dividend cut and a weak outlook for the year, sent shares plunging 26 percent at the opening bell Friday, their largest decline in a single day. Before noon, the company had lost \$16 billion of its market value.

Kraft Heinz cited the impairment charge for a stunning \$12.6 billion fourth-quarter loss.

Kraft Heinz said the investigation by the U.S. Securities and Exchange Commission is related to its accounting practices in the division that handles interactions with suppliers. The SEC declined to comment.

The steep write-down and loss in the quarter is a devastating recognition that efforts to change the trajectory of the company have not been as successful as once thought.

Kraft Heinz and other food makers that dominated grocery shelves for much of the post-World War II era have been whipsawed by a seismic shift in what consumers want.

Families, particularly in the U.S., have pivoted away from familiar packaged foods amid a prolifer-



AP Photo/Toby Talbot, File

Shares in Kraft Heinz are expected to plunge when markets after the consumer goods company said it was being investigated by U.S. regulators and it reported a massive loss. Kraft Heinz said it received a subpoena in October from the U.S. Securities and Exchange Commission related to an investigation of its procurement operations, which cover deals a company makes with outside suppliers.

ation of products marketed as being more wholesome, or that promise new tastes. The trend hasn't been good for some of Kraft Heinz's standbys like Jell-O and Kool-Aid and Oscar Mayer hot dogs.

In the fourth quarter, Kraft Heinz said lower prices in the U.S. helped boost sales volume. Its overall global sales also edged up, but its profit when excluding one-time charges still fell short of Wall Street expectations.

The tie-up of Kraft and Heinz was engineered in 2015 by Warren Buffett's Berkshire Hathaway and 3G Capital. The Brazilian investment firm is known for taking over companies and improving results by slashing costs.

But the strategy apparently didn't work as planned at Kraft Heinz.

"We were overly optimistic on delivering savings that did not materialize by year end," said Kraft Heinz CEO Bernardo Vieira Hees. "For that, we take full responsibility."

JPMorgan analyst Ken Goldman said the results cast doubt on 3G Capital's strategy of chasing growth by cutting costs.

"Investors for years have asked if 3G's extreme belt-tightening model ultimately would result in brand equity erosion," Goldman wrote.

Goldman said the answer may be in the \$15 billion intangible asset write-down for the Kraft and Oscar Mayer brands.

## Thank you to the following businesses for supporting Newspapers in Education

Their generous support of the East Oregonian NIE program helps provide copies of the newspaper and unlimited access to EastOregonian.com and the e-Edition to schools throughout Umatilla, Morrow and Gilliam counties.



**CHI St. Anthony Hospital**  
541-276-5121  
SAHPendleton.org  
2081 St. Anthony Way  
Pendleton, OR 97801



**KIRBY NAGELHOUT CONSTRUCTION CO.**  
505 SW 16th St.  
Pendleton, OR  
541-612-8575  
KirbyNagelhout.com



1415 Southgate  
Pendleton, OR  
541-276-0880 | RAClub.us



541-276-1260  
BLUECC.EDU  
2411 NW Carden Ave.  
Pendleton, OR 97801



**OLD WEST FEDERAL CREDIT UNION**  
301 S. Main St., Pendleton, OR  
541-278-6800 • OldWestFCU.org



**Robert Alan Property Management**  
541-240-9161  
robertalanpm.com

127 SW Emigrant Ave. #1  
Pendleton, OR 97801



**Dean's Pendleton Athletic**  
249 S. Main St.  
Pendleton, OR 97801  
541-276-6988  
Facebook.com/DeansPendletonAthletic

# PHONAK MARVEL



Thanks to modern technology and industry-leading expertise, Phonak is able to bring you the best possible solutions for your hearing needs





Phonak Audéo™ Marvel  
Love at first sound

Renata Anderson, MA  
2237 SW Court, Pendleton • 541-276-5053  
www.renataanderson.com

For more information on the NIE Program, visit EastOregonian.com/eo.nie. To make a donation, call 800-522-0255.

**EAST OREGONIAN**