

Former EO editor steps into new role

Daniel Wattenburger joins Pac/West Communications as an account manager

East Oregonian

HERMISTON — Pac/West Communications announced it hired former *East Oregonian* managing editor Daniel Wattenburger of Hermiston as an account manager.

Wattenburger earned recognition from the Oregon Newspaper Publishers Association for his columns and editorials and helmed the *EO's* newsroom while the paper swept the ONPA's general excellence award from 2013-18.

"I'm excited to join the Pac/West team because I've seen the

work they do," Wattenburger said in a written statement. "They've been fearless in taking on issues that run counter to the popular narrative or are opposed by well-funded backers. Those are often the kinds of causes worth championing."

Pac/West is a top government affairs and public relations firm in the region. Pac/West president Paul Phillips stated adding Wattenburger strengthens the company's expertise working with media and on matters important to rural Oregon.

"Daniel knows the issues because he has lived them and reported on them for the past decade," he said in the announcement, adding Wattenburger can give clients and their communities a stronger voice in the Oregon Legislature.

As account manager at Pac/West, Wattenburger will apply his understanding of issues surrounding water, wildlife and other natural resources, as well as economic development, education and health care, to bridge the gap between clients and their audiences. Wattenburger also will play a key role on Pac/West's legislative affairs team, using his journalism experience to support public relations and strategic communications.

Wattenburger lives with his wife and two children in Hermiston. He is a board member for the regional food bank Eastern Oregon Mission, a volunteer reader for pre-K Head Start and spends his free time cheering on the Seattle Mariners Major League Baseball team and planning family road trips.



Photo contributed by Pac/West Communications
Former *East Oregonian* managing editor Daniel Wattenburger of Hermiston brings his media experience to Pac/West Communications.

Oregon liquor license cost raised for 1st time in 70 years

Oregon's liquor fees move to just below the national average

Associated Press

SALEM — The cost of a liquor license in Oregon is going up for the first time in 70 years after newly passed legislation doubled the amount the agency will charge bars, restaurants, breweries and wineries for the right to sell alcohol to customers.

The law moves Oregon's liquor fees from among the cheapest in the nation to just below the national average for such fees, but the agency says getting on a par with other states was not the motivation.

The Oregon Liquor Control Commission wants to use the new revenue to

move its license renewal process online, deal with the increase in applications statewide as the population grows and create a more efficient, two-year renewal option.

"Our fees were set in 1949, as far as we know, back when bread was 10 cents a loaf," said OLCC spokesman Matthew Van Sickle.

Starting Oct. 1, a full liquor license will be \$800, up from \$400, and winery or brewery license fees will increase from \$250 to \$500. All other fees will also double on and after that date.

OLCC's revenues from distilled spirit sales and beer and wine privilege taxes, forecast at more than \$1.5 billion for 2019-21, are the third-largest source of revenue for the state of Oregon.

The increase in licensing

fees is projected to raise an additional \$9 million for the 2019-21 biennium.

The agency processes an average of 454 new licenses a year, adding to a load of more than 18,000 active licenses.

While there is no timeline for a two-year liquor license renewal option or the transition to an online system, bar owners say they are looking forward to not having to complete cumbersome paperwork every year.

Another goal for the new revenue is increased stings, where the state sends in underage people to attempt to purchase alcohol at licensed establishments. Van Sickle says the Legislature sets the benchmark for compliance and lawmaker recently raised its expectation from 80% to 90% compliance.

BRIEFLY

Pendleton couple offers vacation planning

PENDLETON — Tammy and Amber Heath of Pendleton recently opened a Dream Vacations franchise.

Amber, an Air Force veteran, and her wife, Tammy, completed an intensive training program to become certified Dream Vacations travel agents in Pendleton. As part of the home-based travel agent franchise network, the Heaths have access to cruise and land vacation deals as well as Dream Vacations' exclusive product and service offerings.

"Tired of staycations or stuck in a vacation rut? From Tammy's extensive cruise experience and my travels around the world as part of the U.S. Air Force, we have the expertise to

transform your vacation into a dream vacation," Amber said.

They are equipped to handle all the details in arranging travel and vacations. Consumers can browse the Heath's new Dream Vacations website or contact them for personalized guidance in planning memorable vacations.

For more information or to book a vacation, call 541-276-1917 or visit www.roundup-travel.com. Hours of operation are Monday through Friday from 9 a.m. to 6 p.m.

BEO hosts school supply drive

HEPPNER — The Bank of Eastern Oregon is collecting school supplies for local elementary schools.

Each of the bank's 13 branches will accept donations, which will be dis-

tributed to local schools. In addition, each branch will hold a drawing for a backpack filled with supplies for a local student. Community members with a student in grade school are encouraged to stop in and fill out a ticket. People do not have to be a Bank of Eastern Oregon customer to donate supplies or enter the drawing.

"We welcome you to join with your local branch and celebrate the spirit of your hometown," said Becky Kindle, chief banking officer. "Bring your school supply donations to any branch of Bank of Eastern Oregon."

BEO branches in Oregon are located in Heppner, Ione, Condon, Fossil, Moro, Arlington, Boardman, Irrigon, Athena, Enterprise, Prairie City, John Day and Burns. For more information, contact Kindle at 541-676-0201 or bkindle@beo-bank.com.

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