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WINNER OF THE 2019 ONPA GENERAL EXCELLENCE AWARD

\$1.50

PROTECTING THE TRADEMARK



Staff photo by Kathy Aney

The Pendleton Round-Up Association bought this drawing by artist Wallace Smith for \$250, had it registered and started using it for a logo in 1925. The drawing hangs in the Pendleton Round-Up and Happy Canyon Hall of Fame.

Round-Up frowns on misuse of bucking horse logo

By KATHY ANEY
East Oregonian

PENDLETON — Artist Wallace Smith likely would have raised his eyebrows in surprise had he caught sight of a

poster hanging recently in a Pendleton marijuana store.

Smith, a journalist and cartoonist who died in 1937, sketched the bucking horse that eventually became the iconic image of the Pendleton Round-Up. The colorful drawing showed a bronc in mid-buck and a cowboy riding, his hat flying and his right arm stretched high for balance. The image is now the rodeo's trademark logo.

The banner in Thur's Smoke Shop

that might have brought consternation to Smith featured a similar bronc, though the horse had smoke drifting from its nostrils and the slogan "Let'er Burn" positioned directly beneath.

After an *East Oregonian* write-up about the business showing shop owner Bryson Thurman standing in front of a partial view of the poster, Pendleton Round-Up Association President Dave O'Neill fielded

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INTERMOUNTAIN ESD

District to coordinate new educator network

Local ESD will be responsible for network allocating \$1 million to teachers

By JESSICA POLLARD
East Oregonian

PENDLETON — A new network allocating funds for teacher resources like professional development opportunities and mentorship is coming to Umatilla, Morrow, Union and Baker counties through the Intermountain ESD.

The ESD was selected to coordinate the Regional Educator Network this fall after a proposal process. There will be 10 networks throughout the state that encapsulate all districts and are made up of teachers and educators. Even districts that aren't part of the ESD, such as the Hermiston School District, will be able to participate in the network.

"The hope that we have is that this funding that's going to come in is going to bring the region together. We tend to work in isolation in districts," said Matt Yoshioka of the Pendleton School District.

He said that particularly in an area as spread out as Eastern Oregon, the network will facilitate resource sharing between districts.

Yoshioka is also a part of the Educator Advancement Council, which established the networks.

The EAC was established with the passing of Senate Bill 182 in 2017, which also carved out funding for the networks. The IMESD's network has about a \$1 million budget for this biennium, according to Yoshioka.

Mark Mulvihill, the superintendent for IMESD, said the network is unique because it is required to be made up of 51% of teachers.

The network has not been established as of yet, but funding has started rolling in and IMESD has hired a coordinator, Caitlin Russell. She was not available for comment before publication.

"The idea is to really have the people on the ground floor allocating these funds," Mulvihill said. "What we're really focused on in this is taking care of teachers. It's a stressful job. This initiative is intending to support these people."

Yoshioka said the Regional Educator Network could be particularly useful with the amount of new hires at the Pendleton and Hermiston school districts. The districts welcomed 21 and 47 new hires, respectively, this year.

"We have a high need to train and mentor new staff," he said. "Through the ESD, we could provide better consistent systemic support."

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Cause of fire remains 'undetermined'

Too much damage to determine cause of Pendleton fire

By PHIL WRIGHT
East Oregonian

PENDLETON — Investigators are not able to pin down just what started the blaze Sept. 29 that destroyed a downtown Pendleton building. Pendleton assistant fire chief Shawn Penninger, who was there four hours or more.

"The best I can tell you is it looks to be accidental and possibly elec-

trical in nature," he said, and the official ruling is "undetermined."

The fire burned down almost everything at 342 S.W. First St., home to the second-hand business We Sell Stuff. Penninger explained the lack of physical evidence after a fire means investigators turn to witnesses, particularly from the first crew at the scene. And in this case, from Penninger, who was there four hours or more.

Fire behaves in certain ways, he said. Finding several ignition points of a fire, for example, would raise red flags. But he said nothing about the fire at We Sell Stuff appeared suspicious.

In a news release Monday afternoon, Penninger reiterated the undetermined finding. He reported investigators from insurance companies will assist with heavy equipment and additional resources at the scene in the coming weeks.

He also stated the investigation is open and the fire department will report new developments.

Penninger said any controversy about who may have lived in the second story apartment above the

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Staff photo by Andrew Cutler

A firefighter sprays water down onto a burning building on Sept. 29 in downtown Pendleton. The fire burned down almost everything at 342 S.W. First St., home to the second-hand business We Sell Stuff.



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