



Photo by Michelle Alaimo

**Brayden Langley, 15, and his father Bryan created iCallElk, an instructional elk calling app. The app is for iPhones and iPads and sells on iTunes.**

## Langley father and son building a business, one elk call at a time

**By Ron Karten**

*Smoke Signals staff writer*

"It's not just a passion – It's a way of life!" says the tagline for Umpqua Outdoors, a new Internet-based business developed by Bryan Langley, the Tribe's Higher Education manager, and his 15-year-old son, Brayden.

The Langleys sell apps for Apple phones and tablets through the iTunes store. They sell elk calls, offer elk calling lessons – both private and through seminars and webinars – and website design.

Brayden programmed the Umpqua Outdoors website, [www.umpquaoutdoors.com](http://www.umpquaoutdoors.com), the first of many planned apps, iCallElk, and designed the banner on the Facebook page, his first Web and app language designs.

"I've wanted to program for quite a while, a year or so," says Brayden.

The Umpqua Outdoors title comes in part because Bryan is partly descended from Umpqua Indians.

Bryan, for his part, says he has been dreaming about the idea for as long as eight years. When Brayden learned to program last year, his father knew it was time to begin.

"I wrote down things we'd do for an elk calling app," says Bryan, "and he ran with it."

Last summer, Brayden's journey into programming began from scratch. The ultimate result, opening to the public on Sept. 11, came from the 15-year-old, who learned the coding not only for the app, but also for the website design in less than a year.

A family programming friend pointed Brayden to Lynda.com, an online learning company that helps anyone learn software, design and business skills. Brayden got some ideas there on how to start.

"The site taught me how to submit our app to the app store," he says.

The website opened for busi-

ness on Feb. 11. By Feb. 19, customers had purchased 36 apps at \$3.99 each. The app for Apple iPhones, iPads and iTouch is at the iTunes store at [itunes.apple.com/us/app/icallelk-instructional-elk/id814067094?mt=8](http://itunes.apple.com/us/app/icallelk-instructional-elk/id814067094?mt=8).

The duo has plans for new apps, including one with elk recipes, a specialty of Rhonda, Bryan's wife and Brayden's mother. They already have a name for it: iEatElk.

Bryan is selling elk calls from Point Blank Hunting owned by Willy Rogers, a Grand Ronde descendant; Bryan reps for the company. As a world-leading elk caller, Bryan teaches the art through the website.

Credentials for father and son involvement in the elk-calling world include their top finishes at the annual Rocky Mountain Elk Calling competition. In the professional class, Bryan has competed six times. In the last four, he placed fourth, third and first for the last two years. Brayden has been competing in the pee-wee division since 2009. He won the first year and has placed second in the three years since.

Also, Brayden has been hunting with his father since he was 9. He hunts with both bow and arrow and rifle. He participated in the Tribal mentor hunting program, and used to face off against elk and deer on his father's tag. Today, he has his own.

Bryan also has been hunting since he was a child.

"I grew up in a hunting family and we relied on hunting to help provide meals for the table," Bryan says. "That still happens today, and now it is being passed down to yet another generation."

The subtitle of the website, "It's not just a passion – It's a way of life!" comes from family experience, Bryan says.

"It is a way of life! It is our passion and it is our way of life. It is what we love to do!" ■

### Ceremonial Hunting information

We have started the 2014 ceremonial hunting season. Deer tags have gone out and they will be good for one month and then rotated if not filled. We will be having the game meat processed at Willamina Meat Processing this year. They will take in game seven days a week. All meat is taken in and hides taken to Natural Resources.

This year, we will be giving out \$25 gas vouchers for each harvest. All hunters who harvest their first animal will receive a knife with the Tribal logo and the year of the harvest on the blade.

Returning hunters are eligible for a \$100 Cabelas gift card to replace lost or broken hunting gear or update their gear with something new. These are one per person per year.

We want to reward hunters for all their time and effort in some way.

We now have the right to hunt the tags with a bow. We are very excited about this opportunity.

We are still recruiting for new members who have the time to help. It is an honor to provide meat for our funerals and ceremonies so we can have traditional meals.

Lastly, we get three bear tags a year, so we really need hunters willing to hunt those tags. We will have a few tanned deer hides available soon. Applications for those can be picked up at Natural Resources. Thank you. If you have questions about ceremonial hunting, call Marline Groshong at 503-474-7000. ■

### Foundation seeking applications

SALEM – West Valley Hospital Foundation scholarship applications for students in medically related fields of study became available on Feb. 1 and must be returned by Friday, March 28. Applicants must have a permanent residence in Polk County or be a West Valley Hospital employee or a family member of a West Valley Hospital employee, and must have applied to a college in their field of study before applying for the scholarship. Visit [www.salemhealth.org/scholarships](http://www.salemhealth.org/scholarships) and click on the West Valley Foundation Scholarship link for more information and to download an application. Call 503-831-3456 for more information. ■

### Cover Oregon assister at Portland office

A Cover Oregon certified application assister will be at the Tribe's Portland satellite office, 4445 S.W. Barbur Blvd., from 9 a.m. to 3 p.m. Wednesday, March 5 and 19.

Contact Loretta Meneley at 503-879-1359 or 800-775-0095 for an appointment to apply for or discuss Cover Oregon. Days will be increased at the Portland office if necessary to accommodate Tribal member demand.

Meneley also will be at the St. Patrick's Day potluck at the Portland office from 11 a.m. to 3 p.m. Monday, March 17. ■

**St. Patrick's day POTLUCK**  
 @ the Portland area office  
 4445 S.W. Barbur Blvd.  
 Portland OR 97239  
 March 17, 2014  
 11a.m. - 3 p.m.  
 For questions  
 call Lisa Archuleta  
 503-879-1880