

Ione Cardinals track team competes at meet



Kelly Thompson winning the 400 meter dash at Umatilla

By Toni Carter

The Ione Cardinals track team, despite being short of members, fared well at the Umatilla Icebreaker meet on March 19, the first meet of the season.

For the boys, Kelly Thompson placed first in the 400 meter dash and second in the 200 meter dash. Dan Long,

with his first attempt at throwing the javelin, placed eighth.

On the girls' side, Abby Key placed seventh in the discus while Ashley Grams grabbed fourth in the 300 low hurdles and fifth in the 100 meter hurdles. Amber Patton and Kim Morris placed fourth and fifth respectively in the high

jump. The girls' long relay team, consisting of Ashley Grams, Abby Key, Kim Morris and Amber Patton, placed seventh. Out of 16 teams, the boys placed 13th and the girls, 12th.

One of the five boys and three of the 11 girls were on a trip to Italy, missing the meet.

Wahtonka weather holds for track meet

By Toni Carter

The Ione track team traveled to The Dalles for the Wahtonka Cherry Festival to compete with 22 other teams on April 2. The weather, which normally is windy and cold, was actually pleasant for the meet.

The girls placed seventh overall and had a good

show from a number of them. Natalie McElligott placed first in the long jump and second in the triple jump. Eva Chitty took fourth in the 400 meter dash. Ashley Grams placed fourth in the 300 meter hurdles, with Amber Patton taking fifth and Stephanie Holland eighth, respectively, in the high jump. The 4x400 long relay team of

Eva Chitty, Abby Key, Ashley Grams and Sara Peck placed eighth.

With only five boys taking track this year and each improving in their events, they show promise for the season. Kelly Thompson placed fifth in the high jump and sixth in the 200 meter dash, while Dan Long came in seventh in both the shot put and the javelin.

Local Head Start to receive federal funds

United States Senators Gordon Smith and Ron Wyden have announced that Umatilla Morrow Head Start program will receive \$4,016,630 from the U.S. Department of Health and Human Services to continue providing Head Start services to children aged three to five years.

"Head Start is a wonderful resource for children and parents alike," said Smith. "Umatilla-Morrow Head Start will now have even more resources to continue providing kids and their parents the early tools needed to reach their full potential in life."

"Through Head Start's comprehensive program, kids

not only get access to educational basics, but also to health care services - two essential building blocks for a brighter future," said Wyden. "I am pleased to see the Umatilla-Morrow Head Start receive these funds."

The Head Start Program, created in 1965, is a federal program in the Administration of Children, Youth and Families in the Department of Health and Human Services which provides childcare to underprivileged children. Umatilla-Morrow County Head Start, Inc. is a non-profit organization which provides services for children and families in seven Eastern Oregon counties.

Over the Tee Cup

Ladies gathered at Willow Creek Country Club on April 27 for their weekly playday.

Carol Mitchell took low gross of the field. Bernice Lott took low net of the field. Jackie Allstott, Kandy Boyd and Cam Wishart tied for least putts of the field.

In flight A, Pat Edmundson took low gross and Betty Christman took low net.

In flight B, Lorrene Montgomery took low gross; Luvilla Sonstegard took low net; and Lois Hunt took least putts.

In flight C, Joyce Dinkins took low gross; Betty Carlson took low net; and Dorris Graves took least putts.

The KP went to Carol Mitchell on Hole #7- third shot.

The 18-Hole Invitational will be held June 1. The Jo Pettyjohn Memorial Ladies' Tournament will be held June 11-13.

Oregon wines featured

Oregon wines will play on a world stage over the next few weeks as separate tasting events take place in such markets as Sweden, Japan and China. The efforts-coordinated, in part, by the Oregon Department of Agriculture- underscore the wine industry's desire to expand exports despite stiff global competition.

"Our wine industry has dabbled in the export marketplace for at least the last 10 years, but there seems to have been no concerted effort to sell Oregon wines outside of Canada and the United Kingdom," says Patrick Mayer, international trade manager with ODA. "Within the last year, through our participation with the Oregon Wine Board's Export Committee, we have been able to help give the industry some perspective on our primary markets of Japan and China as well as other markets around the world that might be of interest."

According to the Oregon Agricultural Statistics Service, about 42,000 cases of Oregon wine were exported in 2003- only about three percent of all wine sold out of the state last year. Of that amount, more than 16,000 cases went to Canada, the U.K., and France. Nearly 14,000 cases were shipped to Japan in 2003, about a 400 percent increase over 2002. Still, ODA officials believe Japan can improve on those numbers while China and other parts of Europe are pursued. That's why the upcoming events are so important.

For 2004, the first planned rollout of Oregon wine took place last week in Stockholm, where 16 wineries were represented at a tasting held at the U.S. ambassador's residence. Serendipity may have led to Sweden's interest as food and wine writers and photographers from the Scandinavian country came through Oregon a year ago. The pictures and the words that followed that fateful trip helped grab attention for Oregon wine.

"We were fortunate to have the folks from Sweden come and visit us last year," says Mayer. "Now we want to build on the momentum."

The next international Oregon wine event takes place on May 18, a half a world away from Sweden. Tastings will take place in Tokyo with 12 participating Oregon wineries. A "tasteoff" with French wines will be part of the strategy for highlighting the quality of Oregon wine. In addition, various Japanese restaurants will feature an Oregon wine by-the-glass

promotion that week.

"In Tokyo, wine consumption is now on a par with consumption of sake," says Mayer.

Later in May, a dozen Oregon wineries- many of them participating in the Japanese events- will travel to Beijing for two separate tastings involving 100 invitees. A separate event will follow in the southern Chinese city of Guongzhou.

"The wine market of mainland China is in its infancy, but wine consumption is increasing at an annual rate of about 25 percent the past couple of years," says Brian Liu, ODA's trade manager for China. "This will be the first event Oregon's wine industry has had in China. We will invite media, distributors, food and beverage managers from local four-star hotels as well as managers of other high-end restaurants. We want to reach about one percent of the market. That's enough to make a difference."

Like so many other Oregon agricultural products, wine is looking for its niche in the export market. In Sweden and other parts of Europe, Oregon wine is competing with centuries-old wineries from France, Italy, and Spain. The Asian market also receives European wine as well as production from Australia. U.S. wine exports are, of course, dominated by California. But Oregon's strong reputation for growing high quality Pinot grapes is well known among wine aficionados. Promotion and education through wine tasting events can help broaden the awareness and expose the consumer to what Oregon has to offer.

"Oregon wines are not going to offer the lowest price, so we have to be targeted with where the product is being promoted," says Mayer. "Sweden and Japan have fairly developed wine markets already. To our advantage, perhaps, Pinot noir and some of the other Oregon-grown varieties are not as well known as Cabernet, Merlot, and other red wines. As the wine consumer gets more sophisticated, they are always hungry for something new and different. That goes for all customers of Oregon wine, home and abroad."

The focus for most Oregon wineries looking at the export market is to reach the high-end retail wine shop or the white tablecloth restaurant of a fancy hotel. The average consumer in a country like Japan can go to a retail store to buy lower cost wine just as American consumers can. Generally, Oregon will not compete with other wine producers who stock the

shelves of grocery stores worldwide.

"As an example, Japan has traditionally been a market that demands premium products and is willing to pay for them," says Mayer. "Even though its economy has been weak the past several years, Japan has the second highest GNP in the world after the U.S., and consumer spending is still high on a per capita basis."

The Oregon Wine Board has shown a commitment for more overseas sales by creating an export committee. Members of the committee are excited about the upcoming events.

"We are the marines hitting the beach for Oregon and trying to position our wines in a world marketplace," says Doyle Hinman, sales manager with Henry Estate, located in Southern Oregon's Umpqua Valley, who is most intrigued with China. "People have told us China has unlimited potential. As a group, we're trying to understand how to do business in that market. These tastings will help us get the lay of the land."

Hopefully, the tasting of Oregon wine the next few weeks will whet an international appetite for more.

For more information, contact Patrick Mayer or Brian Liu at (503) 872-6600.

Births

Grace Sophia Ogden-a daughter, Grace Sophia, was born February 20, 2004, at Kadlec Hospital in Richland, Washington, to Alison and Jarrod Ogden of Ione. The baby weighed 8 lbs., 8 oz. and was 21 inches long. Grandparents are Brian and Lorrie Sullivan of Ione.

Gavynn Rose Aschenbrener-a daughter, Gavynn Rose, was born April 23, 2004, in Templeton, California to Mollie (Bothum) and Sean Aschenbrener. She joins siblings, Ashton and Lauren, at home. Grandparents are Jan Bothum of Pendleton and Jim Bothum of Prineville. Great-grandmother is Mary Beamer of Heppner.

Keala Rose Eldridge-a daughter, Keala Rose, was born April 26, 2004, at Good Shepherd Medical Center in Hermiston to Vanessa and Adam Eldridge of Boardman.

Babe Ruth signups slated

The deadline for Babe Ruth signups for boys and girls 13-15 years of age is Saturday, May 15.

For more information or to sign up, call Rick Johnson, 676-5562, or Rick Paullus, 676-8779.

**Give A Gift
To Mom
She Will
Treasure**

Member
Jewelers of America, Inc.
Peterson's Jewellers
Heppner 676-9200

Purchase - Refinance - New Construction Loans
Realize Your Dream Home With The Bank of Eastern Oregon!

"We are delighted with the whole experience! Melissa and her staff were great to work with!"
Vernon and Chrystal Grey, Condon

- NEW HOME PURCHASE -**
First Time Home Buyers • Low and No Down Payment Options
Customized Plans and Programs • Second Homes or Vacation Homes
Rental Properties / Investments
- REFINANCING YOUR HOME -**
Debt Consolidation • Home Equity Loans • Lines of Credit
Interest Rate Reduction • Lower Monthly Payments
- CONSTRUCTION LOANS -**
Custom Stick Built Homes • Cabins and Vacation Homes
Modular and Kit Homes • Owner Builder Participation
Manufactured Home Set Ups • Remodel Projects

**Melissa Lindsay,
Mortgage Mgr.**
(541) 676-9884

Bank of Eastern Oregon Member FDIC