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FOR BUSINESS



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ADDING TIME WITH INNOVATION

Article By TIFFANY EDWARDS, EUGENE AREA CHAMBER OF COMMERCE

In the last issue of *Open For Business*, I shared my thoughts on what it means to be creative and think outside the box when it comes to business advocacy. I touched on the concept of innovation as a way to take something that has been working perfectly well and look at new ways to do it and make it even better.

I used in my example, the rotary telephone; a tool that had been perfected in its form, or so we thought. After several iterations of innovation, we can now have a conversation from just about anywhere in the world, with another person anywhere on the planet—or at least anywhere with Wi-Fi. We not only can hear them, we can actually see them at the same time. Yes, technology is amazing, but it's innovation that makes it happen.

So how can we apply innovation to things like communicating important issues to our Chamber members and policy-makers? The very definition of innovation is to “introduce new things or methods.” But why? What about our current way of doing things could be made even better if we imagine a world without limitations?

The first thing that comes to mind for me is time. There's never enough time, yet we have the same 24 hours in a day that we've always had. As technology is applied and things become more simplified, the expectation of what we can get done within those 24 hours quadruples. I know I'm dating myself here, but I graduated from college before I ever had an email address. The internet was something I had heard of, but hadn't really used; and my fresh skills that came with my recent degree in communications, would soon be obsolete as email and the internet completely changed the rules. Now the ability to be reached by phone or text from anywhere, would mean that there is an expectation for an instant response, and immediate action.

While this is a nice luxury, it has become one of the biggest obstacles we all face—too much information, not enough time and no great

ability to filter what we really care about and what we can ignore. In my role, I depend on our Chamber members to engage and work collaboratively to communicate important positions to our policy-makers. It's also vital for me to hear from our members so that I can better understand the direct impacts to confidently communicate on their behalf.

The tactics that are then deployed in communicating with our elected and appointed leaders also pose constraints. Not everyone prefers the same method of communicating, whether it's to set up a meeting or be lobbied on a vote. There's a great deal of time and consideration and even as recently as last week, I sent out an email calling for advocacy on an issue, where I outlined 3 vastly different messages to send to 3 different City Council members, knowing they each had different perspectives on the issue.

This brings me to this point in time. Today, I know I have a lot of information to share, feedback to gather and work to do; but I also know our members are busy running their businesses, living their lives. I know our elected officials are also very busy and for most of them, their public service is a second, full-time job. At this precise moment, I am thinking about what tools I can create to make information available to people that is what they want, when they want it and where they want it so they can engage in ways that are most appropriate for them. I've implemented a few tools to track the current engagement so I can have a better understanding of what progress looks like. If you don't know where you've started, it's virtually impossible to tell if you've moved. I probably won't have the solution tomorrow, but goals have been set, progress is being made and innovation is hard at work.

Lend your voice and leadership to the policies shaping Eugene. Connect with Tiffany Edwards at tiffanye@eugenechamber.com

INNOVATION IS YOUR KEY TO SUCCESS IN A WORLD THAT'S CHANGING FAST

Article by CALE BRUCKNER, PRESIDENT & CEO AT CONCENTRIC SKY, AND EUGENE AREA CHAMBER OF COMMERCE BOARD CO-CHAIR

In a world that's changing fast, being innovative is more important than ever.

In the context of doing business, innovation is about creating something new that has value, and it comes in all sizes. The iPhone was a big innovation. Your accounting team making a decision that streamlined billing and saved money was a small innovation. Both matter.

Most companies can point to flashes of innovation in their histories, but to really succeed in today's world, you need to create a company culture that supports perpetual innovation. You need to build an innovation engine.

That takes more than painting "We Are Innovation" on the wall in the break room. To build an innovation engine, start by creating a safe place for your team to try new things, fail, and try again. And remember, it isn't failure if what you learned from the experience eventually leads to success.

Next, teach your team to challenge the status quo. "Why are we doing it this way?" is a question you want to hear often. If you aren't, lead by example and ask it yourself.

Celebrating innovations across your company, big and small, is another good way to show your team that you value efforts to challenge the status quo and try new things.

At the Eugene Chamber, CEO Brittany Quick-Warner, the Chamber Board, and the Chamber staff are building an innovation engine. Innovation is one of the Chamber's four core values, and every member of the team knows it. The team feels safe challenging established practices, and there's no shortage of valuable ideas to be mined from the group. We're constantly evaluating how we

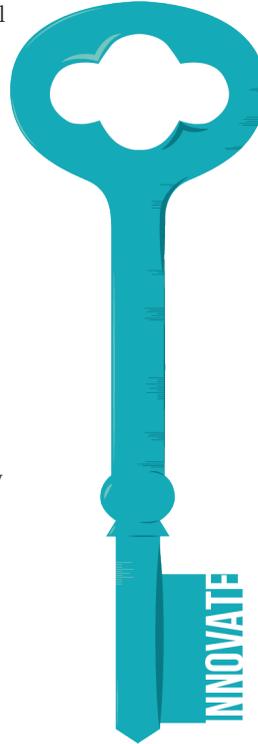
work, and looking for opportunities to improve — to innovate. We celebrate even the smallest steps forward.

For example, the Chamber recently decided to outsource our accounting and finance functions. We couldn't afford a full-time employee, but some out-of-the-box thinking led us to hire a fractional CFO under contract with a local accounting firm. We further reduced costs by exchanging magazine advertising space for reduced fees. Now we have a part-time CFO on the team, delivering tons of value to the organization, which we could never afford to hire full-time.

The Chamber is also working to build innovation engines within the community we serve. One example is our commitment to supporting the development of an Innovation District, a designated section of the city where creative thinkers, entrepreneurs, students, and tech-savvy innovators can come together to conceive and implement new ideas — a first for Eugene. We're still in the early stages of working with community partners; you'll be hearing more as the year progresses.

From my perspective as Co-Chair of the Board and a long-time Chamber member, the Chamber's innovation engine is strong. By all our measures, the Chamber is healthy and poised to serve our community for the foreseeable future. Our members will see a variety of innovative programs roll out in 2019, including a new membership model that is a direct result of the work we've put into creating a culture that values and fosters perpetual innovation.

Your company's ability to perpetually innovate could be the determining factor of your success in a world that's changing fast. Is your innovation engine up to the task?



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FOSTER INNOVATION: Creating a Culture of Art and Science

Article by DANIEL C. SHARP, PH.D, DIRECTOR OF BREWING OPERATIONS, NINKASI BREWING COMPANY

It has been said that beer is culture—an early breeder of human society. Civilization emerged due to cultivation, specifically agriculture, as hunter-gatherers became farmers who could control ingredients for food...and beer. Whether through agriculture, viticulture, or horticulture, a society's culture is informed by what it cultivates. The shared etymology (culture/cultivation) is telling: we are what we make collectively. Beer started as an innovation (albeit accidentally), and brewing culture is rooted in tradition, creativity, and variation. At Ninkasi, we embrace Continuous Improvement: an intentional approach to conscientious changes for the better in all our actions, from sustainability, to better living for our workers and community, to innovation. One of the biggest challenges in sparking innovation is that there is no formula to follow. We can encourage unrestricted spaces for free-flow creative thinking and the exchange of ideas, but there is no secret ingredient, method, or recipe waiting to be discovered to reveal the next big thing. True innovation comes from dedication, hard work, and the tenacity to continuously challenge assumptions; to be innovative and avoid getting comfortable.

While no single strategy guarantees innovation, deliberate actions can be taken to foster success and create a culture of innovation. I hope something in our process for crafting new beers sparks creativity within your teams.

FOCUS

One can't sit back and wait for a good idea just by being open to it. New ideas take work and purpose, which can be difficult when many other tasks and expectations take priority. In running a brewery these priorities include safety, cleaning, production

schedules, quality testing, and team meetings. To offset these, and to encourage focus, Ninkasi prioritizes a work environment that reduces stress. We offer weekly massages, an in-house climbing wall, regular employee social events, tasting sessions, and sensory trainings. We give our brewers time on our Nano and pilot systems to test ideas and develop new recipes. We also send them to brew collaboration beers with other breweries—to learn new techniques and approaches to brewing. We foster experiences that nourish and educate, while alleviating the stress and repetition of production brewing, with the goal to promote focus.

DISCOVERY

Nobel Prize winner Dr. Albert Szent-Gyorgyi says "Discovery is seeing what everybody else has seen, and thinking what nobody else has thought." This can apply to anything. Innovation is essential in the big and the small, from the drafting of new labels, recipes, ingredient sources, or technical aspects to the brewing process. It goes beyond creation and into the "how." For discovery, we gather input from many sources: market analysis, social media, and historical recipes. We hold ideation sessions where we invite representatives from other departments to draw upon as many perspectives as possible: quality and sensory, raw materials, brewers, marketing, and sales. We balance deliberate ideation with an open floor; anyone can speak up. You never know where inspiration will strike.

FEASIBILITY

Many ideas are discarded due to difficulty and implausibility. Other ideas are challenged by how they would be implemented from technical or process standpoints. On the surface, this may seem

antithetical to the innovation process, but in practice it allows for opportunities to come up with creative solutions. New recipes call for new tactics. We ask questions like:

- Can we obtain the necessary ingredients or materials?
- Is it legal? (alcohol formulations and labeling are tightly regulated)
- Do we have the right equipment?
- Do we have enough time?
- Do we think people will buy it?
- How do we sell it?

FORMULATION

Once we have a general framework for how we're going to pull off a new project, we start the formulation phase. This is the most creative phase. We explore questions like, how do we make a beer that tastes like banana bread? Instead of trying to source huge quantities of bananas and processing them, could we use a yeast strain that creates banana aromas? For new beers, our brewers draft their recipe and brew it on our Nano system which produces a single keg of beer at a time. Brewing at such a small scale allows us to iterate new recipes many times with very little cost or commitment. We recently installed a new pilot brewery which gives us the ability to make ten kegs of beer to gather consumer feedback in the market before scaling up to a full-sized batch of at least 180 kegs.

EVALUATION

To ensure we are moving towards our targets, we gather as a group and taste our prototype recipes. The cross-functional team provides anonymous and objective feedback on specific attributes, such as aroma, flavor, color, clarity, mouthfeel, and overall sensory quality. These attributes are then compared to the intended target, and we discuss if changes are needed. We leave room to evaluate the recipe

outside of our expected targets. Even if we missed the mark does this recipe inspire us to keep going? Or could fit the needs of a different project? This process repeats, and recipes are continuously refined until we land on a production-ready formulation.

IMPLEMENTATION

Once we finish testing and have a completed recipe, it is time to brew the beer on a production scale. A great deal of planning and troubleshooting goes into this phase and it is perhaps the most nerve-racking and unromantic step of innovation. Accurately recreating a recipe on a large scale is difficult, and the stakes are high. All of the work leading up this point can easily be

undone with a simple oversight. We identify potential risks and mitigate them ahead of time or develop back-up plans. Inevitably, problems arise that require spontaneous troubleshooting. The key to success is developing the technical skills and confidence among the team to react and communicate quickly and effectively. At this level, the scope of the problems is too large for one person to solve alone, and teams must have enough trust to work together creatively to solve problems.

PUTTING IT ALL TOGETHER

To be clear, the above steps do not ensure success; they only make it more likely. We have the benefit of many minds and resources working on projects and providing input from many angles, which can be a challenge for smaller companies or startups. However, this challenge can also be an advantage; fewer opinions allows for quicker decisions and speed to market. I would encourage anyone looking to start or improve their innovation program to think about how to incorporate these practices into their company. There are alternative approaches to each of these practices, but the key is to challenge your assumptions and constantly ask "how can we do this different and better than anybody else?"

For more information visit <https://ninkasibrewing.com/>



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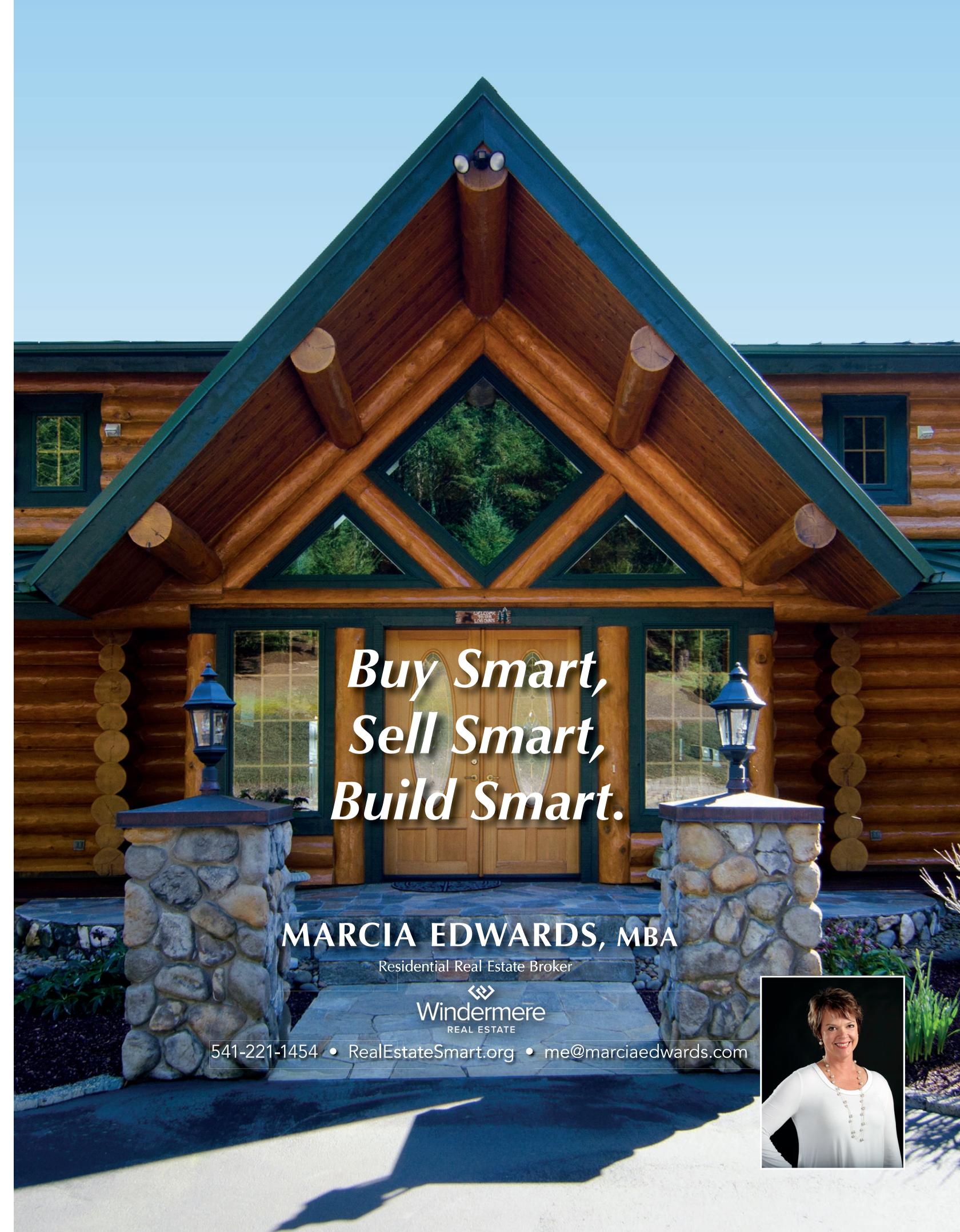
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KERNUTT STOKES

OUT IN FRONT



KERNUTT STOKES: ADDING VALUE THROUGH TECH ADVANCEMENTS

QUOTED: ERIK PARRISH, KERNUTT STOKES LLP

HOW AND WHEN DID KERNUTT STOKES GET ITS START IN EUGENE?

In 1945, Marvin Piquet established what is known today as Kernutt Stokes. In 1965, Dick Stokes began working for Marvin and his Partner, Bill Minihan, and they were joined by colleagues Don Kernutt and Dave Sparks that same year. The firm started growing at a 20% annual rate over the next decade as Marvin took on several community leader roles which he instilled to Dick, Don, and Dave. The firm was then one of the first local businesses to use Electronic Data Processing Services, a decade prior to the general adoption of PCs in the early 80s.

WHAT IS THE MOST INNOVATIVE THING ABOUT KERNUTT STOKES?

Although quality of service has always been paramount, the use of technology to enhance the service has been consistent with the Firm since the early 1970s by early adoption of technology to process payroll, general ledgers, and financial statements. The Firm has been in front of leading edge advancements in the technology and along with that has been the technical skills to strategically advise clients through every financial scenario they encounter.

HOW DOES YOUR ORGANIZATION CONTINUE TO INNOVATE?

Private Accounting Services was launched in 2017 when Steve Ritchie, the Partners, and I worked together to bring full-service accounting department services to a Firm environment through the use of cloud-based technology that allows us to virtually support businesses and organizations. This is, nationally, an emerging service model for the accounting industry by leveraging the value of the Firm with our people and process skill development to create a continuous service model that can meet all of a business or organizations accounting needs to add real value through our collective experience and not just be an overhead fixed cost. We just happen to be the first firm in Oregon to have an experienced CFO build this department from scratch out, with all of the processes and experience from industry, to a full-service accounting department.

WHAT IS ONE THING THAT OTHERS MAY NOT KNOW ABOUT YOUR ORGANIZATION?

Kernutt Stokes has been a member of the Chamber since 1984 and has had a significant community impact through the years as the culture has supported professional involvement in organizations and boards throughout its history. A little company called Blue Ribbon Sports (known as Nike today) also rented some space in the basement of our last building.

From a Firm service standpoint, our Fractional CFO services are brand new with the Private Accounting Services practice and we have served a number of businesses and non-profits on an interim-basis for several months at a time, which allows a business or organization to search for the best financial executive for their organization, as opposed to fill an important seat very quickly when a CFO gives notice or retires.

WHAT EXCITES YOU MOST ABOUT DOING BUSINESS IN EUGENE?

Eugene is a diverse city that really embodies the spirit of community where we all live, work, and play. We have several high-quality higher education institutions that allow a growing practice, like Private Accounting Services, to thrive with talented people, and then the best technology networks and services that help us provide the constant quality we need to provide to business and organizations as we support all of their financial operations.

HOW DO YOU SEE THE CHAMBER IMPACTING YOUR ORGANIZATION AND THE BROADER COMMUNITY?

Having been involved with the Chamber since graduating from the University of Oregon, so for 15-plus years now, I really appreciate the programming and services that the Chamber provides to all of our employees and other local businesses and organizations. From the high-quality events and seminars, to the networking, advocacy and economic development, there is a way to get involved with the Chamber at every part of a career here in Eugene, from young professional to seasoned community leader.

For more information visit <https://kernuttstokes.com/>



STAYING TRUE

OBF: CONNECTING OUR COMMUNITY THROUGH THE ARTS

QUOTED: JANELLE MCCOY, OREGON BACH FESTIVAL

TELL US ABOUT OREGON BACH FESTIVAL: HOW AND WHEN DID IT GET ITS START?

Dr. Royce Saltzman, who at the time was a professor of voice and choral music, went to Germany to direct the International Center for Music Education in 1969. While there, he met Helmuth Rilling and the two planned for Helmuth to travel to Oregon the following year to lead a choral conducting masterclass during the summer term. The first budget was only \$2,500! It took off quickly given the pair's talents and charisma with the additional support and efforts of the Eugene and University communities.

HOW DOES OREGON BACH FESTIVAL CONTINUE TO GROW AND INNOVATE?

I believe that every business or organization should regularly assess itself to ensure it stays true to its stakeholders, mission, and/or community. We're nearly fifty years old as an organization and what got us to this august milestone may not be what gets us to 100.

With the advent and ease of technology, classical music is one genre in a thousand that can be accessed. It also means that entertainment is readily available in the comfort of your own home. As such, we're required to think ahead and articulate our case for relevancy both for ourselves and our community.

WHAT IS ONE THING ABOUT YOUR ORGANIZATION THAT MAKES YOU PARTICULARLY PROUD?

Our commitment to education was present from day one. Our founders knew that engaging students and the community in that case for relevance was at our very heart and mission. We have never lost sight of that.

Case in point, our Stangeland Family Youth Choral Academy, which will celebrate its 22nd year this summer, hosts high school choral students from around the country. For about two weeks, these young people, most of which are on scholarship, come to the University of Oregon and find a new community and a transformative on-campus experience. It's life-changing

and leads those who would have self-selected out of a college degree to enroll here.

IF THERE IS ONE THING YOU WOULD LIKE READERS OF THIS MAGAZINE TO KNOW ABOUT OBF, WHAT WOULD IT BE?

The Festival grew because of the grassroots blood, sweat and tears of countless people, businesses, and philanthropies. We now have a budget that is over a thousand times larger than our humble beginnings. We've never lost sight of where our home is and to whom our gratitude is owed. We're so appreciative to this community for sustaining us for nearly half a century and will continue to draw upon that investment to ensure our future.

HOW DOES OBF'S INNOVATION IMPACT OUR COMMUNITY?

The arts affect us in ways that are central to our life experiences. While those metrics are more often qualitative than quantitative, that doesn't make them any less important or valid. The intrinsic value of the arts is easily synergistic to the fabric of our communities. We socialize around the arts; we mourn around the arts; we use the arts for protest; we engage in the arts to make sense of our world.

HOW DO YOU SEE THE CHAMBER IMPACTING YOUR ORGANIZATION AND THE BROADER COMMUNITY?

Last year, we enjoyed a fun partnership with the Eugene Area Chamber of Commerce through partnering with the Young Professionals Network for one of our concerts. The energy was electric! As Eugene has thrived from so many families moving here—whether that's to start a business or retire from one—the Chamber and its members are important partners.

The greater that we use the arts as the connective fabric of our communities, the more revenue flows into our economy. There is more tax base, more jobs, more job retention to name a few. That serves as reinvestment into our community—the very community to which we owe where we are today.

Check out Oregon Bach Festival events: <https://oregonbachfestival.org/>

SECTOR STRATEGIES

Vibrant sector strategies, committed partnerships and inspired community leadership are helping to drive the growth of targeted industries and our regional economy. The Eugene Area Chamber of Commerce is proud to be a part of the Lane County Sector Strategies team. Each quarter, we'll learn from the partners moving this work forward.



WELCOME TO EUGENE'S TABLE

Article by MICAH ELCONIN, SEASON TO TASTE CONSULTING

The deep roots of Greater Eugene's food and beverage manufacturing community continue to support growth. By the end of 2018, a diverse group of 172 food and beverage manufacturers were operating in Lane County. This legacy industry created over 185 million dollars in wages by paying an average annual wage almost two thousand dollars higher than the county average. Our regional food and beverage manufacturing industry generates well over a billion dollars in economic activity each year.

In the Summer of 2017, the industry began uniting its voice via coordination by the Lane County Sector Strategies Team. The team contracted Season to Taste Inc. to lead collaborative development projects, promote products and values, and create opportunities to share knowledge and resources. Since that time, the program has gained substantial momentum. We are excited to announce the launch of Eugene's Table, a food and beverage partnership of the Greater Eugene area. The partnership provides a platform for our region to solidify its place as a nationally recognized food and beverage manufacturing hub.

Sure, those of us that live in this region may be a bit rightfully biased towards our local producers, but our local manufacturers are responsible for some of the industries most important innovations. Almost 50 years ago, Springfield Creamery became the first company in the country to add acidophilus cultures to their Nancy's Yogurt product. Since then, the probiotic foods category has exploded, and is expected to generate \$64 billion in 2022. With the 3rd generation joining the ranks of the family owned company, Springfield Creamery continues to innovate. Last year the company launched Nancy's Oat Milk Non-Dairy Yogurt, and yes, they were the first brand in the country to launch a nationally distributed oat milk yogurt.

Eugene area innovation leadership doesn't stop at product development. Our region's food and beverage companies are developing ground-breaking ownership models to support sustainable growth. In April, Ninkasi Brewing announced a strategic partnership with EPR Properties and Legacy Brewing. The partnership allows Ninkasi to bring on capital and distribution channels necessary for continued growth while maintaining independence from Big Beer companies. Ninkasi' Co-Founder and CEO, Nikos Ridge says, "Ninkasi has discussed numerous partnership opportunities over the years that didn't quite fit our vision, but with the support of Legacy and EPR, we felt that this was the right opportunity and will help us develop into the next powerful independent craft brewery platform."

Of course, independence is just one of many values that drives our local food and beverage community. A substantial number of our region's companies have made environmental commitments that garner national attention. Mountain Rose Herbs' 2018 Sustainability Report states, "As a values-driven company working to put people, plants, and planet over profit, we consider the environmental and societal impacts of our business decisions before the bottom line." Last year, the company diverted 95% of its corporate waste, opened the first commercial scale certified organic botanical processing facility in the area, and matched all of its employees donations to environmental non-profits. Along with many other industry awards, Mountain Rose Herbs was named a Top 10 Corporate Philanthropist by the Portland Business Journal.

With legacy brands continuing to grow and emerging players gaining more traction every day, our area is ripe with opportunity in the food and beverage space. We look forward to welcoming the world to enjoy Eugene's Table.



The Lane County Sector Strategy Team (LCSST) is a team of professionals representing workforce development, economic development, business and education. The LCSST works collectively, in an effort to better support critical industries in Lane County. We believe we can achieve more and have a greater impact in our community by working together.

For more, visit: bit.ly/2PhYkPU



MANUFACTURING INNOVATION

Article by JOSHUA MONGÉ, EUGENE AREA CHAMBER OF COMMERCE

In the spirit of Manufacturing and Innovation, I wanted to highlight one of the programs of the Eugene Chamber: Emerald Valley High Performance Enterprise Consortium (EV-HPEC). The program is a lean training program that helps companies reduce waste (broadly defined) through the teaching and fostering of continuous improvement practices. Continuing to improve is not innovation, but the ideas generated to support continuous improvement are, and they can be of benefit to companies that adopt continuous improvement.

Rosen Aviation is a local high-tech design and manufacturing company that provides cabin electronics to the business aviation marketplace and engages with EV-HPEC and the lean process. Rosen began its lean journey about 8 years ago in response to feedback from customers:

“After a little over a year with only limited success, we recognized that we would either need to make lean [processes] a

priority or drop the program. We decided that lean is a key element in our on-going success, not only through the continual improvements that the tools, methodologies, and thinking bring, but also by furthering our culture of respect for people, self-direction, and learning. EV-HPEC has helped us on this journey by providing inexpensive lean trainings, a Lean Certification program, and the ability to share best-practices and benchmark against other local companies that are on their own journeys. Some of the outcomes we’ve experienced along this journey are almost 19,000 man-hours saved, over \$250,000 hard dollars saved, 100% program participation, and EV-HPEC Lean Certification of 20% of Rosen’s team members. We continue to strive to become a company that uses Lean as a foundational element in running the business.” – Tadashi Jones, VP of Resource Management, Rosen Aviation

Another local Manufacturer, Strapworks, also participates in EV-HPEC. Through

their training and experiences with other lean-minded companies, they have created lean picker carts that have several tools and accessories attached to the cart, with some workspace strapped onto the top. These tools are not always needed, but when the pickers hit the racks, they may be pulling different lengths of straps or picking stock that is bagged. Having carts with the tools needed for any type of stock pick reduces the time the pickers have to walk and find the various tools they may need. The concept of having the right tool for the job is not innovative, but building multiple potential solutions into a cart is.

My hope is to convince our manufacturing community that the idea or implementation of continuous improvement is not innovative, but the solutions that come from those improvements that will make your company innovative.

If you would like to learn more about EV-HPEC, check out EVhpec.org or contact Joshua Monge: joshuam@eugenechamber.com or (541)242-2359



Lane County is home to 165 food and beverage manufacturing companies, which employ 4,019 people, bringing over \$179 million in wages to the area. With firm counts growing at almost 7 percent a year, the industry has created over 1,000 new jobs since 2012. By most estimates, this is a billion-dollar industry that will only continue to grow.



Chad Barczak, Josh Eaton, Caitlyn Eaton, Celeste Marshall, Bishop Lafer helped prepare nearly 200 pounds of pulled pork for Hack for a Cause participants.



LOCAL TECH INDUSTRY DONATES \$1,000,000 IN VOLUNTEER HOURS

Article by MATT SAYRE, TECHNOLOGY ASSOCIATION OF OREGON

Every April, the local tech industry comes together to solve some of the most pressing challenges in the community and uses technology to develop solutions. Hack for a Cause has become a tradition in Eugene and has mobilized more than \$1,000,000 in volunteer hours over the last four years.

This hackathon, now the largest in Oregon, brings together hundreds of students and professionals to work side by side as teams and compete with other teams to solve challenges, for a chance at cash prizes and to make a positive community impact. Teams cultivate a culture of problem-solving, shaping technology for a purpose.

Just us Schwabedal, who was visiting Eugene from Germany was among the participants this year. “The positive attitude at events like these is uniquely American,” Schwabedal shared. “One guy, helping the other guy get to the next level

and not feeling degraded, it’s not like that in Germany”.

Earlier this year, dozens of challenges were submitted by local non-profits, local governments, and civic organizations looking to leverage technology to provide transformative public benefit. Ten challenges were selected. This year, innovative technological solutions were developed in support of the Shelter Care, HIV Alliance, Lane County, the City of Eugene, and others.

Several projects saw continued momentum after the weekend’s event including oregoncampaigntrail.com, which gives a nod to the classic Oregon Trail game. This new game aims to show people interested in running for office the challenges and opportunities they might encounter.

Another promising project is speedupamerica.com. This project provides on the ground truth about the

Internet in America. Their new national broadband map provides transparency to consumers: real Internet speeds received, actual prices paid, and level of service experienced.

The event is made possible by amazing support from the local business community. Sponsors of the 2019 Hack for a Cause include: XS Media, University of Oregon, Nulia, US Ignite, Lane Workforce Partnership, IDX Broker, CBT Nuggets, SheerID, City of Eugene, Lane County, KLCC, United Way, Sizzle Pie, cti, Cafe Yumm, Farmers Union Coffee Roasters, and Togos.

A call for new challenges for Hack for a Cause 2020 will go out this Fall. Learn more at hackforacause.org

[A call for new challenges for Hack for a Cause 2020 will go out this Fall. Learn more at hackforacause.org](http://hackforacause.org)



Eugene-Springfield is home to more than 470 tech companies—with 62 successful new tech companies launched locally in the last five years—bringing over \$304 million in wages to the area. The industry’s local average annual wage is \$74,279, which is nearly double the average Lane County wage of \$42,644. Employment at local tech companies is expected to grow by 23 percent over the next 10 years.



PLUG INTO DOWNTOWN EUGENE'S CULTURE OF INNOVATION

Downtown Eugene is the heart of creativity and entrepreneurship in our community, boasting a higher concentration of start-ups, entrepreneurs, artists, and creative businesses than any other neighborhood. Its business incubators, workshops, high speed broadband, co-working spaces and bars and restaurants lead to both intentional and serendipitous collaborations among members of the tech and creative communities.

There are many opportunities for those that work downtown and beyond to engage in downtown's innovative and inclusive culture. Below are a few examples.

TECH MEET-UPS

Tech Tuesdays

Described as "your regular dose of digital creatives hanging out and noodling on projects", this informal gathering takes place on Tuesday evenings at 5:30 at The Barn Light. It's free and everyone is welcome.

Women in Tech Happy Hour

A meet-up for women in tech happens on the first Wednesday of the month at Claim 52 Kitchen. It starts at 5:30 and is also free.

More at [meetup.com/EugeneTech/](https://www.meetup.com/EugeneTech/)

WORKSHOPS

ABAE Creative Academy Seminars

What can you learn from an acting coach to apply to the way you work? What can you learn about creating a strong workplace culture from creatives? These are the kinds of topics, with hands-on exercises, you'll tackle at Creative Academy

seminars hosted by the Arts & Business Alliance. The seminars are held a few times a year. Registration and a modest fee are required.

More at [artsbusinessalliance.org](https://www.artsbusinessalliance.org)

PERFORMING ARTS

Many local performing arts groups are rethinking their programming to appeal to a younger and more tech-oriented audience. This spring, Eugene Symphony teamed up with Harmonic Laboratory and Light At Play to fill the Silva Concert Hall with light and color, bringing the vision of composer Scriabin to life. The Symphony also holds free casual happy hour events at local bars featuring a presentation and musical excerpts from Music Director Francesco Lecce-Chong throughout the season.

Or, enjoy an original dance theater performance from Ballet Fantastique, or "BFan," as it is affectionately known. BFan, a favorite among downtown Eugene's young professionals, with performances it describes as "fierce, fun, creative, and bold." Their shows are based on great stories, mischievous innovation and live music.

Check out the calendar for these groups and many more at [hultcenter.org](https://www.hultcenter.org).

NIGHTLIFE

Every night of the week, downtown Eugene is full of opportunity to try something new or revisit a favorite. Sing karaoke, compete in a trivia competition, catch a movie, see live theater, attend a comedy show or see a live band.

Weekly events can be found at [downtowneugene.com](https://www.downtowneugene.com)



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SIGNS OF INNOVATION

Article by KELLI MATTHEWS

The signs are everywhere. Eugene is on the move.

Cranes swing high above Franklin Boulevard erecting the Knight Campus, wrecking balls demolish the old EWEB steam plant and bulldozers and earth movers shape the new Hayward Field.

These developments aren't the only signs that big things are happening. Some others are much less visible, but with no less impact.

In conference rooms, coffee shops and sidewalks all over Eugene, a core group of people have been talking about how to create a culture of innovation — what it means, how to foster it and, importantly, how to intentionally grow Eugene in a way that innovation is the hub of what we do.

In 2014, the Brookings Institute explored the idea of “innovation districts,” a new force of economic development happening in cities

"BY CREATING A
SHARED AGENDA WITH
CLEAR GOALS, WE
BUILD OPPORTUNITIES
FOR PEOPLE TO
THRIVE"

DANA SIEBERT

large and small across North America.

Around the same time, community groups and stakeholders in Eugene began to discuss what an intentional and focused effort to highlight and build on exciting work already happening might look like here.

"We began a conversation asking how we could build the connections, assets and community culture that inspire innovation," said Eugene Chamber of Commerce CEO Brittany Quick-Warner.

The burgeoning tech scene was clearly part of the equation, but it couldn't be the whole answer. The subsequent conversation has included public and private sector leaders, entrepreneurs and nonprofit executives.

"Innovation hubs around the country start with existing people and places," added Dana Siebert, interim executive director of the Regional Accelerator and Innovation Network (RAIN). "Eugene has a strong foundation to build on."

WHY AN INNOVATION HUB?

"We've long focused on traditional economic development models that ask 'how do we recruit big business?'" said Quick-Warner. "It's exciting to think about disrupting that model and aspire to a holistic approach that's more inclusive."

Proponents of the innovation hub model argue that building on the assets we currently have leads to community prosperity and creates a place people want to be.

"Energy attracts energy," Quick-Warner adds.

Studies have shown that communities that focus on building innovation as a strategy have the unique potential to spur productive, inclusive and sustainable economic development.

"This is a priority worth pursuing," remarked Siebert. "By creating a shared agenda with clear goals, we build opportunities for people to thrive."



"WE NEED AN
INTENTIONAL, STRATEGIC
APPROACH TO ENSURING
THE COMMUNITY
LEVERAGES THIS
OPPORTUNITY"

BRITTANY QUICK-WARNER

HOW DO WE CREATE AN INNOVATION HUB?

The Brookings Institute identified key components to success for regions that want to create intentional economic development through innovation and entrepreneurship. The Eugene Chamber, the University of Oregon and other key partners have looked closely at what Eugene brings to the table. Significantly, Eugene has a critical mass of the necessary economic, physical and networking assets needed.

"The city has all the right pieces," offered Kyle Henley, vice president for communication at the University of Oregon.

Eugene is rich with economic assets — the companies, institutions and organizations that can drive and support innovation.

The Knight Campus for Accelerating Scientific Impact looms large both in physical presence and community aspirations. Located on the north side of Franklin Boulevard, across from the University of Oregon's main campus, it stands as a connection between the innovation happening on campus and the community.

"The Knight Campus can put us on the map," Quick-Warner added. "We need an intentional, strategic approach to ensuring the community leverages this opportunity."

But Knight Campus isn't the only economic asset coming from the University of Oregon in the near future. A new Hayward Field opens in 2020, and it will immediately host two important track & field events — the 2020 U.S.



"WE'RE CREATING AN OPPORTUNITY FOR PEOPLE TO BUILD OFF EACH OTHER'S IDEAS AND MAKING SPACE FOR COLLABORATION"

NOREEN DUNNELS

Olympic Team Trials and the IAAF World Championships in 2021, the largest sporting event in the world that year.

"The University is excited to being a catalyst for the community and an anchor for the innovation economy in our region" added Henley. "We have two once-in-a-generation opportunities happening simultaneously, and we need to slingshot out with momentum to fuel innovation in the community for years to come."

That inevitable momentum will thrive in the entrepreneurial ecosystem Eugene has created. RAIN provides programs, skill-building and an entrepreneurial culture to help innovators be successful.

"We have worked with founders and entrepreneurs from ideation to engagement for nearly a decade," said RAIN's Siebert. "But the innovation hub discussions have moved us to think more 'big picture', outside of the programmatic role we've had for nearly a decade."

Siebert believes that "big picture" thinking encourages the conversation around innovation to be inclusive – including people and organizations that haven't always been at the table and allows RAIN and its partners to think beyond business incubation.

"We're talking about changing the culture in our community, applying innovator thinking and finding new ways to do everything from solving public health issues to creating new funding models," he adds.

When there's a concentration of public and private

spaces that encourages people to meet for a meal, collaborate over a cup of coffee or work in tandem in a co-working space. It creates new ways to connect. These physical assets, literally, bring people together.

"We want to facilitate places that put people in proximity and beg them to ask the question of each other, 'What are you up to?' Siebert said.

Places like the downtown library, The Graduate hotel, 5th Street Public Market and the new riverfront access will knit the innovation hub together. But the smaller spaces are equally important.

Moreover, to make innovation part of the fabric of our community's culture, relationships between and among individuals, institutions and organizations are fundamental.



"Innovation requires risk," she added. "We are building trust through intentionally diverse and inclusive conversations that bring new partners to the table."

Taking advantage of the opportunities ahead will require trust, buy-in for a shared vision and a commitment to a culture shift.

"There's a stickiness about this place," Quick-Warner said. "We want to build a place that draws talent to our area and keeps them here. I believe the focus on innovation is the key."

"We're creating an opportunity for people to build off each other's ideas and making space for collaboration," said Noreen Dunnells, the United Way of Lane County CEO. "And I can tell people are 'leaning in' rather than resisting this opportunity."

Learn more about innovation districts at <https://brook.gs/2sam074>

Discover the vision of the Knight Campus for Accelerating Scientific Impact at <https://accelerate.uoregon.edu/>

To learn more about Eugene's startup ecosystem, visit <http://www.raineugene.org/>

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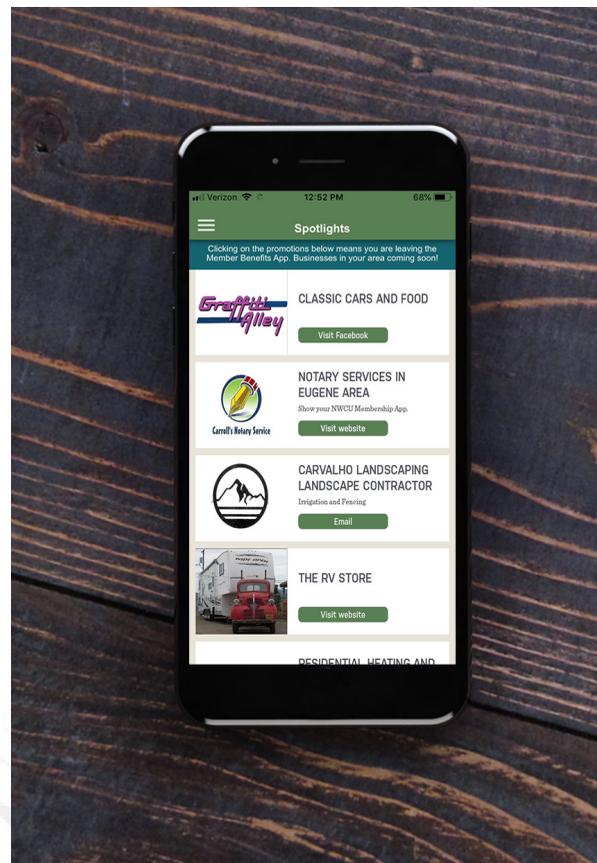
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UNLIKELY IN

Article by SUZANNE ADAMS

Innovation is driving two Eugene companies, Seneca Family of Companies and Lane Transit District, to stretch the boundaries of what many people consider old school industries. Seneca Sawmill, known for its high-quality lumber, is using technology to improve its product and reduce waste. LTD is using technology to get people where they want to go faster, easier and in a way that best suits their way of life in an on-demand world.

Innovation has always been a part of Seneca Family of Companies, according to Casey Roscoe, Seneca's vice president of Public Relations.

"Grandpa was an innovator from the get-go," Roscoe said. "Our whole success is due to innovation."

When her grandfather, Aaron Jones, opened his first sawmill in the 1950s, he was troubled by the amount of sawdust the mill generated. He saw the dust as wasted product, so he engineered a new saw blade that could cut thinner slices of wood, allowing Seneca to maximize its lumber.

Jones' habit of encouraging and supporting innovation by his employees led to the creation of more than 25 industry patents owned by Seneca.

The company continues to use the latest technology in its mills, said Todd Payne, Seneca's CEO. It uses drones to check its log inventory at its mills and to check the growth of trees on its three tree farms. It also uses Wi-Fi, tablets and remote cameras to monitor production, product quality, and track inventory.

The company continues to invest in ways to reduce waste and increase the sustainability of its mills, Payne said. Seneca's \$65 million cogeneration plant uses sawdust and other debris to power its boilers. Heat from the boilers run the mill's dry kilns and turbines to create renewable energy for Eugene Water & Electric Board.

Across town, Lane Transit District is combining technology and partnerships with local organizations to make it easier for people to get around faster.

"LTD isn't just about providing bus service to Eugene, Springfield and the surrounding areas," said LTD General Manager Laura Jackson. "It's about providing the best modes of transportation to people when and where they need it and making it easily accessible."

For example, LTD is installing a new electronic fare system that will allow passengers to wave a pre-paid smart pass or an app on their smartphone at an electronic fare box to pay for their ride.



NOVATORS

The new system makes it easier and faster for regular riders to pay their fare and board the bus, Jackson said. And it makes it easier for people don't regularly use the bus. New riders can simply download an app, figure out where they're going, pay for their ticket and board the bus.

Partnerships, such as ones with South Lane Wheels and the city of Eugene, are also an important part of innovation for LTD, Jackson said.

For example, LTD partnered with South Lane Wheels to create an on-demand ride pilot program for rural riders in Cottage Grove, Jackson said. The program, Connector, allows riders to use an app, their home computer or call to schedule a ride anywhere in town on any weekday between 7 a.m. and 7 p.m.

The program has been so successful that LTD is considering partnering with the city of Eugene and Lane Council of Governments to start a similar pilot program for downtown Eugene, she said.

Jackson and Payne said their organizations are keeping an eye on new technology that could be useful for their businesses.

LTD is looking for ways to make it easier for riders to

connect to options such as Lyft, Uber, PeaceHealth's bike sharing and Zipcar's car sharing programs into the services it provides for LTD customers. These programs can provide riders with a way to cover that "last mile" to and from the bus stop to their home.

"We don't see them as a competitor, but as a complement to what we can offer," Jackson said. "It's about allowing people to make choices about their lives and their mobility."

Seneca is keeping an eye on new wood products that are being developed, such mass timber and nanotechnology. This technology can be used to create biodegradable packaging and multi-story wood buildings that are as strong as today's concrete and steel buildings, but are lighter and have a smaller foundation.

"We're taking a purposeful pause to consider what's on the horizon and what we want to participate in," Roscoe said.

Innovation isn't restricted to tech start-ups, and Eugene's long-standing industries continue to prove that they can innovate by focusing on finding solutions to issues and addressing them with new ideas to improve the operations of their businesses.

Opportunity and Innovation

The Arrival of Opportunity Zones

Article by JOSHUA MONGÉ, EUGENE AREA CHAMBER OF COMMERCE

Opportunity Zones are here—and Eugene is building a powerhouse of local experts to help us embrace this beneficial economic development tool. So what do we do with them, and how can we use them to forward our efforts for innovation?

First, we have to understand the nature of the Opportunity Zones and the subsequent incentives. This program is attempting to entice investors to divest themselves of stock or underperforming holdings and encouraging them to reinvest them in to communities. To put it another way, these incentives are



attempting to create “new capital” by encouraging investors to take capital gains that they typically wouldn’t have, and reinvest into an Opportunity Fund to be used in the zones.

These funds can be used two ways:

- New Business Capitalization – Through the use of equity shares in newly formed businesses
- New Real Estate Acquisition and Developments – Buying property to redevelop

Both of these avenues must be new ventures and have strict tests to ensure projects are creating an economic benefit to the community.

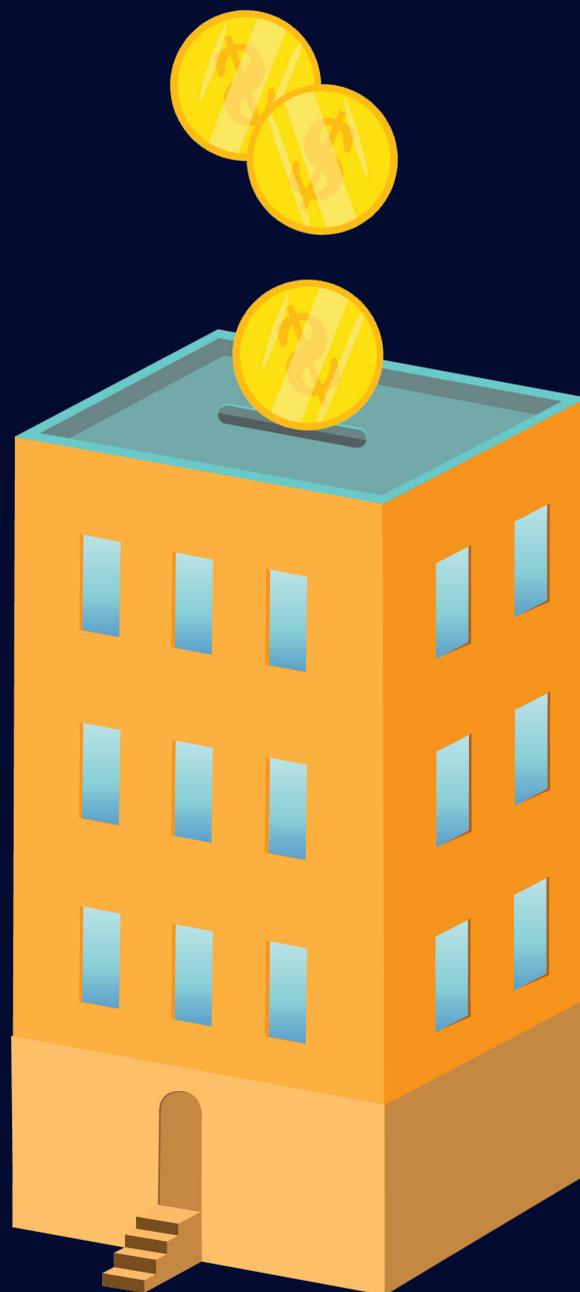
Next, we have to understand the mechanics that make this program different from other programs. Here are a few highlights:

- It’s a temporary deferral; the tax bill comes due at the end of the Opportunity Fund or December 31, 2026, whichever is first. It’s not a 1031 Exchange with a potential perpetual delay.
- The timeframe is longer than most tax incentive programs. It’s at least a 10-year investment to get a permanent tax break at 15% of the value of investment. Shorter time frames are 5 years at 10%, and additional 5% at 7 years.*
- The Opportunity Zones are bound to physical territory, encompassing areas with low-income communities. There are 80 designated Opportunity Zones in Oregon.

Finally, we have to think about how we can use this program to help our community. There are many challenges facing developments in our community. Construction costs are on the rise, taxes are going up, and the costs of doing business are increasing. Ask new business startups about one of their biggest challenges and you will likely hear access to capital. If you look around Eugene, you see empty buildings and under-developed areas because often times redevelopment just won’t pencil out. This program can help activate property and spur new businesses to come to these low income communities.

Let’s look at a theoretical example: Say you are a doctor that currently practices with a group of doctors, with some ownership in the partnership. You’ve thought about starting your own practice but the startup costs are more than the cash on hand, and getting a loan is difficult. You could start a practice by selling your owner interest in your partnership, and using the capital gains to invest in an opportunity zone using opportunity funds. This is just one example.

Eugene is ripe with opportunity and the Opportunity Zone program could be just what our community needs to kickstart some great action. We will continue to have conversations about how we can engage with this program. If you would like to learn more or talk about options please contact us.



If you would like to learn more, or talk about options, please contact Joshua Mongé at joshuam@eugenechamber.com

*<https://eig.org/wp-content/uploads/2018/02/Opportunity-Zones-Fact-Sheet.pdf>

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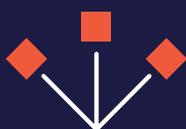
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CULTIVATING INNOVATION

Article by DESTINY ALVAREZ

With innovation at the forefront for three of the area's top-ranked institutions, there has never been a more exciting time for higher education in Eugene, Oregon. Northwest Christian University, Lane Community College, and the University of Oregon are all implementing new innovative programming, technologies, and opportunities that allow their students to navigate their way to industry competitive degrees successfully.

PLAYING WITH THE BIG BOYS

Northwest Christian University is a small private liberal arts university taking on large institutions of higher education by making strides in innovation. The university is providing cutting-edge, industry-leader approved degree programs and an intercollegiate varsity eSports team for students, the first of its kind in the state.

Pat Walsh, Senior Director of marketing and communications at NCU said the university strives to cultivate an environment that allows graduates to become contributors to their community.

"NCU is nimble," Walsh said. "We are not the biggest or the loudest, but we're certainly the strongest when it comes to our commitment to our students."

To address the booming technology sector in the region, NCU consulted with the Technology Association of Oregon, local tech businesses, and CEO of Twenty Ideas Inc, Mike Biglan, to develop a curriculum for a rigorous undergraduate computer science, software engineering program.

The university has also worked alongside PeaceHealth to develop a Bachelor of Science in Nursing (RN to BSN) and Master of Science in Nursing (BSN to MSN) with an accredited curriculum designed to meet the needs of the local workforce. This program allows PeaceHealth nurses to obtain advanced degrees in their field while continuing to work in the community.





The industry partners that helped develop these programs also serve as an advisory board for the program. The groups meet annually to discuss industry changes and vote on curriculum changes that accurately reflect and address those shifts.

NCU's athletic department is also helping the university foster innovation by offering students the opportunity to participate on an intercollegiate varsity eSports team. NCU is the first in the state to provide this kind of intercollegiate athletic program.

The athletic department oversees the team and students can also be recruited and receive an athletic scholarship to play on the team as well as further their education. Members of the team answer to the same academic standards and policies as other athletes.

Associate athletic director Sarah Freeman said the team offers students who aren't normally recognized as an athlete the chance to compete at something they're passionate about that works with their interests.

"Seeing what eSports itself can do on a collegiate level is really exciting to be a part of," said Freeman.

The team made headlines this year facing off against other university teams including Gonzaga University and Boise State University. The team practices and competes from an arena room built for them gamers complete with cutting-edge technology they need to perform well.

Taylor Lind, Head eSports Coach for NCU, said the support from the university and the athletic department has not only allowed them to foster new innovative ways of supporting students but also create a community.

"We're doing something that is really special and really unique for our area," said Lind. "We're building a

community for our students and something that our school is really proud of."

CREATING COMMUNITY-BASED PATHWAYS TO SUCCESS

For Lane Community College, innovation is a must to provide a comprehensive and developmental education for its students. LCC actively serves as an engine for economic and workforce development in Lane County.

LCC leads the community in developmental, instructional, career and technical education for its students. According to the vice president for academic and student affairs Paul Jarrell, the college is always working to address the needs of students and the community.

Lane has gone even further and taken their partnerships abroad. The policy agreements with institutions such as the Otago Polytechnic Institute in New Zealand and the Rennes International School of Business, allow students to achieve a bachelor's degree with just one year of schooling beyond the articulation agreement.

These partnerships create a unique opportunity for students to maximize the number of courses they can apply to a bachelor's degree. One such is a partnership with Northwest Christian University which provides transfer students an opportunity to enroll immediately and complete a bachelor's degree in four years—including the time they spend at LCC.

Jarrell said by providing transfer opportunities, LCC can be an affordable gateway for students.

"This is a big movement toward equity and removing financial barriers to higher education," Jarrell said. "Lane provides the upward socioeconomic mobility our community needs and deserves."



"THIS IS A BIG
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TO HIGHER
EDUCATION"

PAUL JARRELL

BUILDING A BETTER FUTURE

The University of Oregon is no stranger to cultivating innovation. For years the institution has been creating programs and building centers to provide better advising for students and research collaborations between students, faculty and the community.

Kyle Henley, vice president of University Communications at the University of Oregon, said there is a lot of exciting innovation happening at the UO.

"There is a whole host of innovative ideas and projects that are percolating at the UO," said Henley. "They're really going to bear fruit over the next two to five years."

The UO can provide students an innovative college experience through many programs including PathwayOregon. PathwayOregon is a scholarship program that gives Pell Grant eligible Oregon students who meet the grade requirements the opportunity to attend the university tuition and fee free.

The cost of their college attendance is covered through a combination of state, federal and university funding.

The program offers individual tutoring and advising services that support students through graduations. According to Henley, over the last decade almost 6,000 students have graduated from that program, all of them from the state of Oregon.

The program is the first of its kind in the state and is instrumental to the innovation at the UO because many of the students who receive the scholarship are first-generation students and students of color. Henley said it's one of the most important programs the UO can offer.

"It really helps some of the best and brightest- who are also the most in need attend the University of

Oregon and receive a world-class education," Henley said.

The UO is also making waves in the innovation world through the Phil and Penny Knight Campus for Accelerating Scientific Impact. The \$1 billion initiative broke ground in 2018 and is set to be finished in spring of 2020. The Knight's themselves pledged \$500 million to that initiative.

The purpose of the Knight Campus is to create a science advancing society and community that can increase overall innovation and focus in on quick and crucial societal impact, through world-class innovative research and training.

"When this is done it's going to be a game changer not just for the University of Oregon, but for the state of Oregon and certainly for the region," said Henley. "It's going to be really foundational how we think about the innovation economy in our region and the Knight Campus is really the focal point. Ensuring that we have

the proper tools within the Knight Campus for business incubation, product testing and for essentially bringing some innovations to life is an important part of an ecosystem that we want to build within the Knight Campus and within the community," said Henley.

All three schools are actively cultivating innovation as a part of the student experience, community engagement and institutional growth.

With the collaboration of community and industry leaders, these institutions for higher education are making their mark and paving the way for their graduates to join the local, regional and national workforce with the skills to make them contributors to their community.

To learn more about NCU esports, visit <https://www.nwcu.edu/esports/>

Visit <https://www.lanecollege.edu/> to learn more about Lane Community College.

Visit <https://pathwayoregon.uoregon.edu/> to learn more about UO's Pathway Oregon program.

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– Winston S. Churchill



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At Mercedes-Benz of Eugene, we are proud to support the work of several local organizations that provide care, compassion and opportunity to people in Lane County. These include The Relief Nursery, Volunteers in Medicine, Bridgeway House, University of Oregon, The Shedd Institute and many more.

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WHERE IT'S ALL ABOUT THE ENTREPRENEUR

RAIN EUGENE

Article by VANESSA SALVIA



Without entrepreneurs innovation is impossible. "Our mission is to help people get the information and tools they need to be successful in their entrepreneurial endeavor," says Shane Johnson, of RAIN Eugene. "Much of what we do is connecting people with mentors and resources like SBDC, SCORE, Community Lending Works and others. Our other activities focus on entrepreneurial training and activation."

RAIN Eugene offers year-round programming to help entrepreneurs and startups identify and connect with the resources they need to grow businesses and start new ones. In doing so, RAIN Eugene helps to grow the entrepreneurial culture and community of Eugene-Springfield. They do this by taking a platform approach through partnerships and program development. RAIN Eugene and its partners advocate for entrepreneurs and provide resources including talent, infrastructure, connectivity, and capital.

Each year, RAIN Eugene hosts a 16-week business accelerator program in which participants work closely with mentors and business professionals to develop the skills they need to validate the market for their product or service. Participants then develop a plan to launch into that market. "Entrepreneurship is about recognizing market opportunities and developing products and services to sell in those markets," says Johnson.

Prior to the accelerator program is the 5-week ID8 Pre-Accelerator program which helps participants fully develop their idea and put it into a format that they can create a strategy and plan to start to execute. This helps by providing them with people to talk to about their company so they can recruit team members, ask for specific help, and potentially secure capital. There is no experience required to participate, so this is a real "get your idea off the ground" opportunity.

People can connect to the startup ecosystem through RAIN Eugene in a variety of ways. Every third Thursday of the month from 9-11 a.m., stop by RAIN Eugene's office at 942 Olive St. for coffee and conversation. Open mentoring is also available at the same location on the first and third Wednesdays of the month.

"The goal is to raise the level of community entrepreneurship," explains Johnson. "Supporting very early stage companies by having a welcoming and hospitable place to gain the information, skills, and connections to be successful is essential for attaining this goal."

Contact RAIN Eugene at info@raineugene.org



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HERE & THERE

A community of collaborators, game-changers, movers and shakers: Here's a look at this quarter's Chamber happenings, as we work to build networks, move forward projects, and elevate both businesses and professionals.

Brittany Quick-Warner welcomed the crowd at FWD Eugene 2019: An Economic Summit where we explored our region's expanding innovation network and other community projects and initiatives.

Lane Workforce Partnership and Eugene Chamber staff members celebrated the United Way BookDrive where we combined to donate 150+ books for local K-2 students.

For National Small Business Week, the Eugene Chamber organized a small business crawl for community members to engage with a few of our local small businesses. Thank you to PIVOT Architecture, Meraki, Claim 52 Brewing, Passionflower Design, and Noisette Pastry Kitchen for welcoming us into your businesses!

Congratulations to the Leadership Eugene-Springfield graduating cohort of 2018-19! These community leaders have worked throughout the year to broaden their knowledge of our community, connect and engage with the community, and expand their professional networks. We look forward to seeing the positive impact of their leadership.

A few of our Leadership Eugene-Springfield graduates presented their project on the 2021 IAAF Track & Field Championships at FWD Eugene 2019: An Economic Summit. Helping to inform and prepare people for this transformational event!

Dana Turell, John Barry, ABAE Executive Director Kelly Johnson, and Dee Etwiler pose for a picture at our annual Arts After Hours event with our previous issue of Open for Business which contained the 2019 Arts Guide.



Don't miss a minute, visit EugeneChamber.com for a calendar of events.



BUSINESS NEWS

Eugene-based biotech firm, **NemaMetrix Inc.**, has signed a lease to expand into a 18,000 sq. ft. building on Westec Drive. NemaMetrix is moving from its downtown office, located inside of business incubator Fertilab. NemaMetrix is a local company that was founded in 2011, by University of Oregon Professors Dr. Shawn Lockery and Dr. Janis Weeks. Based upon technology originally created by Lockery in 2009, the company has developed a precise and cost-effective drug screening tool. The company is now headed by CEO Matt Beaudet, who stepped into the organization in 2014, in order to accelerate and guide the commercialization effort. Sadie Dressekie, principal broker with **Real NW Group** and **ICON Real Estate Group**, acted as NemaMetrix' tenant representative, working on their behalf, in lease negotiations.

Lane Transit (LTD) has signed a six-year, \$2.8 million contract with Delerrok, Inc., a California-based electronic fare system vendor for the equipment and service necessary to integrate an electronic fare payment option for LTD bus riders later this year. The new electronic fare system will allow riders boarding an LTD bus to wave a prepaid "smart" pass or a smart phone app in front of an electronic validation box to pay their fare. LTD will continue to accept cash for fares as well.

ShelterCare, a private, non-profit human services agency, has received \$600,000 from **Kaiser Permanente** and **PeaceHealth** to continue its transitional housing program for people with severe mental illness or medical conditions. The Phoenix program provides up to six months of shelter for individuals experiencing homelessness and either substance abuse disorder, medical fragility or behavioral health diagnoses. The program's goal is to connect some of Lane County's most vulnerable residents with permanent housing and to improve their overall health.

Building on its commitment to save customers time and money in new ways, **Walmart** expects to spend an estimated \$25 million this year in Oregon through the remodeling of five stores, as well as the launch and continued expansion of several customer-focused innovations. One of the five stores includes Eugene's West 11th based store.

PeaceHealth Rides bike share system recently celebrated a highly successful first year. PeaceHealth Rides members have logged over 190,175 trips and 210,000 miles since the bike share program launched a year ago on April 19, 2018. In the past year, over 13,000 people have become PeaceHealth Rides members, and they've burned more than 8.2 million calories.

The Eugene Active 20-30 Club is happy to announce the following members will be installed into a six month term of service on the Board of Directors on April 26, 2019:

President: **Chris Hayes**, Ruby Porter Marketing & Design

First VP: **Haley Schuman**, Farmers Insurance

Second VP: **Charles Thompson**, Carbon Black

Director: **Danielle Bellando**, KEZI

Director: **Joseph Harshman**, Banner Bank

Secretary: **Alex Taylor**, Benchmark International

Activator: **Mike Kingsley**, MTK LLC

Family-owned **Seneca**, planted its 40 millionth tree. The occasion was celebrated on their tree farm where two of the three owners, sisters Becky and Kathy, planted seedlings with their grandchildren, grandnieces and grandnephews (Parker Roscoe 8, Jake Hamaker 6, and Ava Roscoe 5). Seneca manages its 167,000 acres of timberlands sustainably meaning they grow more than they harvest every year. They currently have 92% more timber on their lands than they had on those same acres 25 years ago. The timber harvested from their timberlands goes on to be made into renewable building materials. For every tree harvested, they plant three more.



The M.J. Murdock Charitable Trust of Vancouver, Washington has awarded **Northwest Christian University** a \$383,750 grant to upgrade the University's student information system used to maintain student records, provide enhanced transparency in the academic journey, and keep students connected through technology to their professors, classmates, educational resources, and campus community. In the last eight years, NCU's student population has grown 60%. Because the current technology platforms are stretched to the limits of their capabilities, a cross-departmental team, led by Information Technology Director Christopher (Stead) Halstead, has engaged in a robust process refinement and software search and selection effort to support student recruitment and retention initiatives.

Eugene Civic Alliance (ECA) welcomes **Todd Johnston** as the newest member of the ECA Board of Directors. A Eugene resident for nearly 25 years, Johnston is a partner at the law firm Hershner Hunter in Eugene and President of the Lane County Bar Association. He graduated from the University of Oregon School of Law in 1999 and joined Hershner Hunter, LLP in 2005.



Papé Machinery Agriculture & Turf has purchased Team Power, a John Deere dealership serving Shasta, Siskiyou, Tehama and Trinity counties from its location in Shasta Lake, California. The acquisition is effective May 31, 2019.

SELCO Community Credit Union has awarded \$50,000 in college scholarships to 20 graduating high school seniors throughout Oregon, including eight students from the Eugene/Springfield area. Each scholarship recipient received \$2,500 – up from \$1,500 per scholarship in previous years – to use toward college-related expenses. The scholarships are part of SELCO's mission to aid member-owners in achieving their goals. The 2018-19 SELCO Scholarship recipients from the Eugene/Springfield area are:

Kate Bakken – Springfield High School, Springfield

Taylor Forsman – Creswell High School, Creswell

Raelynn Hammock – Oakridge High School, Oakridge

Matthew Hill – Thurston Senior High School, Springfield

Savanna Kyser – Churchill High School, Eugene

Mia Lindsay – Marist Catholic High School, Eugene

Samantha May – Cottage Grove High School, Cottage Grove

Kenzie Parsons – Cottage Grove High School, Cottage Grove

PROMOTIONS & NEW HIRES

Paul Warda is joining **PeaceHealth** as the Oregon network's new chief financial officer. His first day was March 25. In this role, Warda will work in partnership with local and system leaders as PeaceHealth continues to focus on stewardship of its financial resources. Warda's experience includes more than a decade as vice president and CFO at Medstar Georgetown University Hospital in Washington, D.C., where he implemented strategies that transformed the financial operations of the 609-bed medical center and 560-member physician group. Most recently he served as senior vice president of finance and CFO for Baylor St. Luke's Medical Center in Houston, Texas.

Tim France is joining **PeaceHealth's Oregon network** as chief development officer (CDO). His first day at PeaceHealth was April 1, 2019. In his role, Tim will oversee and strategize all aspects of fundraising across the PeaceHealth Oregon network. His portfolio of responsibilities will range from executing programs to address the funding priorities of each of PeaceHealth's four Lane County hospitals, building strong relationships with key stakeholders, identifying and cultivating opportunities for major gifts and grants and ensuring that PeaceHealth is leveraging best practices in healthcare philanthropy.

PeaceHealth recently announced the appointment of a new medical leader in the Oregon network. **Dr. Andrea Halliday** will serve in a dual role that combines her current responsibilities as PeaceHealth's system chief clinical officer with those of her new position as chief medical officer for the Oregon network. As CMO, she will be an integral part of the Oregon network

leadership team, and in partnership with the medical staff leaders she will oversee safety, quality and provider engagement.

Emma Britten has been promoted to Hearing Aid Specialist at **Hearing Associates** in Eugene. Emma earned her Oregon license after on the job training by Dr. Sandi L.B. Ybarra and distance learning through the International Hearing Society.

PeaceHealth recently announced a new addition to the Oregon network's medical leadership. **Dr. James McGovern** has accepted the role of vice president of medical affairs for the Oregon network. Working with medical staff leaders, Dr. McGovern will continue to develop the operations of the new medical staff bylaws-based structures, including the Committee for Professional Enhancement. He will also focus his efforts on quality and operations.

The Board of Directors of **Lane Electric Cooperative** has named **Debi Wilson** its permanent General Manager. Wilson has worked for Lane Electric Cooperative for two decades, including 10 years in management. She has served as Acting General Manager since January 2019.



The Eugene Family YMCA has named **Tania Wiles** as its Capital Campaign Manager. Her expertise in client relations, project management and donor development will be used in all phases of the Y's Capital Campaign. She also brings more than 12 years of experience in child development and wellness. Her passion is to ensure opportunities for all to engage in healthy living.



Ausland Group is excited to have **Bill Shaw** fill the role of job captain. Bill has a Master of Architecture from the University of Oregon and a Bachelor of Architecture from Roger Williams College. He has experience in a wide range of commercial and institutional projects including an extensive healthcare portfolio. Bill is committed to the ideal of problem-solving through design.



Pete Kerns will become the next CEO and President of **Serenity Lane**. He will succeed, Mike Dyer, who has served as President and CEO since 2013. In addition to his 36-years of service with the Eugene Police Department and current role as Chief of Staff of the St. Vincent de Paul Society of Lane County, Pete is the son of Serenity Lane's co-founder, Dr. Tom Kerns.

Hailey Pratt has joined the award-winning **Funk/Levis & Associates** marketing team as an Account Assistant. Pratt has a bachelor's degree in advertising from the University of Oregon. She graduated from the School of Journalism and Communication with

honors. As a distinguished senior, Pratt was a member of the Portland Experience internship program. Before coming to work at Funk/Levis, she was a marketing multimedia producer at the American English Institute and market research intern with a Portland-based consulting firm.

The law firm of **Gleaves Swearingen LLP** is pleased to announce that **James R. Blake** has joined the firm as an associate. James earned his J.D. from Florida State University College of Law and his LL.M. in Taxation from the University of Denver Sturm College of Law. His practice focuses on estate planning and probate. Gleaves Swearingen is a Eugene law firm serving Oregon and the Pacific Northwest since 1924. [PHOTO: JamesBlake_Gleaves]



Donovan Cassell has joined the team at **Turell Group** as a digital specialist. Donovan tackles the technical side of video production projects and paid online advertising for clients. His journalism education, marketing experience and passion for the arts comes through in everything he creates. Donovan earned his bachelor's degree in journalism at the University of Oregon.



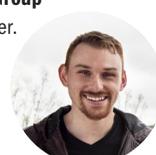
Emma Henderson has joined **Turell Group** as a writer and web coordinator. Emma is a skilled writer, an expert digital content creator and an important asset to the web team. A natural storyteller, Emma has a bachelor's in journalism from the University of Oregon and a master's in magazine writing from New York University.



Tarik Ibisevic has been named account coordinator at **Turell Group**. Tarik uses his exceptional communication and translation skills to help clients reach their audiences. His public relations education makes him adept at media relations, event coordination, copywriting and community outreach. Tarik is earning a bachelor's degree in public relations at the University of Oregon.



Turner Maxwell has joined **Turell Group** as a videographer and photographer. Turner uses his outstanding camera abilities to produce compelling visual stories. He also has extensive experience shooting small and large events, such as the Olympic Trails. A graduate of the University of Oregon, Turner has a bachelor's degree in advertising.



Kelly Winberg has been named social media manager at **Turell Group**. Kelly increases outreach and

engagement and finds new ways to further clients' brands and connect them to their customers via social platforms. Her education, coupled with her savvy sales and account management background, provided a clear path into social media marketing. Kelly earned a bachelor's in marketing at the University of Oregon. She is completing her MBA at Northwest Christian University.



PIVOT Architecture, a full-service architecture and interior design firm in Eugene, OR is pleased to announce the addition of new staff members:

Rakshya Gauchan, Associate AIA, is a designer with a background in Architecture and Urban Design. Prior to joining PIVOT, Rakshya worked at various architecture firms in Toronto and Calgary. She is a place-maker at heart and wields ample creativity in sustainable design. Rakshya has a Masters of Architecture from the University of Waterloo in Ontario, Canada.



Luis Erazo is a maker of things, a product designer, and a multimedia fabricator. With a Masters in Architecture from the University of Oregon in tow, he expanded his glassblowing artistry working for a local glass company. Luis brings his extensive knowledge of fabrication to PIVOT's design culture and is an engaged team member on several active projects.



Josh Gren is PIVOT's new marketing coordinator. He comes from an arts background where, over the last decade, he created signature marketing campaigns for non-profit arts organizations in the Midwest and along the West Coast. Josh holds an MBA and an MFA from California State University, Long Beach.



Michelle Schuett comes to PIVOT from the great outdoors where she has worked in youth job training and environmental conservation projects for federal land agencies and local governments. She brings diverse experience and strong project management skills to her new role as PIVOT's Project Assistant. Michelle has a Bachelor of Science in Recreation Park and Tourism Science from Texas A&M University.



Craig Wanichek, president and chief executive officer of **Summit Bank** (Nasdaq: SBKO), announced that **Bill Whalen** has been promoted to Chief Credit Officer. He is



responsible for all functions of credit administration including managing and directing the bank's loan portfolio and supervision of all credit-related aspects of the bank. Whalen is an active member of the Eugene/Springfield community. He is a member of the Local Government Affairs Council of the Eugene Chamber of Commerce. He is a current member and past president of the Board of Directors of CASA of Lane County, the Chairperson of the Eugene Police Commission, a former member of the Board of Directors of Womenspace and the former president of Kids FIRST of Lane County.

Chambers Construction recently hired **Michael Good** as Superintendent & **Garrett Castle** as Project Engineer. Good comes to the company with more than 20 years of industry experience. He brings a strong background in supervision of complex projects and provides overall on-site administrative and technical management of construction projects for Chambers. Garrett Castle brings 8 years of construction experience to his new position as a Chambers Construction project engineer. Formerly of Bineham Construction in Eugene and AKS Engineering and Forestry in Tualatin, Castle has earned highest praise in his former positions. His work on site will ensure projects run smoothly for Chambers' clients.

Lane Community College has hired **Robert Killen** as the new Lane Small Business Development Center director. Killen brings extensive experience in the local business community to the SBDC. Killen most recently served as the director of membership development at the Springfield Area Chamber of Commerce where he has also served as a board member. Prior to that, Killen worked in finance as a finance manager and a commercial banker where he helped businesses better understand and manage their resources. As an artist with a talent for branding, he spent seven years as an art director. Killen is also a highly accomplished public speaker.



Elva Sipin is joining **PeaceHealth Sacred Heart Medical Center** at RiverBend as vice president of operations (VPO). Her first day at PeaceHealth will be June 24, 2019. In her role, Sipin will provide operational oversight at RiverBend to ensure we continue meeting the needs of caregivers and patients on this campus. This is a new role for RiverBend that is designed to provide campus oversight.

Wendy Gorski will join the Eugene office of **Kernutt Stokes** as a Sage 100 Consultant. Gorski has over 10 years of experience in information systems and business consulting. She has served on the board of the Chamber of Commerce, Main Street Association, and Montana Glacier Country Tourism Commission. In addition, Gorski is an independently published, award winning author of romantic suspense novels and serves as a writing coach to other aspiring authors.

Kernutt Stokes also welcomes **Josefina Fisher** to the Eugene office as Payroll and Human Resources Administrator. She brings over 22 years of experience in previous roles at Paychex and Levi Strauss. Fisher graduated magna cum laude from Northwest Christian University and with a degree in Business Administration.

Craig Wanichek, president and chief executive officer of **Summit Bank** (Nasdaq: SBKO), announced that Summit Bank has hired **Stacy Koos** as Senior Vice President, Commercial Banking Team Lead for the Eugene/Springfield office. "Stacy brings outstanding leadership and team management to our bank," says Wanichek. "Her knowledge of and experience in the industry will further strengthen our mission to be the area's local bank of choice." In her role as Commercial Banking Team Lead, Koos oversees all lending activities in the area. She comes to Summit with over 23 years of experience in commercial banking, loan portfolio and branch management. An active member in a number of business and civic organizations, Stacy is the Vice Chair of the Albany Millersburg Economic Development Corporation and the Vice Chair of the Samaritan Albany General Hospital Board. She is a member of the Oregon Bankers Association, and is a graduate from the University of Northern Colorado.



Dan LaCoste has joined **Washington Federal Bank** in May as SVP, Division Manager of the Southern Oregon Commercial Banking Group. He is a graduate from Oregon State University and Pacific Coast Banking School, devoting the last 20 years to banking and commercial lending leadership. Dan served as chair of the 2018-2019 Lane County United Way Campaign, current Board Chair of Looking Glass Youth Services, board member LCC Foundation, State Advisory member for Oregon SBDC. Dan is looking forward to helping businesses throughout Oregon thrive at their highest capacity.

Nicole Nelson has joined **Washington Federal Bank** in May as VP, Commercial Relationship Manager serving Lane County. Nicole is a graduate of Winona State University and is a student at Pacific Coast Banking School. She has been a commercial banker for 17 years. Nicole currently serves as Treasurer of the Commercial Investment Division of Lane County and is an active member of Junior League of Eugene. She is looking forward to helping businesses throughout Oregon thrive at their highest capacity.

KUDOS

Oregon Community Credit Union (OCCU) was recognized as one of the 2019 100 Best Companies to Work for in Oregon by Oregon Business Magazine. OCCU placed 15th in the large company category. Through employee-based surveys, the 100 Best list recognizes large, medium and small companies for

their excellence in work environment, management, communications, decisionmaking and trust, career development, learning, benefits and compensation. OCCU was founded in 1956 in Eugene. Today, as a not-for-profit financial cooperative, OCCU has more than \$1.7 billion in assets, and its members are served through digital channels and 11 branch and service center locations in Eugene, Springfield, Salem and Wilsonville.

PeaceHealth Sacred Heart Medical Center at RiverBend Chief Nursing Officer **Heather Wall**, RN, has been named a national recipient of the Catholic Health Association's Tomorrow's Leaders award. The national award honors dedicated, high-performing individuals who have demonstrated a strong commitment to advancing the mission of Catholic healthcare. Wall will be presented with the award in June at the annual CHA Awards Banquet in Dallas, Texas.

PeaceHealth Rides received a top award Tuesday evening from Better Eugene-Springfield Transportation (BEST), a nonprofit public transit advocacy group. PeaceHealth Rides, Eugene's bike share system, was honored with the 2019 BEST Award for Transportation Options and recognized for introducing a new and fun transportation option to our community. PeaceHealth Rides members have logged over 190,175 trips and 210,000 miles since the bike share program launched on April 19, 2018. Over 13,000 people have become members, and they've burned more than 8.2 million calories.

The Arts and Business Alliance of Eugene (ABAE) celebrated the many contributions that local businesses and artists make to our community at its 10th annual Spring Business Recognizing Arts Vision and Achievement (BRAVA) breakfast. ABAE and Oregon Community Foundation (OCF) presented four awards for outstanding contributions to the local arts community: Alito Alessi, artistic director of DanceAbility International and Joint Forces Dance Company, received the Eugene Arts & Letters Award from OCF for bringing his inclusive dance method to Lane County to connect those with and without disabilities through dance. OCF awarded the Jordan Schnitzer Museum of Art with the Fentress Endowment Award for its dedication to providing high-quality arts exhibitions and education to our community, serving both UO and K-12 students. Oregon Bach Festival and Bigfoot Beverages were honored with ABAE's Arts and Business Partnership Award for providing educational programs to young choral musicians. Drawn received the Dave Hauser Business Patron Award for offering a space for local arts events, such as play productions, film premieres, and board meetings for nonprofits.





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A QUICK NOTE ON

DRIVING GROWTH

Article by BRITTANY QUICK-WARNER, PRESIDENT & CEO, EUGENE AREA CHAMBER OF COMMERCE

As businesses, we often balance the need for innovation with risk. We weigh the pros and cons when testing out a new product or service, and struggle with how and when to invite experimentation into our teams and workflows. This is no different when we move to innovate in our communities. As community leaders, we must ask ourselves when innovative ideas will foster welcomed change in a way that engages the diversity of our community and leverages shared strengths toward future goals.

With the rise of the Innovation Districts as a viable economic product, driving growth in cities and regions around the globe, it's important that we begin to ask ourselves these same questions: Does the risk of experimentation and innovation offer us a future that builds a more positive environment for our businesses, neighbors, family and friends? Are we ready to tackle this next opportunity for the growth of our region?

The Brookings Institute has identified what successful innovation districts are and how they function, and has recognized 12 guiding principles that ignite innovation in communities:

1. The clustering of innovative sectors and research strengths is the backbone of innovation districts.
2. Convergence—the melding of disparate sectors and disciplines
3. Districts are supercharged by a diversity of institutions, companies, and start-ups.
4. Connectivity and proximity of district assets.
5. A range of strategies—large and small moves, long-term and immediate.
6. Programming—a range of activities to grow skills, strengthen firms, and build networks—is the connective tissue of a district.
7. Social interactions between workers—essential to collaboration, learning, and inspiration—occur in concentrated “hot spots.”
8. Make innovation visible and public.
9. Embed the values of diversity and inclusion in all visions, goals, and strategies.
10. Get ahead of affordability issues.
11. Innovative finance is fundamental to catalyzing growth.
12. Long-term success demands a collaborative approach to governance.



If you have spent any amount of time volunteering on committees, collaborating with new initiatives in Eugene, or growing a business, it's easy to say that we are ready—but we've been working on these things for years.

Hot spots like The Barn Light, Perugino, and Claim 52 are just a few places that continue to attract individuals to downtown, allowing for the exchange of ideas and expansion of personal and professional networks. Innovation is happening during those moments. Cultivating those connections is key in spurring innovation and it's why organizations like the Eugene Chamber, Technology Association of Oregon, RAIN Eugene, our friends from the Food & Beverage industry, and others, focus so heavily on providing events for people to connect with each other and learn about the projects and initiatives in our community.

Those connections can lead to impactful community projects, new businesses, innovative products, or strong industry connections that have a massive impact on our region. Every city has issues that need to be addressed as they continue to grow, and having a space where people are connecting and innovating allow for new solutions to develop quicker.

When you look downtown, you can see the spaces that encourage connections are already flourishing, but when you look ahead, projects like the riverfront redevelopment, 5th Street Market expansion, and UO Knight Campus will continue to build on the framework of an innovation district that will positively impact our region in unimaginable ways. Eugene will become a destination for businesses, employees, and families.

Our community works to cultivate a shared ecosystem where diverse disciplines, perspectives and ways to live and do business thrive. We strive, together, to build programs that engage our community in deeper thinking about how we might want to evolve to build a brighter future.

With events like the FWD Eugene: An Economic Summit, we are engaging in a deeper and more committed way to this new economic driver of innovation. By inviting change-makers into our community, we're learning the best practices that have helped other regions move beyond challenge toward growth. As we continue to build our renowned tech, scientific discovery, engaging arts, and creative food and beverage communities, we're strengthening our magnet and staking our claim to innovation. We're in. Are you?

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