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Community Challenges & Triumphs



CLOSING BUSINESS DOORS

OPENING DOORS TO INNOVATION

WORKING FROM HOME

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The Chamber acts as an advocate for the business community, representing the interest of our members at local levels of government. Our unified voice wields influence far greater than any single business acting alone.

2 PROSPERITY

The Chamber is a leader in economic development, advancing programs and initiatives designed to grow, retain and create jobs for our region.

3 CONNECTIONS

Who you know can sometimes be just as important as what you know. The Chamber provides outstanding opportunities for members to make valuable connections with peers, community leaders and prospective customers.

4 PROMOTION

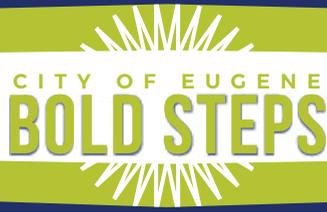
The Chamber offers many ways to effectively market your services and products to other business people, residents, newcomers and visitors.

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OPEN FOR BUSINESS

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- 07 **CHALLENGES & TRIUMPHS IN UNPRECEDENTED TIMES** Every person, business, and organization has been affected by the COVID-19 pandemic. Day-to-day life has been severely disrupted which changes the foreseeable future. Establishments have shifted; from challenges to triumphs, what will Lane County look like as we emerge in a new economic landscape?
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Cover Image by: Athena Ortmann



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COMMUNITY CHALLENGES & TRIUMPHS

Article by JENNIFER MCGREAHAM, DIRECTOR OF MARKETING & MEMBERSHIP
EUGENE AREA CHAMBER OF COMMERCE

Every person, business, and organization has been affected by the COVID-19 pandemic. Day-to-day life has been severely disrupted which changes the foreseeable future. Every establishment has had to shift; from challenges to triumphs, what will Lane County look like as we emerge in a new economic landscape?

We don't yet have the answer to this question, but we're all in this together...sort of. While this pandemic has brought some of us closer together (metaphorically of course), several divides have also formed. Being a part of the Eugene Area Chamber of Commerce—you aren't alone.

It's hard to stop and think that some good may come out of all of this, but we also can't dwell in misery. For the past several months, we've used our channels to inform and share business news as some have had to close their doors, others have gone all virtual, and everything in between with takeout, curbside, delivery, and other combinations. As we work to publish this magazine, we know in the time it takes to print and distribute, things will be different than they are today.

Not only has the pandemic changed our community and those all around the world, but in the midst of all of this, racial injustice has become front-and-center. This is nothing new, but in a time when everyone has been asked to stay apart, people have come together in a new way. Not only to support businesses that have suffered being closed down or having to change their operations to follow new mandates but also to bridge social divides and support our minority-owned businesses that face other numerous challenges in day-to-day business.

As you read these articles, we hope you join us to celebrate those who have found a silver lining in new ways to do business; but, let's not be shy to ask for help when we need it and lend a helping hand to those who aren't faring well through this storm. Our hope is to use our collective-impact to ensure that everyone in our community has a fighting chance at coming out the other side of this if not bigger, at least better. Better at pivoting. Better at managing our time. Better at prioritizing. Better at technology. And maybe, better at asking for help when we need it.

 Eugene Area Chamber of Commerce

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NEW OPPORTUNITIES (IN THE NEW NORMAL)



Decline

Article by TIFFANY EDWARDS, IMMEDIATE PAST DIRECTOR OF ADVOCACY

In my professional role advocating on behalf of businesses in Eugene, I've spent countless evenings in community meetings or sitting in Harris Hall waiting for my turn to address City Council. Driving an hour to Salem to testify before a legislative committee wasn't unheard of and I even spent a Saturday morning explaining the business community's perspective on a transportation project to the LTD Board. The nature of my work included spending evenings away from my family and working odd hours and I accepted it as part of the job. I am grateful to have a helpful husband and patient children because without them, I would not have been successful in my career.

Then in March, the COVID pandemic hit and suddenly changed the world as we had come to know it. Everyone retreated to their homes to keep themselves and others safe and for a few weeks, life seemed to be at a standstill. As lawmakers began to meet again and life began to move, it was at a distance in a virtual setting and we all struggled with how to mute and unmute ourselves. While this new normal leaves a lot to be desired, there are aspects of these new circumstances that have forced us to ask why we had never thought of doing things this way before, and why we couldn't continue in a post-pandemic world.

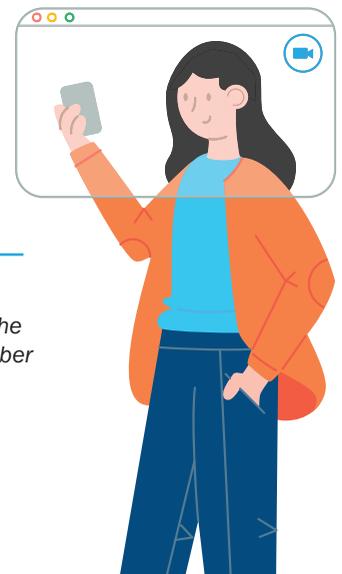
During these past few months, policy makers at every level of government have been forced to conduct their work differently. They've engaged each other and their constituencies from afar and those running for office have found alternative ways to connect with voters. Those of us who depend on access to our decision makers, have relied on non-traditional ways to advocate and communicate and while it's been challenging, it has also illuminated what's possible.

I've observed with some intention, the things we're doing to incorporate physical distancing and how they're working in comparison with how they were before. This past week, as I folded laundry while waiting for my turn to testify at a City Council hearing, it occurred to me that this new format has the potential to bring a lot more voices into the room. People are so busy with work, families and life that they rarely find time to engage in community issues. With meetings often happening while making dinner or helping kids with homework, it's just not been possible. Yet this new way of connecting virtually has the potential to change all of that.

It occurred to me that I was about to participate in the public process and share my words and expressions with decision-makers, from the comfort of my own home. I was able to attend a meeting but wasn't forced to make a choice between being committed to my job or being present for my family. I was able to make dinner for my family and testify on behalf of the business community, all in the same evening.

As we move to reopen and go back to life as we knew it before the pandemic, it's important to take a moment to consider what we might want to change permanently and for the better. For me, I'll be advocating for more opportunities for virtual engagement and a greater level of acceptance for slippers and sweatpants in the workplace.

If your business has a need, a story to tell or would like to know more about the important work that the Eugene Chamber is doing — contact us (541-484-1314)



We see our community.

Working hard to show up for one another during this time of uncertainty.

We see our community.

The employees, businesses, organizations, nonprofits, students, and families pressing on.

We see our community.

Finding hope in this climate that knowing what we do now will make a global impact.

We see our community.

We're creating ways to meet our members where they are during this challenging season.

We see our community.

We thank those at the front-line for their service.

We thank everyone for your selflessness.

We are a community.

We'll get through this, together.



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CREATIVE SOLUTIONS FOR CONNECTING STUDENTS

Article by ANA DE LA PAZ MARTINEZ, ENGLISH LANGUAGE DEVELOPMENT TEACHER, BETHEL SCHOOL DISTRICT

I came to the U.S. when I was six years old. There are no words to explain how hard that transition can be for a child. I understand what it is like to be a student learning English for the first time; and it can be terrifying, but rewarding. This early personal experience inspired me to pursue a career in education.

I started working at Prairie Mountain School in the Bethel School district in 2013, and I fell in love with working in the English Language Development (ELD) classroom. The students who qualify for this classroom are those whose first language is other than English and who are not yet proficient in English.

As an ELD student once myself, I love being able to connect, relate, and support these kids and their families. Also, the motivation of my family and co-workers from the district gave me the courage to continue with my education to become an ELD teacher. My team and I work hard to make sure language is never a barrier for students and parents.

Then COVID-19 hit and the schools were closed! A major challenge I have witnessed with parents, especially in regards to the education of their children, is definitely technology. Several families either don't feel comfortable using computers, don't know how to navigate the platforms teachers are using, and/or they don't have access to a device or internet. Distance learning, combined with the language barrier, combined with technology, motivated us to find creative solutions.

Since all three of my educational assistants are bilingual, they were of immense help. We worked alongside the school district to translate the website, resources pages, all packets, blogs, newsletters, etc. I helped create a spreadsheet where teachers and staff could fill in a request if they needed a translator to contact a family or they needed a document



Ana De La Paz, an English Language Development teacher, and others worked with Bethel School District to ensure all ELD students had access to the proper translated course materials after schools were closed in response to COVID-19.

translated. Translators would get a notification right away, and work on it. In addition, translators would give out their phone numbers to text or call if they had questions or concerns.

The fall school year will present new challenges of their own, of which I am truly excited and nervous! It poses many challenges, but we are working to restructure our classrooms to best fit the needs of these amazing children. Regardless, we continue to help our students to learn English; however, we always tell our students how important it is to continue to speak, read, and write in their first language. Becoming bilingual is a superpower that not everyone has, and that will open many doors for them to become successful in life. ✨

Help Ana purchase books that reflect the culture and language of her students with literature to celebrate differences. **Donate to her classroom by visiting this link!**
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HEALTHY MOVES

quoted: DENISE THOMAS, EXECUTIVE DIRECTOR



WHAT IS HEALTHY MOVES?

Healthy Moves is a nonprofit organization bringing movement, fitness, and fun to elementary students. Due to school budget cuts, many PE programs have been eliminated. Our trainers work with students, teachers, and community organizations to demonstrate fitness activities. We provide a model for teachers to use, not only for PE classes but by all teachers for grades K-5. Physical activity supports healthy social, cognitive, and physical development in children. Our goal is to make fitness accessible and fun for these kids!

HAVE YOU FOUND NEW WAYS TO GET CREATIVE WITH INTERNAL OR EXTERNAL OPERATIONS?

Internal operations were not difficult for us to adjust within our office with masks on. Board and trainer meetings were held on Zoom, due to social distancing requirements. Externally, we have created the Healthy Moves Digital Curriculum Catalog that school districts, teachers, parents can purchase. We also plan to offer educational fitness in PE classes, as well as support physical distancing for students who have to study at home. The Eugene Public Library and CornerStone Housing are using our live virtual services this summer!

WHAT CHALLENGES MIGHT YOU EXPECT IN THE COMING MONTHS?

Fundraising is difficult. Our "Grassroots to the Blues" event is held once a month. We usually have a dance party with live musicians! Businesses donate a percentage of their food and beverage sales to our organization. However, our first virtual raffle/auction was successful with the 5th Street Public Market in June. We are concerned about the possibility of a delayed opening of schools, and what that would mean for kids. We know how important it is to prioritize their health, so whether physically together or physically distant, Healthy Moves will be ready to support physical education.

HOW CAN THE COMMUNITY SUPPORT YOUR BUSINESS?

Come out for Healthy Moves fundraising events; provide in-kind donations for our raffles or auction; share upcoming events that Healthy Moves host and volunteer to assist HM trainers with our programs; get kids to sign up for community events offered and donate financially to our organization—we welcome it all!

HOW HAS YOUR COLLABORATION WITH THE CHAMBER IMPACTED YOUR BUSINESS?

We have reached businesses and people through the Chamber's advertising platforms that we might not have been able to communicate with. We try to make Chamber social events to network and we like the sense of community that the Chamber offers.

LADIES BIOTECH

quoted: ANGEL CHOU, MARKETING DIRECTOR



WHAT IS LADIES BIOTECH?

Ladies Biotech was established in 1998 in Taiwan. In 2011, it found a niche market in PABP (poly(a)-binding protein) leading to the building of a skincare product manufacturing plant in Eugene. Its professional development team has created a unique prescription care product known as "BIOCODE." These "preparation-based" products have been designed as a cosmetic remedy and were created with high quality, professional integrated formulas. We have a number of patents and technologies, specializing in the integration of different upstream and downstream professional technologies.

WHAT UNIQUE CHALLENGES HAS YOUR BUSINESS FACED DUE TO COVID-19?

Due to the impact of the COVID-19 epidemic, many customer orders have been delayed or suspended, but the crisis is also a turning point. This year we also changed to produce disinfection products of hypochlorous acid water. Our hope is to be able to contribute to local hygienic and antiviral care for the US as well.

WHAT LONG TERM CHALLENGES DO YOU EXPECT AS A RESULT OF THE PANDEMIC?

We started to focus on the transformation of the corresponding products and other outlets. Assuming that effective vaccines have not yet appeared, the demand for antibacterial and antiviral disinfection products in the United States will inevitably increase. At present, we have planned to move towards our own brands. In the direction of development, we will first start planning and research and development with products related to the epidemic. When the epidemic is relatively stable, we will develop other skincare products with antibacterial effects.

WHAT CAN THE LOCAL COMMUNITY DO TO SUPPORT YOUR BUSINESS, EVEN IF YOUR CUSTOMERS ARE PRIMARILY OVERSEAS?

With the assistance of the Eugene Area Chamber of Commerce, we hope that we can improve the visibility of our local factories and the promotion of products to increase orders.

HOW HAS YOUR COLLABORATION WITH THE CHAMBER IMPACTED YOUR BUSINESS?

Through the assistance and cooperation of the Chamber, we have obtained abundant resources to help our factories operate and produce more smoothly. The staff often actively asks us if we need any assistance; we feel the enthusiasm of the Chamber to help members develop business. We also look forward to the Chamber of Commerce's further assistance in resolving issues - such as the certification of documents required to export commodities from the United States to other countries.





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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.

/// LANE COUNTY AT A GLANCE

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



REIMAGINING FOOD WASTE

Article by MICAH ELCONIN, DIRECTOR AT EUGENE'S TABLE

In Lane County, we throw away over 45,000 tons of food each year and food waste accounts for the highest percentage of waste products by weight (nearly 20% of the entire waste stream). All this occurs while 44% of households do not earn enough to cover their most basic needs.

The coronavirus pandemic has exposed a number of weaknesses in our food supply chain and many in our Eugene community have stepped up to help re-imagine a less wasteful food system.

At the height of our regional outbreak, FOOD For Lane County (FFLC) and Willamette Farm and Food Coalition (WFFC) conceived and deployed a one-of-a-kind program. For five weeks the organizations purchased over 13,000 lbs of food from small local food producers that were severely impacted by the pandemic and distributed it to the community. Most of these products were used in FFLC's Mobile Pantry, a free food service for low-income community members.



The Eugene NAACP Chapter held Food For Lane County's first mobile food pantry event in March. Volunteers and staff from both organizations helped serve close to 200 families the first night.

Partnership was key to the success of the project. While it leveraged state approved additional emergency funding distributed to all food banks, none were as successful as FFLC in using the funds to purchase from small local producers. WFFC was instrumental in galvanizing the connections necessary to facilitate local purchasing, including marketing the program to producers and then coordinating purchasing details.

The project is just one example of how our community can address food insecurity, and is serving as a jumping off point for exploring other ways that FFLC, WFFC, and others can build future collaborations. Many ideas are being discussed for how to coordinate gleaning, and other mechanisms for accessing farm seconds (distressed and/or undervalued products).

Since 1984, FOOD For Lane County (FFLC) has been diverting food from the waste stream to help fight food insecurity every day and our local business community is

a strong supporter of this work. The organization works tirelessly to coordinate with dozens of restaurants, grocers, and manufacturers. Last year, FFLC distributed just over 4000 tons of food throughout our community and 43% of this food was donated by local businesses. ❖

Visit FoodForLaneCounty.org to learn how you can help fight food insecurity in your community.

Donate to the Willamette Farm and Food Coalition at WillametteFarmAndFood.org.

/// SECTOR STRATEGY

Lane County is home to over 173 food and beverage companies, which employ over 3,900 people, bringing over \$188 million dollars in wages to the area. Going forward, the sector is expected to add 795 additional jobs by 2027 for a 20% growth rate, compared to 11% for all industries. By most estimates, this is a billion dollar industry that will only continue to grow.



Volunteers help package boxes of groceries for the Food for Lane County mobile food pantries which feed between 80-100 families each night.

LOCAL LUMBER COMPANIES BAND TOGETHER

Article by INKA BAJANDAAS, OREGON FOREST RESEARCH INSTITUTE

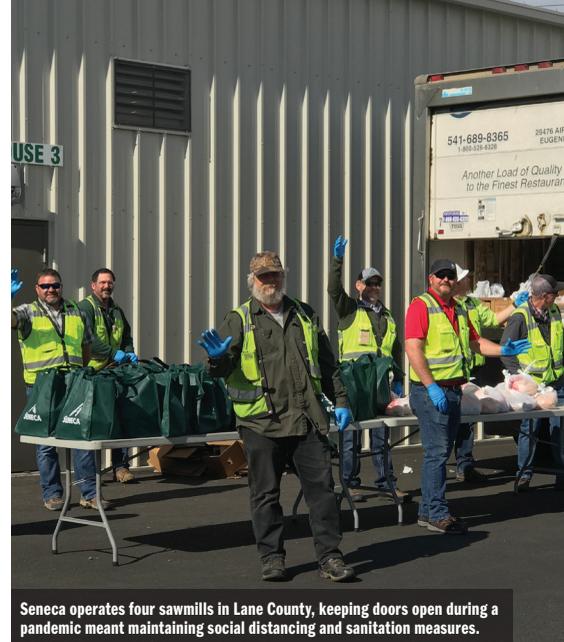
When Oregon had its first recorded case of coronavirus, the management at Seneca, a Eugene-based wood products company, could sense the anxiety growing among their employees.

“There was a run on canned goods, dry goods and paper products in the grocery stores. Businesses closed. School was canceled. There was an overall sense of fear and uncertainty,” says Casey Roscoe, Seneca’s senior vice president of public relations. “We were worried about the lumber market and our business, but our primary focus was our employees. We wanted to let them know we were going to take care of them.”

As the country’s top producer of softwood lumber and plywood, Oregon has considered its wood products industry essential

during the pandemic. Despite an initial slump in the lumber market, Seneca — which operates four of the more than a dozen sawmills in Lane County — chose to keep the company’s mills open while taking extra precautions to prevent the spread of the coronavirus, such as maintaining social distancing and sanitizing shared equipment.

This made it even more important for the family-owned company to show their employees how much they appreciate them, Roscoe says. They started by paying the entire cost of health insurance for all 470 of their employees to help give them peace of mind. Then Roscoe thought of the empty shelves she was seeing at the grocery store. During these uncertain times, she and other company leaders



Seneca operates four sawmills in Lane County, keeping doors open during a pandemic meant maintaining social distancing and sanitation measures.

decided to use their business connections to make sure their employees had the essentials they needed. They distributed bags to their employees with toilet paper and staples such as rice, pasta and frozen chicken and beef.

Roscoe was stunned by how many thank you notes started flowing in. One employee wrote in an email “There are not many companies out there that would do this for their employees (or even think of it). It is an amazing show of generosity. I am so proud to work here.”

“It was so unexpected and humbling,” Roscoe says. “That feeling of gratitude from them created a gratitude from us back to them. These times of trouble are really when we get to grow. It just gave us this incredible opportunity to challenge ourselves and be challenged. It’s been pretty incredible in every way.”

Learn more about Seneca and their regional impacts by visiting SenecaSawmill.com.

/// SECTOR STRATEGY

Wood products have played a key role in Lane County’s economy for generations. Through the application of innovative technologies, it remains an important economic sector today. Lane County is home to over 200 wood products manufacturing companies, employing over 7,000 people and bringing nearly \$400 million dollars in wages to the area. The industry’s annual average wage of \$57,724 is slightly higher than the annual average Lane County wage of \$45,181.

Seneca continued to support their employees by providing health insurance and basic essentials like toilet paper and food to its entire workforce.



THE DIGITAL DIVIDE AND A COMPANY'S RESPONSE

Article by CARA SNOW, INTERIM TECHNOLOGY SECTOR STRATEGIST & CHIEF COMMUNITY ENGAGEMENT OFFICER, TECHNOLOGY ASSOCIATION OF OREGON

XS Media, a local telecommunications company based out of Eugene, has seen a 500% increase in demand for wireless internet installation since the start of the COVID-19 crisis. The company is a unique internet service provider because most of its business comes from the rural communities spanning a 40-mile radius around McMinnville and Eugene.

As more people in the community started to work from home as a result of COVID-19, their needs changed. Not all of the rural areas have access to cell services, so hotspots don't work. Satellite internet doesn't work for video conferencing because you have to do things in real-time. As a result, the demand for wireless internet shot through the roof.

One of the biggest demands came from the local school district, whose priority was ensuring that graduating seniors have adequate internet access. Stephen Parac, Chief Operations Officer at XS Media, is on the board of the Eugene



XS Media stepped up to provide a critical resource, free internet access, to students and families in need during the Governor's statewide stay-at-home order.

Education Foundation where he heard from the superintendent about the struggle to get internet access to all students. XS Media partnered with the school district to offer free internet to families that don't have access, becoming the only service provider in the area that has offered free access, not charging the district or the families.

The school district provided XS Media with a list of students and the company's fourteen field technicians completed installations quickly throughout the early spring. One of the biggest challenges proved to be a lack of personal protective equipment (PPE) for XS Media employees. Masks and gloves aren't typically worn by telecom workers and are now an essential part of doing installs safely.

Through a call to action with the Technology Association of Oregon (TAO) Southern Willamette Valley advisory board, PPE was acquired and delivered to the XS Media team. It was a true rallying

cry for the technology industry and donations are still encouraged today.

While ensuring that employees stayed safe from illness, the XS Media team addressed a critical part of the digital divide—one of many technology companies throughout Lane County that delivered solutions to ensure our online world is more equitable today and into the future. ♦

Sign up for XS Media's wireless internet and learn more about how they're keeping Lane County connected by visiting XSMedia.com.



/// SECTOR STRATEGY

Lane County is home to over 501 Tech Companies, with 73 successful new tech companies launched within the last five years, which employ 3,775 people, bringing over \$284 million dollars in wages to the area. The industry's local average annual wage is \$75,272 – is substantially higher than the average Lane County wage of \$45,181. Employment growth at local tech companies is expected to rise 23% over the next 10 years.

CLOSING BUSINESS DOORS

Article by VANESSA SALVIA

At the beginning of this pandemic, we all saw photos of the streets of downtown Eugene, devoid of cars and people. What had become a bustling city center we all were proud of had changed, seemingly overnight. Would Eugene welcome people and businesses again? If so, what would that new economic landscape look like?

Every person, business, and organization has had to adapt. Some, like the Barn Light, could not find a way to reopen. Some, like St. Vincent De Paul, closed some locations. Venues, such as The Shedd, moved some events online, but canceled others. Essential medical providers like Women's Care had to make tough decisions about how to safely see patients. Gyms and activity centers like Bounce had to find a way to safely invite children back. While the road has been difficult, each of these businesses has found a way to triumph from challenge.



ST. VINCENT DE PAUL

St. Vincent de Paul of Lane County is different from other nonprofits in that they do not rely on the unstable nature of grants for funding. Sixty percent of their revenue comes from their retail centers, which were shuttered during the crisis. "Within one week we had to close all of our stores and at the same time were asked by the county to open an emergency respite shelter for unhoused people," says Bethany Cartledge, SVdP's Economic Development Director. "The first one we opened within 48 hours and the next one in 72 hours."

The company moved quickly to mobilize its resources. Prior to COVID-19, they operated an emergency night shelter for unhoused single adults known as Dusk to Dawn, which could serve 256 individuals a night. "We modified the facility to allow for social distancing," says Cartledge. "It is now open 24/7 and serves 140 people."

Changes at First Place Family Shelter, which serves unhoused families, included reducing open hours and requiring appointments to use the laundry facilities. They also set up tutoring and other educational services. Overall, the organization saw an increase in services to unhoused individuals and an increase in use of the food pantry.

SVdP is the largest human services provider in our area. While they typically enjoy positive community relations, Cartledge says for the first time people were critical on social media. "We understood that tensions were high," she says. "We shifted gears really quickly and we made it through. We are so thankful to be in this community and are so grateful for the community's support."

THE JOHN G. SHEDD INSTITUTE FOR THE ARTS

When 2020 events came to a screeching halt, The Shedd, co-founded by Jim and Ginevra Ralph, was three-quar-

ters through their season. They produced 95 performances, had nearly 60 rentals and other events, and had more than 400 students through the doors each week for music school. Lessons were shifted online, but events and performances were canceled. They lost their major income streams, and fundraising and construction was halted on their major remodeling project that was nearly complete.

"The regulations for venues are intense," says Jim. "And they aren't 'guidelines' in the sense that they are optional; they are required or you can be shut down." The Shedd would have had to separate their parking lot if there was more than one event such as music class going on at the same time, and seat audience members next to each other only if they were in the same household, both of which would have been impossible to enforce.

The Shedd is a venue with three different performance spaces, but also a school, they rent the building to other organizations, and they have a food service enterprise. "We've had to analyze the guidelines from all those perspectives," says Jim.

In Phase 1 of reopening, in-person lessons could start again. Now with Phase 2, events can happen again with limitations, but the big question is if it makes financial



COMMUNITY IMPACT

► ST. VINCENT DE PAUL

Laid off and furloughed staff after retail store closures in late March, but as of now the vast majority have been re-hired, or will be returning as soon as additional stores open. As of May 2020, 23 veteran families are in motels for quarantine and safety. Supportive Services for Veteran Families is currently feeding and supplying goods for families while identifying permanent housing.

► THE SHEDD

Keeping customers and artists safe, some of whom may travel from all over the world to perform at The Shedd, was a top priority. That meant rebooking and canceling everything, although local performers and artistic directors like Shirley Andress are still practicing from home and developing shows that may run later in the year, such as the annual Jazz Kings Christmas concert.

► WOMEN'S CARE

The physicians and midwives at Women's Care received many donations of masks, which were in short supply at the beginning of the pandemic. Now, waiting rooms are a sparse scene with primarily patients only allowed. It's daunting to think about seeing the amount of patients they saw before with additional cleaning and other requirements on top of it, but everyone is eager to figure out how to make it work.

► BOUNCE GYMNASTICS

Summer camps, open gyms, and birthday parties keep Bounce afloat. They are typically 100% full all summer for 40 to 50 kids for morning camp and 40 or 50 kids for the afternoon camp, and now they can admit only 16 kids per camp.

sense. If a family sits together in the audience, six feet of seats around them must be blocked off for social distancing. "That's a very peculiar seating pattern," says Jim, "and how do you guarantee that people stay in their seats? We have to just grit our teeth and keep going."

Ginevra says The Shedd is now creating a bi-monthly hard copy and online magazine entitled "Context." "More of a journal or an ongoing program book," Ginevra says, featuring artist profiles and the underbelly secrets of making a musical. "That shares the mission of why we started," she says, "and keeps people active."

WOMEN'S CARE



Women's Care, a health provider to women of all ages, faced an enormous challenge when the coronavirus hit. Telehealth became the new norm, so their doctors and midwives implemented it quickly and relatively seamlessly. Their team also converted their birthing and breastfeeding classes to webinars so pregnant women would not miss important information. To protect patients, they made the difficult decision to allow only the patient in exam rooms, even for such joyful occasions as a couple's first sonogram. PPE gear was scarce, so some doctors and their families were sewing masks at home. Community members even stepped up and donated homemade masks.

"We had to pivot as fast as we could," says Josie Van Scholten, Women's Care CEO. "Instead of planning for everything to be perfect, we just had to do the best we could."

There were technical glitches that we had to work out with the patients at times, but we're so proud of the team because they continued putting care first and got off and running so quickly. This was all new to us."

Only one additional person was allowed in the delivery room, which was difficult for everyone. The hospital allowed only surgeries for acute needs, and the clinic was only allowed to see patients at half capacity, which made scheduling difficult. Now, an adult guest is allowed in ultrasounds. Visitors will have their temperatures checked and they have hired new staff for additional check-ins and cleaning. No matter what happens, telehealth, where it makes sense, is here to stay.

"We're not 100 percent sure what the future will look like because the guidelines are changing every day, but we are looking forward to what's next and to seeing as many patients safely as we can," said Van Scholten.

BOUNCE GYMNASTICS & CIRCUS ARTS CENTER

Bounce opened for in-person aerial arts and gymnastic classes on June 1, but had to make some changes. For one, parents are not allowed in the building during class time except for those of young children.

"We've been working through a lot, spacing equipment out to make sure that everybody's going to be at least six feet apart, how everybody would enter and leave the building, and how parents get in and out of the building or not be in the building," says Naja Rossoff, Bounce owner. "There was a lot of behind the scenes actions to open safely, but it works."

They've had to take away the upstairs viewing area to make more room for tumbling, but are working on a private viewing system so parents can watch from their cars. Bounce received some PPP (Paycheck Protection Program) funds, which helped keep them financially stable. Rossoff also purchased \$11,000 worth of aerial silks so that they can be switched out after each child. "It's an insane amount of money that's gone into making it viable," she says, "and it's definitely a challenge."

So far, the kids have adapted. They are staggering classes as much as possible so less people are in the building at the same time. They were able to offer summer camps starting mid-June, but birthday parties were a big draw for business, and those are still off the table.

To donate to your local St. Vincent de Paul, visit [SVDP.us](https://www.svdp.us).

Learn more about The Shedd Institute's music programs at [TheShedd.org](https://www.TheShedd.org).

Find employment opportunities with Women's Care by visiting [WomensCare.com](https://www.WomensCare.com).

For class info and sign-ups, visit [BounceGymnastics.com](https://www.BounceGymnastics.com).



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HOW TO BE A TOURIST AT HOME

IF YOU'VE HAD YOUR TRAVEL PLANS POSTPONED THIS YEAR, YOU'RE IN LUCK: THERE ARE STILL PLENTY OF WAYS TO BE A TOURIST RIGHT HERE IN EUGENE!



DINE ON SOMETHING DIFFERENT

Travel is all about new experiences. If there is a restaurant you've been wanting to try, now is the time. Or you can call up your favorite restaurant and order a menu item you've never had. If you're feeling bold, ask for whatever the chef's favorite dish is. In Eugene, we are fortunate to live in a place rich in culinary delights. Savor them as if you are visiting for the first time.



TAKE A SELFIE

What says "vacation" more than too many photos? Our community has been very intentional about creating a city full of public art. The many murals make for a perfect selfie backdrop.



WEAR YOUR VACATION HAT

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TAKE A DRIVE

You don't have to go far from home to see something new. Just grab a map and see what's down that road you've never had the time to take before. You might discover something magical. Remember to be prepared with snacks and a full tank of gas before leaving on your journey.



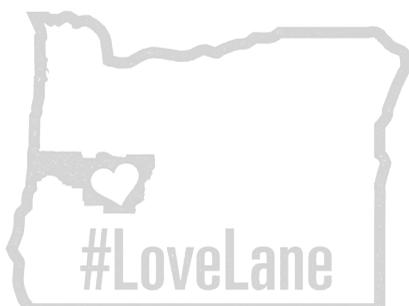
CAMP IN THE BACKYARD

If you miss the kind of travel where you sleep under the stars, you can still do that in your backyard. If you don't have access to outdoor space, there's still magic in a good blanket fort with string lights and nature sounds on YouTube... and s'mores.



BOOK A NIGHT AT A LOCAL HOTEL

The hospitality community has been finding creative solutions for keeping visitors and staff safe without compromising on your favorite luxuries. For those at home with others, the quiet and solitude of a night's stay at a local hotel can be just the mental vacation you need during these times.



NEED IDEAS FOR VACATIONS YOU CAN TAKE IN YOUR OWN BACKYARD? FIND TRIP IDEAS AT EUGENECASCADESCOAST.ORG

OPENING THE DOOR TO INNOVATION

Article by CARA ROBERTS MUREZ

When concerns about the spread of COVID-19 led to state-ordered closures, Amy Baker at Threadbare Print House in Eugene figured out a way to keep orders flowing while supporting local restaurants and nonprofits.

Meanwhile, Compass Senior Living harnessed technology to help its vulnerable residents at Evergreen Senior Living stay virtually connected with their loved ones.

Fitzpatrick Painting and Construction turned the downtime from canceled jobs into an opportunity to give back to their communities by delivering groceries to seniors.

And Venue 252 placed employees from its temporarily shuttered event center in roles at its sister Market of Choice's stores, to keep staff working while planning for new ways to safely entertain guests.

Instead of giving up, they turned the disruption into innovation. While there's little doubt that everyone wants to see this crisis fully resolved and behind us, some of the changes in the local business community will continue even after social distancing requirements are done.

"I feel like this is a lesson in being flexible and working with unpredictable experiences," Baker said. "I'm just trying to hang on, build the business, stay positive and hopefully it will all shake out a year from now."



» THREADBARE PRINT HOUSE

Leading up to March 13, Baker and her team were getting ready to make T-shirts for a California band's upcoming tour and a summer camp serving LGBTQIA youth.

"I will never forget that day," Baker said. "Just email after email, I was realizing this was pretty scary, actually. ... Probably that day or over that weekend, we lost 50 percent of our expected revenue for the month."

Pivoting from the crisis included creating online fundraising stores for clients, selling T-shirts directly to retail customers and splitting the money with the restaurants, nonprofits and bands featured on the shirts.

"They didn't have to upfront any money. It was a win-win. And it kept our presses running," Baker said. For retail customers, "I think the motivation was fundraising for their favorite restaurants, trying to keep them alive."

Threadbare also began selling masks, screen printed or plain. "The margins are smaller and it's not as profitable as our regular business," Baker said, "but it's definitely helping to keep us alive."

The business was one of at least 55,000 in Oregon that received a total of more than \$7 billion in loans through the Small Business Administration Paycheck Protection Program. At Eugene's Summit Bank alone, staff worked to secure 440 loans totaling \$114 million for businesses and nonprofits in Eugene and throughout Oregon.

According to the Oregon Employment Department, Lane County went from record low March unemployment of 4.1

percent to a record high April rate of 16.1 percent, with cuts of over 25,000 jobs. Diverse sectors suffered big losses. For May, the rate slightly improved to 14.4 percent.

Oregon's Office of Economic Analysis is forecasting, though the recession is the deepest on record in Oregon, its duration should be shorter than the great recession as confidence returns once there is a vaccine for COVID-19.

At Threadbare, traditional orders are slowly increasing. Meanwhile, staff practice social distancing, wear masks at work and wipe surfaces. Among the changes likely to be permanent are requiring customers to schedule appointments, rather than drop in. Baker also now does some of her work from home, finding more work-life balance.

» EVERGREEN SENIOR LIVING

As the crisis unfolded, Eugene's Evergreen Senior Living, home to about 125 residents, made significant moves to keep its residents and employees safe. Evergreen, one of several communities managed by Compass Senior Living, employs 80 to 90 people.

Evergreen limited visitors and made additional restrictions in its dining room and in how residents interact socially with each other. Not having families drop in is a huge



change for residents, said Amira Fahoum, education and programs leader. Staff instead made virtual connections for families, as well as window visits or outside visits where everyone wears masks and stays six feet apart.

Regular temperature checks for staff and residents are now standard. Staff wear masks and residents are asked to wear masks when in communal areas. Anyone with the slightest indication of fever or symptoms does not report to work.

Evergreen had no positive cases of COVID-19 by mid-June. Meanwhile 2.39 million people were diagnosed with COVID-19 in the United States and more than 123,000 people had died as of June 24. In Oregon by that same date, there were 195 deaths and 7,444 people had tested positive.

"We're recognizing the value of offering paid time off because our employees will need to use it," Fahoum said. "We have to be very careful. We just have to remain diligent every single step of the way. ...There won't be a 'back to normal' for us."

» **VENUE 252**

At Venue 252, customer cancellations or postponements started near the middle of March. In striking contrast, its sister business – Market of Choice – shifted into full speed as demand for food and paper products soared. Venue 252 staff moved to store locations, stocking produce and cooking.

"I think as the initial shock subsided, we asked ourselves 'Well, what is the opportunity here?'" said Amy Schnoor, catering and events sales manager. "It allowed us to get creative."

So, management figured out how to add sanitation, spread out guests, stagger arrivals, and activities will involve less mingling. Venue 252 is also looking into holding virtual or hybrid events, which will require an investment in planning and equipment. Yet, it's a trend they see and want to be a leader, Schnoor said. She expects that extra attention to sanitation will stay with the business even once the pandemic is over.



"No one wanted this virus to come into our community. If we can be proactive to prevent the spread of a future virus, whether it's COVID or another version of something terrible, we can try to prevent being part of that spread," Schnoor said.

» **FITZPATRICK PAINTING AND CONSTRUCTION**

Business is already back to normal at Fitzpatrick Painting and Construction, which offers services throughout the Willamette Valley and is considered an essential service.

With 55 to 105 employees depending on the season, Fitzpatrick does both residential and commercial interior and exterior painting, floor coatings, and construction. A "handful" of customers canceled jobs, a "larger handful" postponed and others kept their plans using new COVID-19 safe work practices, said owner Tim Fitzpatrick.

The company filled in downtime delivering groceries and running errands for seniors, allowing them to stay safely at home. They spread the word about the service through social media channels.

"If it wasn't for the people in the community, we wouldn't exist," Fitzpatrick said. "Why not lend a helping hand when we have the ability to do that when something like this comes down."

About 90 percent of their jobs are outside this time of year, Fitzpatrick said. When they're doing interior work, they wear masks if asked. Some estimators are also using Zoom or Facetime to do virtual estimates.

"If you would have told me we would be doing that six months ago, I think we all would have laughed," Fitzpatrick said. "Now, we're doing it for our customers."

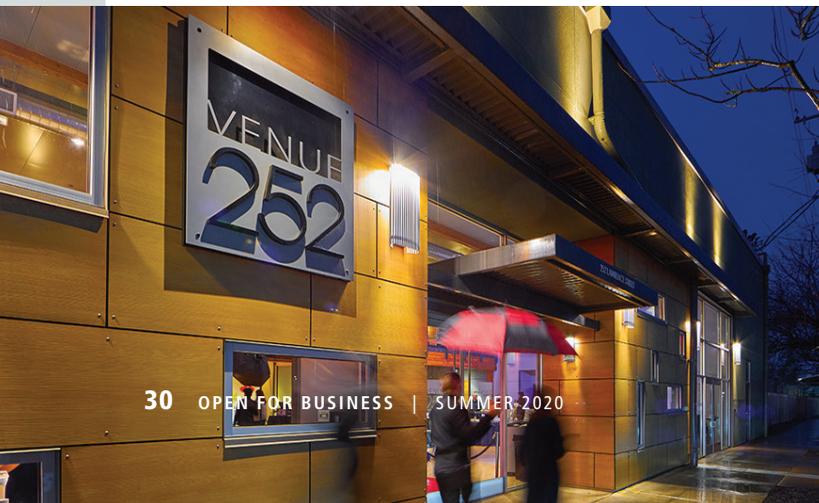
"I don't see these things going away anytime soon," Fitzpatrick said. "I'd love to think, and I think we'd all love to believe, the day will come that it's going to be back to normal. ... I guess time will tell." ♦

Order custom masks for your business at Threadbare-Print-House.myshopify.com

Visit Compass-Living.com to learn more about the Evergreen Senior Living community.

Book your next (socially-distant) event at TheVenue252.com.

For a virtual estimate of your home visit FitzpatrickPainting.com.





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WORKING FROM HOME

Article by ELON GLUCKLICH

Melissa Vigil remembers the early March meetings with the executive team at Northwest Community Credit Union as the start of something unprecedented.

Like employees in offices everywhere, Vigil, the Eugene-based credit union's chief operating officer, took in the warnings as the flood of news reports charted rising COVID-19 cases across the country. "It seemed like a defining moment was about to occur," she said.

NWCU has long planned for the unknown, drilling its technical team on emergency response scenarios and changing staff work arrangements based on weather conditions at its 14 locations across the state. But with the coronavirus pandemic forcing employees at financial and professional services companies to work out of their living rooms, organizations like Northwest Community Credit Union have adapted to keep serving Oregon members during the worst public health crisis in more than a century.

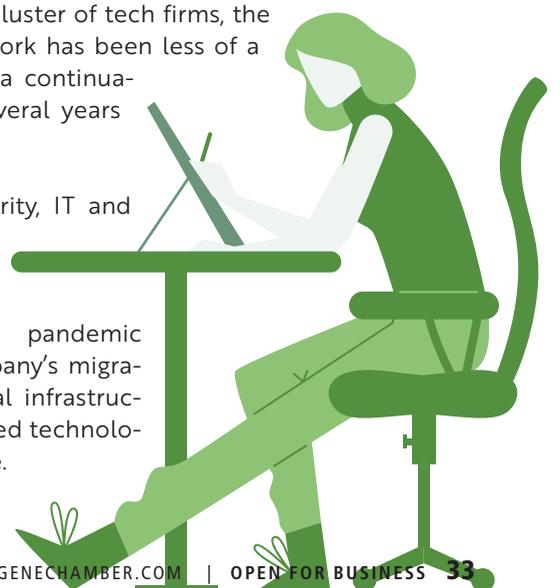
"Early on we tallied which employees could work from home immediately, which ones could work from home with some additional tools and resources, and which positions were prohibited from working from home due to the nature of their role and responsibilities," Vigil said.

Those efforts took NWCU's contingency planning to a whole new level when the credit union formally sent employees home March 14. Credit union leaders worked department by department to shift workflows from the office to remote. They mobilized "critical services teams" to equip more than 100 call center, loan office, accounting and other employees with equipment like laptops, phone connections and headsets.

"By the end of March, we had almost 80 percent of our support center staff working remotely," Vigil said.

For some Eugene companies, especially the region's growing cluster of tech firms, the shift to remote work has been less of a sea change than a continuation of trends several years in the making.

At the cybersecurity, IT and software development firm Feynman Group, the COVID-19 pandemic pushed the company's migration from physical infrastructure to cloud-based technology into hyperdrive.



"The lockdown was just the catalyst that accelerated us along our remote-based trajectory," Feynman Group Brand and Business Manager Justine McConnell said.

CEO Scotty McConnell had already envisioned a future largely without office spaces, giving workers greater flexibility and reducing company overhead. So the shift to a work-from-home model that began March 11 was seamless, with employees collaborating using platforms like Microsoft 365 and Cisco communication tools. "Our team went from partly remote to fully remote within an hour," McConnell said. "We had the workflows, processes and technology in place. We were ready."

"It's still too early to tell, but I think we're going to see a lot more office space come available in the market before it's all said and done."

Stephanie Seubert
EVANS, ELDER, BROWN & SEUBERT

For more customer-facing businesses like Northwest Community Credit Union, staff have largely figured out how to engage virtually with each other and with members in a socially distant environment, said Vigil. The biggest challenge for the credit union has been meeting the needs of members that have been hit hard by the largest economic disruption in generations.

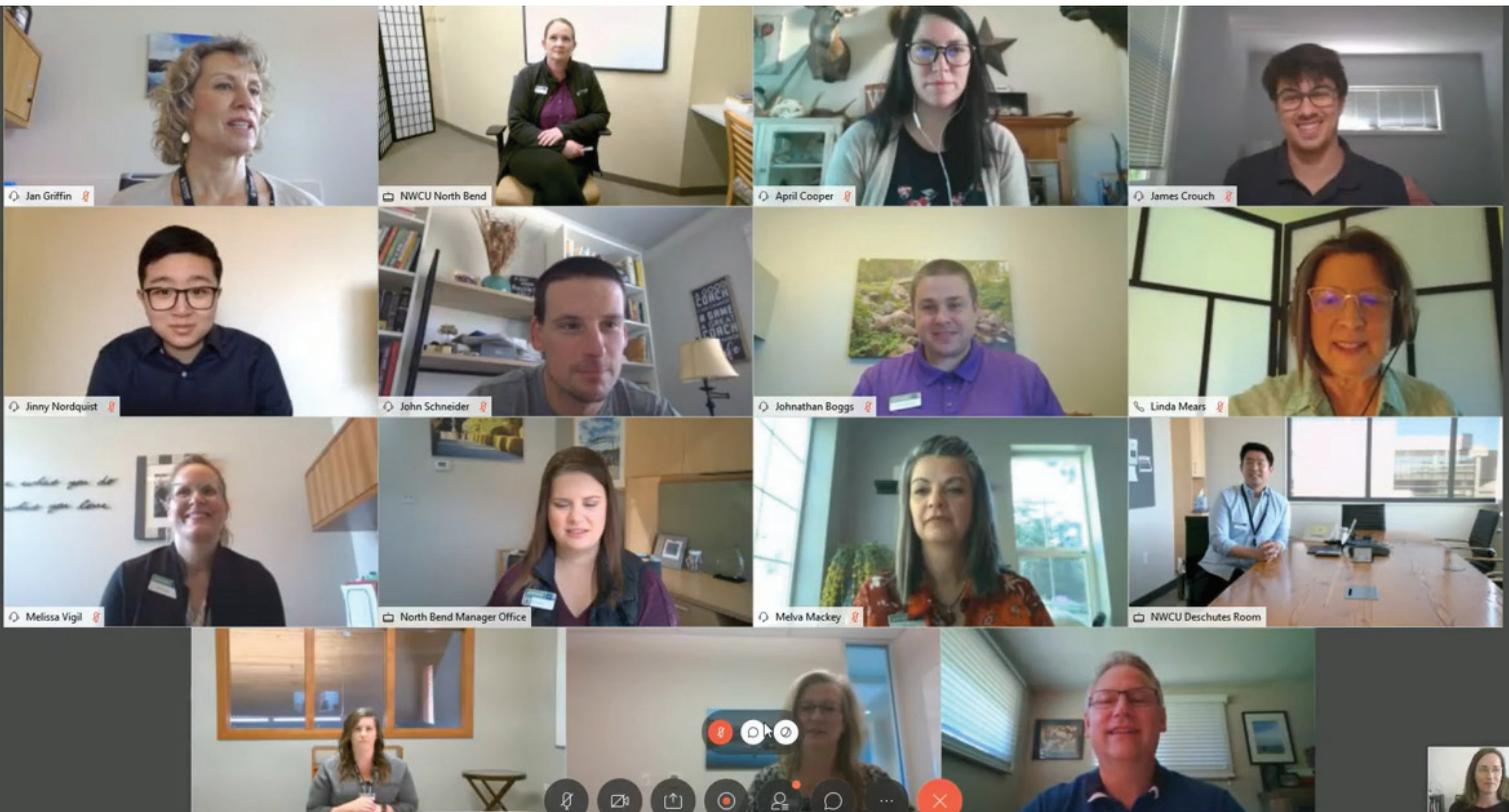
"We saw the task of providing full scale teams to respond to these needs, as well as maintaining members' access to cash and credit at a time of high need as central to our mission as a credit union," Vigil said. Nearly 900 customers filed loan payment extensions the last week of March, and the credit union has responded to nearly 350 small business Payroll Protection Program applications—processing them with remote teams.

The success of companies like Northwest Community Credit Union and Feynman Group in the remote workspace raise questions about the future of the office building. Credit union employees no longer have to fight for parking spaces downtown and productivity is higher at Feynman Group today than when employees shared a physical office space.

Meanwhile, nationwide commercial office leasing activity dropped more than 20 percent in the first quarter of the year, according to the real estate research firm JLL—a stunning drop considering most offices didn't start sending employees home until March, the final month of the quarter.

So is the future of the workplace in the living room? Some Realtors aren't entirely convinced.

"I would say there will be a period of time that goes by before people realize they want to be back in an office space," said Stephanie Seubert, partner at the Eugene commercial real estate firm Evans, Elder, Brown & Seubert. Still, she and other Realtors predict a lot of non-renewals this year, as commercial property tenants face deadlines to extend their leases or move out.



"It's still too early to tell, but I think we're going to see a lot more office space come available in the market before it's all said and done," Seubert said. "I think if they end up developing a vaccine, it will kind of normalize, but I don't know if by that time folks will have made big enough changes where if they convert back, it will be to the old normal, or some form of new normal."

Those are the kinds of questions executives at NWCU are asking themselves. Employees have adapted to financial services in the remote work world, and members have given positive feedback about booking in-person appointments in advance, Vigil said. Some support center staff have gradually returned to the company's downtown Eugene headquarters over the past three months.

An eventual end to the pandemic may not mean the end of remote work at Northwest Community Credit Union, other companies across Lane County, or the country as a whole. But how those changes play out remains to be seen.

"We are trying to take this opportunity to solve for our future by creating a hybrid remote staffing environment for support center employees," Vigil said. "We also recognized in the relocation and return setup of our call center, that we not only benefit during the safe distance requirement from having a work environment where employees have more space, it enhances productivity."

Find out how Feynman Group can improve your company's digital operations at [FeynmanGroup.com](https://www.feynmangroup.com).

Learn more about Northwest Community Credit Union's mission to support its members during COVID-19 by visiting [NWCU.com](https://www.nwcu.com).

Visit [EEBCRE.com](https://www.eebcre.com) to search for commercial properties available in the Eugene/Springfield area.



The US Bank building is one of several commercial properties with office space for lease in downtown Eugene as businesses transition to remote workspaces as a response to COVID-19.



TELEHEALTH: A COVID-19 CONNECTION

With COVID-19 impacting your business operations, it's more important than ever to leverage telehealth to help keep your workers healthy. Telehealth helps remove obstacles like needing to physically distance or take time to travel, so your employees can still access routine appointments.

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kp.org/choosebetter



RISING TO THE CHALLENGE

Twelve days before the Governor enacted her Stay Home order, the Eugene Family YMCA shut its doors to deep clean because an employee who was sent home sick was being tested for COVID-19. Even after the employee's negative test result, the Y's doors didn't open again to the public until Wednesday, June 3.

Closing its doors is extraordinarily unusual for the Eugene Y. Before coronavirus, a storm that dumped feet of snow on Eugene in one night caused the most significant closure of the Y in recent history — for 2 1/2 days in 2019.

Closed doors normally mean a temporary halt in operations and a pause in programs and services. For a member-based organization whose very mission is to promote healthy living and foster community, the Y knew it needed to evolve and adjust to continue to carry out its mission and put the community first.

There was, in fact, not a halt, but a shift in programs and services during coronavirus — to virtual fitness and outreach over the phone to address isolation and depression.

For providers of child care, it was obvious from those very first days that closing schools and some businesses significantly increased the need for child care.

The Y, in partnership with local school districts and the city of Eugene, mapped out a plan to offer free child care to workers who needed it most: first responders, medical professionals and essential workers.

It was no easy task, even with decades of experience as Lane County's largest child care provider. Not only did Y Youth Development staff need to outline safety parameters when scientists had (and still have) so much to learn about the virus, its spread and its effects, but they also had to work with a population used to being encouraged to share, play together and gather in a circle.

For 13 weeks, Y staff created and then refined a child care program unlike any they had run before.

Children were dropped off outside of the building; families not permitted inside in order to limit the spread of germs. Backpacks and other belongings were separated into individual laundry baskets — feet apart from each other. Children sat at big tables with only one other peer, used markers and toys from a container exclusively for one kid and got their own pool noodle for the day. The pool noodle is staff's creative way to keep kids 6 feet apart while they play tag and other running and jumping games.

Despite the stress of keeping kids apart, sanitizing everything touched multiple times a day, and ensuring that kids used their brains and big muscle groups — Y staff kept the programs fun. And then when the Governor announced schools were closed for the rest of the school year, Y staff pivoted to aid students with distance learning from their teachers.

It was difficult work — work that continues through the summer. But it is ultimately the Y's most rewarding work there is no better way for the Y to step up than to care for the community's most precious members while their families stand on the front lines during a crisis.

Even though the Eugene Family YMCA has never experienced a global pandemic before, the organization's 133 years of service prepared it for exactly this: a swift socially responsible reaction.

Visit [EugeneYMCA.org](https://www.EugeneYMCA.org) to learn more about the Y's childcare options and other available programs.





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A HEARTFELT WELCOME

Article by JESSICA UBEL, DEVELOPMENT MANAGER OF HEARTFELT HOUSE
RONALD MCDONALD HOUSE CHARITIES OF OREGON AND SOUTHWEST WASHINGTON

When a child is hospitalized, sometimes for months on end, little else is more important to a parent than seeking treatment and recovery for their sick child. Although many parents would endure sleeping in hospital lobbies and eating from vending machines, we are here to offer a more stable solution.

The Heartfelt House of Ronald McDonald House Charities (RMHC) is a part of a global organization providing a “home away from home” for families whose child is receiving medical care, just steps away from their child’s hospital bed. Our hope is to eliminate any barriers that would distract a parent from focusing on their child—be it a cozy place to sleep, prepared meals to enjoy, access to laundry, or even entertainment to enjoy between treatment—all offered at no cost to them.

Our clients are often traveling from out of town to seek proper medical treatment for their child, so we do all we can to ensure they receive both care and community. It’s amazing to witness bonds that form between the families who share the same medical journey!

When COVID-19 began to sweep through the nation, the RMHC Global issued a statement that RMHC houses could no longer accept new guest families. However, we continued to serve families that were currently staying in the Heartfelt House until their child was discharged from the hospital.

Our operations had to drastically shift in order to protect the RMHC families and our staff. We limited exposure by temporarily closing our common spaces, like our kitchen and playroom, amped our disinfecting policies, and sadly, closed our building to volunteers and non-essential staff. However, our community is amazing! Restaurants and individuals came together to provide packaged meals, so we could safely feed and care for the families we continued to serve.

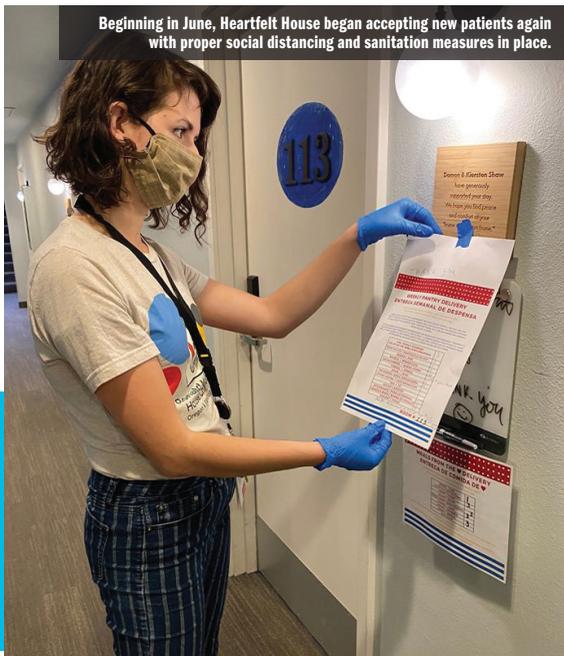
As we entered April, there was an increasing vacancy in our building and we hated to see it go unused, so we pivoted our approach to continue to care for our community in a different way. The CEO of our Oregon chapter of RMHC, Jessica Miller, immediately reached out to our hospital partners

and proposed a solution: house medical staff potentially exposed to the virus.

Since hardworking doctors, nurses, and emergency responders were serving tirelessly to protect our community from COVID-19 while continuing to provide other types of medical care, we offered a safe, comfortable place for them to stay—eliminating the worry of exposing their families to the virus.

In June, we were finally able to open our doors to families again! Just like businesses, it’s a progressive opening, but thankfully we can move our mission forward in our community. Volunteers and fundraising will look different during a pandemic and economic crisis; however, we are encouraged by those who have continued to support and donate to Ronald McDonald House Charities! We are committed to serving this community, and that is something COVID-19 can never change. ❖

To learn more about the Ronald McDonald House Charities or donate to help local families in need, visit RMHCOregon.org.



Beginning in June, Heartfelt House began accepting new patients again with proper social distancing and sanitation measures in place.



Ronald McDonald House Charities provided essential healthcare workers with a place to stay to ensure the safety of their families and reduce risk of infection.

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.

It wasn't easy for Chamber staff to turn all operations remote, but we found a way to adjust with smiles on our faces (usually)! Even with pay cuts and reduced hours to help our business stay afloat, staff rose to the new challenges. We love our team.

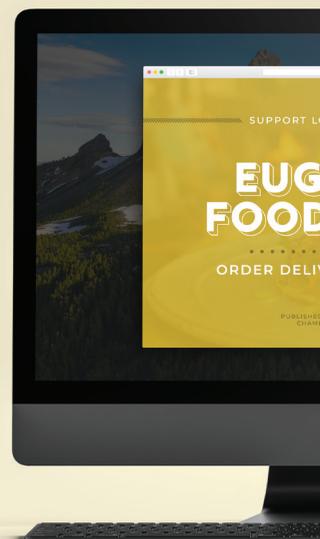
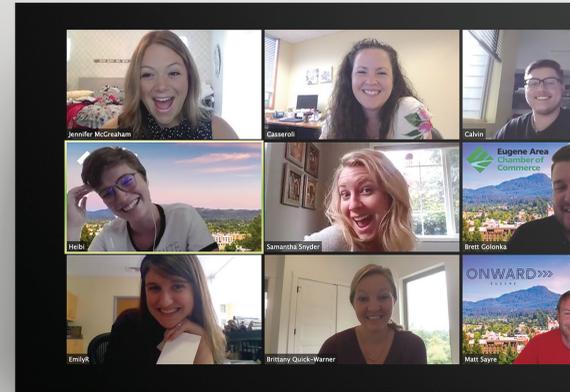
Our marketing team worked around the clock to launch a comprehensive, instructional guide for businesses to use once Lane County got the green light to reopen. Partnering with the Springfield Area Chamber of Commerce, this popular resource made it easier for businesses of all types to successfully reopen. Special thanks to the City of Eugene for translating the document into Spanish!

Even COVID-19 couldn't stop us from distributing essential information to our local voters. Our former Director of Business Advocacy, Tiffany Edwards, thoroughly interviewed each candidate during the May primaries to ensure this invaluable information was available.

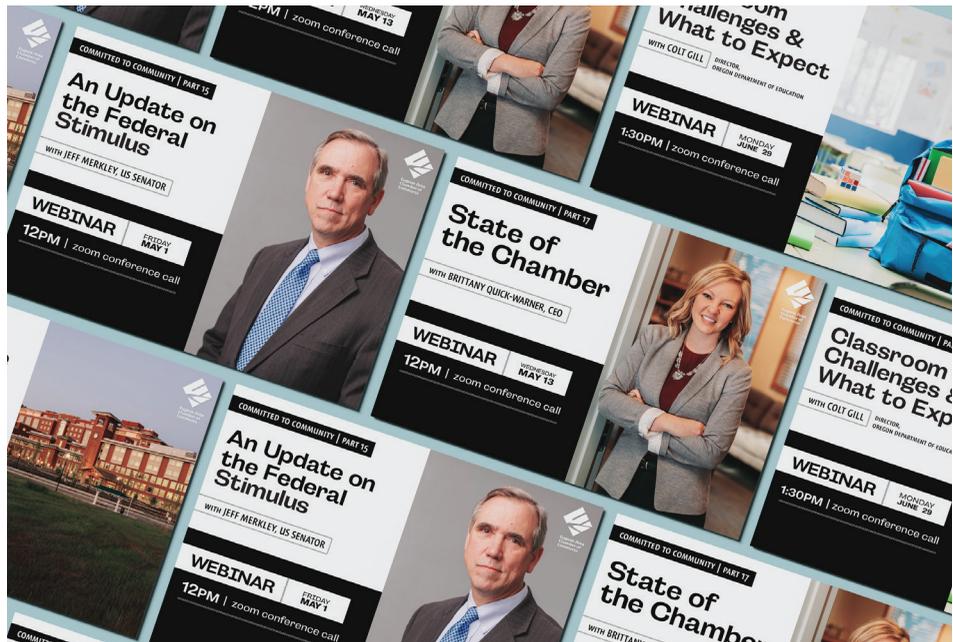
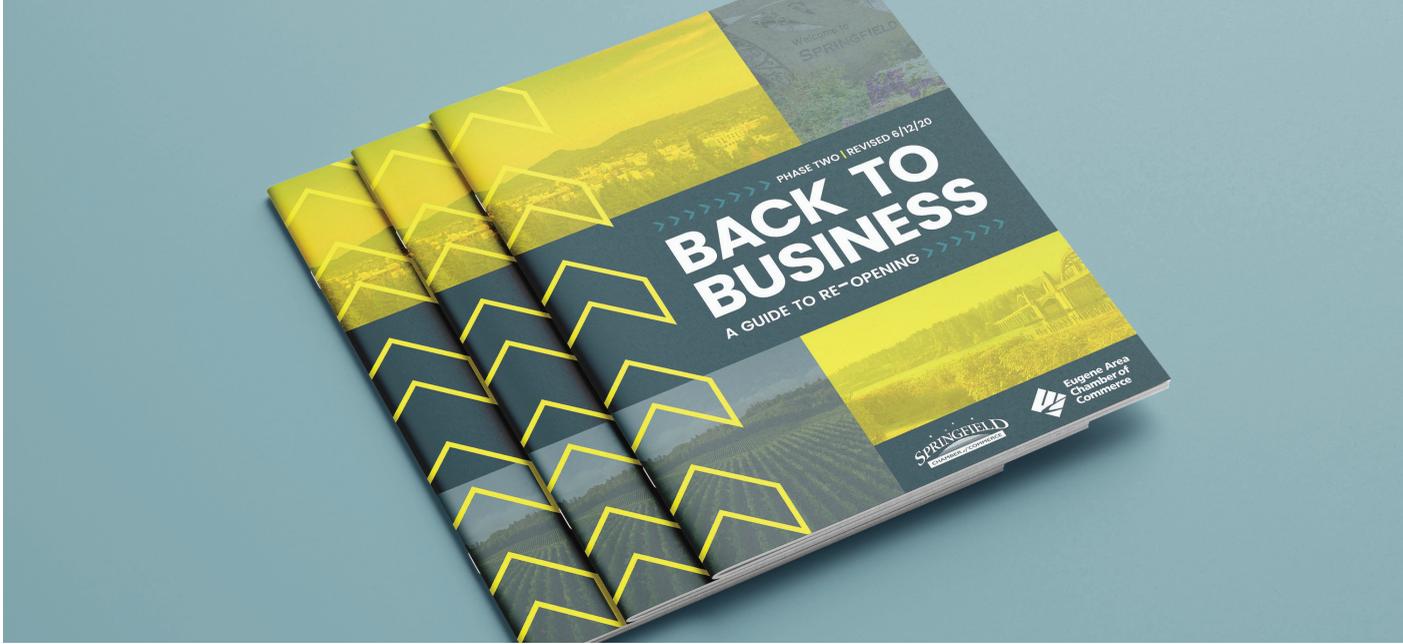
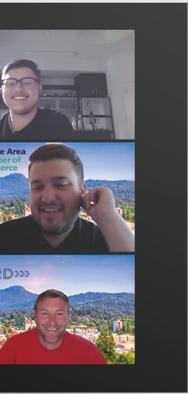
Inspired by the Kindness Campaign, we created a pledge for businesses and customers alike. #LoveLaneBiz is a commitment to exercise patience and kindness as businesses learn to readjust operations to accommodate new COVID-19 safety regulations.

The food & beverage sector drastically pivoted their operations to accommodate the Stay-At-Home order. We partnered with Open Eugene to create a food map for customers to find their favorite eateries. This virtual resource displayed local restaurants open for takeout/delivery.

In March, we began to host a series of over 20 webinars, filled with essential COVID-19 information from community experts, to help businesses weather the storm. Our content covered a little bit of everything—from education to tourism to loan assistance!



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



BUSINESS NEWS

Makers Row welcomes **Euphoria Chocolate Company** to its lineup of shops along the Market Alley that connects the three buildings comprising the **5th Street Public Market Expansion** currently under construction. Euphoria Chocolate joins **Pfeiffer Winery** as the first local companies to secure space in Makers Row, a collection of eight 300-square-foot retail spaces designed to give local artisans and other makers a showcase for their creations.

The **Lane Transit District Board of Directors** voted unanimously to approve the purchase of 11 **Xcelsior CHARGE** battery-electric 40-foot heavy-duty transit buses, including seven ABB depot chargers to support electric bus infrastructure development from **New Flyer of America Inc.**—one of the world's leading independent global bus manufacturers. Buses scheduled to begin arriving in November 2020.

Oregon Pacific Bank was able to get approval for over 690 loan applications and fund over \$123 million to local businesses! They are pleased with their staff's rapid response to the needs of the community and diligent efforts to grant PPP loans.

The **City of Eugene** will take over operations of **PeaceHealth Rides** later this month, avoiding any interruption in service. This is an interim measure as the city searches for an organization to run the popular bike-share program. **PeaceHealth** will remain committed to PeaceHealth Rides as title sponsor.



When the **Gordon Hotel** opens this fall in the **5th Street Public Market Expansion**, it will introduce two new restaurants with local roots: Springfield native **Mark Byrum**, founder and CEO of Portland-based **Urban Restaurant Group**, will open **Carlita's Rooftop** on the hotel's seventh floor and **The Gordon Tavern** on the ground floor.



PROMOTIONS & NEW HIRES

Oregon Community Credit Union

is pleased to announce the election of **Jeanine Jensen** as chair, **Bill Inge** as vice-chair and **Beverly Anderson** as secretary on its board of directors. This group brings diverse skills and backgrounds to OCCU's board. Jensen is a shareholder of **PBC Insurance**, with more than 20 years of experience in the field of employee benefits. Inge serves as the general manager of **AlSCO Eugene**, and Anderson is a retired attorney and previously served as CEO of **Dove Medical** in Eugene. OCCU has also appointed Sarah Hagen, a graduate student in the math department at **Oregon State University**, as an associate board member.



David Lechner has joined **Ward Insurance** as Senior Employee Benefits Consultant. With over 25 years of experience working in the health insurance and employee benefits field, Lechner will focus on helping large group businesses with self-funded plans and fully insured policies.

SELCO Community Credit Union hired Jen

Shefner as Director of Digital Services. Shefner will oversee the digital services department and cross-functional project teams with an eye to achieving defined digital channel goals. Shefner joins SELCO after working in several roles over 17 years in the credit union industry. During her 14-year career at Columbia Credit Union in Vancouver, Washington, Shefner held various positions, including assistant vice president of e-commerce, vice president of e-services, and ultimately vice president of digital banking and payments. Most recently, she served as a strategic business analyst at CU Engage, a national credit union consulting firm.



Craig Wanichak, President and Chief Executive Officer of **Summit Bank** announced the promotion of **Ashley Horner** to Senior Vice President & Small Business Administration (SBA) Program Administrator. Horner will continue to

oversee Summit Bank's (SBA) Division including overall market strategy and development for the unit. She is a member of the Bank's Leadership Committee.

The Board of Trustees of **Wellsprings Friends School** would like to announce that Dante Zúñiga-West will be the new Head of School effective July 1, 2020. Zúñiga-West returns to Wellsprings after having served at **Northwest Youth Corps** as Dean of Humanities for **Twin Rivers Charter School**. He is passionate about environmental conservation, leadership, and connecting young people to the natural world.



The Board of Directors at the **Oregon Cancer Foundation (OCF)** announced today that **Niloo Movassaghi** has been appointed as the OCF Board President-elect. Movassaghi is the practice administrator at **Movassaghi Plastic Surgery** and has served on the OCF board since 2018.

Peggy J. Richard has joined the law firm of **Hershner Hunter, LLP** as an associate. Richard graduated from the **University of Oregon School of Law** in 2018 and the **University of Texas at Dallas Department of Public Administration** in 2009. Her practice will focus on Creditors' Rights and Bankruptcy.



SCORE Willamette is pleased to announce **Michele Piastro** as the new Chapter President. Piastro has 40 years of experience owning and working with small businesses and has mentored with SCORE for 10 years. She is excited to be leading the SCORE team alongside a committed group of volunteers as they continue to offer free mentoring and workshops for Eugene's business community.



Longtime government relations executive **Tiffany Edwards** has joined **Lane Transit District (LTD)** as its **Intergovernmental Relations Manager** to lead the District's local, state, and federal government relations and lobbying initiatives. Edwards served three years as the Director of Business Advocacy at the **Eugene Area Chamber of Commerce**, and a decade in senior staff positions providing council about policy, communications, and constituent services for several Oregon State Legislators. ➤



KUDOS

The **Eugene Family YMCA** is tremendously grateful for a \$50,000 gift from **PeaceHealth** to support its efforts to continue to build a strong community during the coronavirus pandemic. In addition, they thank **United Way of Lane County** for choosing them as a recipient of one of its \$2,500 COVID-19 Response Fund grants to support its free child care for first responders, medical professionals, and essential workers during the school closure.

Summit Bank was named one of the **100 Best Green Workplaces** in Oregon for the second consecutive year. To qualify, employees across the State rate their satisfaction with their employers' sustainable workplace practices in two separate surveys. The 100 Best Green Workplaces list is released annually, to shed light on local businesses across all industries that are implementing green workplace practices and setting a standard for other organizations to follow.

Independent Banker, the flagship publication of **Independent Community Bankers of America** has named **Chris Hemmings**, the Chief Administrative Officer of **Summit Bank**, as one of its 40 Under 40: Emerging Community Bank Leaders. The nomination-based award

recognizes up-and-coming community bankers who demonstrate exceptional potential in leadership, innovation, and community work.

PeaceHealth Oregon network recently recognized its first group of caregivers earning health coach certification as a result of its Integrated Nutrition Pathways Scholarship program. The program, which awards scholarships to PeaceHealth caregivers to become a certified health coach from the **Institute for Integrative Nutrition**, is the first of its kind to be offered by a health system in the United States.



Summit Bank was recognized as one of the top community banks in the nation by **American Banker**, which covers the latest news on the banking and finance industries in the US. The publication issued a list of the Top 200 Community Banks in 2020 based on a three-year return on average equity. Contributing factors to make the list include loan and deposit growth. Summit ranks number 36 out of a total of 5600 community banks across the County.

PeaceHealth Sacred Heart Medical Center at RiverBend has been recognized as a top-performing cardiac site by the **Foundation for Health Care Quality's Cardiac Care Outcomes Assessment Program (COAP)**. COAP also named **PeaceHealth St. John Medical Center** in Longview, Wash., as a top performer.



Tim Herrmann, Chief Administrative Officer at **PeaceHealth Cottage Grove Community Medical Center (CGCMC)**, will be retiring after 32 years of service. His last day will be July 31, 2020.



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Define Your Business' Essential Needs to Move Forward with Resilience

Content by BRAD SMITH, PARTNER, MOSS ADAMS

The COVID-19 pandemic and the resulting economic uncertainty and market disruption has created headwinds for many businesses.

During these unprecedented times, businesses that can discern what's essential or vital to their success—and pivot to meet new challenges—are more likely to prove resilient and successfully emerge on the other side.

Defining your organization's essential needs is a critical step in determining your next moves.

Define Your Hierarchy of Needs

Seeing businesses face such obstacles in recent months reminds me of famed psychologist Abraham Maslow, and how his work could provide businesses a road map for the current environment—thanks to his emphasis on identifying strengths and needs. In 1943, Maslow published his most acclaimed, but notorious, work: a paper establishing a hierarchy of human needs.

His theory begins with essential physiological imperatives that include food, water, and sleep, and culminates in self-actualization. On the most rudimentary level, it means we need oxygen before Netflix, personal safety and security before a trip to Disneyland, meaningful personal relationships before success in business.

Each of us unconsciously navigates Maslow's hierarchy, and our decisions are made based on how vital each need is to our survival. We ascend from the most to least essential imperatives, and then achieve essential needs.

Focus on Your Strengths

In this economic landscape, businesses could be tempted to cut from their largest spend categories, often their workforce, to preserve margins. Decisions like this can be harmful to the business in the long-term however, because they affect morale and slow down productivity at a time when companies need to be at peak performance. Short-term cost reductions could come at the expense of future growth.

Instead, companies that objectively support their most essential needs have a better chance at long-term viability. By focusing on your business' strengths, you can identify those needs most important to your organization that, once met, will help expand your focus to other objectives.

As a professional service provider, I routinely observe broad patterns across various industries through client services, interacting with regulators, and participating in trade groups. Fragmentation, lack of focus, inefficiencies, and wasted resources exist in almost every organization. Identifying strengths and, just as importantly, eliminating waste and activities which aren't the core of the business is essential to withstanding adversity.

While every company is unique and will need to prioritize differently, common focus areas to monitor during these challenging times could include:

+ EMPLOYEES

Gathering input from employees at all levels can help you identify and work through solutions. In turn, you'll solidify their trust in a way that could help build an agile and adaptive culture that might create a competitive edge.

+ PRODUCT DEVELOPMENT

Businesses should determine if they can adapt their products to fit needs and demands of customers that may have shifted during the pandemic.

+ TECHNOLOGY

Many businesses now need to act as efficiently as possible with less resources, and technology could help fill that gap.

+ RESEARCH AND DEVELOPMENT

Companies that routinely innovate could increase their cash flow by continuing this focus, which often results in a competitive advantage. Innovation can also potentially improve cash flow through the use of research and development tax credits.

Navigating a New Normal

It's not just the daily operations of your businesses that could impact your current success. Many professionals have found their work and home responsibilities merging since the start of the pandemic.

With these added demands, navigating Maslow's hierarchy of needs could prove even more arduous. It's not enough to just identify your strengths, you also need to know how to pivot to other important focuses when necessary. For example, homeschooling children and working from home full-time can make personal and professional deadlines seem even more urgent.

To meet competing priorities, you and your employees might have to be more deliberate about shifting your lifestyle to address differing needs, which could include a more deliberate or concrete disconnect from work during private time.

You clients or customers are likely facing many of the same challenges. Using your personal experiences to empathize with them during this difficult time could draw you closer and make customers feel valued and supported.

Working together, or calling and checking in with them more frequently if applicable, can help you learn what they truly value and provide insight into how to invest in an elevated customer experience.

Hopefully, once you've defined your strengths and focus areas you'll have some additional time for Netflix too.



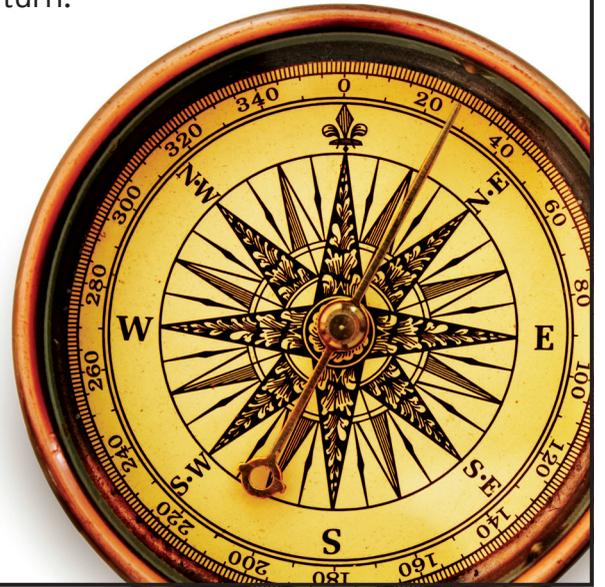
Brad Smith is the partner in charge of the Moss Adams Eugene office. He has worked in public accounting since 2000, advising companies from start-ups to multinational, privately-held entities. Brad's expertise includes accounting, auditing, and consulting services on a variety of matters such as business combinations, leasing transactions, cash flow, intangible assets, systems controls, and foreign currency matters. He can be reached at (541) 225-6020 or Brad.Smith@mossadams.com.

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A QUICK NOTE ON:

INCLUSIVE PROSPERITY

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

When the new year kicked off, like many of you, our organization had big plans we were excited to execute in 2020. We had been working hard to recruit and hire for new positions on our growing team. We were finally ready to transition our members to a new membership model that was years in the making, and we were launching a new economic development nonprofit, Onward Eugene, to focus on creating inclusive prosperity for our region.

You know what they say about the best-laid plans... None of us could have imagined how quickly our worlds and our plans could turn upside down.

I vividly remember sitting in my office in early March reading article after article and the reality setting in that this coronavirus was coming to US soil whether we were ready or not. Within a matter of hours, we were shifting the way we executed every single thing we did from events to advocacy and business development. Our country and community began shutting down, and our economy took a nosedive into a recession that we thought may still be months if not a year or two away.

As if all of that wasn't challenging enough, just as we were adjusting to a new normal and putting together a campaign to support our businesses as they reopened; our country witnessed the tragic death of George Floyd and the tipping point in a decades-long movement to bring light to the racial inequity plaguing our nation.

While the specific activities we planned to engage in this year were significantly altered, ironically, our strategic focus on business engagement and inclusive prosperity could not have been more timely.

Achieving inclusive prosperity requires us to support businesses small and large. It also requires us to address the institutional and systemic racism that is holding many members of our community back from real prosperity.

The work of course-correcting hundreds of years of oppression and racism feels impossibly hard and exhausting. As does the work of leading our community through an economic recovery that is sure to take a few years and hundreds of hours of work.

But the problem is, it is nowhere near as exhausting as it must be to personally experience racial oppression as a person of color in our society. I am not a person of color. I will never fully understand their pain. But I can make myself uncomfortable for as long as it takes to move us closer to a community that truly offers inclusive prosperity for all individuals living here.

The reality is, I am not exactly sure where to start. I am certain we will misstep and get some of this work wrong. But, I am also sure that using those things as an excuse for not starting is the worst possible thing we could do.

As a chamber one of our core values is "bold leadership" and that means we need to have the courage to go first, to push people (including ourselves) out of their comfort zones and to put our organization and community in new and uncomfortable situations—because it is the right thing to do. And so we are choosing to start by listening and by learning. We are reading to understand and listening to really hear people.

I believe all of these crises are colliding in our universe for a reason and we cannot miss our opportunity for improvement. We have a chance to rebuild. Rebuild our communities in a way that supports all of our citizens. We are pursuing inclusive prosperity for every single person in our community and it starts with stepping out of our comfort zone and doing better ourselves. I hope you will join me. ✨

The Eugene Area Chamber of Commerce is proud to support our local business community through every challenge and triumph.

Visit [EugeneChamber.com](https://www.eugenechamber.com) to learn more about our mission and how we are working toward a more inclusive and prosperous Eugene for all.

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