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Lucinda Parker: Force Fields
Hallie Ford Museum of Art at Willamette University

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I am pleased to announce that the fourth edition of Gerry Frank’s Oregon (published June 2018) remains the best-selling comprehensive guide to Oregon; available at oregonguidebook.net.

This new edition has been completely updated with dozens and dozens of new listings. These entries are my recommendations for the best places to eat, sleep, play and relax in our great state. Find the best seafood shacks on the coast. Learn about a remote cattle ranch where you can dig for your own thundereggs (our state rock). From trendy bistrots to historic lighthouses, from gleaming new hotels to log cabin hideouts, from county fairs and festivals to Willamette Valley wineries, brew pubs and unique retail stores — each place and activity I suggest (over 700 descriptive reviews) is worthy of your time and hard-earned dollars. No region of the state has been overlooked.

Growing up in a “department store” family with roots in Oregon long before it was a state, I developed a certain savvy for retail salesmanship. I later spent a good part of my life as chief of staff to the late Senator Mark Hatfield. Working together for a quarter century, we visited every corner of Oregon’s geography on constituent swings. For over 30 years now I have been writing for The Oregonian Travel Section, furthering my knowledge of Oregon’s nooks and crannies. It is these adventures and experiences — as well as the recommendations and memories of friends, colleagues and readers — that I draw upon to form the basis of Gerry Frank’s Oregon.

And it has been a huge success. I have been overwhelmed by the positive response to the first three editions. I hope you enjoy this new edition as much as I did bringing it to you.
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Friends & Valued Patrons, for the past 29 years, being a part of the important events in your life has been my honor.

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I look forward to continuing to be a part of your special moments in the future.
The Hallie Ford Museum of Art at Willamette University is pleased to present a retrospective exhibition featuring the paintings of one of Oregon’s major modern artists, Lucinda Parker (American, born 1942). “Lucinda Parker: Force Fields” has been organized by professor emeritus and senior faculty curator Roger Hull and features 38 works of art drawn from public and private collections throughout the region. The exhibition opens January 19 and continues through March 31, 2019 in the Melvin Henderso...
Events
A variety of complimentary exhibition related events have been planned and offer new insights into the life and times of this important and influential Oregon painter. A Lecture with Lucinda Parker will be held at 5 p.m. on January 19 at the Paulus Lecture Hall at the Willamette University College of Law. Tuesday Gallery Talks with museum docents will take place every Tuesday at 12:30 p.m. starting January 22 and continuing through March 26. A film showing of “Lucinda Parker on Screen” will be held February 17 between 2 and 3 p.m. at the Paulus Lecture Hall at the Willamette University College of Law. On March 18 Lucinda Parker will lead a Gallery Talk starting at 2 p.m. On March 31, the final day of the exhibition, there will be a Gallery Chat with Lucinda Parker and Roger Hall at 2 p.m. in the museum.

Exhibition Monograph
The exhibition monograph, "Lucinda Parker: Force Fields," by Roger Hull, represents the first complete study of the artist and her place in American and modern art. This hardcover, 176 page book will be available for $34.95 at the museum.

Financial Support
Financial support for this exhibition and accompanying book has been supported by a major gift from The Harold & Arlene Schnitzer CARE Foundation, and by general operating support grants from the City of Salem’s Transient Occupancy Tax funds and the Oregon Arts Commission.

More About The Artist
Born and raised in New England, Lucinda Parker arrived in Portland, Oregon, in 1960 at the age of eighteen to enroll in the joint degree program offered by Reed College and the Museum Art School (now Pacific Northwest College of Art). In 1969, after graduate study in New York, she and her husband settled permanently in Portland, where she launched her remarkable, nearly fifty-year career that continues to this day to be richly inventive, original, and often unpredictable as she explores new forms and themes.

About the Hallie Ford Museum of Art
Oregon’s third largest art museum features works by Pacific Northwest and Native American artists, and includes a diverse collection of traditional European, American and Asian art, as well as artifacts that date from antiquity. Frequently changing exhibitions include lectures, special events, tours, artist demonstrations and educational opportunities for children and adults. The museum is located at 700 State St. in Salem. Hours are Tuesday through Saturday from 10 a.m. to 5 p.m. and Sunday from 1 to 5 p.m. The galleries are closed on Monday.

Financial Support
Financial support for this exhibition and accompanying book has been supported by a major gift from The Harold & Arlene Schnitzer CARE Foundation, and by general operating support grants from the City of Salem’s Transient Occupancy Tax funds and the Oregon Arts Commission.

General admission is $6, $4 for seniors and $3 for students 18 and older. Students 17 and under and children are admitted free. Admission is free for everyone on Tuesdays. For more information call 503-370-6855 or visit willamette.edu/go/hfma.
Looking for lunch, dinner, late night eats, drinks or a reason to celebrate? Join us for a culinary experience you are sure not to forget! Located in The Grand Hotel in Salem, Bentley’s Grill is a full service, Northwest Inspired, restaurant and bar. Offering some of the finest choicers of fresh Pacific Northwest cuisine, and over 300 varieties of the region’s most enological offerings, Bentley’s Grill has something for everyone’s palate. An amazing menu, full bar, wine tasting and an incredible happy hour await you!

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Our menu features the finest in Northwest ingredients with items that include fresh seasonal seafood, artfully presented salads and choice steaks served nightly. Our show kitchen offers an opportunity to see our chefs at work. Service is exceptional and knowledgeable, serving clientele ranging from professionals to families with children. Bentley’s menu changes frequently and allows us to offer you a unique culinary experience, seasonally!

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The "This is Y" campaign is over halfway toward funding a new, 68,000 square foot facility at its current location on Court and Cottage Street. The group has secured $12 million in Oregon State Lottery Funds. They will work diligently to raise the needed funds over the next few months.

Visit the "This is Y" building campaign webpage to see an impressive 3D virtual tour of the proposed building. The new YMCA will include two pools, cardio machines (with a view of the Capitol Building) and a café; described as a "community living room." The building will have a regulation size gym and an indoor running track; perfect to keep up your fitness in Salem's chilly days. The best part is that the Y provides financial aid to over 58 percent of their members. No one is turned away for an inability to pay.

The event gave me an exciting glance into the future and reminded me of the great services the Y offers. I am excited about the new building and I hope Salem is excited too!

Learn more about how to contribute to this campaign at: www.theyonline.org.

Mary Louise VanNatta, APR, CAE is the CEO of VanNatta Public Relations and the social columnist for Salem Magazine covering the best events in the valley. www.PRSalem.com, Mlv@PRSalem.com.
When four New Englanders who enroll in Marty’s six-week-long community-center drama class begin to experiment with harmless games, hearts are quietly torn apart, and tiny wars of epic proportions are waged and won. A beautifully crafted diorama, a petri dish in which we see, with hilarious detail and clarity, the antic sadness of a motley quintet.

"Smartly, sneakily, Baker gives us the rare theatercentric play that’s not self-obsessed. [CIRCLE MIRROR TRANSFORMATION] is about real people exploring their lives through tiny leaps of faith and creativity." — BackStage.

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Directed by Deborah Johansen
Featuring: Emma Bucher, Tim Jaeger, Gregory Jolivette, Elizabeth Ming & Cherie Ulmer

When:
8pm: February 14, 15, 16, 22, 23 & March 1
2pm matinee performances: February 2 & March 2

Where:
The Verona Studio The Reed Opera House,
Suite 215 189 Liberty Street, NE, Salem, OR, 97301

Cost
$20.00 per ticket.

Tickets:
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"When: 8pm: February 14, 15, 16, 22, 23 & March 1 2pm matinee performances: February 2 & March 2 Where: The Verona Studio The Reed Opera House, Suite 215 189 Liberty Street, NE, Salem, OR, 97301 Cost $20.00 per ticket. Tickets: mirror.brownpapertickets.com/ or call (805) 657-7538"
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Thanks to BottleDrop Give, Oregon non-profits are using the recent changes in Oregon’s bottle deposit system to raise big bucks. The program launched in 2015 with just 12 accounts, but since the increase in the deposit value, and the expansion of the deposit to more containers, interest in the program has grown dramatically. BottleDrop Give now has over 1,100 participating nonprofit who have collectively raised over $1 million for their programs.

Some of the biggest BottleDrop Give fundraisers have been Oregon schools. Barlow High School has not only used BottleDrop Give to turn in cans and bottles but has also created student scholarships from the proceeds. Last year, two grants helped graduates go on to college educations. The Barlow story can be seen here.

Neighborhoods are getting in on the game too, using BottleDrop Give to take containers out of curbside recycling bins, and put them to work helping those in need. Residents in a Portland apartment building teamed up in a group they call, Indivisible 97201. This one group of people raised $2,000 for the Oregon Food bank and has no plans to stop there:

Snowcap Community Charities, A Gresham non-profit that serves people in poverty, has also been very active on BottleDrop Give. "Working with the BottleDrop Give Program has been an absolute treat. As a non-profit, SnowCap relies on the generosity of the community, and all the money that is raised ensures that we can keep our shopping-style food pantry stocked with nutritious food for families and individuals in East Multnomah County that need a little extra help," explains Nate Larson, Volunteer Coordinator at SnowCap Community Charities.

BottleDrop Give is a fundraising tool designed to be simple and easy to use for any 501 (c)(3) organization. The program offers a long-term, convenient method of fundraising. Once enrolled, nonprofits can distribute BottleDrop Blue Bags to supporters to be filled with deposit at home, then returned to any BottleDrop Redemption location at their convenience. The value of each bag is then credited directly to the fundraising account. To learn more or apply for a fundraising account, visit BottleDrop Give.

BottleDrop Give is the most convenient way for consumers to return Oregon deposit containers. Consumers can choose to use bottle return machines in spacious, fully staffed, indoor facilities, or sign up for an account, fill bags of containers at home, and drop off to be processed by BottleDrop staff. Oregon Beverage Recycling Cooperative operates BottleDrop in partnership with local grocery retailers.
THE HIERARCHY OF ORGANIZATIONAL NEEDS

MASLOW’S HIERARCHY OF NEEDS IS A CONCEPT PROPOSED BY ABRAHAM MASLOW IN 1943 IN A PAPER CALLED “A THEORY OF HUMAN MOTIVATION”. HE LATER FULLY ELABORATED HIS THEORY IN HIS 1954 BOOK, MOTIVATION AND PERSONALITY. THE HIERARCHY IS OFTEN PORTRAYED AS A PYRAMID WITH THE BASE FUNDAMENTAL NEEDS AT THE BOTTOM AND THE HIGHEST LEVEL OF NEED FOR SELF-ACTUALIZATION AT THE TOP.

The theory suggests that the most basic of need must be met before the higher needs can be focused on. It is also summarised by observers of the theory that the more basic the need, the greater the drive is to fulfill it. Also, the longer the need persists or exists, the greater the drive is to fulfill it.

I became a paramedic in 1993 following four years of being an EMT. In the over 20 years I worked in emergency pre-hospital medicine, Maslow’s hierarchy was a constant companion. As a paramedic, I observed that the base needs of survival and safety could be quite intense and, the anxiety caused by those unmet needs was, at times, overwhelming to people.

Mr. Short, a patient that I frequently cared for, had a long history of Chronic Obstructive Pulmonary Disease (COPD) paired with a history of asthma. His condition worsened over the months and years. I would care for him when his respiratory status would deteriorate, his difficulty in breathing would increase, and he dialed 911 for help. I provided him with oxygen, an intravenous line for the administration of medicines to assist him, and a nebulized aerosol inhaler with nebulizer to open his lower airway passages to assist him in his breathing.

On a cold fall evening, I was summoned once again to Mr. Short’s house. It was an encounter where I observed fully the intensity that the drive for survival and safety could manifest itself in an individual. Mr. Short had all the signs and symptoms of hypoxia or oxygen deficiency from his COPD. Normally, a calm man, Mr. Short was wide with anxiety. He shouted at me “I am dying!” as he grabbed my arm with such intensity that it actually hurt. I could see the fear in his eyes.

I quickly assured him I would help him and tried his hand toso that I could begin to care for him. My partner and I worked with an intensity and speed commensurate to Mr. Short’s life-threatening need. We had a lot to do in a very short period of time. His care and transport to the hospital were choreographed without a flaw. By the end of the twelve minutes that we cared for him and transported him the four miles to the hospital, Mr. Short’s breathing was much better. As I transferred him over the emergency room staff, he again grabbed my arm but with less intensity and said “Thank you” with his emotion of gratefulness showing through his eyes where fear had once resided.

I sat in the emergency room lobby in preparation to return to the streets, drenched in sweat from the intensity of the intervention and still feeling the anxiety of the call, realized that I had just witnessed Maslow’s hierarchy in maximum proof. I was grateful for my paramedic skills and the tools I had available.

My career shifted from my paramedic days to working with people in the philanthropic world of community development. I moved into administration and executive management of different organizations and worked with many other leaders of parallel organizations. It was in the early days of this shift that I also went to school to get my Master’s Degree in Business Administration.

As this transition matured with experience and education, I came to realize that organizations and businesses carried with them many of the same attributes that individuals have. There are distinct business cultures like there are distinct individual personalities. There is also a diversity of business needs like the diversity of individual needs. Over the course of ten years of executive management of a diverse group of organizations and businesses, I came to realize that there are also needs of different types similar to what Maslow theorized for individuals that also range from basic to higher levels.

In mid-2013, I pulled out a white board and placed it on an easel in my office. I sketched out the pyramid depicting Maslow’s hierarchy of need. I innovated that if the similarity of individual and businesses that I had observed held true, then there would be a different yet parallel hierarchy of need for organizations. Over the course of the next year, I began the quest to develop a hierarchy of need for organizations in the philanthropic and community development sector.

I have coined the base needs for organizations the same as individuals, “Survival” needs. Having observed multiple organizations struggling to deal with the stresses imposed by working on survival needs, I found it could be extremely intense. Failure to survive for an organization can be debilitating and traumatic to leadership. Like Mr. Short, survival may need intervention by someone who possesses the tools and skills necessary for survival. Help may be necessary from an outside entity that has those skills and tools.

My rendition of Hierarchy of Organizational Needs is illustrated in the graphic below. The equivalent of Maslow’s level of “Safety” for an organization is the “Day-to-Day” level. The ability to meet the day-to-day needs of an organization is a parallel to an individual’s ability to meet their safety needs. It is in meeting these needs for an organization that it finds safety and stability in its operation.

As an organization meets its day-to-day needs, it is then able to begin addressing the needs imposed by growth. Often meeting expanded mission requires growth. The growth could be as a result of addressing scalability, but the growth needs go beyond just addressing scale. Growth needs encompass needs such as the development of systems, knowledge, deeper resource development, and a myriad of other factors necessary for growth. Meeting the needs of growth requires a specific level of skills like the need for specialized skill needed to meet survival needs. In trying to address growth needs, misguidance can push an organization back into survival mode.

The fourth level of organizational need is “Recognition and Leadership.” Similar to an individual meeting their self-esteem and recognition needs, organizations also fit a similar level of need. An organization needs to feel recognized and appreciated for the work that they do.

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[Sketch of Maslow’s Hierarchy of Needs]
REPLACING THE STIGMA OF ADDICTION WITH HOPE FOR RECOVERY

by Janna Miller
Community Relations Specialist at Bridgeway Recovery Services

FOR A LONG TIME, MOST PEOPLE BELIEVED THE ONLY PEOPLE STRUGGLING WITH ALCOHOL OR DRUG ADDICTION WERE HOMELESS AND SLEEPING UNDER A BRIDGE. THEY THOUGHT THE ONLY PEOPLE SUFFERING FROM MENTAL ILLNESS WERE THE ONES TUCKED AWAY IN INSTITUTIONS.

To many, it seemed like the only successful rehab centers were the ones in Malibu that promised recovery in 28 days “…or your money back!”

Now, we’re increasingly learning that these stereotypes simply aren’t true. Chemical dependency and mental illness are much more nuanced than that and can affect anyone’s boss, barista, coach, or accountant. These struggles don’t discriminate based on race, sex, socioeconomic status, religion, or sexual orientation. Treatment facilities that promise to fix people’s whole lives in less than a month usually can’t deliver on that promise. Recovery takes a healthy dose of determination, a heaping quantity of support, and a dash of hope as needed.

That’s why, when Tim Murphy developed Bridgeway Recovery Services as a private nonprofit almost ten years ago, he wanted to create a space where people could find that determination, support, and hope—no matter their story. And he has.

What started in 2009 as a 43-person clinic in two buildings in North Salem has grown to include seven treatment clinics and a staff of over 140 nurses, doctors, clinicians, counselors, and treatment specialists spread throughout Marion County. Bridgeway has grown into a fully functioning integrated health care organization that offers many different services, from residential chemical dependency treatment to outpatient mental health counseling to problem gambling services to primary care.

Because Murphy believes “housing is health care,” Bridgeway also offers individuals a safe and sober place to live in the apartment complexes they own. If gaining employment is difficult for people with addiction histories, they have the opportunity to work on Bridgeway’s food trucks, “The Rolling Bridgeway Cafe,” to gain work experience. To Murphy, health is more than being fit and happy. It’s a steady job and a roof over one’s head.

Sometimes, when people are struggling with addiction, they just need a roof over their head for one night before entering longer term treatment. Which is why, for the last year, Bridgeway has been working with the City of Salem, Salem Health, and Community Action to develop a Sobering Center. This center will be a place of respite where both police and enforcement can bring individuals presenting with intoxication for assessment and referral for ongoing support. Without this sobering service, which will be a much-needed addition to Salem’s current support services, individuals are brought to Salem Hospital’s Emergency Room or Marion County Jail. Neither of these are the appropriate venue.

The Sobering Center, which is being spearheaded by the city and supported in part by a grant from Oregon Health Authority, will be operated by Bridgeway.

“We are currently looking to build a facility of ten beds and will be open 24 hours a day, 365 days a year,” Murphy said. “The city has the funds to remodel a site in Community Action’s Arches building, we now just need to acquire the operating funds.”

A tentative opening date has been set for March, which will depend on obtaining the operating funds. Currently Salem Health, the City of Salem, Marion County, and Willamette Valley Community Health are all looking to find the operating funds; most have been raised but more is needed.

While this Sobering Center isn’t treatment per se, it can be a refuge for those struggling before they connect to other resources that can help them reclaim their life. But this center is bigger than that; by being visible in the community, it has the potential to normalize addiction treatment. When we remove the stigma from seeking help, more people will be willing to ask for it. And isn’t asking for help the first step toward healing?

If you would like to support the Sobering Center, please contact Courtney Koenig at City Hall.

(503) 563-2426
ckoenig@cityofsalem.net

NONPROFIT PARTNERS

“We welcome the addition of a sobering center in downtown Salem which can provide service to those in need. As our vulnerable population increases it is so valuable to have Bridgeway on board as a resource for public safety agencies who find themselves trying to find solutions to challenging situations. A sobering center under the direction of Bridgeway brings resources that have been needed for decades.”

-Jerry Moore, Salem Chief of Police

UPCOMING EVENTS:

- Speak Up! Preventing Teen Suicide - January 16th, 5:33 p.m. - 7:30 p.m.
- Douglass McKay High School: 2410 Lancaster Dr NE, Salem, OR 97305
- LGBTQI Community Listening Event - January 17th, 6 p.m. - 8 p.m.
- Chemeketa Center for Business and Industry- 626 High St NE, Salem, OR 97301
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(We almost always are available!)

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World Beat is powered by volunteers who
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or to give a call at 503-691-2004 or email info@salemmulticultural.org. We love to hear from
you.

World Beat is more than just a party in the park.
The Festival and our Gallery have a positive
impact on the community’s quality of life by
adding to the mix of cultural opportunities here
in Salem. The presence of events and activities
that are culturally inclusive and accessible help
to strengthen communities and improve the
quality of life.

World Beat Gallery
In 2006, the idea for Beat Gallery opened, which
gave us the opportunity to have year-round
programming. Gallery exhibits are curated by
community members and change out three
times a year. Exhibits are designed to provide
a place for groups to display artifacts and
share stories. Last spring, some of Salem’s
newest residents helped to create the exhibit
Finding Home Again: Stories from our Refugee
Neighbors. The goal was to give people a
picture of life in a refugee camp as well as to
introduce them to some of the incredible
men, women and children who are now part of
our community. We were thrilled when Salem
Health asked us if they could borrow the exhibit
to share on their campus.

Our partners include Aurora House, Salem
for Refugees and World Relief Schools ESL
classes. The students come to the Gallery on a
field trip to see their work displayed. Knowing
their stories, it was deeply humbling to see
them take selfies with their panels, joke with
each other and generally act like middle-school
aged children. We hope that participating in
the exhibit helped them to feel welcome in their
new home. If you have any ideas for future
Gallery exhibits, please feel free to let us know!

World Beat Dragon Boat Club
You may have noticed a long, slim vessel plying
the waters of the Willamette. It is powered
by one of our four — soon to be five — dragon
boat teams. Dragon boat originating in China
and now enjoyed by paddlers around the
world. Each boat holds 20 paddlers and a
steerperson. It is a fun way to get some exercise,
meet new people and enjoy the beauty of the
Willamette River. Erin Ellis, the captain of the
Artygans Linxians, sees opportunities to use
dragon boat as a way to help re-marginalized
populations feel included and connected to the
community. Earlier this

Continued from page 28

to excel must step into being a sector leader and
recognized by others
outside the organization for its performance. In
reaching these needs, an organization's abilities and performance are enhanced to a much
higher level.

The top tier of organizational need is similar to Maslow’s level of
"Self-Actualization." I have coined it as the "innovation" level of need.
It is here that similar to individuals meeting their creative needs,
organizations meet the need to innovate. We often see this level
similarly to being drawn to Self-Actualization. We will not however
get to this level if we have strong underlying needs at lower levels
that are unmet. This is particularly true if the needs are in the survival
level or our time is consumed in meeting the Day-to-Day need.

The power of the identification of the level of organizational need
comes with leadership having a sound perception of that need and
then focusing on targeted and intentional response commensurate
and appropriate to it. The categorization of the level of organizational
need may precipitate the development of specializations to meet
differences in need. As we have seen the development of emergency
response systems to meet the survival needs of individuals, there
will be similar developments for meeting the survival needs of
organizations.

Maslow’s Hierarchy of individual need has been utilized and expanded
to new and greater applications. So too, I hope the same can be said in
the future of a hierarchy of organizational need. The end result hopefully
is greater performance in meeting community need.

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Greetings and Happy New Year! 2018 sure seemed to fly by and like many of things, it is tough sometimes to stop and smell the roses. We need to celebrate success! I am very proud of all those who took a risk last year by opening a business, invested in their building or property, or took the time to dig in to our community through service or contribution. There is serious momentum and I, for one, love it!

So where do we go from here? Here are some things I am going to focus on in 2019. Maybe it will help kickstart an idea with you or your colleagues!

**Expect the Unexpected.**

This phrase was something I learned from my father and he is the king of this. One way we try to delight our employees is to try to keep them on their toes – in a good way. We want them to always “expect the unexpected”. We want them to come to work knowing this is a fun place to work and something exciting is always around the corner. We are making a huge investment in our business and campus in 2019 and one that may didn’t see coming. What ways can you be more spontaneous in your leadership, day to day routine, or with your customers? Keep people on their toes and watch the excitement grow!

**Bring back the wonder.**

Sounds vague, I know. However, my goal for this year is to think more simply, enjoy the little surprises in life and being back the childlike wonder that my kids have. Have you heard of Elf on the Shelf? This is a great example. The Elf does silly, mischievous things every day in the month of December. My kids go nuts and laugh hysterically at the crazy things the Elf gets into. Why can’t I be more like that in my day to day? How can you bring back the childlike delights and surprises within your organization or daily routine? Let’s all be a little mischievous (in a positive way!) and watch what happens with the morale of those around you.

**Believe.**

This is simple. Create and commit to a plan and believe in it 100%. That doesn’t mean you can’t change or alter it but you have to be absolutely committed and believe in the direction you and your business are heading. I am going to believe in the direction we are going and motivate those around me to join in the belief and commitment! Hopefully you are going to make 2019 even better than 2018 was! There are so many reasons to be positive on what is going on around us and in our community. Let’s be the best version of ourselves this year and watch what happens around town. Until next time, cheers to a brand new year and another year of opportunities!
A month ago, I wrote a letter about the importance of investing our time and money to help those in need. It is never to late to start your own work — we should fund that work. Cherie and I want to suggest that those of us fortunate enough to choose vocational unemployment may now afford to rather dramatically increase our “Largesse Level,” too. That means we make a concerted effort to give liberally and generously — continuously building on our philanthropic foundation. 

Ruth McCambridge, Editor in Chief of the Nonprofit Quarterly publication, recently wrote that “high net worth donors” (HNW) gave an average of $29,269.00 to charity in 2017. Folks who aren’t in the HNW category gave an average of $2,514.00. She also said that “forty-nine percent of high-net-worth givers do not yet have a strategy to guide their giving,” Doesn’t that seem to be an awfully high percentage — with lots of room for improvement? From the research I’ve done over the course of this year, I’m convinced that the thousands of HNW individuals and families in our locale could afford to rather dramatically increase their largesse level. I’m recommending that donors adopt the use of a CHARITIES CHART in part because using such a chart should definitely help them with their strategic planning for giving. I’m now a “senior,” and while I don’t live large, I have an opportunity to give large — for awhile. That opportunity lies within my individual Retirement Account (IRA). In the June edition of the SBJ, I wrote about actions people who are 70 1/2 or older can take with their IRAs to benefit themselves and their charities: “Giving While You’re Living — The IRA Impact Initiative.”

This article was particularly well-received by readers, so if you like to read it, again or for the first time, just type Salem Business Journal Home Page in your browser. Near the top of the first page is the leading Past Issues. Click on it. The Online Version shows all the cover dates (month of publication dates). Click on June 2018. Here’s an excerpt: “What I plan to do, and encourage others to do, is to donate ‘excess IRA dollars’ (monies not anticipated to be needed for future living expenses) to our local NPOs.”

Let’s put ourselves in their position. We wonder how we’d like it if most of our personal income came in that way; in the last two months of the year? How would we handle our expenses during the other ten months? We surely wouldn’t want to have to operate that way. Our local nonprofits don’t either. In fact, they’d prefer that we donate monthly — on an automatic deduction basis — a method that’s convenient for us and much better for them in terms of both reliable consistency and sustainability. Such a method helps them better plan what they can strive to accomplish and how they will pay for the costs of their undertakings. Essentially, our NPOs/CBOs would like us to “Give more often.”

Cherie and I want to suggest that those of us who are “financially fortunate” seek to increase our “Largesse Level,” too. That means we make a concerted effort to give liberally and generously — continuously building on our philanthropic foundation.
New Co-Working Office Space Opens for the New Year

Local entrepreneurs and business professionals who have been looking for a modern office space in Stayton are in luck: The Box, LLC, a new co-working office space on 3rd and High in downtown Stayton, is open for leasing this month. The co-working environment offers both a shared workplace, independent desks and offices, and a conference room. Unlike a typical office, coworking professionals are usually not employed by the same organization.

Stayton resident and general contractor Juli Bochsler bought the historic building located at 278 E. High Street, in January 2018. Bochsler decided to develop a co-working office space when she saw the old dance hall on the second floor: hardwood floors, twelve-foot ceilings and the sunlight filtering through the original pane windows. “This was a place intended for people to gather, be creative and enjoy working,” Bochsler says. “I love old buildings, but the Beauchamp had a special feel about it the moment I walked in.”

Bochsler has created a professional atmosphere where locals can meet and greet, yet also get down to work and be productive without breaking the bank. Leasing options, referred to as “memberships,” are month-to-month and require no deposit. A “Hot Seat” allows you to sit anywhere that isn’t occupied: one of the desks, at the meeting table—or on one of the original PDX Airport couches if preferred—for just $149 per month. The idea with a Hot Seat is that an on-the-go professional brings in his or her laptop to work autonomously; while also having the opportunity to network with other members. A “Dedicated Desk” membership at $250 per month provides a sit/stand desk, task chair and locking file cabinet exclusive to that member. These desks, positioned right beside the windows looking over downtown Stayton, offer a committed workspace.

An additional benefit is The Box’s shared workspace which includes a printer/fax/copier, conference room access and an office kitchen. “I’m thrilled with all the amenities—someone even comes to clean on a weekly basis, and garbage and recycling is taken care of. I no longer have to take bags of garbage and shredded paper home with me,” says new Box member Nicole Miller of Word’s Out PR.

The co-working environment offers both a shared workplace, independent desks and offices, and a conference room. Unlike a typical office, coworking professionals are usually not employed by the same organization. The conference room, a 12 X 16 foot space, seats ten, and has a smart TV monitor and whiteboard. Use of the conference room is included with membership, but also available for rent to non-members on an hourly basis.

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The third option is a “Dedicated Office” with locked doors. The office comes fully furnished, renting at $400 per month for a single member ($500 per month for two members) and requires a one-year lease and security deposit. All membership dues include utilities—and yes, high-speed Internet.

Members of The Box enjoy a variety of amenities unique to this location: a printer/fax/copier, conference room access and an office kitchen. “I’m thrilled with all the amenities—someone even comes to clean on a weekly basis, and garbage and recycling is taken care of. I no longer have to take bags of garbage and shredded paper home with me,” says new Box member Nicole Miller of Word’s Out PR.

The conference room, a 12 X 16 foot space, seats ten, and has a smart TV monitor and whiteboard. Use of the conference room is included with membership, but also available for rent to non-members on an hourly basis.

To inquire about membership, book the conference room, or for more information, contact Bochsler at 503.509.6499, hello@theboxllc.org or visit the www.theboxllc.org.

Mary Louise VanNatta Receives Prestigious Honor

In early November, the Oregon chapter of the Public Relations Society of America (PRSA) filled the Mod linestyle Athletic Center (MAC) with energy. Guests took pictures, tweeted and updated their Instagram with pictures at their organization’s exclusive VIP event, the Oregon PRSA Spotlight Awards.

Each year, top industry professionals gather to network, dine and celebrate excellence in public relations. Oregon PRSA’s Spotlight Award acknowledges the most impressive statewide campaigns.

Dave Thompson, APR, of ODOT announced that Mary Louise VanNatta, APR, CAE of Salem won their most prestigious honor, the William W. Marsh Lifetime Achievement Award. The award, named after public relations pioneer William Marsh, honors those who have significantly contributed to the field throughout their careers.

VanNatta, owner of VanNatta Public Relations (VPR), became the 33rd recipient. With over 30 years of public relations experience, Mary Louise has consulted with such high-profile clients as the NFL, NBA, Alamo Rental Car and Cricket Communications. She also planned events for Jane Goodall, Jean-Michael Cousteau, Sarah Ferguson Duchess of York and Barbara Bush. Today, she represents small businesses and corporate clients and manages two successful foundations.

“Mary Louise never did anything halfway,” said Thompson, also a past recipient. “She has given back to the industry by mentoring nearly 100 interns. Many of these professionals have gone on to achieve great success in the field.”

In her acceptance speech, VanNatta dedicated her award to her father, Fred VanNatta, sharing that he always knew how to put problems into perspective. “My father always told me,” said VanNatta. “If your problem can be solved with money or hard work, then you don’t have a problem.” She credits her family for her introduction to the field of PR and the company’s success over the years. As the first award recipient from Salem, VanNatta feels proud. “To be recognized by peers from all over the state is quite an honor,” she said. “I truly enjoy working in Salem, especially with smaller businesses and the Salem Fire Foundation and Salem Police Foundation.”

In addition, VPR received for Spotlight Award for outstanding community relations in their work with the Salem Police Foundation on their K-9 Care Campaign. VPR has received over 35 awards for its outstanding work in public relations including three Spotlight Awards last year.
Regarding the second point (made by me, not the CPA/PFS, though she agreed with it): "As part of your estate planning, consider making one or more charities a contingent beneficiary(ies) of your IRA. This can be done via a simple beneficiary designation form. People may think their IRAs will simply pass to their chosen human beneficiaries, with a basis equal to the value of the IRA at time of death. However, the tax law has a 'feature' known by profession-

In regard to the first point, here's a quote from a respected local CPA/PFS: "Individuals 70 & 1/2 or older can instruct their IRA trustees to make Qualified Charitable Distributions of up to $100,000.00 per year to a qualified charity. These contributions count towards your Required Minimum Distribution but do not raise your adjusted gross income. This can reduce your adjusted gross income when considering the taxability of your Social Security benefits or other limits on your itemized deductions. Qualified Charitable Distributions can be made from regular or Roth IRAs and not from pension 401K accounts, or ongoing SIMPLE and SEP plans."

On a personal note, I’ve been writing my "NONPROFIT ADVOCATE" articles in the SBJ since April of this year and hope they’ve been helpful to you and "our" local NPOs/CBOs. This is my final article in the series.

If you’d like to see any of my past articles, you can easily find them in the Past Issues link of SBJ’s website.

Here are their titles:

April: Golden Rule-Guided Patriots/The Giving Pledge for Millennials in Our Midst
May: The Role of Religion in the Realm of Giving
June: Giving While You’re Living — The IRA Impact Initiative
July: It’s Clear to the Wise:
August: Now What?
September: Make America Good Again! (Good Precedes Great)
October: Be Legacy We Trust
November: Giving Tuesday — And On All The Other Days

HAPPY NEW YEAR to you and yours. May we all live a long and generous life — full of giving while we’re living — OMD! at a time.

Bridgeway Creates Short Film Addressing Drug Crisis, Encouraging People to Seek Help

Bridgeway Recovery Services, a nonprofit mental health and addiction treatment organization, has created a short film aimed at addressing the growing drug crisis.

"We created this video as a response to the opiate crisis gripping our community and our country," Tim Murphy, CEO of Bridgeway Recovery Services, said.

When Bridgeway set out to partner with Sea Legs Media and Cardwell Creative to create this video, they wanted it to be different from the usual drug treatment advertisements seen on TV.

And it is. This video has a cinematic quality and doesn’t shy away from the realities of addiction.

"This video is different," Murphy said. "It’s important and it’s honest—a portrayal of addiction the way it really is." The film encourages those struggling with addiction to seek help, to realize that doing so isn’t a shameful thing, and to remember that there is always hope.

"In this video we experience the struggle, the loss, and the hope of recovery from symptoms of addiction," Murphy said. "Watch it and let us know what you think!"

Bridgeway Recovery Services is an integrat-

Byline 

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Nonprofit Advocate Articles

In Legacy We Trust; Make America Good Again! (Good Precedes Great); Giving While You’re Living — The IRA Impact Initiative; The Role of Religion in the Realm of Giving; Millionaires in Our Midst; Golden Rule-Guided Patriots; In This We Trust; On All The Other Days; What I Plan to do, and encourage others to do, is to donate 'excess IRA dollars' (monies not anticipated to be needed for future living expenses) to our local NPOs.

If you have an IRA, and especially if you’re age 70 & 1/2 or older, get professional guidance on these two points, among others: 1. Qualified Charitable Distribution/Required Minimum Distribution; and 2. Income in Respect of a Decedent (IRD). Our enhanced empathy can lead us toward giving more time and money to our local Nonprofit Organizations (NPOs)

In regard to the first point, here’s a quote from a respected local CPA/PFS: "Individuals 70 & 1/2 or older can instruct their IRA trustees to make Qualified Charitable Distributions of up to $100,000.00 per year to a qualified charity. These contributions count towards your Required Minimum Distribution but do not raise your adjusted gross income. This can reduce your adjusted gross income when considering the taxability of your Social Security benefits or other limits on your itemized deductions. Qualified Charitable Distributions can be made from regular or Roth IRAs and not from pension 401K accounts, or ongoing SIMPLE and SEP plans.”

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