

Summit To Challenge The Status Quo In Business



The pace of business is fast. Business owners today are faced with a myriad of challenges. From keeping up with ever-changing technology and marketing trends to hiring the right people, it can be overwhelming to even the most tenured professionals.

Preparing to overcome these challenges is no small task, but it is essential that business leaders recognize this rapidly changing marketplace and adapt in order to stay relevant.

To help businesses in the region navigate these issues, the Salem Chamber created the LEAD Business Summit. The one-day conference will provide a platform to build relationships as well as workshops that will give professionals the courage to take their business to the next level.

"All great business relationships are just that, they start with relationship," said Chris Nordyke with Summit Cleaning and Restoration, who was part of the think tank session for planning the event. "The only way to build relationships is to take time out of our busy schedules and really truly share stories with one another. A lot of times it's hard to do that week over week. An event like this gives us all an excuse to invest that time."

The event will be made up of keynote speakers and workshops from regional thought-leaders. Topics include sessions on building your brand online, the benefits of risk taking, and succession planning. Generational shifts occurring in our workforce will be addressed at the evening keynote,

headlined by Seth Mattison, who will speak on how the culture and environment has, and will, continue to shift significantly as the makeup of our workforce changes.

While the content line-up through workshops and speakers will provide valuable information that can be applied to personal goals, perhaps the most valuable piece is the relationships that can be built.

"I'm probably most excited about the conversations with local folks outside of the sessions," said Nordyke. "The sessions, to me, feel like almost more of a fire starter. And the conversations that happen after the sessions, and even after the event, are really where the big value is."

"The LEAD Business Summit will connect business people to their passions, each other, and their community" said Marla McColly, director of events and programs for the Salem Chamber. "We are challenging the status quo of our event programming by transitioning away from SHOWBIZ and Vision Initiative to this new venture, in order to continue strengthening businesses and leaders within the region."

"It's exciting that we're bringing something new that will benefit the entire business community," said LeAnn Keim with Columbia Bank, the event's presenting sponsor.

LEAD Business Summit is slated for April 27, 2016 at the Salem Convention Center. Learn more at leadempowered.com

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EarthWise 2016

If you are reading this right now, there's a good chance you are working for an EarthWise organization. There is also a good chance that you are a person who values environmental stewardship and seeks to make your little corner of the world a bit greener, a bit more sustainable. How you or your organization do these green actions is more than an academic exercise. Actions that cut waste, slash energy and water use, and possibly save money, are all part of a greater whole that strives to protect our planet and conserve the resources that our children will need.

What you do counts...and our community needs to know about it. Why?

Inspiraon and emulaon.

If we know about your successes, we feel like we're not alone and that others value what we do. And, if your actions can be replicated, we might learn how to take the same steps where we work or live.

Habitat Restore Reduces Waste While Saving Shoppers Money

Habitat for Humanity's ReStore provides a place for people to conserve precious re-sources, prevent items from heading to the waste stream, and save money.

The Salem store is an 18,000-square-foot warehouse filled with stuff people don't want anymore: dishwashers, tables, doorknobs, screws, wood planks and windows. All of the items are donated from private individuals, contractors or big box stores.

But what is one person's garbage is another's treasure. By buying used products, people can eliminate the need for the extraction of virgin materials for making new items. Plus, that discarded item didn't end up in a landfill or at Marion County's incinerator.

"Shoppers, property managers, and do-it-yourselfers can spend \$2 to \$3 for a part instead of \$20 or \$30 for that part new," said

Richard Jacobson, director of the Salem ReStore.

The store estimates that its efforts have meant

A great way to share those successes would be to nominate your organization, neighbor, friend, or teacher for a 2016 Mid-Valley Green Award.

Categories include:

- Recycler of the Year: Individual and organization categories
- Green Product or Service of the Year
- Sustainable Business of the Year: Large and small categories
- EarthWise Business of the Year
- Green Apple of the Year
- Green Brewery/Cider/Wine Maker of the Year

The 2016 Green Awards will be held at the Historic Elsinore Theater (big change) on Saturday, March 12th, at 7pm. Nominations, however, are due on Tuesday, January 19th, at the stroke of midnight.

that 3,852 tons of recycled goods—items that are donated and sold—have been kept out of the waste stream since 2007.

Its mission of reuse, however, is not the reason it is EarthWise certified, which it received in 2011.

The Mid-Willamette store earned its EarthWise certification because it operates in an environmentally friendly way. The thermostat is kept at between 55 and 58 degrees to conserve energy and the computer monitors are set on timers to ensure they aren't left on long when not in use.

But it's in the recycling realm that the ReStore really shows its green.

When an item—such as an appliance—is donated to the ReStore, the first thing staff do is test to make sure it works. If it does, it can be placed on the floor to be sold. If the item doesn't work, staff strips it down to a pile of metal and plastic. All the plastic can be recycled in the store's recycling bins.

All of the metal is sold to a scrap metal dealer. Every month, the ReStore generates 4 to 6 tons of metals, bringing in about \$12,000 annually.

The ReStore also has a recycled bottle and can bin, which generates \$1,500 to \$2,000 a year. Lumber that can't be sold is recycled.

ReStore employees take a ton of lumber every 2 to 3 weeks to Oregon Pallet, which grinds up the wood and makes new pallets out of it. South Salem Seniors recycle all of the cardboard and paper on site. A recycled paint company, Paint-Care, accepts any paint that is dropped off at the ReStore.

And all of this recycling means that there is hardly any garbage.

"Our garbage is prely much non-existent," said Jacobson. "We have a 3-yard dumpster but the garbage hauler only charges us for a 1-yard dumpster

because we barely put anything in it."

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Green Award Nominees Are Sustainability Go-Getters

The annual Green Awards celebrate the people, businesses, and organizations that build sustainability into everyday, routine operations.

For the past six years, the nominees' innovation and creativity for reusing materials, finding ways to reduce waste, educating others about eco-friendly practices, and reducing energy use has impacted the greater community immensely.

This year is no different.

The 2016 nominees in every category are sustainability go-getters who build restaurants with reused materials, fix and refurbish old bikes, divert glass bottles from the landfill and make them into premium glassware, switch to reusable instruments in a dental office, deliver coffee by bicycle and sell handmade, recycled, and upcycled products from third-world countries.

Salem Electric, a consumer-owned electric distribution cooperative, was one of seven nominated in the Large Sustainable Business category. It pays its members to conserve electricity through several programs in order to delay the need to build new, expensive sources of power generation and it encourages its members to sign up for paperless billing, online bill pay and auto pay to reduce paper waste. It also contributes money to local watershed counsels through a program offered to its members.

Johan Vineyards was one of two vineyards nominated as the Sustainable Brewery, Wine or Cider Producer of the Year. It has four different third-party sustainability related certifications and reuses its wine barrels and fermenters.

Nominated in two categories, Temple Beth Shalom, a Jewish congregation, separates its recycling and food waste, grows vegetables for the Marion-Polk Food Share in its community garden, and educates its congregation about sustainable practices through a newsletter and teachings to the religious school children. It's up for an award in the Small Sustainable Business and EarthWISE Business of the Year categories.

Kristi Reed of The Grand Hotel was nominated for Individual Recycler of the Year for her intense efforts to keep all items including plastic bottle caps, corks and straw wrappers from the trash as well as recycle all leftover soap and shampoo through the Clean the World program.

Nine businesses are vying for the title of EarthWISE Business of the Year. EarthWISE is a Marion County certification that means a business meets criteria in six sustainability areas, including energy and waste reduction. Silverton-based Compex, a technology solution provider, promotes alternative transportation, energy-efficient monitors and solar -powered keyboards. Another contender, Rafns', a restaurant that uses local, organic and responsi-

bly raised ingredients, not only runs the kitchen and serving area in a sustainable way, but the owners offer Supper Clubs to introduce customers to local farmers and sustainable farming practices. Each of the other EarthWISE nominees are also nominees in another category.

The 2016 Green Award winners will be announced at a March 12, 2016, awards ceremony at The Elsinore Theatre.

In addition to the awards ceremony, the event features music by John Edmonds, insightful humor from emcee Tom Hewitt, and a new addition—Green Moments—performed by various entertainers who have discovered unusual ways to convey their green message.

Attendees will also have an opportunity to participate in a silent auction and raffle in which the proceeds underwrite many of the environmental education programs that the Straub Environmental Center operates.

Reserve seating tickets are \$17 per person and can be purchased by visiting the Historic Elsinore Theatre box office, calling 503-375-3574 (service charge added), or purchasing online at TicketsWest.com (service charge added).

Below is a complete list of the Green Award nominees:

Recycler of the Year—Individual

Judy Skinner, a volunteer for Marion County for about 17 years, completed the Master Recycler class and more than 300 hours of volunteer payback hours.

Ed Kale, who became a Master Recycler in 2008 and attended classes again in 2015, is the go-to guy for recycling in his mobile-home park.

Kristi Reed, an employee at The Grand Hotel, has led her company to become a hospitality industry leader in the area of recycling and sustainability.

Recycler of the Year: Business

Dallas-based and locally owned camera shop, Focal Point Photography saves metal film canisters to be donated for art projects, broken or defective camera equipment for parts, and all packaging for reuse or recycling.

The Assistance League of Salem-Keizer runs its nine philanthropic programs entirely with 400 volunteers, who all learn and are committed to the League's reduce, reuse, recycle practices.

Green Product/Service of the Year

Since 2014, NuvoGlas has been diverting glass bottles from the landfill and trans-

forming them into premium glassware, which reduces waste, keeps glass out of the environment, and reduces energy to create new products.

One Fair World, a nonprofit that sells handmade, recycled, and upcycled products from third-world countries, not only seeks to sell items that reduce the impact on the earth but also offer a fair wage to the farmers and local artisans who produce the goods.

The Northwest Hub, a bike reclamation program and training and distribution cen-

a program offered to its members, purchases renewable energy from BPA, aggressively recycles paper, cardboard, paint and electronic equipment, and reduces its water usage through an automated irrigation system.

BrucePac, a food processor and the largest organic poultry processor in the nation, runs two zero-waste sustainable facilities, which operate on a rail spur because shipping products by rail is four times more efficient compared to trucks.

Willamette University's sustainability ef-



ter, processed, repurposed, recycled and/or refurbished nearly 1,000 bikes in 2015—and created 500 bicycle commuters.

The SEED Classroom, the result of a collaboration between Modern Building Systems, Inc. and The Seed Collaborative, is a green, living modular classroom that incorporates solar, rainwater storage, a composting toilet, chemical-free materials and finishes, and is built to be a net-zero energy user.

The nonprofit Friends of Trees, which gathers people to plant and care for trees, has planted nearly 500,000 trees and native plants since its founding in 1989.

Green Apple of the Year

Rich Swartzentruber, the only nominee in this category, is a North Salem High School biology teacher who teaches a variety of environmental-related courses, some of which he has created and are unique only to North Salem. In the classroom, Rich specializes in natural history with a focus on wildlife and aquatic systems. Beyond the classroom, he provides a variety of field trips and after-school experiences like bird outings or water quality studies that provide for unique and authentic experiences that connect students to the outside environment.

Sustainable Business—Large

Salem Electric, a consumer-owned electric distribution cooperative, contributes money to local watershed counsels through

forts include reducing energy use every year for the last 3 years, recovering and donating more than 10,000 pounds of food last year, refurbishing and reusing computers, classroom equipment, office furniture and mechanical equipment, and setting up recycling stations in every residence hall.

The Oregon Department of Corrections recycles unique items such as shoes, ballistic vests and chip bags, reuses or repairs furniture and office equipment for any department employee across 14 institutions, saved 200,000 kWh and 102,603 therms of energy last year, and grew more than 283,000 pounds of produce on its gardens last year and donated more than 51,000 pounds to local food banks.

NORPAC, a farmer cooperative and food processor, recycles 99.5 percent of their unused vegetable waste, reuses many materials such as Gaylord totes, Supersacs, farm totes and steel bins during processing, decreased garbage by more than 31 percent since 2008, and plans to reduce energy use by 25 percent over the next ten years.

Chemeketa Community College, which serves more than 11,000 students, runs more than 50 centralized recycling stations in its classroom buildings, sells its scrap metal (121,000 pounds in a recent year) from the welding program and the facilities and operations department to earn money (\$8,999) and recycle this precious resource, and salvages surplus property for



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repair and repurposing in other areas of the school.

Marion-Polk Food Share, which distributes more than 9 million pounds of food, kept 4,123 pounds of paper and 6,470 pounds of plastic out of the garbage in 2014, purchased two new coolers and two new high-speed doors to reduce energy costs, and partners with dozens of grocery stores to send about 1.5 million pounds of food to hungry people instead of the garbage.

Sustainable Business of the Year—Small

Holly Chamberlain's dental practice has reduced garbage from a bag for every patient to barely one in a week for the entire office by switching to reusable and sterilized instruments, reusable and washable dental chair covers and patient bibs, and reusable towels used by hygienists to hold and wipe instruments.

Taproot Lounge and Cafe offers healthy, locally sourced food, uses repurposed furniture throughout the restaurant, installed energy efficient lighting and appliances and a timer for the heating system, and recycles the cardboard, vegetable scraps and fryer oil from the restaurant.

Salem-based Friends of Family Farmers, a statewide nonprofit that supports socially and environmentally responsible family-scale agriculture composting, composts all of its kitchen waste in a worm bin, reuses its shipping cardboard, and uses reusable serving ware in its office and at statewide meetings—eliminating from the trash thousands of disposable plates, cups and silverware each year.

Steel Bridge Coffee, a coffee roasting business, purchases only fair trade and organic raw coffee beans, reuses mason jars for coffee delivery, repurposes burlap sacks for local farmers, crafters and gardeners, composts its coffee grounds, and delivers coffee to all his customers and the Salem Saturday Market by bicycle.

Temple Beth Shalom, a Jewish congregation, separates its recycling and food waste, reuses its scrap paper, replaced its plastic cutlery with reusable silverware, grows vegetables for the Marion-Polk Food Share.

Sustainable Brewery, Wine or Cider Producer of the Year

Bethel Heights Vineyard, certified Salmon Safe and LIVE, chops prunings and leaves them in the field to return to the soil, composts the pomace (grape skins and seeds), generates more than 60 percent of its energy through solar panels, and partnered with the Willamette Partnership to restore potential habitat for the endangered Fenderson Blue Butterfly.

Johan Vineyards, certified Salmon Safe, LIVE, Bio-Dynamic and organic, reuses its wine barrels and fermenters, composts all grape cuttings, uses drip irrigation, fights pests organically, and recycles its glass, cardboard and corks.

For more information about the Green Awards, visit www.midvalleygreenawards.org. To purchase tickets on-line, go to: www.elsinoretheatre.com.

Elsinore Framing & Fine Art Gallery @ 30!

Thirty years is a lifetime for many of the Elsinore Gallery's clients. But that's how long the folks at Elsinore Framing & Fine Art have been in business. Started as a small shop in Candalaria Mall in 1986, this local business grew to be one of the leading gallery frames shops in the Northwest. The owners, Steve and Barbara Narkaus, have owned and operated the store since it's humble beginnings. Although the gallery has changed names and locations a few times, their commitment to quality picture framing has never changed.

Currently, the gallery features four framing programs which meet most customers' needs: Their Super Value Framing Program features custom wood frames and matting at consistent pricing with no special coupons or outside promotions. The selection has grown to over 350 in-stock frames and over 600 full-sheet matting choices.

They also have a newly expanded selection of readymade frames which are built from Super Value overstock frames and mats. These standard sized frames are featured in the new Frame It Fast room and can be completed in as little as one day.

Their Economy metals program is a great option for more economic framing starting at about twenty dollars including frame, glass & mounting.

Along with one of the largest picture framing facilities in the area, the gallery has been a showcase for Northwest artists and art groups for over 25 years. Monthly shows are featured in Gallery 444 as well as their new Featured Artists Showcase program in the main gallery with a rotating stable of local artists' original work.

The gallery has begun a new chapter with a new ownership group taking the reins. Steve and Barb will still be involved in helping with management of the gallery along with their staff including Brent Allen, the gallery manager, Laura and Anna England in the design & framing dept. The gallery just completed a store makeover and renovation which includes new carpeting, paint and trim, upgraded lighting and a new, accessible floorplan for the gallery.

A Grand re-opening is scheduled for the gallery on March 2nd, from 5-8 pm featuring live music, door prizes and more to kick off their 30th year celebration.



mid-valley
Green Awards

**Saturday,
March 12,
7pm-9pm**
Historic
Elsinore
Theatre

An annual event to honor individuals and businesses in their commitment to sustainability. Proceeds benefit the Straub Environmental Center's education programs. Doors open at 6:00pm.

For tickets and information call:
503-375-3574
elsinoretheatre.com

