

2012

INFO DERIVED FROM NEWS-REGISTER, OREGON LITHOPRINT INC.,  
ONLINE NW, OREGON WINEPRESS & DISCOVER YAMHILL VALLEY FOR

# THE News-Letter

MAY 2012

News-Register

OREGON LITHOPRINT

Oregon WINEPRESS

Discover YAMHILL VALLEY online<sup>oo</sup> NW NORTHWEST

SUGGESTIONS/COMMENTS:  
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You can email her interesting tidbits anytime during the month.  
**Deadline is the 25th of each month**

## president INSIGHT



**Jeb Bladine,**  
Publisher & Owner

Reinventing the same business

Change is the norm, it seems. But things may not be as different as we think.

We're producing an interesting, valued community newspaper -- nothing new there. Our new digital printing initiative involves creative, high-quality imagery on glossy paper, which is something our company has done for many decades.

We're filling our websites with electronic messages that report the news and deliver commercial messages requested by local clients. Despite the glitter of the Internet, the change is not that different from when members of our family built and launched the local radio station 64 years ago.

Web printing at Oregon Litho has been complicated by high demand for full-color and lots of computers in prepress operations. But the basic printing process remains much as it was when we converted from Linotype machines to offset printing more than 50 years ago.

Throughout our company, people with creative talents are producing publications that serve the community and a varied client base. The operating specifications of it all seem to present new challenges every

## this month IN PRINT



**PRINTED:**  
DYV 25 Things - Sp/Sm  
Green Living 4/25  
OWP Memorial Issue 5/1

**Coming Soon:**  
Made in the Yamhill Valley 6/2  
Roots to Roofs - Summer 6/16  
Time of Your Life 6/30



year, but beneath the surface, we're doing things that have been the basic mission of this company for generations. When change seems chaotic, it's good to remember that our long-held, enduring missions continue to guide the company so many years later.



newsroom **INSIGHT**

**Steve Bagwell,**  
**Managing Editor**

The News-Register has won at least 10 awards in this year's Society of Professional Journalists contest. Seconds and thirds have not yet been added to the master list in about a dozen categories, so I think it's safe to say that number will rise to some extent, perhaps significantly.

First place honors are known for certain. Our first place winners are as follows:



Ossie Bladine, arts reporting, Wowing 'Em in Willamina (big name bands playing Wildwood there)



2) Cassie Sollars, editorial writing, A Nation in Mourning (Giffords shooting aftermath)



3) Hannah Hoffman, investigative reporter, probably for marijuana package (beating out Nigel Jaquiss of Willamette Week, ironically)



Marcus Larson, feature photo, Sisterly Advice

Marcus Larson, sports photo, One Way to Fly (not sure on this one either)  
Elaine Rohse, column writing,



Rohse Colored Glasses, a selection



Known seconds and thirds, at about the half-way point, include:

1) Paul Daquilante, third, spot news, Murder Suspect Tied to Missing Teen

2) Jeb Bladine, third, column writing, Whatchama, a selection

3) Marcus Larson, third, feature photo, At The Library

4) Marcus Larson, second, news photo, Fire Strikes Downtown (Amity fire)

**Congratulations to all the winners!**



## accounting **INSIGHT**



**Matt Lazzari**  
**Chief Financial Officer**

If anyone can match the remains of this dollar stuck in the NR candy machine, you will be made whole again. The vendor does not advise forcibly trying to yank bills out of the machine's money grubbing claws! This is why.



Our friends at Les Schwab have sent the company ten discount coupons to distribute to employees as a thank you for our commercial business. The coupons are for both tires and wheels and for alignment center services such as brakes and shocks and lift and lower kits. This is a great chance to update your ride for the summer driveway Olympics. I have five coupons for each building. Be one of the first to claim your own and I will mail it to you! Call or email Matt Lazzeri.



**FIRST COME FIRST SERVE!**

## press and bindery **INSIGHT**



**Mike Hodges**  
**OLI Production Manager**

The press and bindery have been extremely busy with large projects this month. They have given us our challenges but we will power through them and be better for it. I appreciate everyone's hard work and dedication.

## digital media **INSIGHT**



**Dan Shryock**  
**Digital Media Manager**

We're here to brag about our kids. Lucky for you, the readers, we're only a department of two.

Jesse Stahl, son of digital media content manager Kathy Stahl, is a regular in the NR sports section. He's a senior at Mac High and he's the No. 1 boys' tennis player. Our sources say Jesse has a shot at winning the conference title this year.

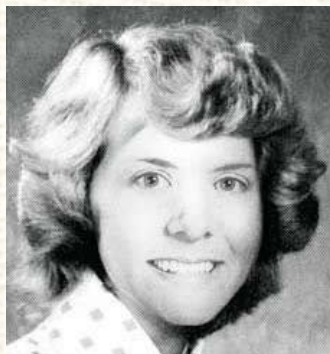
Megan Stahl, a junior French major at Portland State, is back from her European travels and is now the new Musicfest NW social media intern at Willamette Week. Megan also resumed her "noise + French + punk + electro + indie" music radio show on KPSU, the campus station.

Devon Shryock, meanwhile, is a junior political science major at the University of Oregon. She just started a five-month internship in U.S. Sen. Jeff Merkley's Eugene office.

Much to his father's satisfaction, Sam Shryock is no longer asking for money. He's a software engineer with FEI Corp., a Hillsboro company that makes electron microscopes. "I could explain it to you, dad, but you won't understand a word I say." He's right.

Next edition of the newsletter: How parents take advantage of empty nest time.



wine press **INSIGHT**

**Hilary Berg,**  
Oregon Wine Press  
Editor

Oregon Wine Press' new account executive, Kristina Stephens, has officially joined OWP in what ad manager Holly Goodman calls "The Bat Cave." To

get her feet wet — drenched might be a better word — she started with one of the biggest editions of the year, the May (Memorial Weekend) issue. A big thanks to the graphics department for doing such a great job on the many ads built, processed and color-corrected. Now we're on to June and hopefully more sunny days.

some Guy **INSIGHT**

**Guy Everingham,**  
Chief Operating Officer

Raelene Bond, our circulation/classified manager, has taken a short-term disability leave to address some health issues she has been dealing with. We look forward to her returning to the News-Register later this summer.

I'd like to give a 'shout out' to three employees who gave their extra effort in April to make sure jobs and processes were done.

Jason Cook – Jason spent nearly 3 hours re-adjusting the trim on our 2012 Discover Yamhill Valley Guide in order to get a difficult magazine properly trimmed. He was not happy with the initial trim on the guide and he took the time 'to get it right' before we started our distribution. His adjustments significantly improved the finished look of the guide and help make this large project a success.

Ken Silvia- In addition to his normal delivery duties for OLI, Ken also takes on the responsibility of making sure all of our various recycling bins and bags are properly taken care. This is not scheduled work, but he always takes the time to check in on our needs and then help out the News-Register building as needed.

Kristina Stephens – Kristina has been a tremendous help with her transition from the N-R front office to her sales position with OWP. When asked, she has taken the time to help Rachelle and Michelle learn their new front office positions while still making her OWP sales calls. Throughout this transition Kristina has given the extra effort to help out wherever she can and I really appreciate her help.

the filler **FUNNIES**

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Positive  
thinking

You are as young  
as I can find a  
picture of you!