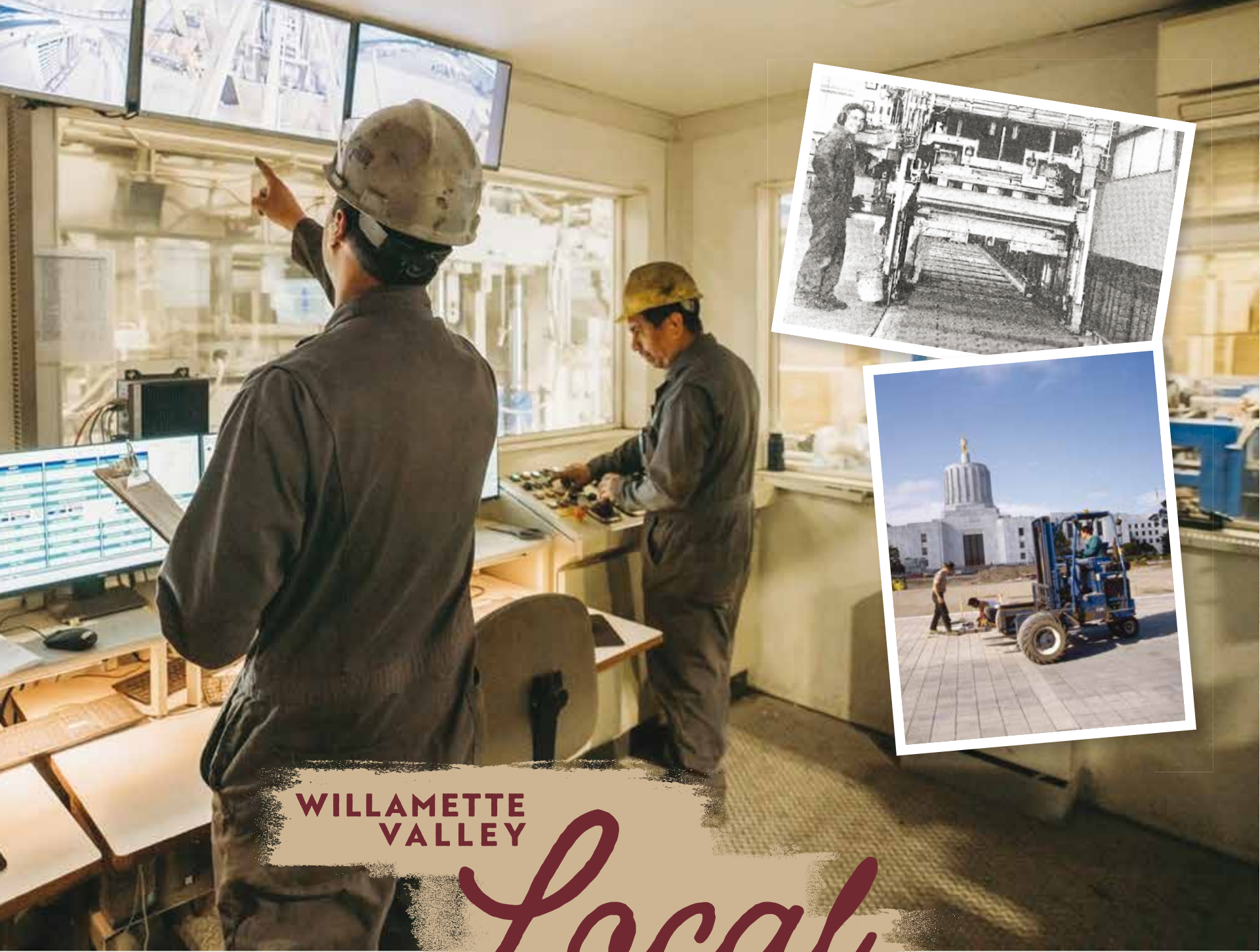


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Les Schwab Tire Center has a long history behind its legendary service.

Photos courtesy of Les Schwab Tire Company



LEGENDARY SERVICE KEEPS CUSTOMERS COMING BACK TO LES SCHWAB TIRE CENTER

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The birth of the Les Schwab Tire Company took place in January of 1952 when Les Schwab purchased a small OK Rubber Welders tire store in Prineville, Oregon. With a \$3,500 investment and a strong desire to own his own business, Les increased the sales of this store from \$32,000 to \$150,000 in the first year. Les had a powerful determination to provide opportunity for people who could not afford to go into business for themselves.

On January 1, 1954 Les started the first profit share program with his Redmond, Oregon store manager and this was just the start of things to come. In 1955, Les opened his third OK Rubber Welders tire store in Bend and, within a year, changed the name to Les Schwab Tire Center.

This was an important time for the Les Schwab Tire Company. As the company continued to grow, Les developed what is known as the supermarket tire store concept. He had a goal to have his warehouse in his showroom, so customers could walk through the racks of tires and pick out the ones they wanted for their vehicles. Along with this concept, Les decided to stock more than one brand of tire in each size to give his customers a choice. This stocking policy was not popular with the major rubber companies at the time, but was an important part of Les' supermarket tire store concept.

In 1966, the Les Schwab Tire

Company became totally independent following Les' decision to take down all OK Rubber Welders signs and replace them with the Les Schwab sign. This was a big year, as Les formed the Les Schwab Retirement Trust for his employees and purchased six stores and a retread shop in Idaho, bringing the total company store count to 18.

The company continued to grow, and by 1972 had a total of 35 stores. Retreading continued to play a big part with the company and this is the year Les Schwab's More-Mile retreading process was developed for truck tire customers. More-Mile retreading continues to play an important role in Les Schwab's truck retread business.

Today the Les Schwab Tire Company has more than 500 locations with plans to open roughly 10 to 15 new stores a year. As one of the largest independent tire companies in the United States, Les Schwab continues to expand in Colorado, Central California and California's Inland Empire.

In addition to operating one of the largest tire retreading plants in the country, Les Schwab has a distribution center with more than two million square feet under one roof in Prineville, Oregon. The company is proud to stock more than five million tires at all times, company-wide, for its customers.

The success of the Les Schwab Tire Company has been made possible by its wonderful customers, who are the

most important people in the company's business. Nothing happens in the company until a customer decides to buy a tire, wheel, alignment or any of the other services offered. Les Schwab is proud to feature neat, clean stores, supermarket selection, world-class customer service, convenient credit and a written warranty for which customers don't pay extra. "If we can't guarantee it, we won't sell it" is a commitment the company makes to its customers, and it's not taken lightly!

The Les Schwab Tire Company remains committed to offering opportunity for its employees and building people. The company's goal is to continue to provide the Les Schwab basics of customer service, to be original and innovative and to stay independent. Les Schwab employees know it's important to always remember they are in business for one thing: taking care of customers.

McMinnville Les Schwab store manager Jobe Nash has worked for Les Schwab in various locations for more than 25 years and says he's chosen a career with Les Schwab because of how the company supports its employees. Les Schwab promotes from within to reward hard work and integrity, he says.

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CANCER PATIENTS NEED MORE THAN MEDICAL CARE

That's where the community-based Willamette Valley Cancer Foundation steps in

The community-based nonprofit Willamette Valley Cancer Foundation manages a Patient Financial Assistance program for cancer patients in Lincoln, Tillamook and Yamhill counties.

The Cancer Foundation provides direct assistance with household expenses like gas, groceries, insurance, prescriptions, transportation, utilities and more.

"Taking away some of the financial burden often brought on by a cancer diagnosis and treatment plan allows patients to concentrate on their health and healing," says Patty Williams, executive director.

To qualify for assistance, applicants must reside in one of the three counties, have a current cancer diagnosis, be undergoing cancer treatment or within six months of treatment and demonstrate financial need.

Williams, who joined the cancer foundation in 2020, works with administrative assistant Lisa Boschee, who does the day-to-day work helping patients/clients

with bills and other needs.

Cancer affects more than just the patients. "Entire families can be financially and emotionally sidelined by a cancer diagnosis," Williams said. That makes the cancer foundation's mission so important: "So No One Fights Alone."

Established in 2002, WVCF enjoys a close relationship with Willamette Valley Medical Center and Oregon Oncology Specialists. All three are located at the H.R. Hoover, MD, Cancer Center. The space allows staff direct access to patients and resources to keep operating costs low. The Cancer Foundation also maintains a presence on the coast with monthly appointments at Dr. Bob Health Centre in Lincoln City.

The Cancer Foundation is a member of the Chehalem Valley, Lincoln City, McMinnville and Newport Chambers of Commerce. For more information about services, or to learn how to contribute, visit www.willamettevalleycancerfoundation.org.

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McMinnville's first full-service luxury hotel, the Atticus Hotel offers 36 uniquely designed rooms — no two are alike. From comfortable micro studios and tasteful suites to a luxury bunkhouse and even a two-bedroom, multi-bath penthouse, the Atticus Hotel is designed with guests' comfort in mind. Created using a concentric approach to sourcing locally, the hotel's distinct personality captures the independent

spirit of wine country, all presented with the flawless concierge, bell and valet service expected by the demanding traveler. The Atticus Hotel embodies wine country comfort.

Business partners Erin Stephenson, Brian Shea and Ben Perle — bring a wealth of travel and hospitality experience to the hotel, incorporating their own high standards for luxury accommodations into the Atticus Hotel ethos. Altogether, the Atticus Hotel promises guests a visit unmatched by other local lodging options.

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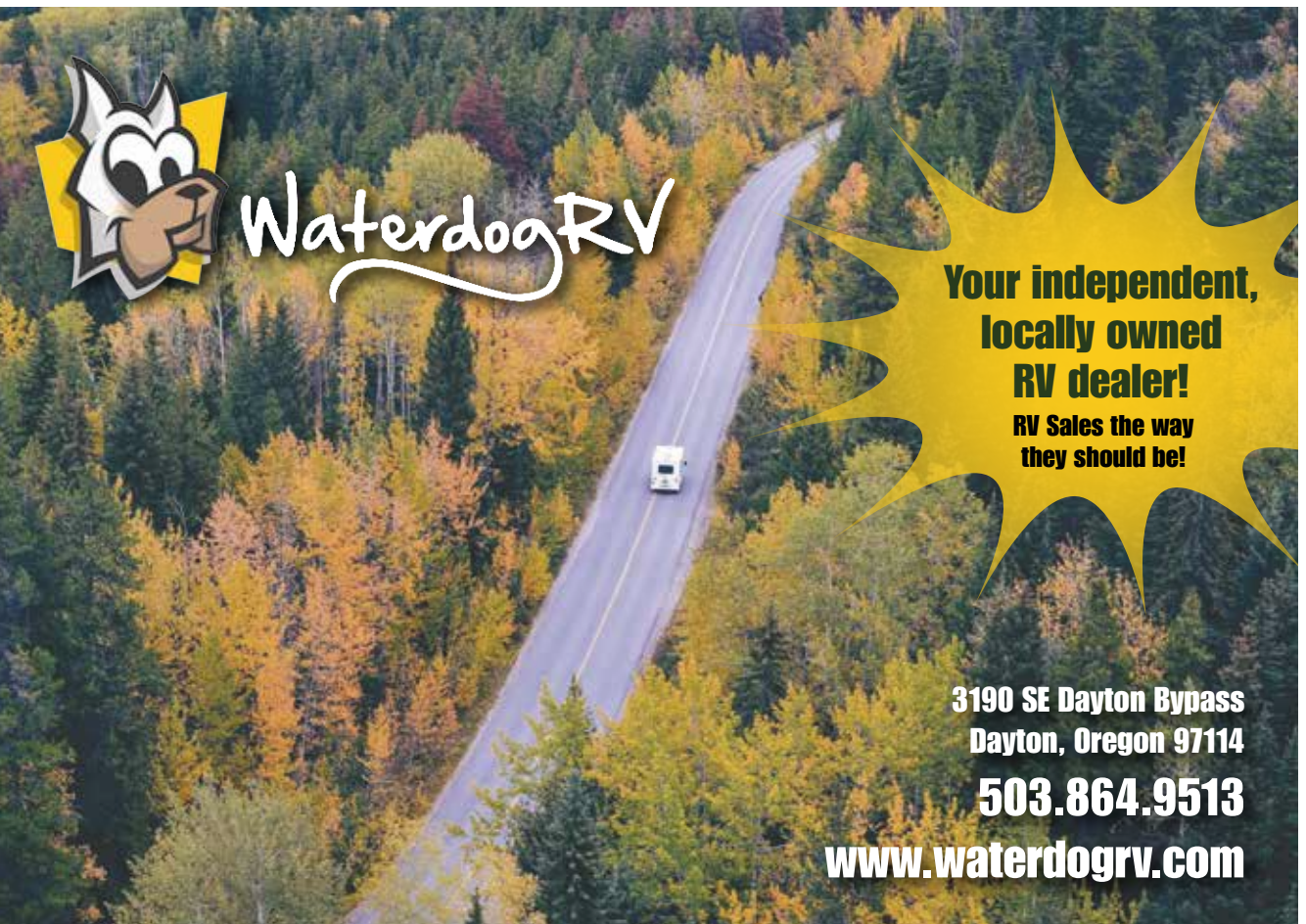
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Taking the Fear Out of Going to the Dentist

By Dr. James Nelson

A lot of people dream of having an attractive smile and healthy teeth that are durable and sustainable. Realizing that dream can be quickly squelched by various beliefs and fears. Will I be able to afford it? Will I be embarrassed and feel judged when I seek treatment? And of course, will I be able to handle the drills, needles, and the whole process of getting dental work done?

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team has helped many people in McMinnville overcome fear of the whole dental experience that was preventing them from taking care of minor and major dental problems.

There are wonderful tools available to us to overcome anxiety. For many, Nitrous (laughing gas) is a very practical and popular way to relax. When your treatment is finished, you can go on with the rest of your day.

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Meet Dr. Nelson

I'm Dr. James Nelson, and I've lived in McMinnville since 1957. My father Richard was a beloved physician in our town until 1986, and my brother John took over our father's practice, and continues to practice family medicine in the same office building today.

Although there have been many changes over the years for our community, one thing has remained constant – the long-term relationships built on trust and service we provide our patients have defined our professional and personal life. We believe that listening to our patients, understanding their needs, and treating the whole person are paramount to excellent dental care. Our patient-focused practice partners with every individual to create not only a fantastic smile but a durable, biocompatible solution to dental care that is comfortable, healthy and maintainable.

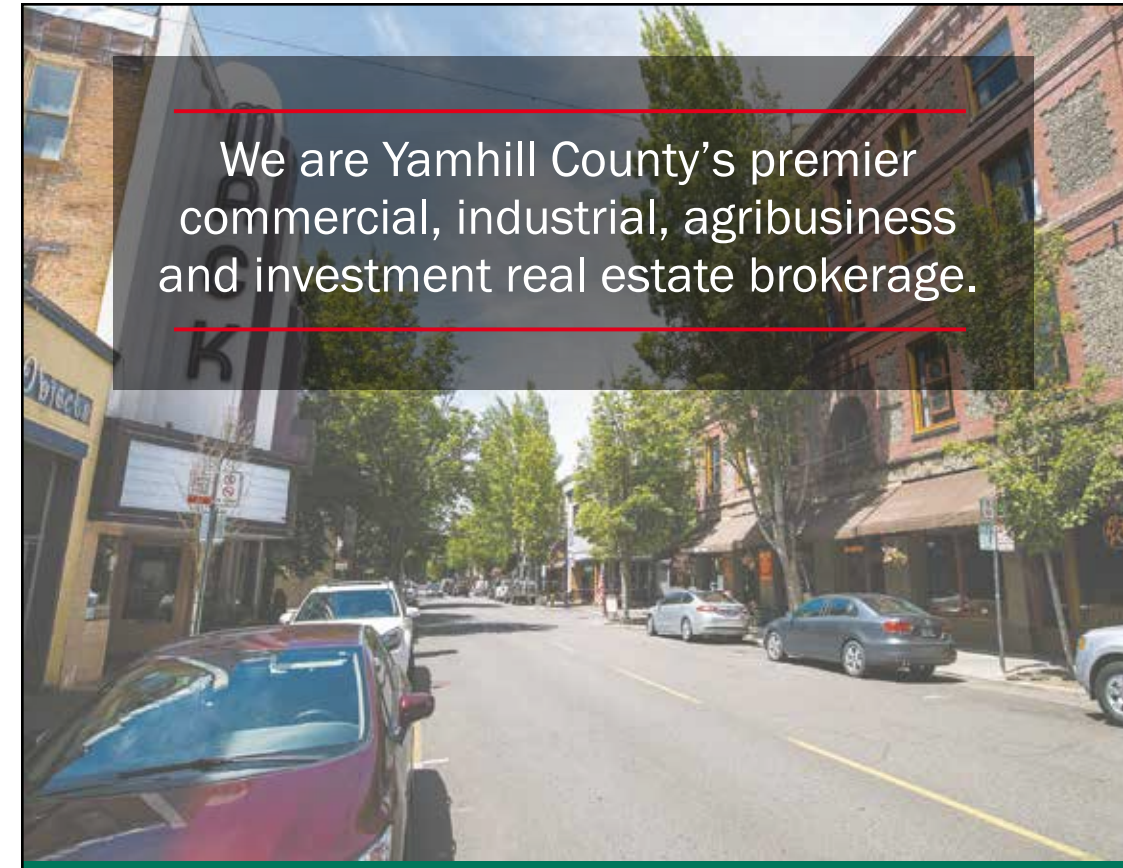
I believe passionately that to be an excellent dentist you have no choice but to be a continual student. I have always been a continuing education "fanatic" who has been recognized for my hours of continuing study. These endeavors enable me and my staff to offer the latest advances in material, techniques and dental systems. Knowledge is the best investment a practice can make, and there are too many practices focused on pasting on a smile that fails to result in long term function or durability.

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Crown Hill Farm offers beef, sheep, a rental division, timber and you-cut firewood. Additionally, the farm features a retail outlet for heating equipment, specializing in wood, pellet and gas stoves as well as inserts and accessories.

Alex Bergstrom, at Chimney Cleaners NW, is an integral part of the heating division at Crown Hill. Alex handles most of the installation, repair and service work, in addition to doing masonry repairs and chimney cleaning.

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-Cristina and Trevor Stauber

Discover Oregon Properties with Beth and Mikkel Jacobsen.

Beth Jacobsen has worked in sales all her life and has been a real estate broker for nearly two decades. With Yamhill County ties reaching back to the Oregon Trail, and after living abroad for years, she's uniquely qualified to connect with clients.

"I like to put the pieces of the puzzle together, finding the right property and home for a client," she says. "It requires being a good listener and sometimes going outside the box to connect the dots. I'm not just selling a home...I'm making a connection." Jacobsen's connection to Yamhill County goes back to the fifth generation of her family, who settled in the Carlton/Yamhill area after arriving on the Oregon Trail.

Her grandfather was a Carlton mayor, and she even lived for a time in the house that was once home to beloved children's author Beverly Cleary! But she's also lived abroad. After marrying her college sweetheart Mikkel, they lived in Hong Kong for 12 years. When it was time to move back, they were drawn to her childhood home. "This is my home and an amazing place to live," she says.

With a strong work ethic, she does not give up until she finds a perfect match between a client and a property. She's knowledgeable about all kinds of transactions: farms, commercial buildings, vineyards, vacant lots, small acreage and, of course, residential homes. No one is a more enthusiastic ambassador for Yamhill County living.

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Dealing with the Social Security Administration for a Disability claim can be very frustrating and complicated, especially if you are denied and have to appeal all the way to a Hearing. Luckily McMinnville has a local attorney who can help.

Attorney Daniel Cuppett has been practicing law for over 24 years and handling Social Security Disability claims for over 17 years. "I want people to know that there is no fee for my time unless you win your case and fees are based on a percentage of backpay only. Everything is explained in detail up front - no hidden fees, tricks or surprises."

Mr. Cuppett says that if you've been paying FICA taxes from your paycheck for years, part of those are premiums paid into the Social Security system. If you now have impairments that make you unable to work, you might be able to get Social Security Disability benefits. If you have taken early retirement benefits because you can no longer work, you might be able to file for Disability and no longer have an early retirement penalty. However, the Social Security system is complex and winning a claim can be hard. It's not just telling a judge you can't do things anymore. Opinions must be obtained from doctors, records properly obtained, vocational analysis performed, along with other complex tasks.

If you want to discuss your options you can reach Attorney Cuppett by calling (503) 583-2492, emailing dan@McMinnvilleDisabilityLawyer.com or visiting www.McMinnvilleDisabilityLawyer.com.

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HOPSCOTCH EMPHASIZES PLAY THAT SPARKS IMAGINATIONS

Toy shop connects with community through commerce

A neighborhood toy store, Hopscotch Toys, Candy & Games encourages child-led creative play.

"It's really important that kids have tools that help develop their creativity, imagination and critical-thinking skills," owner Linda Hays said. Instead of technology and things to watch, she said, Hopscotch offers toys that inspire creative thinking and brain development, such as blocks, plastic animals, dress up items and other basics.

The shop's six employees also love retro toys, "because nostalgia is such a fun, potent emotion, and because old toys are really good." Hays grew up in McMinnville, where her parents ran a shoe repair and leather shop — on the same block where Hopscotch was launched. In 2003, when the previous owner was considering closing the toy store, she bought it.

Hopscotch was located on Baker Street for several years, then settled at 438 N.E. Third St. It now offers a huge selection of candy, as well as plenty of toys.

"I love this community so much," Hays said. "The people are kind; they care about us, and we care about them."

The store offers several services to help when it comes to gift-giving, including free gift wrap all year long, gift selection service and shipping and delivering. Hopscotch also hosts birthday parties and sets up birthday clubs and bins/wishlists.

Hopscotch belongs to the American Specialty Toy Retailing Association. It has been named Business of the Year twice by the McMinnville Downtown Association and won "Best of" awards in the News-Register's annual business survey. In addition to providing toys for brain development and creativity, Hopscotch's mission is to help children develop an emotional connection to their community through commerce.

"Local economies make everything happen, and we want kids to get what makes them happy on Main Street, instead of the internet," she said.

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ABOVE AND BELOW RIGHT: Abbey Road Farm is a unique bed-and-breakfast experience that lets guests sleep in luxuriously converted grain silos.

Photo by Nick Hoogendam Photography

“Each member of the staff brings a unique skill set, and all are valuable to the overall operations of the farm.”

RELAX, TASTE WINES, STAY IN A GRAIN SILO B&B

Abbey Road Farm offers ‘reprieve’ from hectic life

Abbey Road Farm offers it all: more than 40 acres of wine grapes, a tasting room with a variety of fine wines, a beautiful event center, and a unique bed-and-breakfast that lets guests sleep in luxuriously converted grain silos. “It is a very welcoming place where you can come and leave the big world behind, stay the night, taste the wines, take in the views and just relax,” owners Daniel and Sandi Wilkens said. Although it’s just an hour outside Portland, they said, “it is a wonderful reprieve for when life starts getting a little hectic.” The couple said they first saw Abbey Road Farm during a drive in the country. They fell in love with the gorgeous property just east of Carlton and “the feeling of peace being out in the country gave us,” so they took a chance and bought the place. Emily Everett is the manager of the property, which employs close to 20 people including contractors. Each member of the staff brings a unique skill set, and all are valuable to the overall operations of the farm. They are an amazing team, the Wilkens said. Blair Trathen is Abbey Road Farm’s director of

wine making. In the tasting room, visitors can try a variety of types of wine, including estate wines from the farm’s own vineyard. Indoor and outdoor seating is available, including covered pergolas and picnic tables on the lawn that offer a chance to enjoy wine with a view. Abbey Road harvested its first wine grape crop in 2021. A couple of wines from that vintage are among those in flights served at the tasting room. “We are looking to a full harvest this year,” the Wilkens said. The couple, who live in Lake Oswego, also are co-owners of a lauded Portland restaurant, Quaintrelle. “Our goal is to be able to provide all of our needed produce for

the restaurant entirely from the farm,” they said. The garden also contributes to the multi-course breakfasts for B&B guests prepared by innkeeper and chef Will Preisch. The farm also is adding more animals each year. Its event center is busy with activities such as retirement dinners, weddings, holiday bazaars and other private parties. “We are wrapping up a pretty busy event season,” the Wilkens said, adding that they are looking forward to the next round of events. Abbey Road Farm is located at 10200 N.E Oak Springs Farm Road, east of Carlton and north of Lafayette. The tasting room is now open from 11 a.m. to 5 p.m. seven days a week. Reservations are recommended. For more information, call the main number, at 503-687-3100, or the winery, at 503-687-3101, or send an e-mail to abbeyroadfarm@gmail.com. The website is www.abbeyroadfarm.com



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BETH CASTER PROMOTES THE YAMHILL VALLEY

REALTOR® has deep affection for, knowledge of area

When Beth Caster discovered the Yamhill Valley in the early 1990s, she fell in love with the rich assortment of vibrant communities that populate this picturesque corner of Oregon. In the 30 years that she's called McMinnville home, Beth has made it her mission to share her affection for the people, products and property that make this area so special.

"I love what I do!" says Beth. "I can't wait to get up in the morning and go to work each day!"

Beth is a full-time, full-service REALTOR® who uses her infectious enthusiasm for this area to showcase some of the valley's outstanding properties, both large and small. Possessed of a deeply-rooted commitment to excellent customer service, she goes out of her way to give her clients what they need. "I am always available when my clients need me," says Beth.

A naturally creative and energetic person, Beth knows the field of real estate is the perfect fit for her. "I love that, in the course of any day, I can go

from showing a modest home in town to a luxury home on acreage that has spectacular views of the valley," she says. According to Beth, no two days are ever alike, no two deals are ever alike and no customers are ever alike. "It is a constant opportunity to learn, grow and create possibilities every day," she says.

Beth has a unique outlook when it comes to things local — a perspective that can benefit her clients. "Prior to becoming a REALTOR®, I was a retail store owner, an artist and a freelance writer," she says. Beth's popular wine column ran in the News-Register for years. Today, Beth focuses most of her inventive energy on her work but she still tries to make time to create. "I am an avid knitter and fiber enthusiast," she says.

Beth maintains offices at 220 NE 7th St. in McMinnville. She can be reached via telephone at 971-241-2509 or by email at beth@bethcaster.com.

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ABOVE: Bowers Diesel & Auto Repair is a clean and professional family owned business with a "Fix It Right The First Time" attitude. Photo courtesy of Bowers Diesel & Auto Repair

LOCAL SHOP EXCELS ON LIGHT-DUTY DIESEL PERFORMANCE

But Bowers also can take care of all automotive needs

From routine maintenance like having your oil changed or brakes inspected, to a major vehicle repair, family-owned Bowers Diesel & Auto Repair in McMinnville has you covered, James Bowers said.

The shop has proudly served McMinnville and the surrounding areas since 2018.

It now offers a new, larger location at 13580 Highway 99W, with new state-of-the-art tools and equipment, as well as great mechanics and a single point of contact service writer who will answer customers' questions and help alleviate any concerns.

Bowers Diesel & Auto Repair is dedicated to service, maintenance and repairs to cars and light duty trucks.

"We are a bumper-to-bumper repair facility taking care of all your automotive needs," said owner James Bowers said. "Although we work on almost anything, light duty diesel repair and performance is where we shine! Cummins, Duramax and Power Stroke diesel engines are what we love."

Bowers has more than 25 years of automotive maintenance and repair experience. He is an ASE-Certified Mechanic, a Ford Senior Master Tech and Universal Technical Institute (UTI) Honors Graduate — so be assured your vehicle is in capable hands.

He has been in the auto repair business since graduating from trade school in 1999. He has loved cars a lot longer, since childhood. "It was always in my blood," he said.

He said he was fortunate to have a great high school auto shop program with instructors who helped him move forward in the field.

Bowers is lead tech on his shop's four-man crew. He does all the diagnostic work.

Employee Mason is a veteran of several different repair shops around town. "We feel lucky he landed here," Bowers said. "He is very passionate about cars and trucks, and he is always excited to work on something new. His enthusiasm (and music choice at the shop!) has been a really great addition."

Newest team member Daniel, who has a background working for Mercedes-Benz in Salem, is a recent graduate of Dallas High School. He adds a great balance to the team, Bowers said. "We are excited to watch him continue to develop his skills."

The shop apprentice, Ashton, is really helpful around the shop, Bowers said, adding that the whole crew enjoys his company and watching his skill set grow.

As business is always growing, Bowers said, Bowers Diesel & Auto Repair is looking forward to working with more apprentices, as well.

"I really enjoy being able to assist young people that want to learn the trade and give them a solid foundation for their future," he said.

Bowers has been a resident of Mac for more than 14 years. His wife, a McMinnville High School graduate, worked for Evergreen Aviation for a number of years.

"We really love this community, and are so happy with our choice to build our future, and family here," he said.

"As a family, we do everything we can to support other local businesses in the area," he continued. "We love the small town atmosphere, and the ability to walk downtown and see people who I have done business with and say 'Hi!' It's really amazing."

Thinking about the future of Bowers Diesel, he said he and his crew are always working on furthering the team's education so they can stay current and up-to-date on the advancements in the industry.

In addition, he said, he and his crew always strive to keep the personal touch of a hometown repair shop. They really enjoy getting to know their customers.

Call the shop at 503-472-1082 to speak with our service writer to schedule an appointment soon, or visit bowersdiesel-and-auto-repair.com to learn more.

"I really enjoy being able to assist young people that want to learn the trade and give them a solid foundation for their future."



ABOVE: Western Interlock instructor Colin Domaschofsky explains planter construction to the homeowner in our recent DIY Backyard Makeover video series.

LOCAL MANUFACTURER CATERS TO DIY CUSTOMERS

Western Interlock has educational resources for homeowners

The last few years have been a whirlwind, and everyone we know is ready for a break. Travel is really expensive right now though, so vacationing at home is becoming more and more popular. So what do you do if your backyard can't handle more than the occasional barbecue? What if you've always wished it could be so much more? Did you know that you can enhance your backyard yourself?

Local paving stone and retaining wall manufacturer Western Interlock caters to DIYers and homeowners looking to do it themselves. They have a wide range of products, a 10,000-square-foot outdoor display in Rickreall that's open 24/7 and a knowledgeable sales staff to help make product selection as easy as possible.

"As a family-owned business, we like to serve our customers directly," says company vice-president Landon Pegg.

With their "DIY with WI" series of videos and blog posts, they want everyone to know that a beautiful outdoor living space is something that a homeowner can build. These resources cover the

process of building a paving stone patio and other hardscape related projects in easy-to-follow steps. With a wide and constantly expanding selection of materials available on their website, there's sure to be something that will prove helpful on your next project.

"Our goal is to spread the knowledge of the correct way to install and maintain a hardscape," says instructor Colin Domaschofsky. "The work involved is worth the satisfaction of having added an area yourself."

If you are ready to get started and you want to get a little more hands-on guidance, Western Interlock also has a staff of salespeople who are ready and willing to help walk you through your project from start to finish.

For more information and to view the entire library of resources, visit www.diywithwi.com.

"What if you could turn your yard into a destination?"



ABOVE: Budget Blinds offers high quality and stylish window coverings for any décor and most budgets.

BELOW RIGHT: A free consultation from Budget Blinds includes expert advice to complement your existing décor.

Photos courtesy of Budget Blinds

“...one of the best aspects of Budget Blinds is we bring the showroom to you, with a free in-home consultation”

MERGING FORM AND FUNCTION

Functional, high quality and stylish window coverings from locally owned Budget Blinds

Window coverings run in the blood of the Thompson family. With over 30 years in the business, Jason Thompson's extended family knows the industry inside and out. “My in-laws own Budget Blinds in Bend,” said Jason. “When they asked me to work part-time for the previous owner of Budget Blinds in McMinnville, I thought it was a great opportunity.” Jason enjoyed the window covering business so much, he jumped at the chance to purchase the franchise outright five years later. “It really does run in the family,” laughed Jason. He's right: in addition to his in-laws, an uncle works for a major window treatment manufacturer and his sister operates a Budget Blinds franchise in Minnesota.

Launched by a trio of college buddies in 1992, Budget Blinds has expanded to over a thousand locations in three countries. “We've become the number-one window covering franchiser in the U.S.,” said Jason. “This provides a lot of options for our customers but allows us to operate on a totally local level.” Jason said local ownership means great service from people who are vested in the local community.

Budget Blinds offers high quality and stylish window coverings for any décor and most budgets. “Our goal is simple,”

said Jason. “We want to provide you with the best products and services to enrich your home environment.”

With a sweeping selection of window treatments including shutters, blinds, draperies, shades and even window film, Budget Blinds has customized window covering solutions ready for you — regardless of the window's size or shape. “We do have a convenient showroom,” said Jason. “But one of the best aspects of Budget Blinds is we bring the showroom to you, with a free in-home consultation.” Jason emphasized the free consultation includes expert advice on what types of window coverings will complement

your existing décor. “And it's totally free,” he repeated.

Budget Blinds is conveniently located at 1411 NE Highway 99W, Suite B in McMinnville. The showroom is open Monday through Friday from 9am to 5pm and Saturday by appointment. The McMinnville franchise serves McMinnville, Sherwood, Newberg and Forest Grove. To learn how Budget Blinds can provide your home with beautiful and functional window treatments, call 503-472-0792 or visit BudgetBlinds.com. “Let us show you how Budget Blinds can enhance the beauty and privacy of your home,” said Jason.





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Cascadia Landscaping is known for its top-notch customer service, creativity, quality of work and its commitment to doing the job right the first time. Photo courtesy of Cascadia Landscaping

FOR LOCAL LANDSCAPER, BEAUTY IS IN THE DETAILS

Cascadia Landscaping does job right every time

Anyone can dig holes and plant flowers, but it takes skill and a visionary eye to create beauty from bare dirt. For one local landscaper, this beauty is in the details.

"I love to revisit a landscape we planted 25 years earlier and see how it has matured," said Brian Wicks, landscape designer and owner of McMinnville's Cascadia Landscaping. "It changes, but in a natural and gentle way," he said. Cascadia has a 45-plus-year local history.

Wicks places a special emphasis on doing the job right from the very start. "Each project is a unique opportunity to transform an environment in a way that fits the desires of the client," said Wicks. Wicks emphasized that Cascadia uses top-quality materials and professional local labor. "We take an enormous amount of pride in serving the customer and doing the job right the first time," he said.

Cascadia Landscaping is a full-service landscape construction company emphasizing excellence in design,

construction and maintenance of both residential and commercial properties. Cascadia offers a full array of innovative services which range from irrigation and night lighting to hardscapes, such as paver stone and rock patios.

Committed to excellence, Wicks' employees are held to a very high standard. Wicks singled out Jacob Sinsel as key to the company's operation. "Jacob is an integral part of the Cascadia family and we are lucky to have him," said Wicks.

Wicks expects — and receives — the same commitment to excellence from Cascadia's fifteen other employees. "Keith is outstanding at creating beautiful patios, pathways, and retaining walls.

Cascadia Landscaping serves the entire Yamhill Valley. Call 503-472-5897 or click CascadiaLandscaping.com for more information.

"Each client is unique and so is each outdoor space," said Wicks.

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Tribal members were removed from these homelands and relocated to the Grand Ronde valley after signing treaties with the United States Government in 1855. The original 60,000-acre Grand Ronde Reservation was formally established in 1857, but federal policies chipped away these lands. Tribal lands were eventually reduced to a single cemetery by the time Grand Ronde was terminated in 1954.

Grand Ronde community members refused to accept termination as its fate. After years of hard work and dedication, the Grand Ronde Tribe was

restored in 1983 and took possession of its 10,000-acre reservation in 1988. The opening of Spirit Mountain Casino in 1995 provided financial stability to the Tribe while being one of the largest employers in Polk and Yamhill counties. Its success has allowed the Tribe to rebuild its land base and provide opportunities and services to the community and its members.

The Grand Ronde Tribe is a community known as a caring people dedicated to the principles of honesty and integrity. Since restoration, Grand Ronde has continued to rebuild its nation, strengthen its culture, and develop programs to meet the needs of its members. Grand Ronde strives to preserve tribal sovereignty, its tribal culture and its cultural traditions for future generations.

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ABOVE: Dr. HVAC has a complete line of heating products and high-quality air cooling units that you can count on.

Photos courtesy of Dr. HVAC

DR. HVAC MEETS CUSTOMERS' HEATING AND COOLING NEEDS

Company marking 20 years of leaving clients with a smile

The professionals who work for heating and cooling contractor Dr. HVAC want to leave their customers smiling.

"This is truly a customer service profession where clients want and need your services," said Michael Crook, Dr. HVAC owner. "Being able to provide this service and watching them smile as you leave brings an instant gratification to your soul. We genuinely care for our clients, and we strive to hit that mark every time."

Dr. HVAC, established in McMinnville in 2004, services and installs residential and light commercial equipment and ductwork.

The company started with nine employees and over the years has had as many as 25. The HVAC technicians attend professional training courses; some had degrees when they were hired. They are part of Local 290, which provides access to some of the best training in the industry, Crook said.

For instance, Brad Winebarger, an HVAC service technician, and Dan Schelb, a comfort consultant and AKA estimator, are well-liked by clients because of their enthusiasm and professionalism, Crook said.

Clients often ask for Winebarger, who has the longest tenure of any of the company's technicians, specifically when they call for service. Schelb, who has been with Dr. HVAC for 11 years, also is known for genuinely caring about

clients, making them comfortable and getting them the best possible outcomes.

In addition to being a member of Local 290, Dr. HVAC is a member of the McMinnville Area Chamber of Commerce, the Chehalem Valley Chamber in Newberg and YORK Manufacturing Group, from which it has received multiple achievement awards.

Crook said he and his staff enjoy doing business in a small community. It gives them the opportunity to get to know many people and their professions.

"People still wave at each other on the street, open doors for one another and, for the most part, have good driving etiquette," he said. Members of the community "seem to genuinely care for one another, which makes it easy to want to reciprocate."

He hopes Dr. HVAC exudes that as well and is part of what makes people want to live and work in our community.

Dr. HVAC splintered off from Gormley Plumbing and Heating in 2004. Crook had worked as Gormley's HVAC service manager for 5 ½ years before he and his wife, Marti Crook, purchased the HVAC department from Ed and Candy Gormley.

In the 20 years he's owned the company, Crook said the HVAC field has become much more technical. For instance, refrigerant has changed three times in that period and soon will change again, he said. Each change means

upgrading the staff's training and tools and providing clients with more efficient equipment, he said.

"Training is a must as the components have changed sequences and efficiencies have changed," he said, adding that "the theory remains the same."

Crook said the company also will be upgrading its retail department so it can offer more HVAC products directly to the public. It currently offers filters, sheet metal products and ductwork. Adding more products will save customers from having to drive out of town to find what they're looking for, he said.

The Crooks have enjoyed being business owners and supporters of the community. "We both love this community and all that it offers," he said.

Marti Crook, company treasurer, is a longtime member of Soroptimist International of McMinnville and has been a leader at local and regional levels. She also spends as much time with their grandchildren as she can.

"I do not know where her energy comes from!" her husband said. "She must have a charging station attached somewhere."

Along with their staff, the Crooks said they appreciate their customers.

"We feel blessed and honored to be and to have been part of the community," he said.

"Training is a must as the components have changed sequences and efficiencies have changed."

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Thanks to loyal customers, Encore Home Furnishings continues to provide high-quality, affordable furniture and mattresses with excellent customer service at its expansive McMinnville location.

Thousands of customers have come to appreciate Encore's mission: to make furniture buying an affordable, stress-free experience. The staff, including managers Casey Ranger, Michael Stanley, Josh Horton, Jacob Horton, Mitch Davis and Ben Minten, are focused on the highest quality of service and making customers feel like they are part of the Encore Family.

What also sets Encore apart from the competition are its discount prices, constantly changing selection and huge on-site inventory. The store carries a wide selection of brand-new items with warranty and factory seconds, all priced at 40 to 80% off retail.

“I am constantly searching out the best deals, making bulk buys and utilizing a variety of freight options to keep our prices low,” said owner and furniture buyer, Nikki Elliott. Encore receives up

to six truckloads a week of new items, so the selection is always changing. Encore's inventory includes 40 mattress models made in the Northwest by Serta, Englander and Sound Sleep, as well as living room furniture made in the USA by Ashley Furniture. Unlike other furniture and mattress stores, customers can take most purchases home right away or have them delivered within a few days. Encore offers a professional delivery service within 250 miles of McMinnville, easy payment plans with zero interest and a 30-day layaway program.

Encore is thankful for 19 years of community support and strives to give back generously. The store donates to various schools, veteran groups, first responder agencies, Habitat for Humanity and organizations that help people dealing with abusive situations, addiction and illness.

Open seven days a week, Encore Home Furnishings is located at 2730 NE Bunn Road in McMinnville, just off Hwy. 99W by Price Honda. Shop their showroom, call 503-474-1937, or shop online at EncoreHomeFurnishings.com.

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ABOVE: Sally grazes the pastures of Eola Crest's family farm just minutes from downtown McMinnville and a stone's throw from 71X Farmstore.

Photo courtesy of Eola Crest Cattle

FOUR GENERATIONS OF HANDS-ON FAMILY FARMING

Eola Crest Provides Truly Local Farm Raised Meats, Foods and Household Goods

The DeHaan family farm, known by locals as Eola Crest Cattle and 71X Farmstore & Meat Shop, is nestled along the South Yamhill River a few minutes from downtown McMinnville. Their locally born and raised beef is the result of lovingly cared for cows contentedly grazing pastures of grass. Besides cattle, the multigenerational-run farm produces other agricultural products including grass seed, poultry, teas from their herb garden, and honey made by bees that thrive in their on-site apiary.

“Pete's dad established our Yamhill Valley roots in 1972 with dairy cows in Hopewell,” owner Jennifer DeHaan reminisces. “Pete took over in the late 90's, and in 2010 our daughter's 4-H breeding project introduced Angus cows to our farm. Hayley and her first heifer, Scarlet, built the herd to 20 cows and started our transition to breeding and raising beef cattle.”

With this addition and word of mouth

sales of beef that grew in demand, Eola Crest Cattle was born. Soon to follow was Scarlet's ear tag: 71X. Housed in a converted barn on the farm, the farmstore has become a local favorite for finding a selection of truly local foods, household goods and gifts. In addition to dozens of beef cuts from on-site born and raised cows, you can find fresh chicken, duck and quail eggs, as well as poultry from the family flock and lamb, pork, milk and produce from local farmers who share their values:

“Truth and transparency in farming is a philosophy that we live by and one that our customers appreciate,” Jennifer notes. “In a day and age where our food chain is suffering from middlemen and labeling done by marketers not makers, honesty is more important than ever. We are feeding our family, friends, neighbors, visitors and their children. People deserve to know where their food comes

from. If we don't personally raise it or make it, I'll tell you who does and how and where.” She adds, “If a product bears our logo, you can trust that it's produced on our farm.”

Eola Crest Cattle's locally born and family farm raised beef is loved by Yamhill Valley chefs and frequently featured on the menus of local favorite eateries like Cypress at the Atticus Hotel, The Diner, Loam, Subterra, Thistle and Two Dogs Taphouse — just to name a few.

Visit their farmstore and meat shop Wednesday through Friday 12-6 and Saturday 12-5. Looking for a countryside getaway? Book a stay at their Farmhouse B&B. Soap making and tea blending classes are also available. There's so much to explore at eolacrestcattle.com.

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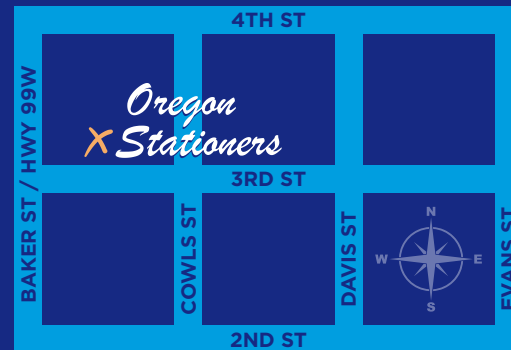


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To excel is to perform at one's best without regard to rank or to the expectations of others. That's why Excell Fitness has adopted the motto: Don't just live, live to Excell!

For over 27 years, Excell Fitness has been helping its members to perform their best by offering cutting-edge health and fitness programs. Located in McMinnville, Excell features the widest range and most up-to-date group exercise classes, NASM-certified personal trainers and lifestyle coaching available to both members and non-members.

Owner David Faxon is constantly looking for ways to improve his gym with new equipment, contemporary classes and fresh ideas.

Excell offers group exercise classes such as pump, yoga, cycling and Zumba

in addition to group strength training classes and small group training. Excell's one-on-one training and state-of-the-art cardio equipment is well-known.

Excell offers an education-based nutrition program and counseling, as well as new-member orientation training sessions. "We promote long-term health benefits that help people change their lives," Faxon said.

In McMinnville, find Excell Fitness at 1461 N Hwy 99W or call 503-434-5044. Hours are Monday through Friday 5am to 9pm, Saturday and Sunday 7am to 5pm. Kids' room available. Click ExcellFitness.com.

WHEN YOU KNOW YOU LOOK GOOD, YOU CAN PERFORM AT YOUR BEST

Tan Republic helps you look and feel your finest

In the climate of the Pacific Northwest, it's nice to know you have a relaxing way to get rid of that Oregon pallor. Tan Republic offers just such an option. One of nearly 50 locations throughout the state, McMinnville Tan Republic will make you look and feel your very best.

The salon is locally owned and operated, offering four separate levels of tanning beds, which differ by time, features and UV lighting. Patrons can relax and tan in our entry-level 20-minute silver beds, or maximize their skin's color potential with our top-of-the-line Ergoline high-compression diamond bed. Other levels of tanning include UV-free sunless tanning in the VersaSpa and the UV-free red light therapy, which focuses on rejuvenating and healing the skin.

Local tanners can purchase single tans or packages for the McMinnville location or, for tanners who travel to other parts of Oregon on a regular basis, Tan Republic offers memberships that allow them access to any of our nearly 50 locations across the state. The membership — Bronze Without Borders — includes monthly benefits, discounted rates and is available for every level of bed.

McMinnville Tan Republic is located at 1461 N Hwy 99W in McMinnville, inside Excell Fitness. Tan Republic is open from Monday through Friday 5am to 9pm, Saturday and Sunday 7am to 5pm. Tan Republic is a way of life, making you feel and look your very best.

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Dance instructor Edwina Castle found learning dance gave her a remarkable freedom she wants to share. "To reach a state of grace when movement becomes truly effortless is exhilarating freedom," Edwina said.

Offering a broad assortment of dance disciplines like tap, pas de deux, Irish, character, modern, jazz, and boys' movement, the Gallery Ballet & Tap (GB&T) state-of-the-art dance studio is unique in its emphasis on classical ballet while also providing diverse styles both family-friendly and age-appropriate. Along with community performances, the studio also presents The Nutcracker and a professionally-styled classical ballet each spring.

MAC Irish Dance Performance Troupe, which is a natural extension of our ongoing annual performances during St. Patrick's Day, Celtic Heritage Alliance's MAC Scottish Festival, and other community events, will be performing at the Tigard Street Faire.

GB&T's instructors nurture students' best capabilities. With extensive

backgrounds and training from world-class institutions, Edwina and her staff have performed, competed, and taught all over the globe. "We love sharing our dance experience," said Edwina. "We know students can achieve personal excellence though the joy and challenge of dance."

Many GB&T dancers have gone on to prestigious summer intensives, received dance scholarships at universities, and Oregon Ballet Theater (OBT), and performed in OBT's and Eugene Ballet's Nutcracker.

Gallery Ballet & Tap is located at 906 NE 11th, Suite B in McMinnville. Click www.galleryballet.com or call 503-472-4886.

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GORMLEY PLUMBING + MECHANICAL: 5 GENERATIONS OF COMMUNITY SERVICE

Local folks always know: "Gotta get Gormley!"

Gormley Plumbing + Mechanical has added a fifth generation to the family-owned business... Kort, 12, and Kaden, 9, the sons of Kori Gormley Huppert, Company President and CEO. They aren't quite ready to go to work yet but are part of a family tradition of great customer service and commitment to the McMinnville community.

Gormley Plumbing + Mechanical offers a huge selection of hard-to-find parts and plumbing fixtures; delivers plumbing services from certified back-flow testing to drain and sewer cleaning; plumbing repairs, remodels and upgrades around Yamhill Valley.

With the largest service staff in Yamhill County, Gormley offers both 24/7 emergency service and convenient

Saturday scheduled appointments.

Gomley is known throughout Western Oregon and Southwest Washington for completing large commercial projects on time and on budget. Mechanical work includes first class Winery Construction, School District 40, Willamette Valley Medical Center, Chinook Winds Casino, Portland Public Schools and State of Oregon Treasury Dept.

Ed and Candy Gormley have retired from the business, but Ed is still working as a consultant to the business.

Gormley Plumbing + Mechanical is located at 1715 NE Lafayette Avenue in McMinnville. The Retail Store is open Mon-Fri 8:00-5:00 pm. Call 503-472-4101 or visit Gormleyplumbing.com for hours or information.

PASSION POWERS MCMINNVILLE'S FAVORITE FUN FAMILY RESTAURANT

Laughing Bean Bistro much more than just coffee

If you long for the days when restaurant fare was delicious, plentiful and inexpensive, McMinnville's Laughing Bean Bistro is for you. "I am a foodie at heart," said Kristi Smith, who, along with co-owner Ken Searles, opened Laughing Bean eleven years ago. "I enjoy cooking, baking and, most of all, entertaining," she said.

Kristi is convinced her culinary passion shows in the quality of Laughing Bean's fare. "Our breakfasts are huge, family-oriented and very popular," said Kristi. The menu features cleverly-named items like the Sam Elliott salad (because "he's delicious") and the famous Mother Clucker Chicken Sandwich. "Inspiration for naming our menu items comes from the humor in everyday living," she said.

The Laughing Bean's menu features all kinds of tasty homemade delights. Customers have come to love some

of the restaurant's delicious signature treats like cinnamon rolls and the Laughing Bean Bar (white chocolate, dark chocolate, cranberries, coconut, and pecans).

In addition to great breakfast and lunch menus, the Laughing Bean offers gourmet coffee, espresso and the world's best smoothies. "Virtually everything is homemade," said Kristi. The Laughing Bean can even cater special events.

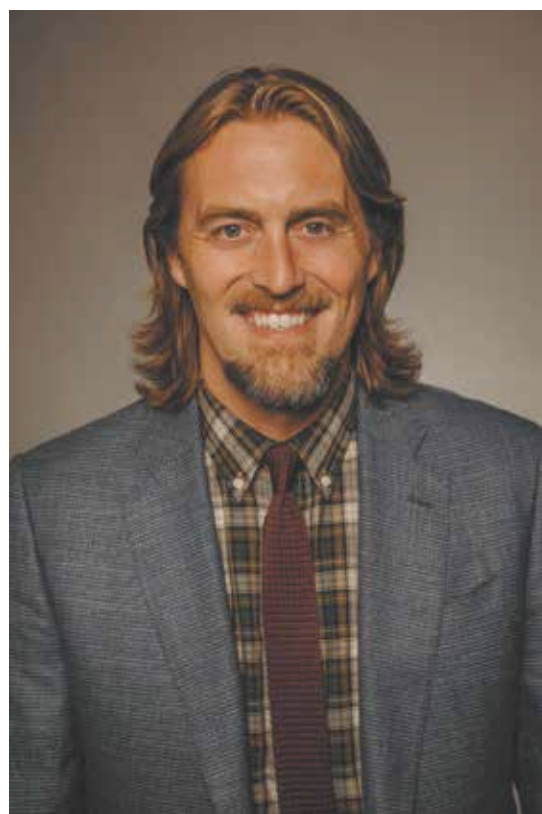
"Come see us, we're like family — the kind you want to visit," said Kristi. "We've got fun, great food and a laid-back atmosphere." The Laughing Bean Bistro is located at 2274 SW Second Street, in McMinnville at the intersection of Hill Road. The restaurant is open seven days a week, with the drive thru open from 6:30am to 2:00pm and the dining area open from 7:00am to 2:00pm. Call 503-883-9628 or visit on Facebook.

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From left to right, attorneys Abraham Hanson, Hayley Capener and Matthew Fouts have decades of experience in wide range of legal practice . Photos provided by Abraham Hanson Law

ABRAHAM HANSON LAW OFFERS A VARIETY OF LEGAL SERVICES TO THE COUNTY'S RESIDENTS

Working from their office in Historic Downtown McMinnville, the legal staff offers services in English and Spanish

Abraham Hanson Law is located in the heart of McMinnville on Downtown's Historic Third Street. Situated on the corner of Third and Ford Streets, the office is only a block and a half from the courthouse, where the lawyers in the firm spend much of their time litigating on behalf of their clients.

The firm's roots go back to the 1980's when Abraham's father, Eric, opened a private practice to serve the Willamette Valley. The team is proud to continue that years-long tradition of expert legal counsel and representation.

Abraham's law practice has expanded in recent years to help meet the needs of community members. The

firm focuses on four primary areas of practice; criminal defense, accident law, estate planning and immigration law.

Abraham Hanson has developed his practice as a trial lawyer focusing on criminal defense cases and serious accident cases. Hayley Capener handles cases both in criminal court as well as helping community members plan their estates. Matthew Fouts has spent years studying and practicing immigration law as well as working in the criminal defense field alongside Abraham and Hayley.

The firm has a robust support staff including; Pieper Wardell, senior legal assistant and office manager,

Jennifer Cantera, legal assistant, and the newly welcomed Rejina Gordillo, legal assistant.

The law firm offers services in English and Spanish; Abraham and his staff are fluent Spanish speakers.

All members of the law firm live locally. Abraham Hanson Law is committed to its community and seeks to serve its members as their needs require.

To read more in-depth about the firm's areas of practice, along with information regarding certain scenerios you or a familymember may be facing, visit abrahamhansonlaw.com.

To set up a consultation call 503-472-3313 or email lawyer@abrahamhansonlaw.com.

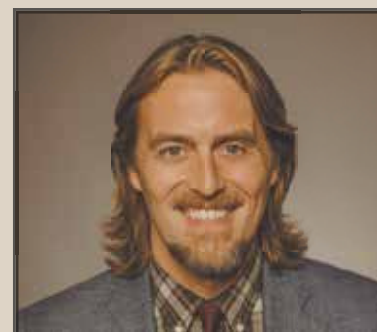
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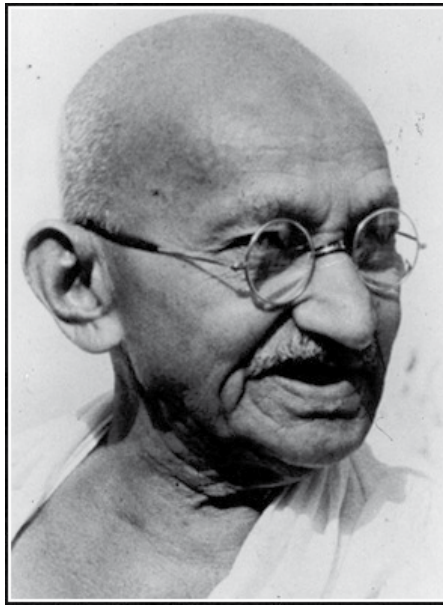


Jennifer Cantera
LEGAL ASSISTANT

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"Great companies have one thing in common — great people."
Henry Bloch



A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.

— Mahatma Gandhi —

AZ QUOTES

ABOVE: H&R Block co-founder Henry Bloch is widely known as a civic leader and philanthropist with an integrity that personifies the company's sincere commitment to clients.

Photos courtesy of H&R Block

H&R BLOCK'S TEAM OF PROS FILL ALL FINANCIAL NEEDS

Mac, Newberg, Lincoln City offices open year-round

If you're like most people, you probably dread tax season — the pressure, the bewildering forms, flipping through the latest rules, etc.

McMinnville's Kevin Olson and his team of tax pros at H&R Block's offices in McMinnville, Newberg and Lincoln City are eager to help. They're excited about tax season, because they've got you covered for all your financial needs — especially at tax time, but the rest of the year, too.

Kevin was brought into the industry by both his parents and grandparents, so it has truly been a family business.

"I remember when I was a kid getting paid to stuff envelopes and put packages together," he recalled. "I have done everything from helping my grandpa shred old paperwork, answering phones with my grandpa, joining my dad in computer setup, and even being taught how to prepare taxes by one of the best in the industry, my mom."

H&R Block was established in 1955 by two brothers named Henry and Richard Bloch, and their initials form the name.

Between offices in McMinnville, Newberg and Lincoln City, the company has three enrolled agents, six licensed tax consultants, including Kevin, and 15 licensed tax preparers. Collectively, the team boasts more than 150 years of experience.

Tax preparation is not the only thing they do. They also provide a wide variety

of services year-round. They can handle your payroll, bookkeeping, business service needs, and also deal with any pesky audits. It doesn't matter if it's a full blown audit, or a simple letter from the taxing authorities, they can handle it.

"If an issue comes up in November," Kevin said, "you can reach us immediately for the assistance you need."

Still, unlike most people, they get excited every tax season, he said. "Every year brings changes to the tax code, and we love to learn the changes and use them to our clients' benefit."

H&R Block's niche is providing expert guidance to individuals and businesses. At tax time, the company will not only file your return and guide you through the tax code, but also offer tips and tools to save even more money next year, and the year beyond that.

"Our business is unique because we are a family. My goal is to provide professional service in a warm and comfortable atmosphere," Kevin said. "We want our clients to feel like we care, because we do!"

Kevin and his H&R Block family love the fact that even though McMinnville is growing, it still has that small-town vibe. When they sit down with a client, they never know if it's going to be a mechanic, bartender, farmer, business owner or even another financial adviser. "That always makes our job more exciting," Kevin said.

If you aren't able to come into the office or if you move away, your favorite tax pro can still prepare your return and communicate with you via phone, email or secured messaging.

Using your MyBlock account, you can have your taxes prepared from the comfort of your home. MyBlock is a private, secure online portal that provides year-round access to your tax documents, Emerald Card banking and personal information, with tools and services that can be accessed from any phone, tablet or computer. You can check your e-file return status, view your tax returns, get your free credit score and access your Emerald Card all in one place, using your MyBlock account

If you're new to H&R Block, the company offers a free "Second Look Review." One of its tax experts will examine your last three years of tax returns to see if they can get you more money.

H&R Block offices are located at:

865 N.E. Highway 99W, Suite F, McMinnville, call 503-472-4596

2504 E. Portland Road, Newberg, call 503-538-3640

2413 N.W. Highway 101, Lincoln City, call 541-994-6828.

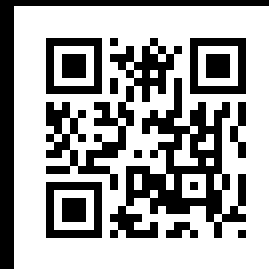
They can be found online at HRblock.com

"Our business is unique because we are a family. My goal is to provide professional service in a warm and comfortable atmosphere."



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Hear...what our patients are saying

"I admit it, I am afraid of the dentist, so I haven't been the best at going. Dr. Nelson and his team put my anxieties to rest after I had a root canal that didn't hurt. I didn't feel the poke of the shot. I couldn't believe it when they told me they were done. Amazing Team, Thank You."
-John E., McMinnville

"I am so happy to have finally found a dentist my entire family is comfortable with. Dr. Nelson is gentle, and doesn't rush. I didn't even feel the injection. The kids no longer complain about going to the dentist. Thank you Dr. Nelson!"
-Alexandra S., Newberg

"Who loves going to the dentist? Not me for sure. But, Dr. Nelson and all his staff are Great. I had a front tooth break in half, he made it look better than my natural tooth! Best of all, it didn't hurt. He does beautiful work!"
-Sam B., McMinnville

"I moved to McMinnville two years ago and was so lucky to find Dr. Nelson's office. I had some work I had put off. They genuinely listened to me and explained things in terms I understood. No surprises, not even with the bill. When the work was done Dr. Nelson called me at home that night to see how I was feeling. That's old school and Appreciated."
-Cindy L., McMinnville

"What a Fantastic Dentist and Team, by far the BEST I have ever experienced. The front desk staff are so caring and super friendly. Dr. Nelson knew I was scared, and talked me through the whole procedure. He took his time, I never felt like a name and number. Who knew there would be a day I didn't want to cancel my appointment? Anxiety gone. Thank you Dr. Nelson!"
-Rebecca P., Salem

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Marjorie House Memory Care Community provides person-centered long term care for individuals suffering from all stages of dementia in a safe, secure, supervised and caring environment. The comforts of home combine with design features specifically intended to enhance the quality of life for individuals with a diagnosis of a dementia, including Alzheimer's.

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The challenges and losses that accompany dementia are many. The life provided by our skilled and loving staff strives to break down those challenges. Our goal is to create a life of potential and peace, lessening the challenges and loss.

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We believe that every individual has potential – of one sort or another – until life ends. We find the potential in each person, design activities and moments to match that potential, and continually assess the change in potential so that we are meeting the needs of each individual.

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While our highest priority is the safety, security and well-being of each resident, we realize emergencies can and do happen at any time. With that in mind, we designed and equipped our building with a state-of-the-art Nurse Call System featuring Real Time Locating and Mapping.



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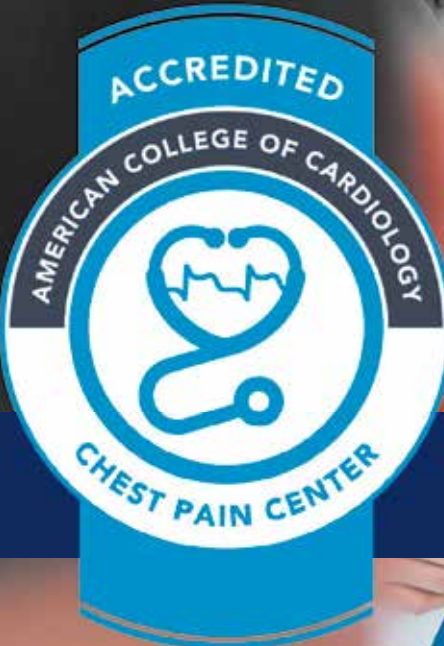
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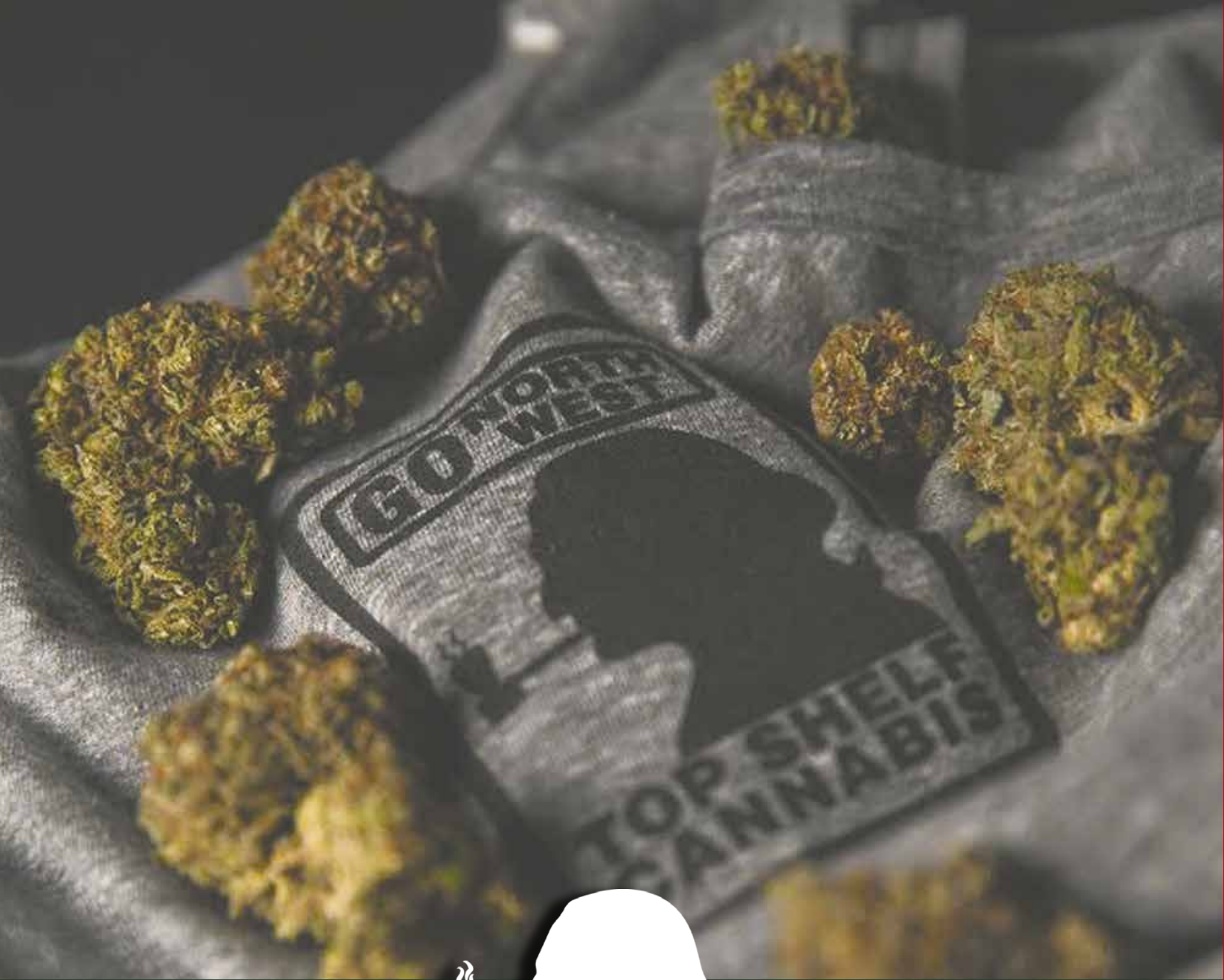
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Addiction and Recovery Wrap-Around Services and Resources

Provoking Hope

Provoking Hope offers addiction and recovery services in the Greater Willamette Valley, Oregon. Our evidence and faith-based programs support peers in overcoming barriers to healthy living and achieving success in recovery.





Our Mission

Creating a supportive and drug-free team and environment to help peers successfully transition towards recovery.

Our Vision

Bring them in, raise them up, equip them, and then send them out!



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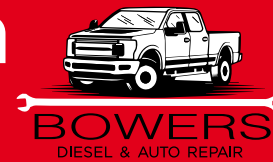
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Please call **(503) 461-2972** to request a tour or visit [ExploreHillside.org](https://www.explorehillside.org)

Hillside
a human good community

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Hagan Hamilton opened its doors in September 1910 as the W.L. Warren Agency. For more than a century, the company has proudly served as an independent local solution for all types of insurance needs, managed by professionals who live and play here.

"This is the community most of us grew up in," says Hagan Hamilton President and CEO Rick John. "Being

able to earn the trust of people we have known for years, new families and businesses that recently moved here and seeing them thrive...it's a great feeling to know we are part of that."

Hagan Hamilton has access to a variety of carriers for both personal and business insurance needs as well as employee benefits, Medicare and individual health insurance.

You'll find offices in seven locations, including Newberg, Sheridan, St. Helens, Junction City, Salem, Corvallis, and the freshly upgraded McMinnville headquarters. Visit the McMinnville office at 448 SE Baker Street to find out how your local insurance experts can help you. For information call 503-472-2165, email insurance@haganhamilton.com or visit HaganHamilton.com

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ABOVE: The homes and cottages at Hillside offer comfort and style as part of its premier senior living community.

Photos courtesy of Hillside

LIFE AT HILLSIDE: IT'S ALL UPSIDE

Hillside has long earned its reputation as The Willamette Valley's premier Life Plan Community, but with a recent change of ownership, Hillside is embarking on a brand new day. Set among the rolling hills of wine country in picturesque McMinnville, its charming neighborhood of apartments and cottages rests on 57 acres of beautifully landscaped countryside, offering a welcoming culture that extends to all who live, work and visit.

Getting better yet. Since joining the HumanGood family of nonprofit Life Plan Communities, Hillside is entering a new era with a focus on empowering and celebrating the talents and contributions of its residents. As one of the country's leading providers of thoughtful and progressive senior living, HumanGood has a stated mission of inspiring people to live their best lives by working according to a set of values that include innovation, passion, courage, inclusion and impact.

You've come to the right place. In terms of setting, Hillside enjoys a natural advantage and an abundance of rewards. Here, residents live in a countryside oasis, allowing them to unwind with scenic

views and enjoy the close proximity to vineyards that produce world-class wines just 40 miles from Portland. Historic downtown McMinnville's quaint, walkable shops and eateries are also just minutes away for exploration. Closer to home, the Hillside campus fosters a deep sense of community and a wealth of amenities, programs and dining opportunities along with an array of social, cultural and educational programs.

And you've come at the right time. In HumanGood, Hillside has found ideal alignment in its drive to grow and evolve at the same rate and in the same direction as its active and curious resident population. As leaders, doers and thinkers, they form the bedrock of the Hillside culture. It's their talents and energy, wants and needs that fuel both Hillside and HumanGood to lead by listening.

Pricing is even more attractive. One very tangible example of the ongoing evolution at Hillside is the availability of a new, more affordable pricing program on select residences. "Now with HumanGood at the helm, we're excited to have the capacity to think creatively and

revisit our pricing plans," says Roberta Carlson, Hillside's Director of Sales.

The "what" and "why" of Life Plan Community living. Hillside is a nonprofit Life Plan Community (also known as a continuing care retirement community or CCRC). The growth and popularity of this community model is due to the independence, security and flexibility it allows — both personal and financial — to its residents. That peace of mind is what those who choose to call Hillside home describe as the best gift they ever gave to their families — and, to themselves.

To learn more about Hillside's new pricing plans on select residences, to schedule a tour or simply to ask more questions, the community sales team can be reached at (503) 461-2972 and via ExploreHillside.org

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ABOVE AND BELOW RIGHT: Top Shelf Cannabis stocks items to fit within any budget so every customer can find something affordable.

Photos courtesy of Top Shelf Cannabis

TOP SHELF QUALITY, SELECTION AND SERVICE AT TOP SHELF CANNABIS

Dispensary features full line of products including large selection of no-THC CBD options

At Top Shelf Cannabis in McMinnville, we are seriously focused on quality, selection and service — that's why we're called Top Shelf. We're also passionate about the benefits of cannabis. We know many people can experience relief with the right cannabis products.

At Top Shelf Cannabis, we like to offer products with broad appeal — something for everyone. We stock items to fit within any budget so every customer who walks through our door can find something affordable. We also carry exclusive top shelf products, items available locally only through us.

We feature one of the largest selections of THC-free CBD cannabis products in Yamhill County. These options offer the benefits of the cannabis plant without the "high" traditionally associated with the use of cannabis.

Our staff of six shares a unique passion for the cannabis industry and the potential ways it can benefit so many people. Most Top Shelf employees have extensive experience in the industry and considerable product knowledge. All

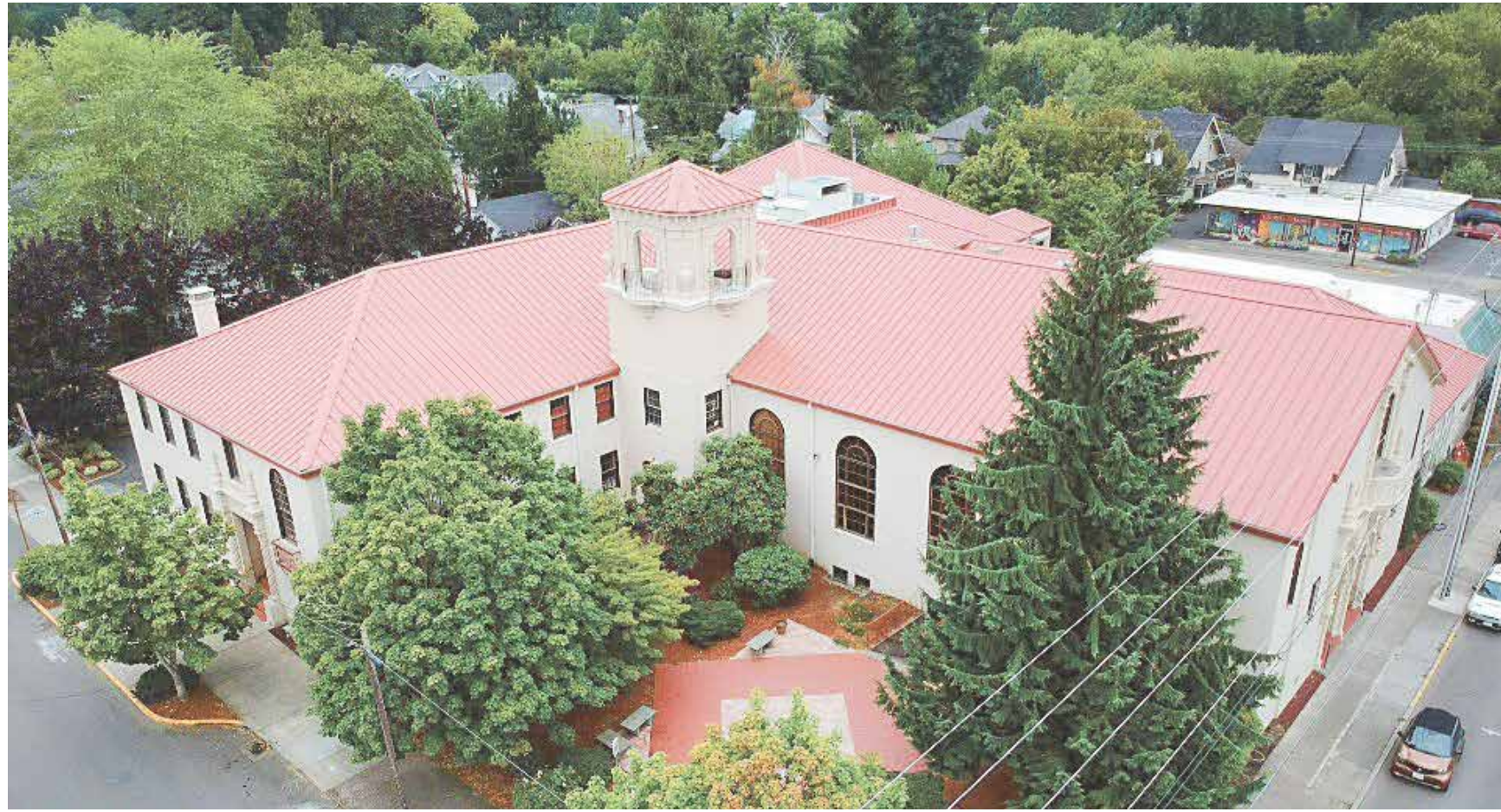
are committed to providing the best customer service in town. We love meeting new people and hearing the stories of our customers! At Top Shelf Cannabis, we'll make you feel welcome and completely at ease.

Top Shelf Cannabis is located at 353 SE Baker St in McMinnville, about three blocks north of Walgreens. For more information call 503-472-2405. The shop

is open seven days a week from 9am to 9pm.

Stop by and check out Top Shelf Cannabis. We'd love to meet you, show you our shop, explain our products and answer any questions you may have. Cannabis can offer many benefits and Top Shelf may be the best place to discover how it might help you!





ABOVE AND BELOW RIGHT: First Baptist Church.

Photos courtesy of Washington Roofing

WASHINGTON ROOFING: OVER 55 YEARS OF QUALITY AND PRIDE IN WORKMANSHIP

Local company proud of reputation backed by referrals, long list of returning customers

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Referrals have always been our primary source of new business, and we are proud to have a reputation our clients can pass along.

Fifty-five years of successful practices has afforded Washington Roofing Company the ability to be dedicated to giving back to the community. We respect and value our ties to our community, our customers and associates.

Visit our facility and you will find a crew of people in which we support

their professional and personal development. With our focus on safety and quality we foster an attitude of pride in workmanship. To our clients, this means Washington Roofing Company's crew is always precisely trained and solutions based.

We invite you to join our network of life-long customers. We will deliver years of experience, cutting-edge products and equipment, as well as long-term thinking for the health of your building. Washington Roofing Company is always loyal to exceptional quality and service.

—Submitted by Washington Roofing



“Referrals have always been our primary source of new business, and we are proud to have a reputation our clients can pass along.”



ABOVE: Diane Reynolds, right, shares a laugh with Provoking Hope staff and clients. Photos courtesy The News-Register

Helping People Recover from Addiction

At Provoking Hope, comprehensive services and peer support are keys to success

McMinnville-based Provoking Hope offers evidence- and faith-based addiction and recovery wrap-around services.

“We are all just one decision away from a path that can lead to devastating consequences,” said Diane Reynolds, who founded the nonprofit Provoking Hope in 2011.

“Every individual who finds themselves on this path has a story, a reason and a circumstance that led them there,” she said. “By acknowledging this, we can approach those struggling with addiction with compassion, understanding and empathy, rather than judgment and shame.”

Supporting those who need help benefits not only individuals and families, but the whole community as well, she said.

“I believe that by working together, we can unlock the full potential of our county and create a brighter future for all its residents.”

Led by peers who truly understand what addiction and recovery means, Provoking Hope helps people as they overcome barriers to healthy living and achieving success.

Through peer-based support, mentoring and community outreach, the nonprofit is committed to providing non-judgmental and equal access to services,

regardless of background or circumstances, Reynolds said. Collaboration with local partners helps it provide comprehensive support.

Reynolds started Provoking Hope because she saw the need to combat drug addiction and overdose deaths in Yamhill County.

Like areas across the United States, the county faces a growing crisis of substance abuse, she said. “The need was bigger than the current solutions, so a better solution became my goal,” she said.

Reynolds said she has deep affection for Yamhill County, “with its unique blend of natural beauty, community spirit and untapped potential.”

“What resonates with me most is the powerful sense of collaboration and teamwork that permeates our community,” she said “I believe that by working together, we can unlock the full potential of our county and create a brighter future for all its residents.

She chose the name “Provoking Hope” because, she said, “we believe that by provoking hope, we can empower individuals to rise above the challenges they face and strive for a brighter future.”

She wants to “shift the focus from the myths and legends that can hold us back and create a more supportive,

compassionate, and resilient community where everyone can thrive.”

Reynolds, like most Provoking Hope’s employees, has struggled herself. “We know that change is possible because we have seen it firsthand,” she said.

She said she has found purpose in helping others overcome their problems.

“I am humbled to walk alongside our community members on their journey towards a life of recovery, sobriety and service to others,” she said. They have shown her “the transformative power of hope and the human spirit.”

Provoking Hope’s team includes 66 dedicated employees.

They include Certified Recovery Mentors (CRMs) who undergo rigorous training and certification. To become a CRM, individuals must complete 80 hours of classroom education plus another 20 hours of continuing education every two years.

In addition, team members also hold various specialized certifications, including Traditional Health Worker (THW), Peer Support Specialist (PSS), yearly Trauma-Informed Certification (TIF), and certification in supervision, being a youth specialist, pharmaceutical and first aid.

CRMs also must pass a child welfare background check, and have at least two

years of proven recovery experience.

“We take pride in the comprehensive training and certification of our CRMs, which enables them to provide exceptional support and guidance to our peers,” Reynolds said.

Christian Wert, who has more than 20 years experience leading a local design and marketing agency, has just been appointed Provoking Hope’s new chief executive officer.

Reynolds said Wert’s “passion for our cause and his commitment to our community make him an ideal leader for our organization.”

His proposals and strategic initiatives will drive Provoking Hope’s mission forward, Reynolds said. Wert already has been involved with several successful fundraising campaigns and has provided leadership training that has been invaluable to the staff, she said.

Now Provoking Hope is working to raise \$200,000 to support a building expansion project.

“This investment will enable us to enhance our service delivery, expand our community outreach efforts, intake and family programs, and serve more individuals and families in need,” she said.

For more information, visit provoking-hope.com.



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Dr. Bomberger offers general care with eye on prevention

Dr. Brian Bomberger and his staff at Hometown Dental provide patient-focused dental treatment.

"The ability to take care of people" led Dr. Bomberger to choose dentistry as a career.

Dr. Bomberger trained at the Oregon Health & Sciences University School of Dentistry, then opened his dental office on Booth Bend Road in 2005.

He has enjoyed working with good people in the McMinnville community, including his patients and coworkers.

His children attended McMinnville schools and he has been the board president of the McMinnville Youth Football program for the past seven years.

He employs two hygienists, two assistants and two front office workers, who have worked at Hometown Dental ranging from two to 18 years. Seeing a familiar face each visit is a guarantee.

Dr. Bomberger belongs to the American Dental Association, the Oregon Dental Association and the Alpha Omega Study Club, an organization of local

dentists "dedicated to cultivating excellence in comprehensive dentistry."

Dr. Bomberger said he continues to learn and update his skills and techniques. He wants to provide the best possible care for his patients, whether they come in for cleanings, implants, whitening or general care and prevention.

"Dentistry doesn't have to be painful," he said. "A little planning can go a long way to avoid future problems."

When not tending to his patients, he loves to golf, coach his kids' sports games, watch the Oregon Ducks and spend time in Central Oregon with his family.

Dr. Bomberger's Hometown Dental office is located at 1160 SW Booth Bend Road, McMinnville. Hours vary on weekdays.

For more information, call 503-474-1007 or send email to info@hometowndentalmac.com. The website is hometowndentalmac.com.



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3RD STREET FLATS OFFERS TRAVELERS STYLISH HOSPITALITY IN 2 LOCATIONS

An authentic wine country experience for visitors

Inspired by their own travels, locals Erin Stephenson and Brian Shea created 3rd Street Flats, a boutique lodging company with two locations in downtown McMinnville. Stephenson and Shea, who run the business with their partner Ben Perle, said that the lodgings help give visitors an authentic wine country experience.

"3rd Street Flats offers guests the stylish touches of a hotel, the hospitality of a bed-and-breakfast and all the amenities of a vacation rental," said Stephenson. The flats are European-inspired nightly apartment rentals located in the heart of Historic Downtown McMinnville.

"With eleven beautifully-decorated flats, each with a unique vibe, 3rd Street Flats offers visitors the chance to experience the best the Yamhill Valley has

to offer," said Stephenson. Guests can book a single night or stay for a month. Each flat includes a private kitchen, bath, dining area and bedroom.

During their stay, guests are treated to local delights including wine and chocolates. 3rd Street Flats offers two charming locations in picturesque downtown McMinnville: at the Historic McMinnville Bank and at the Odd Fellows Lodge. Click ThirdStreetFlats.com for rates and a virtual tour or call 503-857-6248.

"We found that the best way to experience a new place was to rent an apartment for a few nights in the historic core of town and immerse ourselves," said Stephenson. "3rd Street Flats was built on that idea."



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Blending Spanish influences with the freshest ingredients the Northwest has to offer, La Rambla has a large menu of tapas, paella, fresh local oysters, full entrée selections and decadent deserts.

La Rambla offers a lengthy award-winning wine list focusing on Northwest and Spanish wines, and has been recognized by Wine Spectator and Wine Enthusiast as one of the nation's most wine friendly restaurants.

A long copper cocktail bar featuring craft cocktails is available to dine at as well.

We offer a welcoming, warm vibe to all, from couples seeking an intimate meal to groups ready to top off a day of wine tasting.

Owner Kathleen Stoler moved to McMinnville in 2003 after purchasing the Shilling Building in which La Rambla resides. The building is the oldest brick building in McMinnville built in 1884.

Stoler resided in the loft for six years and decided it was a bit too close to work.

The upstairs loft is now one of the most popular vacation rentals in town.

Originally opened in 2014 as the Gem Creole Saloon, the building next door has been repurposed to become La Rambla's Social Room, which accommodates more customers, private parties and wine pairing dinners. Inquiries, details, and reservations for La Rambla's Social Room can be found on Eventective.com.

Both buildings have been fully restored and are on McMinnville's Historic Register.

"The Yamhill Valley has been a wonderful place to grow my business with the outstanding support from customers and fellow businesses", said Stoler.

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McMenamins charm and wine county hospitality

From its post on the corner of 3rd and Evans, the venerable Hotel Oregon rises five stories above downtown McMinnville, providing a charmingly local version of wine country hospitality. Known for affordable lodging as comfortable as it is intriguing, McMenamins Hotel Oregon features original art and local history alongside excellent menus and handcrafted beverages, from coffee to cocktails.

In the pub, hearty breakfasts and a selection of delicious burgers (try JR's Jumbo Deluxe!), fresh salads, delightful specialties like grilled pork medallions, house-made mac & cheese, and more fill the menu, while an extensive list of libations rounds it out. Beer, wine, cider and spirits are all handcrafted.

Pair the jaw-dropping view from the Rooftop Bar with a Black Rabbit Sangria,

a glass of rosé, or a fruity mocktail, or check out weekly open mic nights in the speakeasy-style Cellar Bar.

Hotel Oregon also hosts monthly History Pub presentations about local and regional topics, and it's hard to miss the UFO Festival each May when extraterrestrials descend on McMinnville, expert speakers fill the community center and Alienator IPA flows from the taps at Hotel Oregon.

McMenamins Hotel Oregon is located in historic downtown McMinnville at 310 NE Evans Street. Visit mcmnamins.com/hotel-oregon or call 503-472-8427 to book a room, check out menus or get more info.



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ABOVE: Lacey Summers has a strong network of contractors and service individuals who ensure homes are showcased in the most desirable manner when they hit the market.

Photos courtesy of Bella Casa Real Estate Group

UNDERSTANDING CLIENT NEEDS AND DESIRES IS FIRST STEP IN THE PROCESS

Real Estate agent Lacey Summers takes innovative approach to exceed goals

“Summers Homes NW works with a broad range of media to publicize homes and reach the target audience of buyers.”

Lacey Summers grew up in McMinnville and her journey in the world of real estate is more than just a career; it's a heartfelt commitment to her community. After earning her degree from Santa Clara University and spending a decade in the dynamic field of marketing, Lacey transitioned seamlessly into real estate, bringing together her marketing acumen and passion for helping others. Her mission is clear: to make the process of selling or buying a home not only seamless but enjoyable. Lacey goes the extra mile, providing “extras” like expert staging advice, delightful surprise gifts, and the touch of having a seller's house professionally cleaned. But Lacey's commitment doesn't stop at the closing table.

She maintains lasting relationships with her clients, staying connected throughout the year with events and offering up-to-date equity reports to help them make informed decisions about their investments.

Understanding that relocating to McMinnville is not just about finding a house but a new way of life, Lacey takes the time to educate her clients on neighborhoods, schools, community events, and local culture. Zillow testimonials describe her as warm, encouraging, proactive, and organized, making the process of settling into their new McMinnville home a smooth and enjoyable experience.

Outside of the real estate business,

Lacey enjoys home improvement projects with her husband, indulging in competitive games, finding inspiration in podcasts, and passionately cheering on her three children, who attend McMinnville schools. As someone deeply entrenched in the community, Lacey is not just your real estate agent; she's your neighbor and friend, ready to guide you on your journey to call McMinnville home.

- President of McMinnville Lions Club, 2023
- Yamhill County Board of Property Tax Appeals, 2023 & 2024
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McKenzie Duncan Johns, CPAs At home Yamhill Valley since 1981

McKenzie Duncan Johns is an office of five CPAs, five staff accountants, and a terrific administrative team. We are also an office of parents, grandparents, board members, local food and wine enthusiasts, and adventurers happy to call Yamhill Valley home. This has been our home for decades, and our clients are not only the foundation of our business but are the neighbors, business owners, farmers, and builders that make this a great place to live and work.

Mike McKenzie and Meg McKenzie have practiced more than 65 combined years in McMinnville. Their expertise, discretion and personable approach set the standard for the firm of McKenzie Duncan Johns and our continued insistence on excellence and care. We offer tax planning and preparation, business consulting, financial reporting, payroll and QuickBooks support, and estate planning. Technology has brought remote options in recent years which has added conveniences but has not replaced our in-person availability.

Our history as local trusted advisors is a source of pride and a responsibility we take to heart. It is also our great pleasure to support the people who keep this community vibrant. We look forward to continued service for many years to come.

—Submitted by McKenzie Duncan Johns, CPAs, LLC
PHOTOS BY CWK photography-Carolyn Wells-Kramer



Alyssa Fackler



Amy DeYoung











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FUNERAL DIRECTORS HAVE LONG HISTORY OF COMFORT, CARING

Macy & Son serves Yamhill Valley for over a century

The death of a loved one is one of the most difficult experiences to endure. For surviving family members, the burden can be immense. One local family has a long history of easing the suffering of those who are experiencing such loss.

"Macy & Son Funeral Directors has been a part of this community for over 100 years," said Corey Rich, a licensed funeral director who married into the Macy family. "That history gives us an intimate understanding of the needs of local folks," he said.

Established in 1903, Macy & Son assists families with making burial or cremation arrangements. The firm occupies a place at the forefront of the funeral profession by offering a wide range of service options to meet

the needs of every family. "We want to fulfill the needs of our clients and we tailor arrangements accordingly," said Rich. In addition, Macy & Son operates the only crematory in Yamhill County. Is it important to know where the crematory is located and who is operating the crematory? "Absolutely," said Rich.

Steve and the late Scott Macy, along with Rich and Scott's son, Glen, have been involved with government, community and church as both leaders and volunteers. "Dedication to our community is a family responsibility and tradition," said Rich.

Macy & Son is located at 135 NE Evans Street in Historic Downtown McMinnville. Call 503-472-6151 or click MacyAndSon.com for more information.

Therapeutic Associates Ability Physical Therapy

The treatment you need, the care you deserve

Therapeutic Associates Ability Physical Therapy's mission is to optimize the health and well-being of our community through holistic, evidence-based therapy. We offer exceptional one-on-one care with highly educated specialists in orthopedics, manual therapy, neurological rehabilitation, pregnancy and postpartum care, and pelvic health. Our services also include aquatic therapy (we have a pool on-site), ASTYM program, blood flow restriction therapy, vestibular rehabilitation, fall prevention programs, motor vehicle accident care, industrial rehabilitation and work injury care, and return-to-sport and injury-prevention programs.

Conveniently located on the corner of NW 2nd Street and NW Hill Road, it is our goal to provide comprehensive physical therapy care to our growing community. We are committed to focusing on the cause of your condition, not just the symptoms, and are dedicated to helping you better understand your condition and the expectations of your rehabilitation journey.

We are an active, friendly and compassionate team of individuals who are genuinely committed to your path to recovery. We truly believe movement is the best medicine, and we are committed to helping you reach your goals, one day at a time.

Our clinic hours are Monday through Friday 7am to 7pm. For more information, visit TherapeuticAssociates.com/AbilityPT.

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WASHINGTON WINERY BRINGS FUN TO MAC TASTINGS

Jacob Williams also offers live music, events and wine club perks



For over 20 years, Jacob Williams wines have been a part of cherished moments — gracing dinner tables, enhancing holiday celebrations and bringing people together with family and friends. Jacob Williams is a family-owned boutique winery named in

honor of founder Brad Gearhart's two sons, Jacob and William. Our wines embody the rich diversity of the Columbia River Gorge, offering everything from vibrant, refreshing whites, to robust, captivating reds. What sets our wines apart

are two key factors: the premium grapes we source and the expertise of our third-generation winemaker, Peter Cushman, who captures the essence of the Columbia River Gorge in every bottle. We offer two charming tasting rooms for your enjoyment. Our

Washington location, near Wishram, overlooks the Columbia River and features expansive outdoor seating with breathtaking views of Mt. Hood and the surrounding vineyards.

Our second tasting room is located in the charming, historic town of McMinnville, Oregon. Nestled in the heart of the city's vibrant downtown, this warm and inviting space has become a beloved destination. Don't miss our summer live music series and al fresco tasting experiences on the patio.

We offer a wide selection of charcuterie boards and light bites, along with a variety of wine tasting experiences. We accept reservation and walk-in guests. We're

also dog and kid friendly.

Don't forget to ask about our Wine Club — offering huge discounts, customized releases and access to our exclusive, member only events.

Our motto is simple: Life can be stressful — wine shouldn't be. Named "Best Winery in the Gorge 2023," we're here to craft an unforgettable experience just for you.

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Photo courtesy of Jacob Williams

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MCMINNVILLE HOME RICH IN HISTORY NOW WELCOMES GUESTS

Four beautiful bedrooms and a block from Third Street

Built in 1905, this beautiful Craftsman home was the residence of Ralph Wortman for many years. In fact, his famous steam-powered Locomobile was likely kept in the basement garage. It was the first vehicle to drive to the Oregon Coast, and the first to deliver mail in McMinnville. The Wortman family established the First National Bank of McMinnville in 1883, and was the first family in McMinnville to own a car, motorcycle and an airplane.

Remodeling over the years expanded the upstairs from a single bedroom to multiple rooms. A second bathroom and parking lot were added. The sun porch, once open, was glassed in with a stunning arched window looking east. Creative Company, a local marketing and branding firm, used the home as their

office from 2001 to 2016. After updates and fresh paint, the house was opened in 2017 as a four-bedroom vacation rental.

Furnished with an eclectic mix of antiques and art, some from the time period of the house, it's ideally located just a block from Third Street. Renters have left glowing reviews about the furnishings, the home and its proximity to the exceptional food, wine, beer and shopping nearby on Third Street.

Do you have family coming into town for holidays or a wedding? Or are friends visiting who want to be close to our town's famous downtown? Instead of a motel, they would appreciate the cozy atmosphere, easy access, parking lot, and comfort of this luxurious home. Learn more and book at 726fourth.com.

MAZATLAN SERVES UP HOMEMADE MEXICAN DISHES

Tasty food for all, including vegetarian and GF meals



Come try these different combos at Mazatlan! Photo courtesy of Mazatlan

Family-owned Mazatlan Mexican restaurant offers homemade dishes along with real fruit in its bar beverages.

The restaurant serves a wide variety of plates, including those that are vegetarian and gluten-free, which were added at customers' requests. "We listen to their concerns and come up with solutions," said Jesus Galvan, owner.

Salsa, rice and beans are made daily, and other items are prepared to order. New drinks and dishes will be offered soon, as well.

"We strive to serve every guest to the best of our abilities by taking everyone's needs into account," Galvan said. "Our patrons are the pillars of support."

Galvan grew up watching his mother, grandmother and aunties cook. He became a restaurateur to carry on their legacy and honor them.

Galvan's extended family started restaurants in Washington 50 years ago, and since has expanded with locations in several communities in Washington and Oregon, opening a McMinnville location 35 years ago.

Mazatlan treats its employees like family, and most stay for years or decades. The staff is cross-trained so everyone can help customers in anyway possible, from greeting them at the door to expediting their orders.

Galvan's son, Alan, has been working with the kitchen staff for two years while attending college. He strives to make amazing dishes and help run the kitchen to the best of his abilities.

Mazatlan has been awarded Best of Mac awards several times for its food and service. That lets the staff "know the value our community places on us," Galvan said.

The restaurant is a member of the McMinnville Area Chamber of Commerce. It works with the community, Galvan said, helping it flourish by providing support to schools, churches and teams.

Mazatlan has been recognized in the News-Register, local magazines and wine and food specialty publications, as well as by patrons' word of mouth, Galvan said.

Galvan is proud to say his family are long-time McMinnville residents. His wife, Nelva Galvan, worked in the McMinnville School District for several years. Their children attended local schools and colleges.



ABOVE: Marjorie House Memory Care is specifically designed to make life as easy as possible for those with a diagnosis of dementia, including Alzheimer's.

Photos courtesy of Marjorie House

“Marjorie House strives to leave each resident with a sense of purpose, pleasure and peace”

MARJORIE HOUSE – LEADING THE WAY IN PURPOSEFUL MEMORY CARE

Marjorie House Memory Care Community has been welcoming residents and their families since it opened in the fall of 2015. Marjorie House was designed specifically to enhance the lives of those with a diagnosis of dementia, including Alzheimer's.

With many large windows that provide light on even the rainiest day, a spacious courtyard accessible from two gathering areas in the community, and sight lines designed to have a high level of visibility for safety, Marjorie House invites you in and says “Welcome Home.”

Family owned and managed, there is every effort made to give families and residents a sense of not being divided from the decision makers, but rather being a part of a team with everyone having input into the well-being of the residents.

Activities are at the center of days at Marjorie House. Like every human being, those with a dementia have a need for a purpose-driven life. Our competent,

creative Life Enrichment staff tries daily to make sure that happens. At Marjorie House, we believe each individual has potential of one sort or another until life is over. Our job is to tap that potential, serve it, and continually reassess it. That served potential can give purpose. Since the doors opened, Marjorie House has offered a Life Enrichment program for all its residents. That means staff are there seven days a week, more than eight hours a day, to “engage people in a productive way.” The community Life Enrichment staff develops monthly activity plans filled with five to seven group options residents can enjoy each day. While most activities are done in groups, one-on-one engagement between a resident and a staff member can be equally enriching, and is sometimes the most appropriate way to create a resident's sense of peace and purpose.

The nature of dementia is for the body and brain activity to decrease, often making people reclusive. But keeping

the mind and body active and engaged has plenty of positive benefits, such as helping to spark memories and increase people's physical ability. And elevated physical ability can lessen the risks, for instance, of a life-ending or debilitating fall, which is a critical concern in long-term care.

Keeping residents engaged also makes them happier. Negative behavior and depression in individuals with dementia often happen as the result of boredom, but residents who are busy and have something purposeful to do are less likely to show negative behaviors.

Administrator Jessica Graham welcomes your calls and is happy to give you a tour through Marjorie House. Let the Marjorie House staff show you that there is a way for individuals with a diagnosis of dementia to live life in safety and dignity, while receiving 24-hour loving care. Every day the staff at Marjorie House strives to leave each resident with a sense of purpose, pleasure and peace.

“... the best fudge I've ever eaten ... the truffles are just unbelievable!”

Divine truffles in incredible flavors



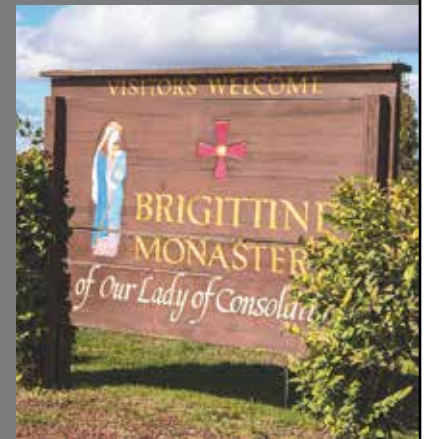
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SMALL, TRUSTED VINEYARDS CONTRIBUTE TO PIKE ROAD WINES

Mac tasting room pour Pinots, other varieties daily

Pike Road Wines, which has a tasting room in McMinnville, makes Pinot noir and cool-climate white wines and in 2025 will introduce its first “big reds.”

The winery sources fruit from its own vineyards west of Yamhill and from more than 20 small family vineyard partners from six unique sub-AVAs: Chehalem Mountains, Dundee Hills, Eola-Amity Hills, Laurelwood, Tualatin Hills and Yamhill Carlton.

Pike Road values its unique, strong relationship with its vineyard partners, which has provided grapes for its sister winery, Elk Cove, for decades.

When the Campbell family, which owns both wineries, decided to focus Elk Cove’s production on 100% estate wines, they launched Pike Road to use the amazing fruit from their longtime sources.

The family believes “great winemaking starts with great farming,” and that

leads to creating wines of “quality, value and integrity.”

Pike Road’s Pinot, Chardonnays and other wines are made by the same team as Elk Cove.

Head Winemaker Heather Perkin studied winemaking at Adelaide University in Australia. After working with Elk Cove owner/winemaker Adam Campbell for nearly 20 years, she was promoted to head winemaker at Pike Road in 2023. Her wines have received many accolades.

Pike Road, a member of “1% for the Planet,” moved its tasting room from Carlton to 701 N.E. Third St., McMinnville, in 2022.

“This community has been so warm and welcoming,” said Dane Campbell, director of retail sales. “We love the energy of Third Street and our ties with other businesses in the Mac downtown area and beyond.”

TIMMRECK & MCNICOL JEWELERS SHINING BRIGHTER THAN EVER

Over 80 year history establishes jeweler as local leader

Like a diamond reflecting a perfect spectrum of light, Timmreck & McNicol Jewelers wants local folks to know that its services span a full spectrum of the fine jewelry industry.

“We offer a lavish selection of diamonds, precious gemstones and metals and giftware,” said Dave Spalding, co-owner of Timmreck & McNicol. “We also feature a trustworthy staff with almost a century of combined industry experience.”

Spalding pointed out how Timmreck & McNicol offers a full range of repairs and maintenance of almost any kind. “We have a certified gem lab on-site,” he said.

Spalding is a Master Graduate Gemologist/Appraiser with over 40 years of experience. “We travel to Antwerp, Belgium twice a year where

we hand-pick customers’ diamonds,” said Spalding.

Spalding is understandably proud of his store’s long local history. “We’ve been serving Yamhill County since 1939 and we’ve been on Third Street for over 60 years,” he said. Spalding is the third-generation owner of the shop, with Jean and Jordan Spalding continuing the TMJ legacy as the fourth generation.

Spalding emphasized that jewelry is more than simple decoration. “It’s about sentiment, esteem, tradition and trend,” he said. Timmreck & McNicol will help customers find what best accentuates his or her individual style.

“We offer the brilliance you deserve,” said Spalding. Timmreck & McNicol is located at 428 NE Third Street. Call 503-472-6812 or click TMJMac.com.

SCOTT’S AUTOMOTIVE: YOUR TRUSTED EXPERT IN VEHICLE REPAIR

Mac native Scott Hinchcliff, experienced team stay current on latest technology, training

Scott’s Automotive specializes in expert repairs for all types of vehicles, whether gasoline-powered or diesel. Conveniently located at 2600 NE McDonald Lane in McMinnville, Scott’s Automotive is equipped to ensure that every aspect of your vehicle, from engine repairs to electrical systems, is in top working condition.

Owner Scott Hinchcliff, a McMinnville native, became an ASE Certified Technician in 1999. In 2007, he opened Scott’s Automotive, first at Highway 99W and McDonald Lane, then later moved to the current location after rapidly outgrowing the original space. “Hometown means something to us,” says Hinchcliff, who raised his family in McMinnville with his wife, Elizabeth.

Committed to giving back, Scott’s Automotive proudly supports the local community, contributing to school programs such as Grad Night, PTA initiatives and STEM projects. As board president of the nonprofit Cruising McMinnville, Hinchcliff helps raise

funds for trade school scholarships and teacher grants. “It’s a privilege to care for our neighbors and contribute to our community,” he says. The entire team greatly appreciates the support the community has shown for this local business.

Scott’s passion for mechanics began at age six when his dad brought home a dilapidated 1940 Ford Coupe for a father-son project. “I always liked taking things apart. It took me until my 20s to get good at putting them back together.”

The team at Scott’s Automotive has a combined 100+ years in the automotive industry. Service consultants Chuck, with over 30 years of experience, and Devon, with over 10 years, are ready to assist in the front office. ASE Certified Technicians Paul, Doug and Seth bring their expertise and engage in hundreds of hours of continuing education each year to stay ahead of rapidly changing technology. This dedication ensures the team is always ready to expertly service your entire vehicle and provide top-notch



Scott’s Automotive owners Scott and Elizabeth Hinchcliff support the community through the nonprofit Cruising McMinnville and various education programs. Photo courtesy The News-Register

customer care.

Scott’s Automotive is proud to be McMinnville’s only NAPA AutoCare Gold Certified repair shop. With this distinction, they offer a 3-year/36,000-mile nationwide warranty. They are also a AAA-approved repair facility, a member of the Northwest Auto Care Alliance and

certified by the National Institute for Automotive Service Excellence (ASE).

Visit Scott’s Automotive Monday through Friday from 8 AM to 5 PM. For more information or to schedule an appointment, call 503-472-9622, email scott@hinchcliffinc.com, or visit www.scottsautomotivemac.com.



MAKE AN APPOINTMENT TO VISIT THE ALPACAS

Wings and a Prayer welcomes visitors wanting to experience alpacas, Great Pyrenees guardian dogs, and beautiful gardens in the summer

Randy and Barbara Coleman established Wings and A Prayer Alpacas in 1998 with a female named “Wings.” They expected to enjoy raising animals and running a farm, and to maybe even make a little “extra” money.

Today the farm is home to about 60 female and male alpacas of nearly every color and age.

“We started with Wings and a prayer that things would work out well,” the Colemans said. “It has worked very well and we’ve never looked back.”

Randy quit his “paycheck” job as a journeyman mechanic in 2003 to operate Wings and A Prayer Alpacas fulltime. Barbara’s job as an executive secretary ended two months later, and both have been fulltime alpaca farmers ever since.

“These animals are our passion AND our livelihood,” they said.

The couple found serenity and space when Wings and A Prayer Alpacas moved to 18100 S. Highway 99W, Amity, in 2007. Their farm is surrounded by

rolling hills and numerous wineries.

Suri alpacas are available in a variety of colors. The farm offers adults, weanlings, bred females, pet/fiber animals, and packages. Its herd sires, or breeding males, have taken the farm to a new level. Females visit for breedings, and crias, or baby alpacas, can be seen in the pastures.

In addition, there’s a waiting list for Great Pyrenees puppies, which make great livestock guardians. The farm’s retail store carries alpaca fiber socks and other items in various colors, sizes and prices.

Both the store and the farm are open by appointment. Tour offerings include the 30-minute Alpacas101 and a longer AlpacaTrek that lets visitors lead an alpaca around the farm. If visiting the farm June - October you’ll enjoy hundreds of dahlias of all colors and varieties. Watch for U-Pick days.

For more information, or to schedule a visit, call 503-263-6944 or 503-310-9367, email wupalpacas@frontier.com or go to the website, wingsandaprayeralpacas.com.



Alpacas



Farm Store



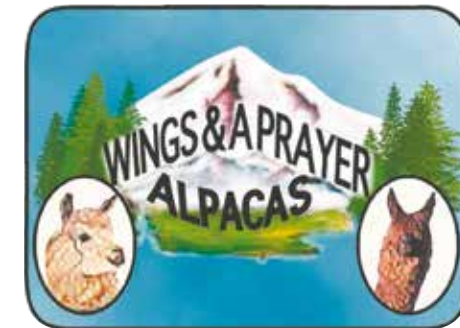
Dogs

Welcome to our farm!

Located in the middle of wine country, Wings and a Prayer Alpacas welcomes visitors wanting to experience alpacas, Great Pyrenees guardian dogs, and beautiful gardens in the summer. Easy to find, we’re on the way to everywhere you want to be in the Willamette Valley.

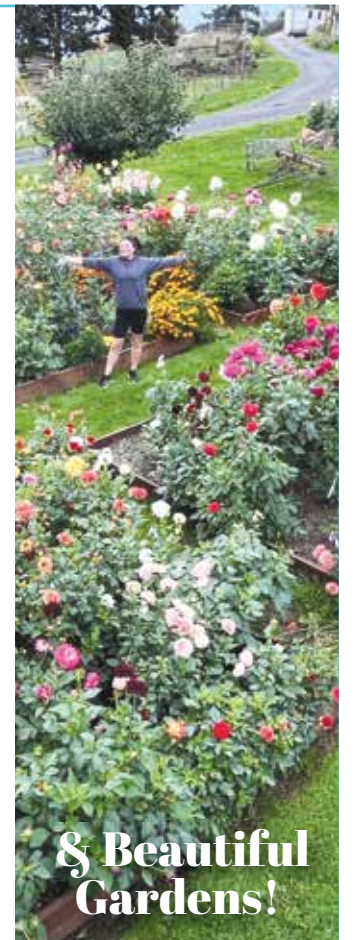
Established in 1998, we raise a herd of rare suri alpacas, specializing in quality and customer service. Alpacas are gentle animals, cousins to llamas, and are raised for their fiber.

We also raise Great Pyrenees as herd guardians. On our farm you’ll find everything from alpacas and dogs to finished alpaca products in our store and hundreds of dahlias. Our dahlias are available for u-cut and tubers are available to order in the spring.



Experience a hands on adventure and learn about alpacas in our Alpacas101. Or, take a walk on our wooded acreage, leading your own alpaca, on an AlpacaTrek!

Contact Randy or Barbara today to schedule your visit and enjoy our little slice of heaven – alpacas and dogs! See us online at alpacatreks.net or wingsandaprayeralpacas.com Visit us at 18100 S Hwy 99W Amity, OR Randy: 503-310-9367 Barbara: 503-263-6944



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Traction Tred



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Birkenstock
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Haflinger Katze Slipper



Brooks Glycerin GTS 21
Blue/Opal Men's
Running Shoe



Dansko Professional
Saddle Full Grain Clog



540 NE 3rd St, McMinnville | 503.474.3933
600 E First Street, Newberg | 503.538.4461

ShoematesMac.com



Nice comfy chairs and friendly, trained staff will help make for a welcoming shoe-buying experience. Photo courtesy of Shoemates Footwear & Repair

SHOEMATES FOOTWEAR OFFERS PERSONALIZED 'SIT AND FIT' SERVICE

Repairs, multiple footwear brands in Mac and Newberg

Our story begins in 2006, when Home Again Property Management was established. One of the commercial buildings we eventually managed was the historic Wright Building, which soon had a vacancy.

Home Again started Shoemates Footwear and Repair, and in October 2013, the shop moved to its new storefront at 540 N.E. Third St. "We took a leap of faith and began with some used repair equipment with no brands to offer," owner Tim McDaniel said.

There hadn't been a shoe store in town for awhile. Customers had to look on the internet or travel to another town for repairs and shoes, boots, sandals and clogs. Now, Shoemates conveniently offers all those things in Yamhill County.

From 1955 to 1966, young Tim McDaniel watched his grandmother run her retail business, a dress shop in downtown McMinnville. He learned how to serve people and make a living in retail products.

Shoes are different than many retail items due to the complexity of peoples' feet. Buying footwear on the internet is cumbersome and impersonal.

But at Shoemates, customers find

"sit and fit" personalized shoe sales and repairs. The sales staff is trained and welcoming. Our repairman is a journeyman in shoe, boot and leather repairs

Shoemates has earned the confidence of both manufacturers and customers. It carries brands of footwear that people want, including: Birkenstock, Brooks, Keen, Redback Boots, Red Wing, Spring Footwear, Aetrex, Naot, Clarks, Blundstone, Born, Taos, Dansko, Merrell, Chaco, Ecco, Haflinger, Pikolinos, Sanita, Wolky, Bogs, Superfeet custom inserts, and four brands of socks.

People from our community and from distant places return to see what is in our windows and on the wall, as well as for shoe repair. Shoemates is here to stay.

In 2023, in addition to keeping the store in downtown McMinnville, we leased a beautifully remodeled site at 600 E. First St. in Newberg across from Wells Fargo Bank.

"We have relied on customer service, brands, location and repairs, and we have the most essential part of retail success: the goal of serving people," McDaniel said. "Thanks to all for finding us when you need footwear and repairs."




**PASSIONATE EMPLOYEES,
FRESH FLOWER & DAILY DEALS**

www.SmoothRoots.org  [smoothroots.co](https://www.instagram.com/smoothroots.co)

Opened in 2019, and centered between Linfield University and the West end of McMinnville, Smooth Roots proudly serves the highest grade of cannabis products available. Whether you're ballin' on a budget or a true connoisseur after the finer finds, Smooth Roots' wide selection has earned its reputation as a town favorite. Led by a team of industry OG's, the vibe is apparent from the moment you open the door and are met by a charismatic crew with world class customer service (and the friendliest shop dog around). The alien-themed building and rotating exterior artwork is an added touch that puts the town's local lore on full display and makes them easy to find. If you've never been in before, don't be surprised to run into someone you know as Smooth Roots treasures its community atmosphere. Their shop is open and slinging the freshest greens from 9am to 9pm every day of the week and has on-line menus, in-store pickup, curbside delivery, and even home delivery available. Thank you to the people and town of McMinnville for making this the #1 Smooth Roots location. Smooth Roots promises to stay true to their motto, "Weed the People! Feed the People!"

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1500 SW Baker St. McMinnville, OR 97128
- ASTORIA**
491 W Marine Dr. Astoria, OR 97103
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325 SE Hwy 101 Lincoln City, OR 97367
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3005 SW Multnomah Blvd, Portland, OR 97219
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5938 N Greeley Ave. Portland, OR. 97217
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DECADES OF DELICIOUSNESS



The Brigittine Monastery in Amity is a quiet place of prayer and the home of exceptional artisan chocolate confections. For decades the monks have been perfecting their recipes for heavenly fudge and divine truffles in a growing choice of flavors and assortments.

You'll find the Monastery tucked behind a hazelnut orchard in scenic, beautiful countryside just a few miles off of Highway 18 at Bellevue and 99W in Amity.

Open daily from 9 am to 5 pm, and Sundays from 1 to 5 pm, visiting the tasting room is a memorable experience! There are always many choices of fudge and truffle flavors to sample. A stop into the tasting room gives you the chance to try new, seasonal or limited edition flavors. If you can't visit in person, please order online at Brigittine.org (except truffles can't be shipped in summer heat).

With outstanding 5-star reviews from customers worldwide and accolades

from national press, you won't be disappointed! Comments include "Delicious. Smooth and creamy and sooooo tasty — yum!"... plus, "Best truffles I have eaten! Unique and delicious!" On Yelp, "The best truffles and fudge you're liable to ever find in this world (or possibly the next), coupled with tranquil, quiet grounds and kindly people."

When you visit, stop into the church for a quiet moment, or join mass, open to the public daily (times vary). Stroll the grounds and look for herons on the lake. Founded in 1370 and dedicated to a life of prayer and work, the Brigittine Monks are completely self-supporting. This community was founded in 1976, and has called Amity home since 1986.

You can find Brigittine Monks Gourmet Confections at retailers around Oregon, including Made in Oregon, Velvet Monkey Tea, Blue Raven Farms, Coelho Winery, Incahoots, NW Food and Gifts, Harvest Fresh, and Willamina Merchants.

TEXTILE GRAPHICS IS BRINGING THE FUN!



Owners of promotional products and apparel company Textile Graphics attribute the company's success to its collaborative and long-tenured staff. Photo courtesy of Textile Graphics

Textile Graphics has been providing businesses across the nation with top-notch screen print, embroidery and promotional items for 46 Years! In that impressive timeframe, Textile has learned a lot, the most important being their industry is joyful, curious and always ready for a challenge.

Owners Katie Mealue, Amy Hoff and Daniel Zellner have attended numerous trade shows and completed a considerable amount of industry training over the years. The trio is always impressed by the energy within the industry. With their eyes on the future of Textile Graphics, this company is their passion — enjoying the job is just an added perk.

Amy Hoff loves how Textile is able to surprise people both with the quality of their work and with the low prices. "We frequently have people come in that were paying two to three times as much for considerably lower quality products. I love that we are so competitive not just with pricing, but have the experience and knowledge to produce superior items. Promo products create joy."

Katie Mealue's favorite part of the industry is the customers themselves.

"We interact with so many amazing people every day. They are so diverse in personalities, I feel like they're all my friends. I sincerely appreciate their loyalty over the years, not just in coming back with their own projects but in recommending us to their networks of business associates and friends."

Daniel Zellner attributes the company's success to its persistence of their long-term employees. "It has really been a team effort. The fun part for me is working with the team that built the business together."

Textile Graphics is a member of Promotional Products Association International and SAGE, both international organizations that support and connect the promotional products industry. This gives the well-respected McMinnville company access to practically anything a client may want their logo on. Their website, www.textilegraphicsinc.com, links to all products they are able to source.

Textile Graphics is located in the big, red building at 3555 SW Squires Way, McMinnville. Hours are M-F 8:30-4pm. Call 503-472-1493 or email amyh@textilegraphicsinc.com.

LOCALLY OPERATED UTILITY HAS BEEN DELIVERING WATER AND ELECTRICITY TO CUSTOMERS FOR NEARLY 135 YEARS



Reliability is a hallmark of public utilities like McMinnville Water & Light, provided great service at low rates, rain or shine — or in this case, both. Photo courtesy of McMinnville Water & Light

Mac W&L supports the community in a number of ways

Each October, McMinnville Water & Light celebrates Public Power Week, which is a week dedicated to highlighting the benefits customers enjoy by being served by a public utility.

McMinnville Water & Light is one of approximately 2,000 public power utilities across the country that are owned by the communities they serve and governed by their residents. That sense of community is part of our values statement: "We value our customers and partnerships recognizing our primary duty is to the people we serve. We strive to provide service beyond our customers' expectations."

That commitment to community is a common thread in some other benefits for customers who are served by a public power utility:

- Public power utilities are not-for-profit, and they provide electricity to customers at the lowest rates. McMinnville Water & Light customers should be happy to know that compared to other Oregon utilities, our rates are consistently among the lowest.

- Public power utilities invest 9 percent more of their revenues in their communities than investor-owned utilities or cooperative utilities.

- Reliability is another hallmark of public utilities. Customers of public power utilities experienced an average of 1.5 fewer hours without power than customers of other utility types in 2022, outside of major adverse events, and nearly three fewer hours without power during major events.

- Public power utilities care for the environment by buying or generating electricity from diverse sources. McMinnville Water & Light purchases 97 percent of its power from Bonneville Power Administration, and 96 percent of BPA's resources are carbon-free.

McMinnville Water & Light is proud to have been a public utility since its beginning. For 135 years, we have been woven into the fabric of this community, and that partnership has been and will always be an honor and a privilege. Thanks for supporting us, McMinnville!

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Guests enjoying the sunshine and views at Domaine Willamette. Photo courtesy of Sproutbox

TRADITIONAL METHODS PRODUCE OUTSTANDING SPARKLING WINES

Domaine Willamette offers tastings, tours of biodynamically-farmed vineyards overlooking the Dundee Hills

Domaine Willamette produces world-class méthode traditionnelle sparkling wines, aged in an underground cellar at the biodynamically-farmed Bernau Estate Vineyard in the Dundee Hills.

The winery and tasting room opened in 2022 just off Highway 99W between Dayton and Dundee.

Guests can taste the winery's sparkling wines, made using the traditions of the Champagne region of France, alongside Pinot Noirs from the Willamette Valley's Dundee Hills AVA and bold reds made from grapes grown on the Oregon side of the Walla Walla Valley.

Tours of the biodynamic gardens and vineyards are available, as are food pairings with the wine. Private events are a specialty, as well.

Domaine Willamette belongs to the Dundee Hills Winegrowers Association and the Willamette Valley Wineries Association.

The winery won a 2023 Landmark Award from the Portland Business Journal, which recognized the winery's incorporation of art pieces by Xander Griffith and Kathy Kun, among others. The award also honored its mass timber roof, solar shingles, waterfall and other

elements that evoke the landscape of Oregon wine.

Surrounding the tasting room is the Bernau Estate Vineyard, which is farmed using biodynamic practices and is certified biodynamic by Demeter.

The site's original 15 acres of Pinot Noir were planted in 1994; in 2019, the vineyard crew added nine acres of Pinot Meunier, Chardonnay and more Pinot Noir.

Jim and Jan Bernau founded Domaine Willamette in 2017, and the groundbreaking was celebrated by fellow wine enthusiast shareholders (Jim founded Willamette Valley Vineyards in 1983). Jan Bernau oversaw the collaboration between Boxwood architects, landscape designer Steven Koch, general contractor CD Redding, subcontractors, local artists and Willamette team members to create the tasting room, biodynamic gardens and underground cellar.

The cellar is key: wines are aged for at least 18 months on their lees before bottling. The hands-on approach also includes disgorgement to remove sediment, contributing to the wine's delicate bubbles, rich aromas and refined taste.



The tasting room in Historic Downtown McMinnville offers an inviting and relaxing place to explore Willamette Valley Vineyards' award-winning wines.

Photo courtesy of Willamette Valley Vineyards

TASTE WILLAMETTE VALLEY VINEYARDS IN HISTORIC DOWNTOWN MCMINNVILLE

World-class hand-crafted Pinot Noir since 1983

Willamette Valley Vineyards is a story about a native Oregonian with a bold idea. Jim Bernau was introduced to wine by the first emigrating winemaker since Prohibition, Richard Sommer, who believed it was in Oregon — not California — where he could grow world-class Pinot Noir. Looking for a lawyer to obtain licenses the state hadn't issued in over 30 years, Richard drove to Roseburg, where he hired Jim's dad.

In 1981, Jim began a search for vineyard land, finding an overgrown pioneer plum orchard in the Salem Hills. Two years later, he planted Pinot Noir, watering his vines with a patchwork of garden hoses.

While the vines grew, Jim helped Oregon winegrowers enact legislation making wineries a permitted use on farmland, establishing the Oregon Wine Board, allowing direct shipment of wine

and authorizing wine tastings in stores and restaurants.

Today, Jim has received much recognition for his work. Named "One of America's Great Pinot Noir Producers" by *Wine Enthusiast Magazine*, Willamette Valley Vineyards sustainably farms more than 500 acres of vineyards to produce small lots of estate-grown Pinot Noir.

Visit the tasting room at 300 NE Third Street in charming downtown McMinnville, where a dedicated staff will help you find your new favorite wine. The McMinnville tasting room is celebrating its 15th Anniversary this year. Call 503-883-9012 or visit WVV.com/McMinnville to reserve a tasting experience or plan your next private event.

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<p>1911</p> <p>CHUCK COLVIN FORD NISSAN</p> <p>Big enough to serve you... small enough to care!</p> <ul style="list-style-type: none"> New Ford, Nissan Automobile Service RV Service Parts & Accessories <p>1925 N. Hwy 99W • McMinnville, OR 503-472-6124 www.ColvinAuto.com</p>	<p>1912</p> <p>DOUGLAS ON THIRD BOUTIQUE HOTEL douglasonthird.com</p>	<p>1918</p> <p>DAVISON Since 1918 AUTO PARTS</p> <p>McMINNVILLE 503-472-6114</p> <table border="0"> <tr> <td>SHERIDAN 503-843-2211</td> <td>STAYTON 503-769-2141</td> </tr> <tr> <td>CARLTON 503-852-7071</td> <td>TILLAMOOK 503-842-4451</td> </tr> <tr> <td>MEHAMA 503-859-2100</td> <td>REEDSPORT 541-271-2121</td> </tr> <tr> <td>WOODBURN 503-981-3391</td> <td>LINCOLN CITY 541-994-5224</td> </tr> <tr> <td>MONMOUTH 503-838-0460</td> <td>FLORENCE 541-997-3428</td> </tr> </table> <p>WWW.DAVISONNAPA.COM</p>	SHERIDAN 503-843-2211	STAYTON 503-769-2141	CARLTON 503-852-7071	TILLAMOOK 503-842-4451	MEHAMA 503-859-2100	REEDSPORT 541-271-2121	WOODBURN 503-981-3391	LINCOLN CITY 541-994-5224	MONMOUTH 503-838-0460	FLORENCE 541-997-3428	<p>1920</p> <p>CROWN HILL FARM ENTERPRISES</p> <p>U-Cut Firewood • Locker Beef Wood • Pellet Gas Stoves and Inserts</p> <p>18155 NW Baker Creek Rd McMinnville, OR 97128 503-472-5496 www.CrownHillFarmEnterprises.com Email: CrownHillFarm@frontier.com</p>
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Willamette Valley Medical Center (WVMC) is deeply committed to providing the residents of McMinnville and the greater Willamette Valley region with top-tier, patient-focused healthcare. Since its establishment in 1904 as a one-bed hospital, WVMC has grown to offering a 60-bed acute-care hospital and is a trusted healthcare provider for the community, ensuring the well-being of generations to come.

As a proud member of the Lifepoint Health family, WVMC holds accreditation from The Joint Commission, American College of Radiology, Eon Center of Excellence, American College of Cardiology, American College of Surgeons, and various other distinguished organizations. Guided by its mission, WVMC offers a wide range of services designed to meet the needs of its patients, including a 24-hour emergency department that provides round-the-clock imaging and laboratory support. The hospital also offers comprehensive inpatient and outpatient care, including an intensive care unit, a senior behavioral health unit, family birthing center, and a wound care and hyperbaric medicine center.

WVMC has earned advanced

certification in total hip and knee replacement from The Joint Commission, further demonstrating its commitment to providing high-quality, specialized care. One of WVMC’s hallmark facilities is the H.R. Hoover, MD, Cancer Center, which specializes in radiation oncology. The center underwent a \$9 million expansion to incorporate the latest technological advancements, enhancing both patient outcomes and experiences.

WVMC strives to create an environment where talent is recognized, job satisfaction is valued and employees can effectively use their skills to provide high-quality care and services. WVMC is proud to be one of the largest employers in the area, distributing a payroll of \$57,483,944, to over 520 physicians, nurses and team members, who work diligently to serve the community.

Investing in the best possible providers is essential to ensuring access to high-quality care. In 2025, WVMC seeks to add providers in family medicine, orthopedics, cardiology, OB/GYN and pediatrics and gastroenterology.

Beyond its healthcare services, WVMC is actively engaged in the community, supporting numerous local organizations

and causes. The hospital regularly invests in secondary education, local nonprofits, and McMinnville schools, further solidifying its place as a vital institution dedicated to the health and prosperity of the McMinnville and Yamhill County.



With the support of Lifepoint Health and its amazing team, WVMC continues to advance its mission and create places where people choose to come for healthcare, physicians and providers want to practice, and employees want to work.

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