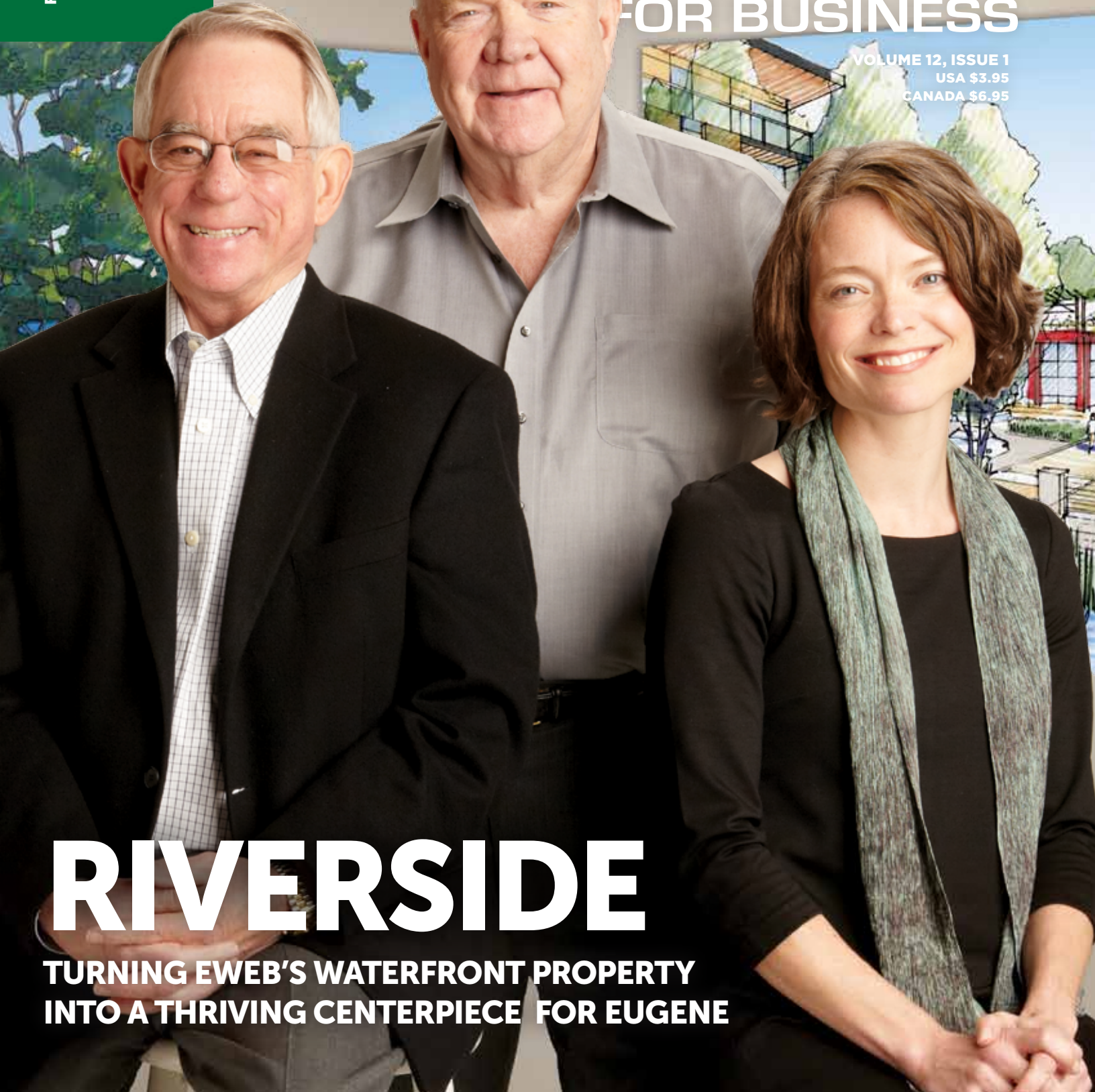


FEBRUARY/MARCH 2013

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*Pictured Tom Hoyt, manager at Speer Hoyt LLC Attorneys; Brian Obie, former mayor of Eugene and owner of the neighboring 5th Street Public Market and The Inn at the 5th; and Kaarin Knudson, project manager at Rowell Brokaw Architects*

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## CHAMBER@WORK

### Chamber's Next Level program connects new businesses with established ones

The Chamber recognizes the positive impact young professionals have on the local economy as they develop into the business and community leaders of tomorrow. The Chamber's Next Level program is designed to connect those in the early stages of their careers with established business leaders willing to share their business knowledge and advice. In 2012, young professionals gained valuable tips and advice on how to reach their professional goals from diverse local business leaders. Each speaker gave their insight about leadership, smart business practices and the important role business has in actively supporting its community.



From left to right: Gerry Gaydos, Gaydos, Churnside & Balthrop; Brian Obie, Inn at the Fifth and the Fifth Street Public Market; Jeanne Staton, Staton Companies; and Pat Straube, Dari-Mart Stores and Lochmead Dairy.



Angela Chan, Koho Bistro; Robin Brown-Wood, Alma Catering and Ibrahim Hamide, Café Zenon and Café Soriah attend meetings of the Dish.

### Dish offers connections and collaboration for restaurant owners, managers

When it comes to the business landscape in the Eugene-Springfield area, one size does not fit all. For that reason, the Eugene Chamber has created programs that offer strategic support and education for specific industries, including the "Dish," a group that brings together restaurant owners, managers and partners and supporters in the food industry. Dish participants have an opportunity to network and collaborate with their peers in their industry, and in turn strengthen the business climate as a whole.

### Eugene Chamber helps you cultivate business connections

Ultimately, it's not who you know – it's who knows you! To succeed you must continually connect with new people, cultivate relationships and leverage your network to help grow your business. The Chamber provides over a hundred opportunities throughout the year for members to expand their business networks. From monthly Business After Hours events to annual events like the Emerald Awards, Golf Classic and Business-to-Business Expo, the Chamber serves as a resource to help its members make the important contacts they need to remain competitive in today's business environment.



Enjoying Business After Hours are Jenny Bennett, Celeste Edman, Mara Hooker, Ashley Horner, Craig Wanichuk and Mike Mercer.

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## SMALL BUSINESS SPOTLIGHT

# Electricity that isn't static

Olsson Industrial Electric continues to stay at the forefront of its industry

By Stephanie Brathwaite

In the competitive world of electrical construction and automation, Olsson Industrial Electric remains at the forefront of the industry. Since 1986, the company has provided innovative solutions for advanced industrial electric projects. The company's three divisions – Electric, Controls and Engineering – provide custom design, fabrication, installation, programming and maintenance services for complex industrial electric applications.

Olsson Industrial Electric is a family-owned company based in Eugene serving companies in the hydro power, wood products, pharmaceutical and renewable energy industries. The company has customers throughout the Western United States and has worked on several projects with local companies, including: the Co-Generation Plant at Seneca Sawmill, Cougar Dam through the Army Corps of Engineers, the Leaburg and Walterville dams through EWEB, the Armory in Springfield and more.

Ike Olsson, president of Olsson Industrial Electric, says ongoing training keeps the company competitive. "In order to maintain a high level of expertise, the company provides ongoing educational opportunities and sophisticated in-house training in our own 'tech-center,'" he explains.

Olsson Industrial Electric was voted one of Oregon Business Magazine's 100 Best Companies in Oregon for the fifth consecutive year in 2012. Olsson credits the company's success to the principles on which his father, Ole Olsson, founded the business more than 25 years ago: Provide a quality product. Be ethical. Be fair. Be honest.

"He wasn't the type to take credit," says the younger Olsson of his father. "Instead, he recog-



nized that the company's accomplishments were a group effort, and praised the people around him for the successes of the company."

Olsson says his father's management style influenced him from the beginning of his career. "My father always treated employees fairly and generously, saying it was 'just the right thing to do.' From the time I began working for the company in an entry-level position while I was in high school, I saw how his appreciation of the staff helped the company succeed."

When employees are treated ethically, fairly and honestly, he says, they treat their customers with the same respect. Olsson's commitment to his father's principles is how the company has been able to create the kind of long lasting relationships that have made the company a leader in its field. ♦

**John Boettcher and Shelly Walter of Olsson Industrial Electric have seen their company voted one of Oregon Business Magazine's 100 Best Companies in Oregon for the fifth consecutive year in 2012.**



# River OF dreams

Plan for EWEB's riverfront property gets closer to becoming reality

**F**ew projects have as much potential to enrich our community as the redevelopment of EWEB's 27-acre riverfront property in Eugene, says Kaarin Knudson, project manager at Rowell Brokaw Architects.

"The Willamette River is an incredible natural amenity that flows through the heart of our city, and the EWEB site is the only part of the downtown core that touches its banks," she says. "It's a wonderful opportunity to realize the city's goal of creating a sustainable, urban 'people place' that reconnects us with the river."

Eugene came a step closer to realizing that goal in 2010, when the EWEB Riverfront Master Plan was unanimously approved by the EWEB Board of Commissioners following a year-long public planning process led by Knudson and Rowell Brokaw Architects. But the work isn't over quite yet, she says.

"The master plan was phase one. This," says Knudson, holding up a four-inch binder brimming with the land use application for the site, "is phase two."

Since 2010, Rowell Brokaw has been working with project lead Cameron McCarthy Landscape Architects and EWEB to translate



**Kaarin Knudson, project manager at Rowell Brokaw Architects; Brian Obie, former mayor of Eugene and owner of the neighboring 5th Street Public Market and The Inn at the 5th; and Tom Hoyt, manager at Speer Hoyt LLC Attorneys.**



the master plan's vision into a new Special Area Zone that will guide future design and construction on the site. If approved by the Eugene Planning Commission and City Council this spring, it puts a framework in place that would allow new development to begin as soon as summer 2013.

### A Long Time in the Making

For Knudson and many others who helped create the EWEB Riverfront Master Plan, the City Council's upcoming vote represents the last step in a planning process that has involved hundreds of community members over the past five years.

The stage was set for the master plan in 2007, when EWEB announced plans to relocate its operations to West Eugene. Recognizing the importance of the riverfront property and the impact redevelopment would have on the city, EWEB and the City of Eugene agreed on a structured planning process for the site. The agreement called for the creation of a nine-member Community Advisory Team (CAT) to work with the design consultant and the public to develop the master plan.

The Eugene Chamber helped recruit CAT members from various professional backgrounds, and the EWEB board and Eugene City Council chose the nine finalists in 2008. Chamber President Dave Hauser and Pat Johnston were selected as co-chairs and the CAT adopted a consensus model for decision making. They chose the design consultant, Rowell Brokaw Architects, and worked closely with the public over the course of the following year.

Tom Hoyt, manager at Speer Hoyt LLC Attorneys, served on the CAT and says that while reaching consensus on a project as complex and important as the redevelopment of the EWEB site can be difficult, the public planning process ensured that the master plan would meet the needs and goals of the entire community.

"The public played an integral role in the design of the master plan," says Hoyt. Row-



ell Brokaw and the CAT didn't simply ask the community to approve pre-designed plans, he says. Instead, they actively engaged over 1,000 community members through interviews, focus groups, work sessions and public meetings.

"We continually refined the concept and design of the riverfront plan by incorporating the public's desires, concerns and feedback," he continues. "It was a truly collaborative process and the result is a

master plan that is a genuine reflection of the community's vision for a vibrant urban waterfront."

### A Vision of Responsible Growth

The EWEB Riverfront Master Plan calls for a combination of public open space, pedestrian-friendly streets and new parcels for mixed-use development. Together, these elements create an active riverfront neighborhood that connects the city and the river.

### The EWEB Riverfront Master Plan includes public open space, pedestrian-friendly streets and new parcels for mixed-use development.

The plan fills a significant void in Eugene, says Brian Obie. "Eugene has a beautiful park and bike path system along the Willamette, but what's missing is an urban connection that will allow us to interact with the river as part of our everyday experience," he says.

Obie, former mayor of Eugene and owner of the neighboring 5<sup>th</sup> Street Public

Market and The Inn at the 5<sup>th</sup>, believes the key to the success of the development will be new housing. "As a community, we lack adequate market-rate living opportunities in the city center," he says. "The addition of large-scale urban housing will bring a critical mass of people to the core of the city to support commerce and create a safe, lively place to visit."

The EWEB property is a natural fit for the kind of mixed-use development that has made cities like Portland increasingly attractive to the young, educated "creative class" driving the new economy. It's located at the hub of the city's transportation network; offers easy access and views to the river; and is within walking distance of many services, workplaces and the



University of Oregon. "It will offer a unique lifestyle in Eugene that will make the city more appealing to new businesses and talent," Obie says.

The master plan also ensures that redevelopment will move the city toward sustainable growth. By concentrating population growth in the core, the site accommodates significant economic development without expanding the urban growth boundary. And, because the property is currently an industrial brownfield, Knudson says redevelopment can have a net positive impact on the ecology of the site.

"Currently, 95% of the EWEB property is paved, impervious surface," she says. "The proposal includes a riverfront buffer of green space, riparian zone improvements and guidelines for on-site storm water management and native plantings that make the plan a major step forward in terms of river ecology and the sustainability of the site."

Knudson is confident that the approved master plan accurately represents the community's vision. Equally as important, she says, is that the plan and the accompanying land use applications provide a feasible path toward redevelopment.

#### Time to Make it Happen

"It was important to everyone that we weren't just brainstorming ideas that would never go anywhere," says Knudson. "The focus was to create a strong framework that clearly articulates the community's vision while offering enough flexibility to make it attractive to potential developers."

Now, say Knudson and Hoyt, it's important to continue the forward momentum.

"Given the opportunity to proceed, the project will turn an eyesore into a diamond," says Hoyt. "It's time to make it happen."

After the initial public hearing on the land use application Feb. 5, the Planning Commission will make recommendations to the City Council. The Council will also



An aerial view of the EWEB Riverfront Master Plan property.

**"The focus was to create a strong framework that clearly articulates the community's vision while offering enough flexibility to make it attractive to potential developers."**

— Kaarin Knudson  
project manager  
at Rowell Brokaw Architects

hold a public meeting, likely in April or May, before voting on whether to adopt the code changes necessary for redevelopment.

"It's important to recognize that agreeing on a vision isn't the end of the process. Good redevelopment takes time. It needs patience and follow-through. If we, as a community, want this to move forward, we

have to stay involved," Knudson says.

Knudson encourages people to write the City Council and to attend the public hearing to endorse the project. Submitting letters to local newspapers can also help build public awareness and show the Planning Commission and City Council there is widespread approval for redevelopment, she adds.

The Chamber is a strong proponent of EWEB redevelopment and also supports the Riverfront Urban Renewal District, which will provide incentive to developers to implement the vision of the master plan.

To learn more about the plan to redevelop the EWEB riverfront property, visit the project website at <http://www.eugeneriverfront.com>. To find contact information for your city councilor, visit <http://bit.ly/RCjKri> or submit your comments to the city's public service officer at [ps0@ci.eugene.or.us](mailto:ps0@ci.eugene.or.us) or by phone at 541-682-8478. ❖

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## DOWNTOWN DEVELOPMENT



A rendering of "The Hub," a proposed student housing project on the corner of Ferry Street and East Broadway.

# A new courthouse hub

Proposed student housing project and credit union headquarters look to reshape East Broadway area

Two proposed buildings on East Broadway could bring hundreds of new jobs and residents to the city's core by mid-2015. The projects - Northwest Community Credit Union's new headquarters and "The Hub," a student housing project from Core Campus - would also connect planned redevelopment at the EWEB riverfront site to nearby downtown and university neighborhoods.

This spring, Northwest Community Credit Union plans to begin construction of its new headquarters on 1.8 acres of city-owned land at East Eight Avenue and Ferry Street. The 60,000 square foot building will house a branch of the credit union, with two to three stories of office space above. Parking, including some underground, will be provided on site. The credit union's current headquarters in Springfield will

continue serving as a branch location.

Northwest Community is seeking a code amendment to allow a drive-through teller window on the property. The company's move is expected to bring 200 jobs to Downtown Eugene and will generate property tax revenues once the sale is finalized.

South of the proposed Northwest Community headquarters, Chicago-based Core Campus is tentatively planning a twelve-story student housing complex on the corner of Ferry Street and East Broadway. Named "The Hub," the new project would include approximately 182 units varying from studios to 5-bedroom suites. The building would have about 508 residents.

The Hub, which would be one of the tallest buildings in Eugene, would also be one of its most distinctive. Based on preliminary renderings, the building would be a unique, modern addition to the streetscape of East Broadway and complement the nearby Federal Courthouse. It would feature many apartment and community amenities, including an



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Summit team members (left to right):  
Mike Mercer, Ashley Horner, Patfi Stahr and Craig Wanichek.

on-site fitness center, bike closets in every unit, covered parking and high-end finishes that would make it one of the most luxurious student housing projects in Eugene.

The Hub would also be a sustainable infill project. The property previously housed a gas station, and the new building would transform the brownfield site into an active, mixed-use block. Core Campus intends to pursue LEED Silver certification for the building.

Core Campus has applied for a Multi-Unit Property Tax Exemption from the City of Eugene. If approved, the project could be ready for student occupancy by summer 2015.

The Eugene Chamber of Commerce strongly supports the Northwest Community and Core Campus projects and believes both will have a positive influence on the vitality, economic health and aesthetic appeal of Downtown Eugene. Email your comments to the City of Eugene's public service officer at [psa@ci.eugene.or.us](mailto:psa@ci.eugene.or.us) to encourage the City Council to support downtown redevelopment. 🏡

## DOWNTOWN DEVELOPMENT

# Eugene city hall to remain downtown

In the past year, Downtown Eugene has seen a resurgence of activity as businesses reinvest in the core. In December, the City Council began paving the way for another important project in the city's center: City Hall.

After months of considering whether to stay downtown or move to EWEB's riverfront property, the Council has committed to keeping City Hall at its current location on 8th and Pearl. The decision to remain downtown is an important step toward reestablishing a central location for city services and supporting the revitalization of downtown. The Council will pursue a city hall design to rebuild on the current site while retaining the council chambers, existing parking (to the extent possible) and public art. City staff will move forward

with analysis and design work necessary to understand what the feasible options for this site are. As this work continues there will be ongoing public involvement.

The Eugene Chamber of Commerce has supported keeping City Hall downtown and is pleased with the Council's decision.

A downtown City Hall is vital to keeping thousands of jobs downtown. City employees enliven the core and provide needed support to local small businesses. Their continued presence will encourage additional development in the city's center.

Rebuilding the 8th and Pearl building also provides the opportunity to better utilize the site. For example, creating better access and public spaces at the new City Hall will increase street-level activity and

drastically improve important entrances to downtown.

A strong presence at the hub of the Eugene's transportation network also ensures that all residents can easily access City Hall's services. Just as significant, City Hall should be one of a city's most important civic buildings. Rebuilding City Hall presents a unique opportunity to strengthen the city's identity. A refreshed City Hall in the heart of town will better represent our shared vision for the community.

The Chamber will continue to engage in this process as it moves forward. To voice your opinion, contact your city councilor and attend the next public meeting. Check the city's website at <http://www.eugene-or.gov/> for updates to the City Council meeting schedule and agenda. 🏡

# THANK YOU

Thank you to the following chamber members who supported the Eugene Chamber's annual membership dinner, Celebrate Business 2013. More than 600 of the region's most influential leaders of business, government and the community celebrated the inspiring stories of business and its commitment to the region.

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**BUSINESS NEWS**

**PROMOTIONS/NEW HIRES**

*Photos appear left to right from top*

**Christopher R. Page** and **Jennilyn K. Aston** have joined the law firm of **Hershner Hunter LLP**. Both will focus on litigation and business transactions.  
[www.hershnerhunter.com](http://www.hershnerhunter.com)



The **Eugene Symphony** has elected new members to its board including **Dunny Sorensen**, president, Citycounty Insurance Services; **Dr. Matthew Shapiro**, vice president, Slocum Center for Orthopedics and Sports Medicine; **Zachary Blalack**, Merrill Lynch; and **William Starbuck** (not pictured) University of Oregon and **Ezra Alltucker**, (not pictured) Marist High School student, who will also serve on the Symphony's Advisory Council.  
[www.eugenesymphony.org](http://www.eugenesymphony.org)



**Volunteers In Medicine** has named **Dottie Chase**, FriJos, and **Joe Hawes**, Hawes Financial Group as its annual fundraising campaign co-chairs. Both longtime supporters of the agency, Chase and Hawes will lead the agency's efforts to raise nearly \$630,000 from individual donors by Sept. 30, 2013.  
[www.vim-clinic.org](http://www.vim-clinic.org)



**Café Yumm!** has hired **Marne Dunder** to fill the newly created position of assistant marketing director. He will help Café Yumm! maintain a consistent brand image.  
[www.cafeyumm.com](http://www.cafeyumm.com)

**Home Federal Bank** is pleased to announce that **Doug Earl** has joined the bank as vice president and commercial relationship manager. Based in Eugene, Earl is responsible for developing and managing commercial relationships throughout Western Oregon.  
[www.myhomefed.com](http://www.myhomefed.com)

**BUSINESS NEWS**

Prominent Eugene ophthalmologists **Dr. I. Howard Fine** and **Dr. Richard S. Hoffman** welcome **Dr. Annette Chang Sims** as a partner. Dr. Sims joined the practice in January following Dr. Mark Packer's decision to pursue a new career path.  
[www.finemd.com](http://www.finemd.com)



**Umpqua Bank** has hired **Adrienne Weiss** as a mortgage loan officer in the Home Lending Division serving Lane County. She will be working from Umpqua's newly expanded office in the Oakway Center.  
[www.umpquabank.com](http://www.umpquabank.com)



**Kelly Services** welcomes **Lindsey St. Clair**, staffing supervisor. Lindsey recruits and places temporary and direct hire employees in a variety of positions and industries in the Eugene market.  
[www.kellyservices.com](http://www.kellyservices.com)

**Charles Schwab** has hired **Christian Beck** as vice president and financial consultant for their Eugene branch. He holds his Series 7 and 66 securities licenses.  
[www.schwab.com](http://www.schwab.com)



**Pearl Buck Center** welcomes three new members to its board of directors: **Scott Bales**, Royal Refuse; **Bonnie Merten**, BJM Presentations; and **George Rogers**, Valley River Inn.  
[www.pearlbuckcenter.com](http://www.pearlbuckcenter.com)



**Nate Oeming** of **D.A. Davidson & Co.** has been named senior financial consultant in recognition of his high quality service to clients.  
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**Morgan Stanley** welcomes financial advisor **Mark Richanbach**. [www.smithbarney.com](http://www.smithbarney.com)



**Mara Hooker** has been promoted to director, marketing & business development at **Summit Bank**. [www.summitbankonline.com](http://www.summitbankonline.com)

**Springfield/Eugene Habitat for Humanity** is pleased to announce three new board members: **Ryan Bishop**, Professional Global Exchange; **Zack Hegge**, Fresh Directions LLC and **Jonathan Price**, gLAs Architects. [www.sehabitat.org](http://www.sehabitat.org)



**Lonnie Iholts** (pictured) has been appointed chief executive officer of **Siuslaw Bank**, a position held by **Johan Mehlum** since Siuslaw was chartered 49 years ago. Iholts has been president of the bank

since 2001 and was also appointed to the bank's board of directors. Mehlum remains chairman of the bank board and chairman and chief executive of the holding company.

**BUSINESS NEWS**

With its recent DBE (Disadvantage Business Enterprise) certification, **Pacific Benefit Planners** is the only agency certified for business consulting, bonding and commercial insurance headquartered in Oregon. The change in their name - **PBP Insurance** - represents a new direction. Contact Marvin Révoal, CIC; Seth Révoal, CLCS; Darby Giannone, PhD; Christine Wallace, CSR; and Anna Johnson, CISR. [www.pbpinsurance.com](http://www.pbpinsurance.com)

**AHM Brands** won a prestigious Gold Award in the Pixie Awards for a television commercial created for the 2012 U.S. Olympic Team Trials Track & Field. [www.ahmbrands.com](http://www.ahmbrands.com)

**KUDOS**

The **Oregon Community Foundation** made a total of \$1,045,000 in grants to Southern Willamette Valley nonprofits during their

recent fall grant cycle. Local recipients included **FOOD For Lane County**, (\$12,500) to support operations and to purchase an emergency generator, and **University of Oregon School of Law**, (\$100,000) to complete start-up funding for its nonprofit legal clinic.

As school districts battled budgetary woes this fall, **Kendall Auto Group** renewed its support of local schools with the Toyota Drive for Education program. Together, the Bethel and Eugene 4J districts receive over \$20,000 each month from the partnership. Community members can also earn money for their neighborhood schools by participating in the points program. Points can be earned by visiting Kendall Toyota and servicing or purchasing a vehicle. This fall, \$12,000 was divided amongst nine recipient schools including Spring Creek, Danebo, Yujin Gakuen, and Willagillespie Elementary Schools; Meadow View K-8; Shasta Middle School; and Churchill, Sheldon and South Eugene High Schools. To learn more about how your school can earn points and cash, visit [www.kendalldrivedforeducation.com](http://www.kendalldrivedforeducation.com).



A \$5,000 donation from Wells Fargo to the **Jordan Schnitzer Museum of Art** (JSMA) will help fund a unique training program for up to 30 K- 12 teachers from Lane, Linn and Benton Counties. This winter, teachers will attend two professional development workshops at the JSMA focusing on the museum's new Thinking Through Art program. The program incorporates an internationally-recognized approach called Visual Thinking Strategies that uses art to teach critical thinking, communication skills and visual literacy. Workshop participants will learn how to use this method of in the classroom. The funds will also provide follow-up coaching for the teachers.

**NEW MEMBERS**

When you join the Eugene Area Chamber of Commerce, you become part of a vibrant and prosperous community of creative entrepreneurs, forward-thinking innovators and visionary business leaders. We're pleased to welcome these new members who have chosen to take advantage of the Chamber's tools, resources and expansive network to grow their businesses:

**All Comedy 1450**  
[www.cleancorporatecomic.com](http://www.cleancorporatecomic.com)

**Alzheimer's Association - Oregon Chapter**  
[www.alz.org/oregon](http://www.alz.org/oregon)

**Ambient, Inc.**  
[www.ambientit.net](http://www.ambientit.net)

**Baker's Shoes & Clothing**  
[www.bakershoe.com](http://www.bakershoe.com)

**Barnhart Associates Real Estate**  
[www.barnhartassociates.com](http://www.barnhartassociates.com)

**Becky S. Giacomazzi CPA**  
[www.bgiacomazzi.com](http://www.bgiacomazzi.com)

**BitInc Systems**  
[www.BitIncSystems.com](http://www.BitIncSystems.com)

**Buck's Sanitary Service**  
[www.bucks-sanitary.com](http://www.bucks-sanitary.com)

**Chase**  
[www.chase.com](http://www.chase.com)

**Country Gardener LLC**  
[www.mycountrygardener.com](http://www.mycountrygardener.com)

**Cranial Path Mystery School**  
[www.shamanicbridget.org](http://www.shamanicbridget.org)

Business News covers promotions, hires, awards, business giving and business news. E-mail items to [businessnews@eugenechamber.com](mailto:businessnews@eugenechamber.com).

**Emerald Media Group, Inc.**  
[www.dailyemerald.com](http://www.dailyemerald.com)

**Ferguson Wellman Capital Management Inc.**  
[www.FergusonWellman.com](http://www.FergusonWellman.com)

**Global Delights LLC**

**Homeless Outreach Team**

**Illuminated Journeys**

**Impact Grantmaking, LLC**  
[www.impactgrantmaking.com](http://www.impactgrantmaking.com)

**Langenburg Water**  
[www.langenburgwater.com](http://www.langenburgwater.com)

**Lockwood Research**  
[www.lockwoodresearch.com](http://www.lockwoodresearch.com)

**Mary Kay Independent Beauty Consultant-Chandra Gilbert**  
[www.marykay.com/chandragilbert](http://www.marykay.com/chandragilbert)

**Meltebeke Construction**  
[www.meltebeke.com](http://www.meltebeke.com)

**OfficeMax**  
[www.officemax.com](http://www.officemax.com)

**On Demand Stress Solutions**  
[www.ondemandstressolutions.com](http://www.ondemandstressolutions.com)

**Partnered Solutions IT**  
[www.partneredsolutions.it](http://www.partneredsolutions.it)

**PBS Engineering and Environmental**  
[www.pbsenv.com](http://www.pbsenv.com)

**RallyCause**  
[www.rallycause.com](http://www.rallycause.com)

**Review Eugene**  
[www.revieweugene.com](http://www.revieweugene.com)

**RVCSA**

**State Farm Insurance-Mike Tingue**

**Strapworks LLC**  
[www.strapworks.com](http://www.strapworks.com)

**Thrivent Financial**  
[www.thrivent.com](http://www.thrivent.com)

**Universal Comfort Heating & Cooling**  
[www.universalcomforthvac.com](http://www.universalcomforthvac.com)

**ViSalus**  
[www.cassandracampbell.bodybyvi.com](http://www.cassandracampbell.bodybyvi.com)

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# EWEB redevelopment an unparalleled opportunity

**T**he creative process has been described as two objects colliding and generating a third. The former EWEB site along the Willamette River represents the collision of an unparalleled redevelopment opportunity and a good public process, creating enormous potential for our community.

I had the privilege of serving on the EWEB Riverfront Master Plan Citizen Advisory Team (CAT) with seven other community members. Working from a foundation of shared principles, we selected a design team to lead our efforts and together with our consultants embarked on the creation of a master plan for the property.

To avoid the unproductive "parks or development" debate, we worked hard to identify and articulate common goals. Hundreds of community members participated in interviews, a design charrette, presentations and public workshops, giving us critical insight and feedback. The resulting vision carefully balances our community's love for the river with high quality development and public spaces that celebrate what makes Eugene unique.

Most understand that our community's social, ecological and economic goals are interdependent. We cannot advance our aspirations for more sustainable development if projects never get off the ground because fiscal realities and economics were ignored. While developing the master plan, we tried to think big while keeping a firm grip on reality. Improving public access that safely accommodates everyone; balancing mixed uses that complement downtown and other neighboring districts; interweaving new development with a restored riparian environment; and creating flexibility to allow new ideas to emerge over time were key components.

The master plan was unanimously endorsed by the CAT and approved by the EWEB Board of Commissioners in 2010. Since then, design consultants have been developing a land use application package that will pave the way for new residential and commercial development downtown, places to eat and shop along the river and new open space for the public to enjoy.

If approved by the City Council, the EWEB Riverfront Master Plan will create a clear, prominent connection between the river and downtown. As we continue to shake off the lingering effects of a down economy, it's also important to recognize the economic benefits offered by the plan. The sale of the EWEB property will create value for ratepayers, and along with several bold developments proposed for the Courthouse District, redevelopment of the EWEB site will spur further economic development in the heart of Eugene.

Our community generously contributed thousands of hours of time to create an EWEB Riverfront Mater Plan with broad public support. It's time to honor this effort by moving the land use application forward and committing to continuing to work together to achieve our vision of a vibrant waterfront destination that connects downtown to the river.

*Dave Hauser is the president of the Eugene Area Chamber of Commerce, an award-winning 1,100-member organization dedicated to promoting a healthy local economy.*



Hauser



My name is Cale Bruckner, and I'm the Vice President of Concentric Sky. Our company creates apps and websites for companies and people on the move.

The internet. Mobile apps. Information at your fingertips. We live in a fast-paced world. Being in Eugene allows us to keep up, but still enjoy a great culture of creativity, innovation and inspiration. It's the perfect place to call home while serving clients all over the world.

To help them create and maintain their presence, we need to be able to move quickly too.

That's why we use the Eugene Airport. In a world that never stops moving, it fits my pace.







**Eugene Area  
Chamber of  
Commerce**

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