

# Distiller's Corner

## Fostering Partnerships, Enhancing Experiences and Collaborating for Success

Here at Eastside we are no strangers to the idea and potential of local partnerships. The synergy created from working collaboratively results in greater accomplishments, greater reach and greater growth than working on one's own could ever hope to achieve. Collaboration is by far one of the most beneficial marketing strategies for a small business and can also be one of the most fun.

We know Portland is widely celebrated as the 'city of dreams' where anyone and everyone is welcome to jumpstart their futures because this is the city that nurtures every idea as if it were the best idea. There is no shortage of creative folk here. Luckily for us we find ourselves in the throngs of new industries that mirror our own ideology. That is the belief that what is good for the goose, is good for the gander.

Here are a couple of local businesses that you may have heard of that we at Eastside are proud to call partners and friends: Secret Aardvark Trading Company, Portland Roasting Company, Gilgamesh Brewing, Reed's Ginger Brew and The Bitter Housewife Bitters. These businesses represent all that is good about this city/state with their pursuits to create something inspirational and high quality all the while staying truly committed to the use of local resources. I love to give shout outs to these guys! It only takes a phone call, or email, to generate great connections between enterprises. Did you know that Secret Aardvark uses Burnside Bourbon in their Drunken Garlic Black Bean Sauce? Or that I used the Gilgamesh Hop Scotch Ale as a base for my wildly popular Bier Schnapps? It is true! These pacts were very deliberate! There are way cheaper options out there but we chose to support each other because support is exactly what keeps a business thriving!

I truly believe that a genuine effort to integrate into one's community is the main ingredient in the recipe for success. As a professional whose business has experienced exponential growth in the last few years I would be negligent to not thank those like-minded individuals and companies who have joined us in our venture and ultimately enhanced our overall professional and personal experiences. We hope you, our Eastside family, are as proud as we are to know our neighbors. As an admitted English major I'll share a quote that sums up my sentiment here: "Alone we can do so little; together we can do so much." – Helen Keller. And do we shall.

Cheers,

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