



Hood River Airport Days and Fly-In Approaches

Hood River's most popular airport event is scheduled for September 16th and 17th. Event highlights will include antique aircraft, military and emergency vehicles, classic cars and hot rods, remote control model displays, kite demonstrations, and World War II memorabilia.

Hood River Airport Days is a free public celebration of the local airport community, and its importance to the local economy. The Ken Jernstedt Airfield is significant to local business, agriculture, search and rescue, and medical emergencies. The event began in 1995, and alternates annually with The Dalles Airport.

Event sponsors include the Port of Hood River, DaKine, Exxon, Full Sail Brewing, and Vagabond Lodge.

For more information, contact Flightline Services at (541) 386-1133, or visit online at www.flythegorge.com.

Community members will enjoy close up views of aircraft and other activities at the upcoming Hood River Airport Days.

Friday, September 16
5:00 p.m. – 10:00 p.m.

Dinner • Silent Auction • Airplane Contests
Hangar Dance

featuring the White Salmon Jazz Band

Saturday, September 17
7:00 a.m. – 5:00 p.m.

Airplane Displays • Airplane Rides • Fly-bys
Breakfast 7:00 a.m. – 11:00 a.m.
Barbecue 11:00 a.m. – 4:00 p.m.

PORT OF HOOD RIVER

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Laurie Borton & Melissa Child handle boat slip rental and public boat dock use at the marina

Marina Fuel Pump Repaired

Marina continued from page 1
for boats 30 to 45 feet and boats exceeding 45 feet, also consisted of a few names each.

The Hood River Marina guest dock is available for short stays, for a small fee dependent on boat length. The Oregon State Marine Board, however, prohibits guest dock stays exceeding three days.

Borton suggests boaters interested in moorage next year contact the Port office early, and keep checking in. "People will want to start thinking about moorage in Hood River a little differently," Borton says. She says it is possible this issue will be discussed by the Port Commission in strategic planning, as well.

The busy year at the Hood River Marina occurred with a major inconvenience. A defective fuel pump meant fuel was not available to boaters at the Marina most of the summer.

The Port of Hood River took over the Marina fuel concession when Mid-Columbia Marina moved from Port Marina Park. At that time, Port maintenance personnel discovered the pump was not functioning properly.

Though the Port worked to replace the pump, it was not until early September that full operations resumed.

When the Port received word a \$155,000 grant to Oregon State Marine Board for a new fuel system and dock was

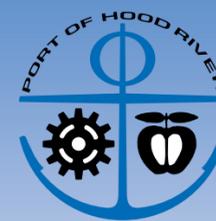
not forthcoming this year, Port Executive Director Dave Harlan requested the Commission approve funds immediately for fuel pump replacement parts and repair. Unfortunately, parts were not easily obtained, and some obsolete pieces had to be manufactured.

"The timing for this to occur was horrible," expresses Port Finance Manager Linda Shames. "But the circumstances were frustrating and involved a multi-level electrical problem that required additional expertise and time to repair."

The Port hopes to receive the grant, funded by boater registration fees, next year. "The Marine Board feels it's an important project because Hood River

Marina is the only public fuel on the river between Troutdale and Umatilla, with limited service at The Dalles," says Shames. "Any funds we put into the current fuel pump for operations will count as match for the grant."

Now that the pump is operable, the Port has contracted with Hood River Shell for fuel service. Terry Joyer, manager at Hood River Shell, says the fuel dock will be open seven days a week, from 8:00 a.m. to 6:00 p.m. Boaters will use a direct phone line to contact the Shell station, alerting an attendant to the dock. "They will get there within a few minutes, but there won't be an attendant at the pump at all times." Joyer says only credit card payment will be accepted at the Marina fuel dock.



PORT NEWS

Summer/Fall 2005

Marina Slips Fill Early

The Port Marina has experienced an unusual but welcome phenomenon this summer: high demand. Moorage at the Marina reached seasonal capacity earlier than ever before, by June 30.

"Our moorage usually peaks in late July or August," according to Marina Manager Laurie Borton. "Last year we didn't fill up until late August. The previous year, two slips were available throughout the summer."

Borton, who has worked for the Port of Hood River nearly five years as Office Specialist/Marina Manager, says the result of this year's high demand for moorage is that those who obtained slips are very happy, and some who did not are dissatisfied.

The Port of Hood River offers two options for mooring boats under 30 feet. Annual moorage costs \$625, or month-to-month moorage is available for \$80 per month. The Port rents slips on a first-come-first-served basis.

The Port's 152 slips include 11 boathouse slips and nine floatplane slips. Of the 132 other boat slips, 98 tenants, or approximately 74 percent, moor year-round. That leaves only 34 slips for monthly tenants. Some accommodate boats between 30-45 feet, while only two end slips can accommodate boats over 45 feet.

When slips are full, the Port creates a waiting list. This summer's waiting list reached 23 people for boats 30 feet or less. The waiting lists

Please see Marina on page 4

Local officials show gratitude for federal funding



The Port Commission, with city and county officials, welcomed Senator Ron Wyden to the Port of Hood River on August 18th. The Senator, in Hood River for a Town Hall meeting, stopped by the Port office for a reception and tour of the future vehicle and pedestrian bridge site north of Interstate 84.

The Port extended thanks to Senator Wyden for his support of \$900,000 federal SAFETEA-LU funding the Port received for preliminary engineering and design of the Hood River Frontage Road Crossing Project. Senator Gordon Smith and Congressman Greg Walden were also instrumental in securing the federal funds.

The new bridge, though years away from completion, will link two local access roads running parallel to I-84, enabling local traffic to bypass the Interstate, and eliminating up to 4,000 Average Daily Trips (ADTs) that currently enter and exit the freeway at Exits 63 and 64.

"This will also allow travel between the east and west sides of the Hood River waterfront, and enhance future economic development as we move forward with planned

development of our waterfront," relayed Port President Sherry Bohn at the meeting with Wyden. "This project will substantially reduce congestion now being experienced at Exit 64 and remove what is now recognized as a transportation safety issue when traffic literally backs up on the freeway."

Oregon Department of Transportation (ODOT), which endorsed the project during its recent series of public meetings designed to improve traffic flows at Exit 64, estimates the overall cost of the new vehicle and pedestrian bridge will be between \$4 to \$6 million. An analysis of this problem by the Port's bridge engineering firm, HNTB, was provided to ODOT during its study. They both concluded that a combination of factors causes the backups at Exit 64, but that getting local trips off of the freeway is the

Above: Senator Ron Wyden, with Port Commission President Sherry Bohn, discusses local plans with a gathering of Port, city and county officials (pictured below).

critical factor. Improvements to the Toll Plaza and electronic tolling are in the planning stages. Current plans for the proposed new Hood River crossing call for preliminary design, engineering and permitting to occur next year. Final design should occur in 2007, with construction beginning in late 2007 or early 2008.

The Port of Hood River plans to explore options for relocating the existing foot bridge closer to the mouth of the Hood River, and including it in a new waterfront pathway.

Branding Initiative Capitalizes on Gorge identity



Recognizing that existing local companies are essential to the Gorge economy – and that the products they create are among the best in the nation – the Port of Hood River has joined forces with the area's ports to establish a Columbia Gorge brand that reflects the region's quality, life and style.

These Gorge products will receive special attention in October at the Hood River Valley Harvest Fest, helping to launch the new regional branding campaign. The Port is working closely with Hood River County Chamber of Commerce to highlight local products at one of the region's most popular events. A regional non-profit, Renewable Northwest Project, will sponsor the display. Working with the Port, county and other local groups, this energy program is following along the lines of the Gorge Branding Initiative by developing renewable energy as part of the region's identity. Through a partnership with Pacific Power's Blue Sky renewable energy program, a growing number of local residents, businesses and manufacturers are choosing to offset their electricity usage with wind, solar and biomass electricity. The group also will purchase enough wind power to offset 100 percent of Harvest Fest's electrical usage.

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Cardinal IG Held as Model at Environmental Conference

Excellent environmental stewardship by Odell's Cardinal IG operation was a model last month during the 2005 Oregon Brownfields Conference when steps to revitalize a former mill site were reviewed before a crowd of about 100 economic development and environmental professionals.

Opening of the insulating glass facility marked a milestone for Cardinal and Hood River County: Cardinal had never redeveloped an existing industrial site, and effective support from the county, the state and the Port helped in overcoming a variety of environmental challenges.

Explaining the process at the August 23-24 downtown Portland conference were David Windsor, Cardinal IG plant manager who led the company to Hood River; Bill Fashing, Hood River County Economic Development coordinator who worked diligently at local and state levels to resolve potential issues; Mark Yinger, the environmental specialist who identified both environmental problems and solutions; and Brent Leslie, who leads Sitts and Hill Engineers' industrial and structural engineering departments and assisted on site assessment and technical issues.

Oregon Economic and Community Development Department's Carolyn Sanco, who helped with state support on Cardinal's Odell project, moderated the



Cardinal IG Plant Manager David Windsor explains how his company redeveloped a portion of the former Lower Hanel Mill. Looking on are (from left) Bill Fashing, Mark Yinger and Brent Leslie.

presentation. Panelists noted two other state officials – Oregon Department of Environmental Quality's Katie Robertson along with Oregon Department of Land Conservation and Development's Rob Hallyburton – were instrumental in the project's success.

After selecting the former Lower Hanel Mill as a preferred site in January 2003, Cardinal IG undertook an aggressive 10-week schedule to identify and clean environmental problems. The plant required removal of a commercial orchard adjacent to a former lumber-processing mill.

Issues with past storage of pesticides and herbicides were addressed, and the orchard was sampled to ensure past applications of these chemicals were not a threat to human health or the environment. About 900 cubic yards of petroleum-contaminated soil were removed and cleaned.

This partnership kept the Cardinal project on track. At groundbreaking ceremonies in August 2003, Cardinal President Roger O'Shaughnessy

pledged his firm would remain an environmentally friendly neighbor.

Following up on that promise, the company has planted 300 trees along Highway 35 near its new plant, repurchased and recycled 80,000 tons of broken glass annually, and relied on reusable, efficient packaging and transportation methods.

Today, Cardinal employs 164 local residents on the former mill site. "Many of the people who work for Cardinal used to work at the mill. I'm only too happy to keep them here," Windsor told the Brownfields' audience.

This was the fifth annual Oregon Brownfields Conference, which had a goal of cleaning former industrial sites for new jobs. About 250 professionals attended the event, held at the Portland Hilton and Executive Tower.

"Many of the people who work for Cardinal used to work at the mill. I'm only too happy to keep them here,"

Cardinal IG Plant Manager David Windsor

Major Windsurfing Competitions Drawn to Event Site

Though recent growth in kiteboarding has garnered attention on the Columbia River, this past summer proved the Columbia Gorge is still a world-class venue for windsurfing competitions. Two major back-to-back windsurfing events drew competitors and spectators to the Port of Hood River Event Site recently. The U.S. Windsurfing Nationals took place from July 25-30, and the Formula Experience World Championships ran from August 1-6.

VMG Events, with a solid track record for successfully running the local Gorge Cup races the past three years, organized both contests.

The Windsurfing Nationals drew 122 competitors, including top racers Phil McGain, Devon Boulon, Jesper Vesterstrom and Bruce Peterson. The highly anticipated live coverage on ESPN occurred on a windless day, but nonetheless showcased Hood River, and the state of

Oregon. Footage from the previous training day was used for three ESPN broadcasts on July 26th.

The calm weather was followed by three days of strong wind in the 20-plus miles per hour (mph) range, with gusts measuring up to 38 mph for some action-packed slalom and Formula racing.

Scotia Bauer of VMG Events said that in addition to the 122 competitors, untold numbers of coaches, support crews and families helped boost the local economy as a result of the event.

Bauer surmises the event will return to the Gorge within two or three years. "Typically, they try to rotate the Nationals on a three to four year cycle. Darren Rogers organized the Nationals in Hood River in 2001," Bauer explains. "Last year it was in San Francisco, next year Maui. The Gorge delivered the wind and made this

Branding *continued from page 1*

Created by the Columbia Gorge Economic Development Association (CGEDA) with professional marketing assistance from Hood River's Rains Marketing, the Gorge Branding Initiative is designed to distinguish quality products made in the Columbia River Gorge, from Goldendale to Stevenson, Mount Hood to Mount Adams.

Over 40 local companies signed onto the Gorge Branding Initiative campaign when the project began last spring. Their products will be on display at the 23rd annual Hood River Valley Harvest Fest, which will be held Friday through Sunday, October 14-16, at the Port of Hood River Expo Center, located on the Hood River waterfront.

New companies that register by October 1 can participate, too. It's easy to sign up for

the free program. Simply visit the Columbia Gorge Economic Development Association's web site, cgeda.org, and click on the Gorge Branding Initiative logo. Businesses can sign up at the Harvest Fest, too.

"What's unique about the Columbia Gorge is the number of people producing their own products," explains Rains Marketing principal Gary Rains, noting his firm has identified more than 200 different companies that are manufacturing, distributing or selling goods and services produced right here.

"From the first time this initiative was presented to me in a focus group, I have been excited about the idea of 'branding the Gorge'," says Glenn Taylor, owner/broker of Windermere/Glenn Taylor Real Estate, a key Gorge brand supporter. "We believe 'it's about community,' and

this is a perfect way to support the entire region."

"People look up to and admire the Columbia Gorge," explains Steve Gearhart, owner/president of Coyote Manufacturing in The Dalles, who is an early participant in this CGEDA initiative. "They come here to play, and many want to come here to live. I think consumers will seek out products made in the Gorge," Gearhart adds.

Every company relies on its own marketing efforts, but little has been done to join the Columbia Gorge region together under a single promotion. This Gorge Branding Initiative is designed to change that.

One local example is Hood River County-based The Fruit Company, a fast-growing firm that specializes in high-end fruit gift baskets. It incorporated the Gorge brand in its packaging this summer. "We are the biggest mail order shipper in the Columbia Gorge," notes Scott Webster. As a result, the new Gorge brand will be seen all over the United States.

When businesses register at cgeda.org, they can download the Gorge brand logo that can be applied to existing product labels. For instance, Hood River's Full Sail Brewing Company plans to include the brand on its six-packs, while Stevenson's Galaxy Manufacturing will add the mark to the label it attaches to the medical garments it produces.

"The consumer can already find The Fruit Company, Galaxy Manufacturing and Full Sail Brewing Company products, but they may not know that these businesses are from the same region," Rains notes.

"The Columbia Gorge hasn't differentiated itself from the rest of the state. The

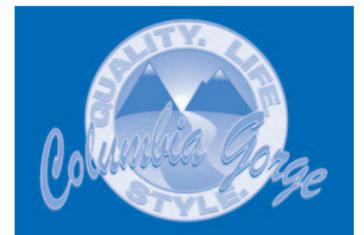


Port Commissioner Don Hosford chats with downtown business owner Chris Strader at spring's Gorge Branding Initiative rollout, held at Full Sail Brewing Company.

Columbia Gorge is a unique, geographically rich area. The Gorge Branding Initiative mark is designed to pull this together," he explains.

The CGEDA is an economic cooperative effort of the Columbia Gorge's five Port districts – Cascade Locks, Skamania, Klickitat, Hood River and The Dalles – along with the economic development agencies in Skamania, Klickitat and Hood River counties, and corporate participation by Sprint. The Gorge Branding Initiative logo is available in full color and grayscale in two different sizes, along with usage standards and support from Rains Marketing.

More information is available by visiting the CGEDA web site, or by contacting Port of Hood River Marketing Manager Mike Doke, (541) 386-1645.



Early participating businesses in The Gorge Branding Initiative include

- Full Sail Brewing Company
- Windermere/Glenn Taylor Real Estate
- Coyote Manufacturing
- Galaxy Manufacturing
- Gorge Gifts
- Skamania Lodge
- Hood River Hotel
- Rains Marketing
- Advanced Navigation and Positioning Corp.
- Baldwin Creek Solutions
- Nick Rains Photography
- Erin Glenn Winery
- AD Herb
- Meadows Outdoor
- Lynn Weyand Photography
- The Insitu Group
- AeroPrint
- The Fruit Company
- Azure Standard
- Indian Creek Golf Course
- Ray Klebba's White Salmon Boat Works
- SonShine Farmers
- Golden Key Real Estate
- TLC Outdoor Wear and Fabrics
- Mid-Columbia Broadcasters
- KODL AM
- Good Fortune Farms Alpacas
- Hood River Lavender Farms
- Blue Dog Mead
- Pheasant Valley Vineyard and Winery
- Hood River Tours
- Woodrich and Archer e-Service
- Buddha Belly's Teriyaki
- Wildflower Café
- Hazel's Soaps and Things
- Sandhill Cottages and No. 7 Coffee Company Roastery
- NatJulie Great Products
- Rainbow Gardens
- Misty Mountain Naturals
- Meadows Mountain View Farms
- BRC Mountain Goats



Participants and spectators at the U.S. Windsurfing Nationals were treated to some classic Gorge conditions.