



Salem Climate Action Plan Raises Major Concerns for Local Salem Business Community

By Tom Hoffert, CEO of the Salem Area Chamber of Commerce

In 2018, Salem City Council called for the preparation of a climate change plan in their 2019 Policy Agenda to stem the effects greenhouse gas emissions have on our community. The resulting efforts from this goal progressed into the assembly of the City of Salem's Climate Action Plan Task Force.

What is a Climate Action Plan?

In 2018, Salem City Council called for the preparation of a climate change plan in their 2019 Policy Agenda to stem the effects greenhouse gas emissions have on our community. The resulting efforts from this goal progressed into the assembly of the City of Salem's Climate Action Plan Task Force.

What is a Climate Action Plan?

The Salem Climate Action Plan is a strategic plan which seeks to mitigate and adapt to the effects of climate change. The plan has been developed over the course of 18 months with the partnership of a task force consisting of 40 volunteer members, representing across-section of vested leaders

and their represented organizations. The task force served to provide guidance in strategic initiatives for the city council to consider at their December 6th Council meeting. In addition, the City of Salem hired a consulting group based out of Nebraska, named Verdis Group, to help shepherd the process. The task force developed a comprehensive list of strategies to provide the city with direction on how to meet the overarching mission of greenhouse gas emission reduction. This process was broken into numerous stages, from visioning and community engagement to its current stage, implementation. A business community concerned Though many of the strategies currently contained in the draft Climate Action Plan may be necessary to create a cleaner environment, a particular proposal raises major concern for Salem's business community. A proposed ban on natural gas hookups for new residential and commercial developments leaves a substantial and affordable power source out in the cold. The current strategy proposal notes a ban on new development only. The larger Climate Action Plan alludes to an

all-out ban on natural gas at a point in the near future. Natural gas provides Salem residents and businesses with a highly affordable, reliant, and resilient power generation source to heat homes, appliances, and buildings. The cost of retrofitting an industrial building would be extremely costly in and of itself, with the month-over-month cost of a fully electric grid would create a major ripple effect in businesses operating costs. This impending threat could force many of Salem's processing, manufacturing, and restaurant/hospitality employers to seek refuge outside of Salem. The loss of these stable living wage jobs would have significant impacts on our local taxing entities and stunt future investment into our city.

If natural gas is a vital energy source for local businesses, why would Salem wish to ban it?

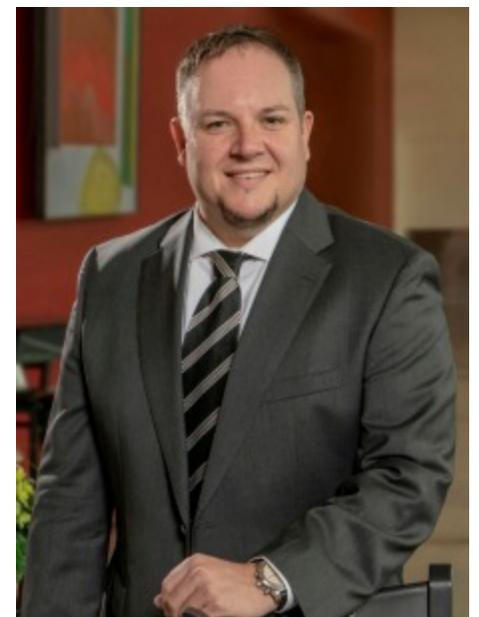
Many members of the city's task force felt, without question, the only way Salem can be net-zero on emissions by 2050 is through an unprecedented approach of passing policies which ban natural gas usage in Salem. This theory relies on a premise that innovation of renewable natural gas resources and carbon-capturing technologies will not be in existence at some near point in the future.

Additionally, the process did not account for the current state rulemaking, in which the Oregon Department of Environmental Quality (ODEQ) is set to put forth for natural gas utilities early in 2022. This rulemaking will define how the state will reach carbon-neutral by the year 2050. I was disappointed the task force was unwilling to reconsider a strategy proposing a ban on natural gas a few more months to gain this clarity from the state, as a fully informed task force would be much more impactful than

operating under speculation of the state's rulemaking.

Concluding Thoughts

At the Salem Chamber, we believe in helping local businesses prosper so our entire community may thrive. We adamantly advocate for an inclusive, strong, and sustainable economic foundation, allowing our residents to receive paychecks and proudly call Salem their home. A key component to this belief is intentional work in ensuring Salem is livable for all those who currently reside here and for those who may someday wish to relocate their family or business to our community. The hope is to find ways to provide businesses with incentives to achieve our community goals in reducing our greenhouse gas emissions. We caution against the prescription of regulatory policies which would have a catastrophic effect on downstream economic forces. The displacement of local employees and businesses to outside communities without similar regulations is troubling for a healthy economic ecosystem in Salem. As servant leaders, the Climate Action Task Force and City Council ought to find the most pragmatic and sustainable policies in serving our residents. I encourage readers to track this developing conversation at www.salemchamber.org and by engaging within our organization as a member. We are proud to represent over 1,000 local small businesses and their over 40,000 employees



Tom Hoffert

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SALEM YOUTUBER GROWS CHANNEL INTO BUSINESS



MattyTingles, a West Salem, Oregon resident, and online content creator, has grown his Youtube channel into a full-grown business by helping millions of people with his content.

MattyTingles created his YouTube Channel in 2015 and it has been his full-time job since 2018. Since then, his channel, "MattyTingles" has grown to more than 500,000 subscribers and over 80 million views. "I started this channel as a fan of the ASMR genre and it's turned into a full-on business. I just hired my first employee, a personal assistant, which has been life-changing to me and the business," said MattyTingles.

Millions of viewers mainly go in search of his ASMR content. ASMR stands for Autonomous Sensory Meridian Response and is the medical term for the sensation someone gets, for example, when a person is drawing on someone's back. MattyTingles blends the methods of ASMR with trending internet themes. His most popular videos include him role-playing characters while using specific techniques to gain the sensation of ASMR for his viewers. "Since 2017, ASMR has been one of the highest searched terms on Google in the world. I'm an analytical person so I saw an opportunity and ran with it," MattyTingles said.

It isn't just the subscribers and views that MattyTingles has gained through his career. With the success of his channel, his brand manager (Ben, at Human Media

landed partnerships with major brands. These brand deals sponsor his content and are a main source of income for his business. Some of the major brands include Audible, Method Soap, Reese's and Dollar Shave Club. This year, with the expanding business, MattyTingles decided to build MattyTingles LLC. "The brand deals are where the real money is to be honest. Once I started working with these major companies, I felt it necessary to create an LLC," said MattyTingles.

The business will continue to put out content weekly with the hopes of hiring staff to help grow over the coming years. "This is the kind of business that you get what you put into it. I've been lucky enough to have my dream job for almost four years. It's a very exciting time right now," MattyTingles said.



Oregon is the nation's 3rd most inbound population state

Oregon is the third most popular place for people to relocate, according to the national moving chain Mayflower, which releases data on inbound and outbound migration among the 48 contiguous states. The top state for relocating was South Carolina, followed by Idaho and then Oregon, according to Mayflower. According to just-released data from the U.S. Census, the Hispanic population is growing faster than the general population. This can be attributed to both strong family growth by current residents and by inbound migration as cited in the Mayflower study.

A majority of people who moved west cited the weather as their top reason and the restaurant scene as their second. This means it is even more imperative that Oregon should work diligently to protect its fragile hospitality and restaurant industry after the devastating impact of the Covid-19 pandemic. Just as virus rates are declining, restaurant owners are now facing new problems such as labor shortages, inflation, and a supply chain crisis. Oregon as the nation's third greatest population in-migration state means our small businesses must have the resources, protection, and support to meet these rising population demands.

Another reason why people migrate to Oregon is our vibrant outdoor life. Nearly seventy percent of millennials in the

Mayflower survey said they sought access to green spaces, parks, and trails.

A June 2021 Benzinga.com report listed New Jersey, New York, and Illinois as the states with the greatest outbound populations. This is a reminder that if we do not protect small businesses or working families, they will leave the state

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November 5: Greeters Networking ~ Hosted by Styled Pink Boutique
November 8: Forum Speaker Series 2021-22
November 11: Ribbon Cutting - Quantum Light
November 12: Greeters Networking ~ Hosted by Blanchet Catholic School
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The Importance of Leadership in a Hybrid Team Environment

There has been a significant increase in remote working which has been caused by the pandemic. Despite the increase in remote working, the requirement for communication within a business has not reduced, and it is more important than ever to maintain communication primarily for the sake of team morale, as well as for business purposes.

The usage of applications such as Zoom, Teams, and Skype has skyrocketed in the last year and a half. It is now more important than ever that leaders stand up and take ownership of their ability to lead teams through productive periods of time. However, to do that they need to fully understand the dynamics of a hybrid working environment.

Leading Remotely

When the pandemic hit and people were confined to their homes for remote working, many managers around the world became wary of the potential challenges of remote working. There were aspects they had not experienced before - a lack of supervision, lack of information transparency, and employee isolation.

Company culture became a big aspect of how leadership teams responded. Companies whose cultures dictated an attitude that lacked trust in employees meant that they were not willing to gauge performance through

results alone. Many managers felt the need to schedule many meetings throughout the day in order to keep tabs on their employees.

Unsurprisingly this method of leadership does not work, and employees found management teams to be forceful and micromanaging.

To successfully lead remotely, trust is an incredibly important aspect of your role as a leader. There is an element of balance as well. Balancing connectivity, team building, mental health, and management of people. They are all essential cogs within the wheel of hybrid working, and it is incredibly easy to have one cog out of balance with the others.

Remote Empathy

Empathy is an important skill as a leader. However, with employees working remotely, that requirement has become more difficult, as you lack the personability of being able to discuss problems and challenges with people in person. Employees can naturally become more closed up over the phone or a video call, rather than a discussion in person.

As a leader, you should acknowledge the challenges that your colleagues may be facing, and display empathy and support to them, and show that you are willing to help no matter what. The key in this day and age is to be able to display that level of support and empathy through virtual mediums.

Expanding your Leadership Skills

Sometimes it is worth looking to an expert in leadership and team management, such as Lucy Escobar who is a certified John C Maxwell Coach. Lucy provides DISC assessments, which are the most popular behavioural assessment offering a simple solution with profound results. This allows you to identify the behavioral styles of others and adapt your communication to develop yourself as a leader. Lucy has over 20 years of experience in this field and has worked with many entrepreneurs and leaders to guide them down the path of leadership success.



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Commercial Real Estate: Local Monthly Report

We're excited for the opportunity to be the first to share our observations on Salem's commercial real estate market with the Salem Business Journal. As leaders in Salem's commercial real estate community, we believe the City of Salem is on the brink of a great opportunity to create a safe, clean, interactive, and inclusive city for its businesses and residents. Making it a prime opportunity to rethink and redevelop the city of Salem for the future.

As the state capital, Salem has the stability of government employment, while being moderate in size. This stability allows for pointed changes to be made. This includes the Our Salem Project - a massive rezoning, part of Salem's Comprehensive Plan, aimed to better understand Salem and how the community wants to grow over the next couple of decades. This project brings many opportunities for potential buyers and sellers by implementing a more flexible zoning code to many of Salem's existing buildings, as well as bare land. One of the goals is to encourage Mixed-Use along the main public transportation corridors and allow neighborhood "Hubs". This is a huge undertaking by the city; it affects thousands of properties and will shape what the community will be for the next 20 years.

Major redevelopment plans have already begun. Within the last two years, there has been a global shift in the way we work and purchase goods, which directly impacts local brick-and-mortar real estate. The former Nordstrom at Salem Center has plans for being transformed into multi-family

into multi-family housing. This is exciting as it will bring more people into downtown and create opportunities for the retail and hospitality industries. Along with the city's desire to encourage more affordable housing, comes the opportunity for walkable retail and commercial spaces in those communities. In South Salem, at Kuebler and 27th, the soon to be developed Costco, single-family, and multi-family housing units, will pave the way for national, regional, and local grocery, retail and recreational anchor tenants to move in.

As we emerge from the pandemic with opportunities, challenges have also risen for landlords, tenants, buyers, and sellers of commercial real estate. Challenges such as supply chain restraints, consultant and professional service delays, and permitting process obstacles, have slowed (due in part to the adjustment of working from home) the negotiation process and closing timelines of many commercial real estate transactions; not to mention the the current global pandemic we are emerging from.

Yet, interest rates remain low and with the Feds speculating on interest rate hikes, it's prime time to invest. As a Buyer, having your financials in order, and as a Seller, having your property information in hand will make for a smoother transaction. This is where responsible real estate brokering and good communication between all parties are key. With our expertise, knowledge, and connections, we at Coldwell Banker Commercial, are poised to guide our clients through any process and help bring Salem into the future of opportunity.

Insights contributed by CBCRE Brokers, Alex Rhoten, Jeff Miller, Shadya Jones, and Pam Rushing. Article was written by Amanda Zentz, CBCRE MarCom Director



Standing: Pam Rushing &, Jeff Miller Seated: Alex Rhoten & Shadya Jones Photo taken by NoelEmily Photography



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Jesse Lippold Peone III



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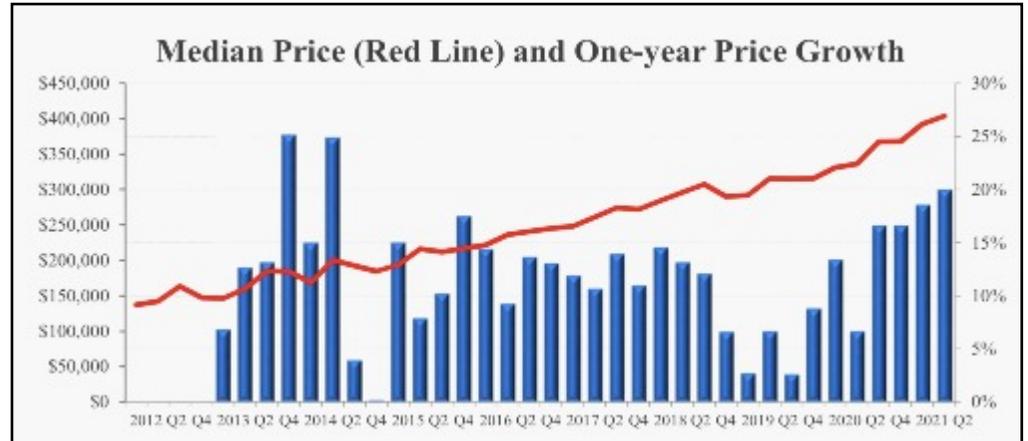
Residential Real Estate Market: 2nd Quarter Report, 2021

By: Jesse Lippold Peone III and Gladys Blum

This has been a big year for real estate so far in 2021 with a seller's market, home prices rising at increasing rates, lowest interest rates we have ever seen, and also the lowest inventory we have seen in many years... 2021 has proven to be an interesting year in residential real estate. If you're in the Real Estate industry, Construction, Development, or the housing market in general, it's important to stay up to date about our local market so you can truly be informed and deliver the best value to your clients. If you're a business owner, a person with a 401k, or investor; it's good to have a pulse on the Residential Real Estate Market because it has a HUGE impact on our local and national economy. We hope this quarterly report on the Residential Real Estate Market brings you value, and please let us know if there is anything else you would like to see included.

Home Prices:

In the Salem Metro Area, we saw home prices continue to grow relative to last year in the second quarter of 2021. The current median home price in the Salem area is \$403,700



(National Association of Realtors, Local Market Report)

New Construction:

For new construction in the Salem Metro Area we are seeing homes built at a higher rate, about 24.2% higher than the long-term average. If this continues for a long time, it could cause prices to moderate as the supply of homes increases and will help get us back to a place where we have a normal inventory of homes.



(National Association of Realtors, Local Market Report)

Future expectations:

In Oregon as a whole, home prices for the next 12 months are expected to rise by about 1.4%, which is a decrease from the prior 12-month growth rate of 1.7% but is a higher expected growth than the U.S. as a whole (1.1%).



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Will Lowering Your Expectations Make You Happier?

By Mary Louise VanNatta

MARY LOUISE VANNATTA
TELLING YOUR STORY

We've been used to fast service. We came to expect 2-day shipping. Most business professionals have high expectations for themselves and their staff. In return, they often have elevated expectations for others. What happens when something like a pandemic changes that? When you're out dining downtown, you might see signs asking for your patience and understanding as businesses struggle with staffing. Restaurant and retail wait times are longer. Orders aren't being filled as fast due to supply chain issues. If you need something repaired, you may have to wait months. Are you agitated? Is it time to change your expectations? Recent self-help articles have championed the virtue of having low expectations. As a strategy, it makes sense. The lower your expectations are, the more often they will be met or exceeded. If experiences are better than we planned, that makes us happy. Therefore, people with low expectations will be satisfied more often. This idea does have some scientific backing. In 2014, Dr. Robb Rutledge, the senior research associate at University College London (UCL), created a simple

probability game in which players either won or lost money. The researchers monitored brain activity through an MRI machine. The study found that positive emotions had less to do with the amount of money won and more to do with how the player's winnings compared to their expected performance. In other words, players who had the lowest expectations for winning were happier. However, some argue that low expectations can harm our quality of life. In an article for the online platform Medium, Eze Onukwube writes that "when we entertain low expectations... it enervates us from pursuing greatness. Our belief creates a force-field of attraction that draws the very thing you are expecting toward you." Low expectations perpetuate the status quo. Businesses that have low expectations for their employees or performance metrics aren't priming themselves for success. A workplace culture that focuses on high, but not impossible, expectations better serve the needs of clients and the greater community. Expectations require somewhat of a balanced approach. We can't go through life always assuming that things will go our way. As businesses recover from the pandemic, we need to give them grace and be patient a little longer. Don't let this go on forever. Keep your standards for your organization high. Mary Louise VanNatta is CEO of VanNatta Public Relations. PRSalem.com

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Due to the untimely passing of a cast member, we have had to cancel our main stage production of "Charlie's Aunt". We are heartbroken for the loss of a friend and fellow actor. Unfortunately, as a nonprofit Community Theatre, we were depending on the proceeds of this play to keep our doors open for future plays.

We have been working hard to find alternate ways to raise money for rent, utilities, and other expenses necessary to stay in our new location. Here are some of the fundraisers that we will be offering this holiday season:

November 26, 27, 28 & December 10, 11, 12, 2021 we will be offering a video viewing of a previous live performance of "As the Snow Falls". See it again, or for the first time, on the big screen. We will have

Christmas Carols, a meet and greet with some of the original cast, raffle tickets, and concessions will be sold. Seating is limited so buy your tickets early.

The theatre will also be hosting the Chamber Greeters Wednesday, December 1st. This is an opportunity to see our new location. Visit Stayton Sublimity Chamber of Commerce for more information.

Christmas Bazaar, Saturday, December 4th, 10 am-4 pm – Shop local this year! We will have vendors, crafts, art, and a raffle. Bring the kids and pets for pictures with Santa.

Staged Audiobook dramas are now available for purchase from our website and at the theatre. Titles to choose from are: Sherlock Holmes "A Study in Scarlet", "The Mysterious Affair at Styles", the original "Wonderful Wizard of Oz", and recently added; "The Jungle Book". We are working on recording "A Christmas Carole" which will be available by Thanksgiving.

For more information or to buy tickets, audiobook dramas, or donate to the theatre please visit SpotLightCommunityTheatre.com/

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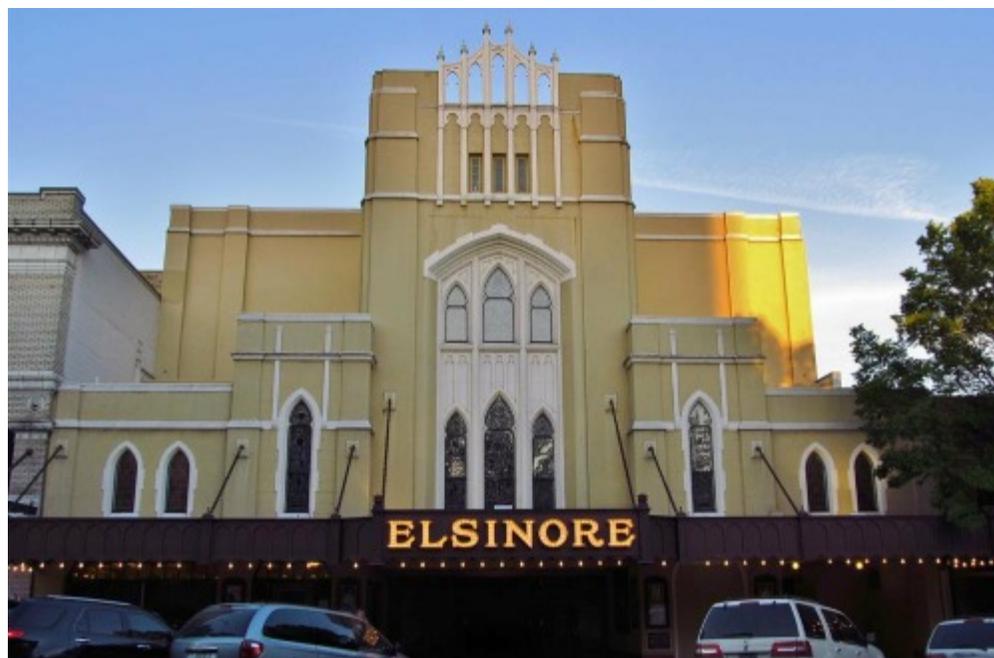
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December at the beautiful Elsinore Theatre is packed with live performances and classic movies including Stone in Love Journey Tribute, My Name is NOT Mom, Michael Allen Harrison's Holiday Special, The Mat and Savanna Show, performances of the Nutcracker by American Ballet Company and Premier Academy of Performing Arts. The Classic Movies pay homage to the Elsinore's beginnings as a silent movie house, and each adult ticket now include admission for two children 12 and under and the December showings include a visit to Santa at both the 2 and 7pm showings of National Lampoon's Christmas Vacation (1989), Home Alone (1990), It's A Wonderful Life (1946) and White Christmas (1946). <https://elsinoretheatre.com/elsinore-events.html> for more information.



Michael Allen Harrison

Along with commercial businesses, performing arts venues were hit hard by Covid but they are gradually making a comeback. Tom Fohn, The Elsinore Theatre's Executive Director, continues to add performances to their calendar so it's a good idea to check the website for additions for the coming months. <https://elsinoretheatre.com/elsinore-events.html>

December at the Elsinore Theatre is packed with live performances and classic movies.
Live performances:
December 3, 7:30pm Stone in Love, a Journey Tribute

December 4, 7:30pm My Name is Not MOM, a hilarious journey about motherhood

December 5, 2pm Michael Allen Harrison's Holiday Special

December 8, 7:30pm The Mat and Savanna Show

December 11, 7pm The American Ballet Company presents The Children's Nutcracker

December 12, 2pm The American Ballet Company presents The Children's Nutcracker

December 18, Noon and 5pm The Nutcracker - Premier Academy of Performing Arts

The Classic Movie Series, which pays homage to the Elsinore's beginnings as a silent movie house, is back with pricing that includes two children 12 and under with each adult ticket as well as exciting music and comedy events. The movies are on Wednesday at 2 and 7pm.

December movies include a visit to Santa at both the matinee and evening showings.

December 1 (Wednesday) National Lampoon's Christmas Vacation (1989)

December 6 (Monday) National Lampoon's Christmas Vacation (1989)

December 13 (Monday) Home Alone (1990)

December 20 (Monday) It's a Wonderful Life (1946)

December 21 (Tuesday) White Christmas (1946)

December 22 (Wednesday) White Christmas (1946)

Visit their website, <https://elsinoretheatre.com/elsinore-events.html> for dates and pricing.

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Because of holiday scheduling, check with the office to confirm the tour is a go. For sure it will not be available on December 21. 503-375-3374.

<https://elsinoretheatre.com/elsinore-events.html>

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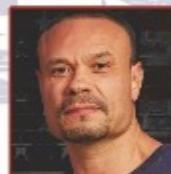
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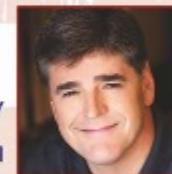
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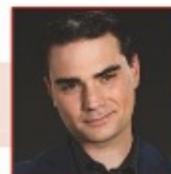
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Becka Makes Buttons

Becka is the proud owner of Becka Makes Buttons, a pin-back button company that has been a home-based business for over 10 years. Becka grew up in Salem and recently moved back to take care of her grandparents. She opened up her Shoppe in the old friends of Felines building on Commercial street on September 17th of this year

This is a passion project. Becka can do custom bulk orders for businesses, bands, causes, and more, but the shop also features a creation station where the young and young at heart can use supplies she provides to make their buttons, magnets, and keyrings. Becka grew up on Ramblin' Rod (she got to meet him at the Oregon State Fair when she was 3.) Becka made her first button at the Boys and Girls Club on Summer street when she was 8, and she looks forward to inspiring creativity in everyone through the art of button making. Please ask if you have questions, Becka is open to the public Thursday-Sunday and she looks forward to making buttons with you all!

Becka has space to host small button parties and is networking with the community to create a fun space for everyone.

"I live to inspire and be inspired through the art of button making." Button Maker, Small Business Owner since 2011
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Small Business Employers Remain Committed to Employees Through Benefits

By Shane Attebery

A report published by Colonial Life earlier this year shows despite a shaky economy, small business employers have made it a top priority to provide financial protection and health benefits to their employees. The report is based on the findings of a survey conducted by Colonial Life’s parent company, Unum.

“While there remains some uncertainty and financial strain for many small employers, benefits, benefits education and worker attraction and engagement remain major priorities,” said Richard Shaffer, Senior Vice President of Field and Market Development. The Small Business Benefits Trend report also found:

- 36% of small businesses are planning to hire new employees.
- 76% of small business will keep their benefits packages intact or add more benefits in 2021.
- 20% of small businesses plan to increase the employer portion of premiums paid.

And employees agree – the need for these benefits and the financial protection they provide have never been more important. According to a 2020 Workplace Wellness Survey conducted by the Employee Benefit Research Institute (EBRI) and Greenwald & Associates: •Seven in ten (70%) employees agreed that they need their

employer’s help ensuring they are healthy and financially secure, and just over six in ten (60%) say it is their employer’s responsibility to do so.

• To a great and growing degree, employees said employer-offered benefits contribute to their feelings of financial security. Yet, the financial health of a business will invariably affect its ability to offer benefits. And while federal funding provided some relief, 75% of the small employers surveyed said their overall financial health significantly or somewhat impacted the benefits they planned to offer this year. This data point, coupled with employees’ elevated interest and need for financial protection options, has led to the steadily increasing interest in leveraging voluntary benefits as a solution. Voluntary benefits offer a customizable solution for the specific needs of businesses and their employees. They can provide flexibility to employees – catering to certain stages of life and lifestyles. These benefits can also provide flexibility to employers by offering various funding options like 100% employee-paid or employer-employee shared funding.

Unum, parent company to Colonial Life, Employer Survey, 2020. 321 U.S. employers with 250 or fewer employees responded to the survey from November 30 – December 11, 2020.

Shane Attebery - President of Alliance Benefits Solutions / Colonial Life District General Agency Owner
541-226-3740 - Office
sattebery@alliance-benefits.net
shane.attebery@coloniallifesales.com



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Lemon Cheesecake



Maui Melts Caramel Cheesecake



No Let Up on Small Business Stress

By Anthony K. Smith

This month it all becomes clearer. Congress will have passed the Build Back Better Act, or not, or amended it in such a

way as to look somewhat different from its original draft.

As you are reading this right now, big decisions are being made in our nation's capital. New ideas are brainstormed, proposed, and rejected daily. Much of what follows in this article might have already been settled. Its purpose is to recount the needless stress federal policymakers added on the backs of American small businesses already suffering from labor shortages, supply-chain disruptions, and inflation concerns, not to mention the everyday worries of dealing with a new pandemic-era economy.

Let's start with simple math. The Build Back Better Act, the social spending bill, has one of the heftiest price tags in American history. It started around \$3.5 trillion and may be "narrowed" to between \$1.75 trillion - \$2.2 trillion.

That money must come from somewhere, either by boosting taxes on existing taxpayers and businesses or by

new taxes on those same groups. Large corporations have always been in the crosshairs of tax-and-spend politicians in Congress, but in their mad dash to find the money to pay for new federal programs, many small businesses have been swept up in the dragnet, intentionally or not.

Most alarming for small-business owners, who employ most of the nation's workers, has been the cumulative effect of changes proposed to businesses organized as pass-throughs (S-Corporations, LLCs, Sole Proprietorships, and Partnerships). Three-quarters of small businesses are organized in this manner. The version of the Build Back Better Act advancing through the House called to radically curtail the Small Business Deduction (Section 199A), increase the top marginal tax rate at a lower income threshold, and dramatically expand a 3.8% surtax on pass-through business income.

This combination would add up to a multi-prong tax blitz on small businesses. Changing the estate tax and increasing the top capital gains tax rate is another assault on a sizable group of the middle class, who would see significantly more of their hard-earned retirement lost to Washington, D.C.

Ordering small employers to provide retirement accounts and establishing a complicated and inflexible new federal-

government-run family and medical paid leave program were a couple of other whacks on the kneecaps of small-business owners. (We've already seen these costly mandates adopted in Oregon.)

And just for good measure, the Biden administration is also calling for financial institutions to annually report to the Internal Revenue Service its gross inflows and outflows from all business and personal customers' accounts above a certain (very small) threshold – a provision championed by Oregon Sen. Ron Wyden.

In a letter to the leaders of the House and Senate Committees on Ways and Means and Finance, which includes Sen. Wyden, NFIB pointed out, "This proposal would sacrifice the privacy of law-abiding small business owners and expose them to costly and burdensome audits. If this or a substantially similar provision is added to 'pay for' spending provisions of the Build Back Better Act, it would only serve to increase the heavy burden of taxes and mandates small business owners are facing in that legislation."

Just to add an extra ingredient for flavoring the stew that is this year's session of Congress, the proposal would also exponentially increase penalties for employment law errors. And there you have it, even if none of the above comes to pass, Congress has raised the stress and anxiety levels of small businesses

needlessly and punitively. As a recent NFIB survey explains: "More small Just to add an extra ingredient for flavoring the stew that is this year's session of Congress, the proposal would also exponentially increase penalties for employment law errors. And there you have it, even if none of the above comes to pass, Congress has raised the stress and anxiety levels of small businesses needlessly and punitively. As a recent NFIB survey explains: "More small business owners anticipate it taking longer for their local economy to return pre-crisis levels than they did two months ago. Half (50%) of small business owners anticipated that their local community will not be back to pre-crisis levels until the second half of 2022 or later, a 20-point increase from those responding the same two months ago."

To think that small-business owners haven't been watching closely and making major financial decisions based on these proposals is foolishness. Small businesses are trying to survive – and we all have an interest in seeing that they do.

Anthony K. Smith is Oregon state director for the National Federation of Independent Business.



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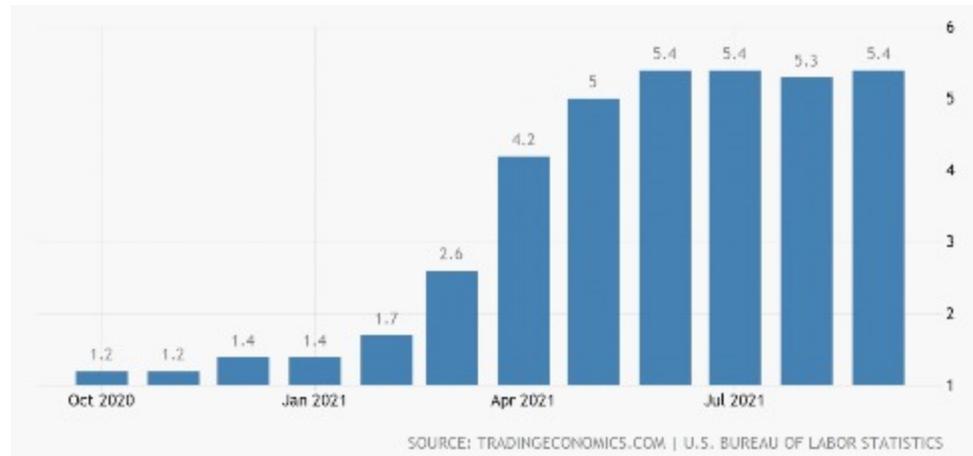
Inflation

Where we stand, and what to do about it.

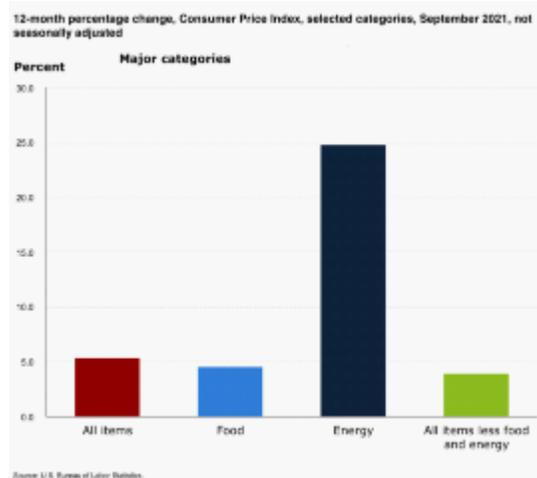
In the past year and a half, we have seen various of our local businesses close due to COVID restrictions, and now these businesses face a new challenge: Inflation. With inflation on the rise and COVID restrictions still being pushed in Oregon, it is important to ensure that you are financially secure. Before we protect ourselves against inflation, it's important to know if it's happening and where it is coming from.

Where do we stand?

In 2021 we have seen inflation rise to over 5% and reach a 13 year high at 5.4% in September, which is double the healthy inflation rate of about 2%.

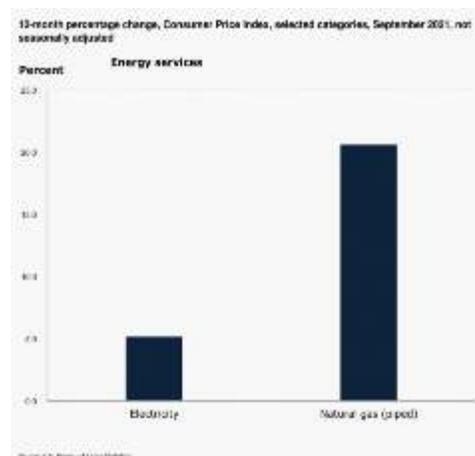
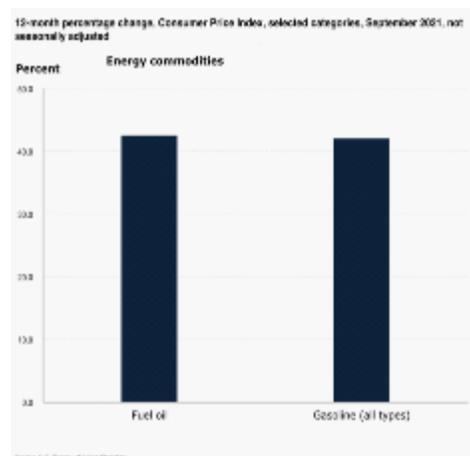


According to the U.S. Bureau of Labor Statistics, the highest inflation costs we are seeing come from the energy sector, right around 25%. When you dig a little deeper into it, we find that the biggest driver is fuel prices which have increased by 43%, and Natural gas, which has risen by 21%. (See charts below)



Even without the push from the highly inflated energy sector, food prices are inflated by 5%, and all other items are around 4%. So even if we ignore the hyper-inflated Energy sector and take out the Food industries, the inflation rate in the U.S. is still double what is considered a healthy inflation rate. what is considered a healthy inflation rate.

What is the driving force of this inflation? The current administration blames inflation on the lack of supply of all products, especially oil, that is struggling to keep up with the high demand. Others are blaming the current administration because of their high spending bills that have been passed, and are currently proposed. The truth? Both are driving inflation.



What do we do about it?

Business

1. Get your spending under control.
 - a. Reduce consumption: Inflation is realized when value is exchanged, so being conservative on spending will reduce inflation's impact on your business.
 - b. Develop systems: Establish repeatable and clear systems for your employees, so they know where money is spent and who spends it.
 - c. Differentiate between strategic and nonstrategic spending: Identify where investments should be pulled back or expanded based on your ROI with that product/service.
2. Eliminate work:
 - a. Restructure: If a business is struggling to find new employees to hire, they can restructure the organization to be lean. Many of our local restaurants have already had to do this due to the COVID restrictions, but inflation will continue the need for companies to have a lean organizational structure.
 - b. Automation: Automation is another way to eliminate work, with robotic processes, AI assistants, using a CRM to manage a customer base, automatic back-system. This sort of automation can reduce

Individual

1. Gold, precious metals, electricity, oil, grain, and etc.
 - a. Gold: Gold is the most common way people fight against inflation, as it is viewed by many as a tangible asset.
 - b. ETF's: You don't need to call oil companies and purchase barrels of oil stacked in your backyard to own commodities. ETFs are a way to invest broadly in commodities.
2. Real Estate: Right now we are seeing an increase in firms and individuals purchasing

real estate to hedge against inflation.

- a. Steady growth: In the short run, real estate experiences highs and lows like any other market. In the long run, there is slow and steady growth over time. For example, those who bought homes in 2008 (The year of the highest inflation in the Real Estate Market) are most likely seeing a higher value from their home now, even though it's harder to buy a home now. Why is this? Because there is a limited supply of land and an increasing population.
 - b. Loan-to-Value ratio: As your home value increases over time, the price you pay on your mortgage remains the same. So, as home prices rise over time, it will lower your loan-to-value ratio.
 - c. Rentals: If you have a rental property where you can increase your rent while your payments remain the same, that will enable you to increase profit. If you don't want to own and manage a few rental properties, you could consider investing in Real Estate Investment Trusts (REITs) that do it all for you.
3. Special Investment portfolios:
 - a. Some people simply just change their investment strategy to combat inflation. That consists of strategies like investing in the S&P 500 (Which currently has capital-light businesses like tech and communication businesses, which should do well in times





EPA is seeking applicants for 2021 environmental education grant funding

Up to \$300,000 in funding for grants in Alaska, Idaho, Oregon and Washington are now available

The US Environmental Protection Agency announced that up to \$3 million in funding for locally-focused environmental education grants is now available under the 2021 Environmental Education (EE) Local Grant Program. EPA will award grants in each of EPA's 10 Regions, for no less than \$50,000 and no more than \$100,000 each, for a total of 30-40 grants nationwide. The total estimated funding in EPA's Region 10 (Alaska, Idaho, Oregon and Washington) is up to \$300,000.

"Tackling the climate crisis and delivering on our health and environmental protection mission requires engaged and informed local partners," said Administrator Michael S. Regan. "When we equip communities with the right tools to raise awareness and

advance environmental education, it benefits everybody. That's why I encourage our local partners across the country to apply for the 2021 Environmental Education Local Grants Program."

The 2021 EE Local Grant Program includes support for projects that reflect the intersection of environmental issues with climate change adaptation and mitigation strategies, preventing future water quality and human health issues, in addition to other environmental topics. Funded projects will increase public awareness of those topics and help participants to develop the skills needed to make informed decisions.

Applications are due Dec. 6, 2021, and the Request for Application (RFA) notice is now posted on www.grants.gov. An RFA containing regional details will be issued by each of the 10 EPA Regions. Applicants should choose the RFA that is for the location of the project. The RFA

for applicants in EPA's Region 10 (Alaska, Idaho, Oregon and Washington) is at: <https://www.epa.gov/system/files/documents/2021-09/2021-ee-local-grants-rfa-region-10-final.pdf>.

Region 10 expects to award three or four grants for no less than **\$50,000, and no more than \$100,000 each.**

Through this grant program, EPA intends to provide financial support for projects that design, demonstrate, and/or disseminate environmental education practices, methods, or techniques, that will serve to increase environmental literacy and encourage behavior that will benefit the environment in local communities, especially in underserved communities. EPA recognizes underserved communities as people or communities of color, Tribal and Indigenous populations that may be disproportionately impacted by environmental harms and risks, high-poverty areas, persistent poverty counties, and Title 1 schools for this grant program. Since 1992, EPA has distributed between \$2 and \$3.5 million in grant funding per year under this program, supporting more than

3,800 grants and making the grant program one of the most utilized in the agency. The full list of solicitation notices are available at www.grants.gov and at <https://www.epa.gov/education/environmental-education-ee-grant-solicitation-notice>.

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Be Thankful to Your Volunteers: 10 tips to say “thanks” in a meaningful way

By G. Harvey Gail, MBA

HARVEY GAIL
SPIRE MANAGEMENT

You know that your volunteers (both board leaders and community volunteers) matter.

However, do they know that? In today’s chaotic workplace, it can be easy to forget about the contributions volunteers make. Properly thanking your volunteers keeps them engaged with your organization and reinforces their passion for helping others. If you haven’t thanked your volunteers in a while, use this season as your reminder. Here are ten ways to show your appreciation.

1. Tell them. Taking time to compliment someone directly is always best.
2. Handwritten notes: A thank you card can go a surprisingly long way in showing that you care.
3. Feature volunteers on your social media: A social media post shows the world your volunteer’s great work and gives them something to share on their page.
4. Small gifts: A surprise gift, even something simple, can brighten a volunteer’s day.
5. Volunteer appreciation party: A social gathering creates a fun environment and allows your staff to thank volunteers in

- person.
 6. Highlight volunteers in your newsletter: Sharing the bio of a volunteer in your newsletter makes volunteers feel specific and introduces them to others in your organization.
 7. Ask your volunteers for feedback: Volunteers can provide insight into how your organization is doing. Asking them for their observations shows that you value their unique perspectives and bases of knowledge.
 8. Celebrate birthdays and special occasions: Giving a volunteer a card on their birthday or anniversary shows that you care about their lives beyond the work they do for your organization
 9. Write an endorsement on social media: If a volunteer is doing an exceptional job, endorse them on LinkedIn. For those early in their careers, an endorsement of skills and abilities can mean the world to them.
 10. Offer professional advice and mentorship: Be a resource for volunteers who need it. Let your volunteers know that you support them. Caring for your volunteers helps them grow personally and professionally.
- With Thanksgiving coming up, this is the perfect time to acknowledge our volunteers. These tips can help ensure they stay engaged and helpful to your organization.

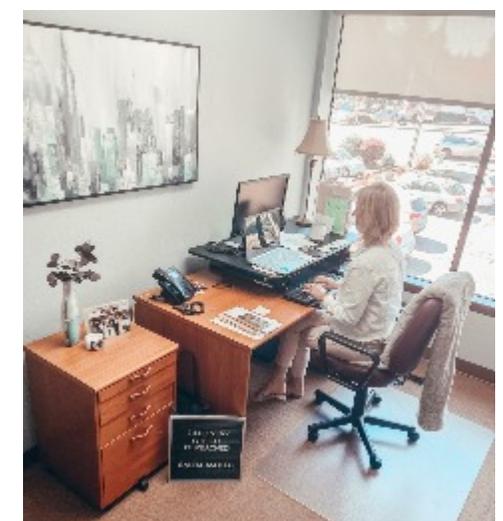
Harvey Gail is President of Spire Management, a nonprofit management and event planning company in Salem, Oregon. SpireManagement.com



Salem Businesses Demonstrate the Power of Giving to New Nonprofit, Salem Angels

“We make a living by what we get, but we make a life by what we give.” This Winston Churchill quote spotlights the Salem business owners and their employees as well as faith organizations who stepped up to help a new Willamette Valley nonprofit, **Salem Angels**. These businesses make a living by keeping their businesses profitable and thriving through every challenge and opportunity. By joining Salem Angels to support **resource (foster)** families and foster children, they reveal the truly meaningful role they play in Salem. Resource families open their hearts and homes to children in need of safe, nurturing care, and work with biological families to overcome difficult challenges. Because not everyone is called to foster, Salem Angels provides an organized and intentional way for the Salem community to wrap support around resource families to help them succeed. Every resource family could benefit from a few people stepping into their support circle. In 2020, Brooke Goldsby and Addie Box founded Salem Angels to mobilize this backing around our local resource families by offering consistent support through intentional giving, relationship building, and mentorship. Starting a new nonprofit is a huge endeavor that requires not only committed founders but also a giving community. When Salem Angels reached out to Salem businesses for support, Salem businesses proved that generosity is one the most important traits in successful business leaders. From the beginning, the response was magnanimous and plentiful. Businesses stepped up to meet every need that Salem Angels’ board members and staff identified. When Salem Angels first started and did not have a physical space, **Mark Rogers, DMD** offered office space for meetings, then **Van Natta Public Relations** and **Spire Management** offered the nonprofit a more permanent office front. **Pretty Good Printing** offered Salem Angels discounted pricing and **Sarah** donated her time and professional photography skills to take staff and board photos, and to photograph events to help Salem Angels with community outreach. **Illaha Hills Country Club** provided Salem Angels with event space and donated prizes toward the organization’s first

(Continued on page 17)



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Sondra Underberg

Who's Handling Whom?

By Sandy Underberg, President of Diabetes Support Services, Inc.

One of the topics we address in our Diabetes Made Simple: Learn and

Earn classes is Handling the Holidays: More often, it feels like they are handling us! Because there are so many health situations that arise during this time of the year, we offer information that is helpful for our students with diabetes and others who have health challenges. Halloween is behind us, and Thanksgiving is upon us. Then there's Christmas, Hanukkah, Kwanza, New Year's to ... handle. Whether it's a holiday or not, it seems any gathering, summer or winter; the event focuses on food. We'll address that later.

What if your holidays don't feel so happy? Feelings of depression during holidays can seem overwhelming. You must know that it's ok to feel the way you're feeling and that it's normal to feel those things around this time of

year.

The holidays may look like a Norman Rockwell painting for many, but the stress and strain of the season make some people feel anything but cheery and bright.

According to the Mental Health America website, depression during holidays can be caused by "stress, fatigue, unrealistic expectations, over-commercialization, financial constraints or the inability to be with one's family and friends." The website states that as many as 12 percent of Americans, a large percentage of them women, experience holiday depression and suffer from something called "seasonal affective disorder" (SAD).

Many others across the country are feeling the same stress. You are not alone. Realizing this can be very helpful in overcoming holiday depression.

If someone close to you is critically ill, has recently died, or you can't be with loved ones this year, realize that it's normal to feel sadness and grief. It's OK to take time to cry or express your feelings. You can't force yourself to be happy just because it's the holiday season. If the feelings become too overwhelming, never hesitate to seek professional help.

If you feel lonely or isolated, seek out

community, religious, or other social events. Join a class ... dancing or exercising is healthy. Come to our Jiggle Joint to exercise where 10 minutes on a

Sonix machine is equivalent to an hour of aerobic exercise - and it's a lot of fun. This can offer support and companionship. Volunteering your time to help others also is a good way to lift your spirits and broaden your friendships. We at DSS have projects to keep you busy, and you'll be with our amazing volunteers who understand what you're experiencing. We have all heard the saying that laughter is the best medicine. Sharing happy memories with old friends can be very helpful in avoiding or curing depression during the holidays. Send a funny note in your holiday greeting card. Seeing the memory on paper could cheer you and your recipient. Spend time with fun, playful people. These people laugh easily—both at themselves and at life's absurdities—and

who routinely find the humor in everyday events. Their playful point of view and laughter are contagious.

Literally, make a list. The simple act of considering the good things in your life will distance you from negative thoughts that are a barrier to humor and laughter. When you're in a state of sadness, you have further to travel to

get to humor and laughter. Give thanks! Let's be honest. We have all been through so much the past months. The holidays probably aren't going to be perfect or just like before.

As families change and grow, traditions and rituals often change as well. Choose a few to hold onto and be open to creating new ones. For example, if your adult children can't come to your house, find new ways to celebrate together, such as sharing pictures, emails, or videos.

Make some time for yourself. Spending just 15 minutes alone, without distractions, may refresh you enough to handle everything you need to do. Find something that reduces stress by clearing your mind, slowing your breathing, and restoring inner calm. Don't let the holidays become a free-for-all. Overindulgence only adds to your stress and guilt. And it messes up your blood sugar.

As mentioned, gatherings seem to focus on food. Usually, the first question when accepting an invitation is, "What can I bring?" If you grew up in the Midwest, it probably would be a hot dish or Jello salad. Both great additions to a buffet.

Speaking of buffets – distance yourself from all those tempting offerings and sit across the room. Grazing while chatting with that uncle, you haven't seen for ages can pile on the calories.

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Music Bos Angels exists to share the good news of Jesus Christ to those who suffer. We have seen first-hand changed hearts, infused with renewed hope to face another day for this life and confidence for life eternal.

Our volunteers have reached thousands by sharing a simple message of love through our beautiful one-of-a-kind music boxes. Our ministry outreach has broadened to almost every state and continues to expand internationally. Our goal is to enlarge our influence in the years to come.

Our training to other churches has increased to like-minded volunteers who desire to expand their own outreach programs to include our unique hand-made music boxes. Also, our ministry to hundreds of lonely and forgotten Veterans has flourished as we have placed beautiful wooden military boxes into grateful hands.

If you're looking for a place to belong and make a difference, please give me a call Faye Kircher 503-884-9558. We are always looking for people to share their talent. We need people to make our origami boxes as well as wood makers. Our organization include men and women and all faiths.

Non-profit: 501-C3.

Our website: musicboxangels.org

Workshop address:

3857 Wolverine St NE-C2

Salem, Oregon 97305

ailing address:

5434 River Rd N #199

Keizer, Oregon 97303

Email address:

musicboxangels1@gmail.com



(Salem Angels Continued from page 15)

Topgolf fundraiser.

Re/Max Integrity Foundation, Salem Health, 44 North Realty Group, Crown Property Management, Chrysalis Transforming Interiors, dba DKOR, Distinct Electric, Ted Ferry State Farm, Salem Pediatric Clinic, Atrio Health Plans, Carl's Septic LLC, and San Francisco-based **Sales Force** made generous cash donations to help Salem Angels establish a solid financial foundation.

Children are placed in foster care due to neglect, abandonment, or because they are the victims of physical, sexual, or emotional abuse. When children are removed from their home, they need the temporary protection and nurturing that a resource family can provide. It can be extremely difficult for children to adjust to a new home, new caregivers, new norms, and new schools. This is compounded by the fact that many children in foster care experience high placement instability, moving homes frequently. One large factor leading to this high rate of turnover is some resource parents lacking support or simply overwhelmed. Salem Angels' Love Box program trains and connects volunteers with resource families to provide them (the caregivers, foster, adopted, and biological children) with community and holistic wrap-around support. Each Love Box group builds relationships with their fostering family by spending quality time with the whole family: playing games, sharing a meal, and being intentional. They can also create and deliver personal care packages based on current practical needs. Love Box volunteers often think of themselves as the fun "auntie" and "uncle" who visits once a month to bring love, encouragement, and hope. **Morning Star Community Church** and **Queen of Peace Church** congregation members have served as Love Box volunteers. Morning Star Community Church has also selected Salem Angels to be the recipient of donations for The Lights, a family-fun, Christmas lights drive-through event. Last year, **3 R's Construction** reached out to Salem Angels to deliver Christmas trees to fostering families and coffee gift cards to teens. The company also offered to be on stand-by for any emergency fix-it needs. **Willamette Valley Bank** formed a relationship with Salem Angels, pitching in where they saw a need including purchasing Love Boxes and sponsoring



events. **The CUT Hair Salon** offers free haircuts for all resource families. **Be Bold Ministries, Johanson Transportation Services, B2 Taphouse, Aunt Bee's, Salon Noir,** and **Bentley's Coffee** donated gift cards that were included in Love Boxes or used as fundraising prizes. **Willamette Valley Pie Company, Wholesale 2 You Apparel, Salem Heating and Sheet Metal, Salem Health,** and **Lively Station** sponsored Salem Angels in their inaugural virtual run fundraiser. Lively Station also placed a Salem Angels donation box on the coffee shop counter. Local restaurants and wineries including **Venti's Cafe, Basil & Board, The RAM, Great Harvest, Charcuterie Board & Sweets,** and **Pudding River Wine Cellars** showed that caring is baked into their company's culture by donating food and drinks to Salem Angels training and fundraising events. **On Any Sundae, Mod Pizza,** and **Chipotle** hosted fundraiser nights with a percentage of sales donated to Salem Angels. In supporting Salem Angels, these community-minded businesses showed that investing in our community is a great way to give back, making Salem a better place to live and work for all. Their generosity will have an almost incalculable impact on Salem's children and families.

In Observance of Thanksgiving 2021, Salem Angels wishes to acknowledge, celebrate, and show our gratitude to the following Salem businesses and faith organizations

for their support and generosity:

3 R's Construction, 44 North

Realty Group

Atrio Health Plans

Aunt Bee's

B2 Taphouse

Basil & Board

Bentley's Coffee

Carl's Septic LLC

Charcuterie Board & Sweets

Chipotle

Chrysalis Transforming Interiors,

dba DKOR

Great Harvest

Crown Property Management

Distinct Electric

Illaha Hills Country Club

Johanson Transportation Services

Lively Station

Mark Rogers, DMD

Mod Pizza

On Any Sundae

Pretty Good Printing

Pudding River Wine Cellars

Re/Max Integrity Foundation

Salem Health

Salem Heating and Sheet Metal

Salem Pediatric Clinic

Sales Force

Salon Noir

Sarah LaDuke Photography.

Spire Management

Ted Ferry State Farm

The CUT Hair Salon

The RAM

Van Natta Public Relations

Venti's Cafe

Wholesale 2 You Apparel

Willamette Valley Bank

Willamette Valley Pie Company

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Angela Plowhead

Oregon Psychologist and Veteran Runs for Congress

The New 6th District's Only Republican Candidate, Dr. Angela Plowhead was the first Republican to announce her candidacy for Oregon's new 6th Congressional District seat. While she currently resides in Marion County, she has 20 years of experience working, living and going to school in all 6 counties that make up the 6th district. As an Intelligence Analyst in the US Air Force she saw first hand the dangers of allowing Communist and Marxist ideals to permeate a society and the detrimental impacts it had on citizen's freedoms and daily lives. She has watched these same



There is a new District in these here parts:

ideas take root in Portland policies to create chaos, harm business, allow homelessness to go unchecked, and destroy tourism due to defunded law enforcement, who no longer have the resources to keep Portland streets safe. She sees similar ideology coming out of DC and does not want to see the rest of Oregon or America go down this same destructive path. She says, "I served in the military to protect our freedoms and our constitution from those from the outside and now I am prepared to go to DC to protect it from those within, from those who are attempting to erode the rights our

constitution gives us to self-determination, to bear arms, to religious and economic freedoms. Every American deserves the right to improve their circumstances!" Plowhead sees the protections provided by the constitution as essential to her own rise from poverty and racial prejudice to obtain her doctorate in Clinical Psychology and become a small business owner. She has spent her career serving other veterans and lobbying state and federal legislatures for the rights and needs of seniors and people with disabilities. She understands the

challenges faced by parents struggling with the current public school system through real life experience advocating for her own child with special needs. Angela Plowhead is a down to earth Oregonian, no-nonsense, Clinical Psychologist, Veteran, and small business owner who has committed her career to serving veterans and being a voice for those who do not have one. She has been married for over 25 years and is a mother of two active boys. She has been married for over 25 years and is a mother of two active boys.

If you would like more information, please call Angela Plowhead at: 503-383-9411, or email: Campaign@Angelafororegon.com.

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