

## Your Food, Your Health, Your Environment

**V**egan. A “meat and potatoes” guy. Lacto-ovo vegetarian. Macrobiotic. Gluten-free. No red meat. Kosher. Raw foodist. Fast food junky.

“You are what you eat,” goes the saying, and for many of us, it’s true. Our choice of diet not only influences our health, it can also define a major part of our sense of self, in ways that strike to the core of our spirits.

Sex, religion and politics may be taboo topics not to be discussed at the dinner table, but food preferences can often determine whether folks are even *sitting* at the same table.

Add in America’s growing problem with obesity while parts of the world starve, and the guilt triggered by that, and you have a volatile mix of health and moral issues.

Concern for the environmental impacts of our food choices is also growing. Pesticides in both food and the environment have prompted many to opt for organic products, from veggies to beef. (Yes, there is now organic tobacco!)

Meanwhile, as food imports increase, the energy costs of transporting many foods have prompted some to focus on a “buy local, eat local” approach. The ingredients in a single item of processed food can travel, cumulatively, a whopping 24,000 miles before ending up on your grocery shelf, according to one study. Even “fresh” produce (including organic) is typically transported 1,500 miles to market.

Concerns that Americans’ penchant for fast-food hamburgers is fueling the

conversion of tropical rain forests to cattle ranches while fouling our own waters here at home with wastes from feedlots motivates other folks to eat “lower on the food chain.”

The good news is that whether you are a devout vegan or a diehard carnivore, you have a growing number of options and tools for making your own lifestyle more sustainable. In this issue of *One Oregon, One Environment*, we look at “food certification” programs (see pg. 2), local “eco-healthy” eating options throughout Oregon (pg. 3), and how our state is emerging as a national leader in making beef and dairy products more sustainable (pg. 4-5).

Bon appétit!



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# What's in a Label?

In an ideal world, most of us want to feed our loved ones and ourselves the healthiest food we can, with as little impact on the environment as possible.

In the real world, grocery shopping is often a hurried dash through the store, frantically grabbing what we need, trying to stay within budget, and hoping we haven't forgotten anything important.

Who has time to read the label?

Fortunately, it's easier than ever for "eco-healthy" grocery shoppers to find good food that's healthy for both people and the environment. And Oregon is a leader in this emerging food certification movement. But "buyer beware" is still good advice: not all labels are created equal.

Best known, of course, is **USDA Organic**, a nationwide label and set of standards that the federal government adopted within the past five years to identify food grown without the use of pesticides. But long before that, **Oregon Tilth**, based in Salem, pioneered the organic certification field. Tilth inspectors have been certifying farms for the better part of four decades, and it is now one of the organizations that the USDA relies on to certify food as organically grown.

Today, Oregon farmers make up less than a third of Tilth's customers; it is a national and even international organization. As of early 2005, inspectors from Tilth had certified more than 400 farms and more than 75,000 acres throughout the world. It also certifies food handlers, food processors, food marketers, and even one restaurant.

Some environmentally minded consumers, however, are interested in more than whether a product is organic. Was it grown on a farm that practiced sound soil conservation – or one that clouds nearby salmon streams with pollution? Does the grower conserve water? Are they socially responsible in working with farm laborers?

With those questions in mind, a coalition of farmers, environmentalists, scientists and consumers came together in 1997 to form **Food Alliance** (FA), based in Portland. To qualify for Food Alliance certification,



growers must score at least 70% in each of the organization's key social and environmental criteria.

While Food Alliance standards are more comprehensive in scope than just organic, they are also somewhat less strict in terms of pesticide use; i.e., growers can use certain low-toxic pesticides as long as they are part of an "integrated pest management" (IPM) strategy to reduce overall pesticide use.

Some 225 Food Alliance-certified producers in 16 states (including 85 in Oregon, like Jack Siri in Clackamas County [see photo below]) now manage over 3 million acres of farm and range land, and raise livestock, dairy products, wheat and other grains, and a wide variety of fruits and vegetables. In Oregon, you can find Food Alliance-certified products at many grocery stores, some local food coops and natural food stores, three dozen restaurants in or near Portland (from the upscale Wildwood to Burgerville restaurants) and even at OMSI and the Columbia Gorge Discovery Center.



Jack Siri in Clackamas County is one of 225 Food Alliance Certified producers.

**Salmon Safe** is another Portland-based environmental organization that has certified more than 30,000 acres in the Northwest since its inception in 1997. Some of their certified products can be found at Fred Meyer stores, as well as local coops. You can even find Salmon Safe wine!



And, seafood lovers, despair not! There are also certification programs for fisheries. Alaska wild salmon runs have been certified by the Marine Stewardship Council as sustainably managed. A similar certification process is under way for Dungeness crab harvested here in Oregon.

Finally, New Seasons markets in Portland offer a "**Home Grown**" label for food grown, caught or processed in Oregon, Washington or northern California.



Some labels you find on food products are virtually meaningless. For example, "all natural" originally meant no artificial food additives or flavorings, but without any independent certification program, it has now become standard advertising jargon that may mean something entirely different. Likewise, the USDA Organic program does not cover seafood, so any claims of "organic" farmed salmon, for example, are not independently verified.

In the end, it may be that no one label – organic, sustainable, local – quite matches your food preferences. But they do offer you a convenient way of making intelligent choices that are right for you with respect to how and/or where items on your grocery shelves were grown or produced.

Compared to having to scrutinize the fine print on the back of the can while your kid is screaming and you are desperately trying to get home to make dinner, that's progress!

# Food on the Go: A Roadside Guide to Eco-Healthy Eating

One of the most perplexing travel questions is “where should we eat?” When we’re away from the familiar food haunts of home, it can be a daunting task to figure out which places offer a good meal and which are dives. Never mind finding places that offer locally grown, sustainably grown or organic food.

Fortunately, whether you’re making a quick stop at the drive-thru, “grazing” at the local food coop, or looking for a sit-down gourmet meal to celebrate your vacation, Oregon offers plenty of options – far too many to list, in fact. Here are a few suggestions though:

**Bend:** The Newport Avenue Market was a pioneer in offering local Oregon Country Beef (see pg. 4). DeVore’s Good Food and the local Wild Oats market have organics to go.

**Corvallis:** Nearly Normal’s, Intaba’s Kitchen and the First Alternative Coop are places to go for eco-healthy food, as is Calabaloo’s on the OSU Campus where you can find organic Oregon beef and local fruits and vegetables.

**Eastern Oregon:** Organic products are offered in Pendleton (Local Harvest Natural Foods), La Grande (Nature’s Pantry), and at the Greater Baker Food Coop in Baker City.

**Eugene:** On the U of O campus, the Holy Cow Café is the only organic restaurant in a college student union food court. (They’re also fully vegetarian and mostly vegan.) Other cafés that offer organic items include Café Soriah, Café Zenon and the Keystone Café. The Marche Restaurant offers fine dining with a menu that features locally grown and gathered food. The Pizza Research Institute has organic pizza. Early risers might want to check out the Morning Glory Café and Bakery. Sundance Natural Foods has been a local

landmark since 1971; Cornucopia, Kiva, Friendly Foods and the Red Barn also offer ample grazing opportunities.

**Hood River:** Maui Meyer’s 6<sup>th</sup> Street Bistro is a member of the Chef’s Collaborative (see Portland, below). Just across the Columbia River in Bingen, Washington, Kathy Watson recently opened Viento, which serves locally grown lamb, fruits and vegetables, and natural beef and chicken.



Greg Higgins of Higgins Restaurant is a national leader in promoting sustainable cuisine.

**Oregon Coast:** On Yaquina Bay in Newport, check out Local Ocean, a restaurant/fish market that offers locally caught albacore and other fresh seafood. You can find organic food stores all along the Coast, from the Brookings Natural Food Coop, to Gold Beach (Savory Natural Foods), to Bandon (Mother’s), to Coos Bay (Coos Head Food Store), to Florence (Salmonberry Natural Foods), to Newport (Oceana Natural Foods), to Lincoln City (Trillium Natural Foods), to Manzanita (Mother Nature’s), and the Astoria Coop.

**Portland:** The upscale Higgins Restaurant downtown has been a leader of the Chef’s Collaborative, a national organization promoting sustainable cuisine. Papa Haydn West, Paley’s Place, Caprial’s (of public broadcasting fame),



Blue Hour; Gino’s, the Veritable Quarry, and the Rivers restaurant at the Avalon Hotel are all members of the Chef’s Collaborative and pride themselves on using fresh, local ingredients, as do Wildwood, Navarre, Lotus Blossom and the Vita Cafe. For a quicker, more casual meal, grab a slice at Hot Lips Pizza, which uses local ingredients, or visit the Food for Thought Café on the PSU campus.

You can also always just graze at Whole Foods downtown, or one of six New Seasons or seven Wild Oats markets around the city, or at local coops like Food Front in Northwest Portland, the People’s Coop in Southeast, or the Alberta Coop in Northeast. The Bijou Restaurant downtown is a local breakfast favorite.

**Rogue Valley:** Amuse Restaurant is a member of the Chef’s Collaborative, and Pangea and the Greenleaf Restaurant offer organic menu items. You can stop in at the Ashland Food Coop to gather your own goodies or at Harry and David’s in nearby Medford for fresh, locally grown fruit. Further on up I-5, you can find organic food at Rogue River Natural Foods in Rogue River and Sunshine Natural Foods in Grants Pass.

**Yamhill County Wine Country:** The Dundee Bistro is a member of the Chef’s Collaborative.

**Almost Anywhere:** If you’re in a hurry, you won’t find a better fast food option than one of 39 Burgerville locations in the Northwest, which offer fresh, local ingredients (see also pg. 4). (Oregon locations are limited to communities within an hour or so of Portland.) If you have the time to sit down for a casual meal, one of 50 McMenamin’s pubs (also offering local products) can be found as far east as Bend and as far south as Roseburg.

# Where's the (Natural) Beef? Got (Hormone-Free) Milk?

Even though I had a "pet" cow named Doogie on my Uncle Bernie's dairy farm in Minnesota, the cattle and dairy industries will be glad to hear I'm still one environmentalist who has never quite made the transition to vegetarian.

Granted, I don't eat much beef, but I can't seem to avoid enjoying a periodic plate of prime rib. And the idea of a world without chocolate milk is simply incomprehensible to my eight-year old.

The good news is that we meat-eaters and milk-drinkers have a lot of new dietary choices that are better for us, and better for the environment. And Oregon ranchers and dairy farmers are leading the way.

For example, Jock Gibson and his family run Lochmead Dairy in Junction City, and sell their products via more than 40 DariMart stores that operate in Eugene, Corvallis and other communities within a 40-mile radius of Junction City. The Gibsons decided from the get-go that giving their cows growth hormones wasn't a good idea, and they've never used them, setting a standard that several other dairies in Oregon, including Alpenrose Dairy, Sunshine Dairy, Tillamook Creamery, Umpqua Dairy and

Eberhard Dairy in central Oregon, have all recently decided to adopt as well.

If you want to include organic milk and dairy products in your diet, Chuck Kesey (yes, he's Ken's brother) and his family own and operate Springfield Creamery, which produces organic, hormone-free Nancy's Yogurt, cottage cheese and sour cream.

Organic Valley is a nationwide co-op of 732 farmers, including folks here in the Northwest like Robert Schmid and family of Trout Lake, Washington. Robert is a fourth-generation dairy farmer whose 270 milk cows drink water fresh off Mt. Adams, grazing on pastures free of herbicides. (The Schmidts also raise their cows without growth hormones or antibiotics.)

Oregon ranchers are also leading the way. On the facing page, you'll find a profile of the Imperial Stock Ranch near Madras, owned by Dan and Jeanne Carver. But the Carvers are in good company. Ranchers Doc and Connie Hatfield have become Oregon legends for their leadership in sustainable ranching. They founded Oregon Country Beef, which is now a co-op of some 70 ranchers (most of them in Oregon) who don't use growth hormones, antibiotics or feed that contains meat by-products.

## More Tips for Carnivores and Dairy Diehards

As if growth hormones, antibiotics and mad cow disease weren't enough to worry about, meat and dairy products can also raise other health and environmental concerns. Grazing cows can be unwitting partners in concentrating "fat-friendly" chemicals like dioxin, PCBs and flame retardants that persist for long periods in the environment and our bodies.

Getting these dangerous chemicals out of our environment is the only real solution, but in the meantime, you can limit the extent to which you and your loved ones are exposed by following a few simple tips:

- Choose low-fat milk and other dairy products, except for children under 2 who need the higher fat content.
- Select only lean cuts of meat and cut off visible fat
- Broil, grill, roast or pressure-cook your food; avoid fried foods and using butter for cooking



Copyright Organic Valley Family of Farms 2005 - Photo by Carrie Branovan

The folks at Oregon Country Beef (also known as Country Natural Beef) even made eating healthier an option for folks like my family, who I confess occasionally dine "drive-thru" style. Early last year, they began offering their product via the Northwest's home-grown Burgerville chain (39 restaurants in all, based in Vancouver, Washington), which also incorporates Rogue River blue cheese, Walla Walla onion rings, local hazelnuts and marionberries into their menu.

Maybe someday I will become a vegetarian after all. But darn it, it's getting harder and harder with so many healthier choices of dairy and beef products. You'll just have to forgive me for a while longer, ol' Doogie.

— Kevin Kasowski

# When a Hat is a Bridge

People in Oregon often talk about the “urban-rural divide” in our state. How folks in the big city (Portland) don’t really understand what life is like for folks on farms, ranches and in the smaller towns, and vice versa.

The notion is that rural Oregonians think that Portlanders have all just arrived here from somewhere else, fueled by their desire to rake in the big bucks with no regard to preserving what makes this place special. And the notion is that Portlanders think rural folks lack culture and creativity, and that they don’t much care about conservation or protecting Oregon’s natural beauty.

At OEC, we know these notions are false and we can prove it.

Actually we don’t have to prove it, because our members do it for us.

Dan and Jeanne Carver are proud keepers of an Oregon ranching tradition. They own and operate the Imperial Stock Ranch near Maupin, raising sheep and cattle of the finest quality just as the ranch’s founder did in 1871. Maintaining clear streams and healthy habitat for the many elk, deer, antelope, game birds and fish that inhabit the more than 30,000 acres of the ranch,

according to the Carvers, makes for a healthier environment to raise top quality cattle and sheep. To these creative and entrepreneurial folks, careful stewardship of the land and their livestock is not only the right thing to do, but good business.

But that’s not where Dan and Jeanne’s creativity ends. For several years now, the Carvers have been offering top quality fiber for sale. They custom mill the wool from their sheep on the ranch and dye the fiber to reflect the colors of the unique high desert landscape. In addition, they employ the talents of central Oregon artisans who help craft beautiful garments from the lambskin and wool. The result is a thriving micro-economy in central Oregon, with the ranch at the center of a healthy, sustainable business, employing talented local workers to produce the very best quality food, fiber and fashions

available. What the ranch needed was a broader audience for its fiber and clothing products. That’s where OEC comes in.

Jeanne was talking with Jeff Allen, OEC’s executive director. It didn’t take Jeff long to be infected with Jeanne’s enthusiasm for the beautiful products coming from her ranch. Nor did it take Jeff long to have a great idea. Why not connect Imperial Stock Ranch with folks at another OEC

supporter: Norm Thompson Outfitters? That’s how we work at OEC: we build bridges and help forge collaborations

that make Oregon a better place. Just like our mission statement says: *We bring Oregonians together for a healthy environment.*

So Jeff told the Carver’s story to our friends at

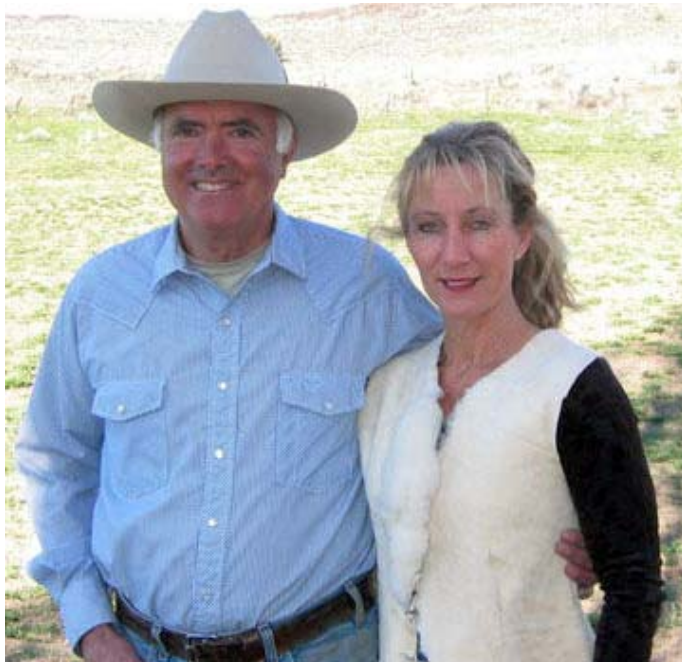
Norm Thompson, an ideal partner to help spread the word about ISR’s gorgeous hats, scarves and sweaters. A mail-order business leader since 1949, an Oregon company and an innovator in sustainable business, their partnership with ISR has been a naturally good fit. As Jeanne Carver puts it, “Norm Thompson has given economic sustainability to our wool production. They’ve also given us confidence, because somebody else believes passionately in what we believe in. We take a lot of pride in this new partnership.”

At OEC, we believe passionately in finding common ground and supporting common good. So much for the urban-rural divide.

So you see, sometimes a handknit hat from Central Oregon is more than just a hat.

Sometimes, a hat is a bridge.

—Adrienne Kringen



Dan and Jeanne Carver of Imperial Stock Ranch

***“We take a lot of pride in this new partnership.”***

**Jeanne Carver**

## Find Out More...

Imperial Stock Ranch:  
[www.imperialstockranch.com](http://www.imperialstockranch.com)

Norm Thompson:  
[www.normthompson.com](http://www.normthompson.com)



Imperial Stock Ranch is proud of its sustainably produced wool. Cheryl Bristah, OEC’s office manager, is toasty warm in this sweater, handcrafted from wool produced on the ranch.

# New Faces at OEC

Our volunteer Board of Directors is the backbone of the Oregon Environmental Council (OEC), providing strategic guidance for our work, and serving as an invaluable resource. We've been fortunate to add four outstanding new members to the board within the past year.

**Michele Goodman** is Executive Director of the J.W. & H.M. Goodman Family Foundation. Between 1994 and 2000, Michele worked at Intel Corporation and Sequent Computer Systems, developing marketing programs for their products. She also serves on the board of the Grantmakers of Oregon & SW Washington where she chairs the Family Foundation Learning Exchange program and co-chairs the Program Committee. She has a B.A. in Applied Mathematics and an M.B.A. in Information Systems Management. Her home is in Hillsboro.

**Rick Gustafson** is Vice President of Shiels Oblatz Johnsen, a project management firm with offices in Portland and Seattle. He joined the firm in 1987 and serves as a principal in the company. He holds a Bachelors



New OEC board member Rick Gustafson

Degree in Economics from Yale and a Masters Degree in Urban Economics from Wayne State University. Rick was elected to the Oregon House of Representatives in 1975 and served on the Ways and Means Committee for two terms. In 1978, he served as Metro's first elected Executive Officer, a post he held until 1986.

**Chris Rich** is a Senior Attorney with Rycewicz & Chenoweth, LLP, in Portland. Previously, Chris worked for the Oregon Department of Environmental Quality's Statewide Enforcement Section and was involved in all major program areas with an emphasis in Environmental Cleanup and Water Quality. Chris is the current Chair of the Oregon Business Association's Environment & Economic Development

Committee, which is working to attract and encourage sustainable business in Oregon.

**Mary Wahl** is the Watershed Services Group Manager for the Portland Bureau of Environmental Services. Previously, Mary spent 14 years at the Oregon Department of Environmental Quality, primarily as Administrator of the Waste Management and Cleanup Division. Her "leftover" time goes to a local effort on the southern Oregon coast, the "Conservation and Rural Working Landscapes Initiative," whose goal is to marry conservation of natural resources with local ranching and timber operations.

We'd also like to acknowledge departing board member Angus Duncan. Few other people have given as much as Angus in terms of board service: he served for nearly a decade. His expertise on climate and energy issues, as well as his quick sense of humor, will be greatly missed!

## New Faces on Staff

Three new staff members have joined the OEC team.

**Christina Smith** is the new director of our Sustainable Economy program. She brings 15 years of experience in working with California business leaders on market-based incentives for improving air quality, land use and redevelopment policy and chemical use reduction initiatives. She holds a Masters in Public Policy (MPP) (with a focus on Sustainable Development) and an MS in Natural Resources and the Environment from the University of Michigan.



Why does Christina Smith, OEC's new Sustainable Economy program director, look so happy? In addition to her new job here, she and OEC's outgoing legislative affairs program director Matt Blevins are engaged to be married.

As our new Legislative Affairs Director, **Lindsey Capps** will lead our advocacy efforts in the State Legislature.

Lindsey is an Oregon native who spent the last five years in Washington, D.C., where he worked on Capitol Hill and at the US Commerce Department. He has a background in communications and environmental policy, most recently serving

as an aide to U.S. Rep. Pete Stark and previously to Reps. Richard Gephardt and David Wu. Lindsey first cut his teeth in politics working on the John Kitzhaber for Governor campaign in 1994 and several congressional campaigns. Lindsey has a B.A. in Political Science from UC-Santa Barbara and is completing his MALS in social/public policy from Georgetown University.

Lindsey succeeds Matt Blevins, who has led OEC's successful efforts to pass pro-environment bills in each of the past three legislative sessions. Matt will be working with the National Democratic Institute for International Affairs to help leaders in Kyrgyzstan (a former Soviet republic in central Asia) secure a fledgling democracy.

**Caran Goodall** has just been hired as our AmeriCorps Volunteer Program Specialist. For the next 10 months, Caran will help OEC develop, refine and streamline our volunteer program. Caran has an Environmental Science and Resources bachelor's degree from Portland State University and brings a ton of volunteer experience.

Welcome, all!



OEC's new Legislative Affairs program director Lindsey Capps

Join Us!

# OEC's Featured Speakers in 2006

Two of OEC's popular speaker series kick off their new seasons in January.



On January 26, the fifth season of our **Healthy Environment Forum** (HEF) series opens with "Healthier by Design: Urban Lifestyles and the Built Environment"

– a look at how our health is linked to factors like traffic jams, water, air and food quality, and access to open spaces or sidewalks. **Lawrence Frank, Ph.D.**, of the University of British Columbia, whose work has appeared in *Time* magazine, CNN, ABC News and other media outlets, will be the featured speaker.

On February 16, Professor **Frederick vom Saal** from the University of Missouri will discuss his research that indicates that chemicals found in many plastic household, medical and baby products are linked with a number of reproductive, fetal development, neurological and behavioral health problems.



**Shanna Swan, Ph.D.**, professor at the University of Rochester School of Medicine and Dentistry continues the series on March 22 with a focus on her most recent research, which is the first to find an association between higher levels of phthalates (plastic softeners) in pregnant women and altered genital development in their infant sons.

A final HEF event on April 17 will examine how unnecessary use of certain antibiotics in animals may be eroding the effectiveness of similar drugs for treating sick people. All HEF events are from 6 p.m. to 8 p.m. at the Multnomah Athletic Club in Portland.

The 11<sup>th</sup> season of the **Forum for Business and the Environment**

speaker series will feature seven topics, with events in Portland, Eugene and Redmond. First up: a January 27 evening event featuring **Kirk Watson**, former Mayor of Austin, Texas (featured above at right), and Oregon economist **Joe Cortright**. Both speakers will focus on how quality of life, and a focus on environmental sustainability, are major forces driving economic development in Oregon, and elsewhere.

The series continues on February 22 and 23 with breakfast events in Eugene and Portland, respectively, that will showcase how many businesses and agencies are buying renewable energy, and why. **Jeff Cogen** (featured above at right), Chief of Staff for Portland City Commissioner Dan Saltzman, will discuss Portland's plans to buy 100% municipal renewable energy by 2010, while **Jim Green**, Kettle Foods Ambassador, will talk about his company's expansion into solar power and biodiesel fuels.

On March 2, **Laurie Demeritt**, President of the Hartman Group (featured below at right), a leading consumer market research and consulting organization; and **Kevin Sweeney**, a strategy consultant and UC Berkeley lecturer on socially responsible business, will discuss how businesses can reach the



growing consumer market for sustainable products.

Other events to mark on your calendars: "Manufacturing the Green Revolution" (March 16), and an April 6<sup>th</sup> event that will invite all candidates for the 2006 Governor's race to share their environmental agendas. Watch the next issue of this newsletter or visit the Events page of our website ([www.oconline.org](http://www.oconline.org)) for additional information on Forum events later in the spring.



## Mark Your Calendars!

Come hear Oregon's Next Governor at OEC's forum event April 6!

## Registration Information

Reservations for all Forum events can be made online via the Events section of our website ([www.oconline.org](http://www.oconline.org)), or by calling 503-222-1963 x. 100 with a Visa or MasterCard number, or by sending a check for \$25 per event (\$20 for OEC members) to: OEC, 222 NW Davis St., Suite 309, Portland, OR 97209.

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# Meet Oregon Innovators Who Bring You Healthy Food and a Healthy Environment

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