



OUTSTANDING BUSINESSES RECOGNIZED AT 2010 HONORS LUNCHEON



Photos by Susan Appleby

SEDCOR's Annual Honor Luncheon was held on June 10, 2010 at Willamette Valley Vineyards. 300 guests attended the sold out event honoring SEDCOR members.

GRACIOUSLY SPONSORED BY:



Bank of the Cascades, a community bank, opened its doors for business 34 years ago. The Bank is the principal subsidiary of **Cascade Bancorp** and has served the Salem area since 1998. Bank of the Cascades' total assets as of 3/31/2010, are approximately \$2.1 billion and the company is publicly traded on NASDAQ under the symbol of CACB.

The Bank employs 500 people and operates 32 branches throughout Oregon and Idaho. They compete in their markets by combining outstanding service, competitive financial products, local expertise and advanced technology. Bank of the Cascades offers a full range of financial services to their business and consumer customers, including residential mortgages, trusts and investments.

In these times, it is even more critical to be aware of the community impact of keeping our deposits local. 100% of the dollars on deposit with Bank of the Cascades are used to support local businesses, individuals and economies of the communities.

Bank of the Cascades is committed and dedicated to serving the needs of communities through the investment of the Bank's resources and employee participation. They direct their giving to organizations that address vital community needs and issues, focusing on community development, education, arts, environment, youth, seniors and human services.

Call 503-540-6916 or visit www.botc.com.



FIDELITY NATIONAL TITLE
"The Closing Company!"

Fidelity National Title, the premier provider of escrow and title services in the Mid-Willamette Valley, began operations in Salem in 1996. Recruiting local, highly talented, and knowledgeable escrow officers and sales representatives, Fidelity has built a solid reputation for providing clients with a smooth and flawless closing experience. Supported by an extensive data research center, a comprehensive four county title department, and up-to-date compliance training, our personnel have the expertise to resolve challenging issues on the most complex of real estate transactions.

Backed by an industry leading claims reserve of \$2.6 billion dollars, a self imposed single risk insurance limit of \$850,000,000, and our recent "Certifiably Green" designation-- the first in Oregon and one of only 32 Fidelity brand operations in the nation -- we offer commercial and industrial clients unparalleled financial strength, business practices which sustain and conserve our environment, and innovative, local decision-making.

Fidelity National Title is an active member of SEDCOR, the Salem and Keizer Chambers of Commerce, the Salem Association of Realtors, the Oregon Escrow Council, and the Home Builders Association of Marion and Polk Counties. We enjoy a tradition of participation in local civic associations and are proud of our ability to address community needs by returning thousands of dollars annually to area charities, art and educational programs, and local social service support organizations.

Call 503-585-7219 or visit www.fntic.com.

As a community gift for your SEDCOR support, **Bank of the Cascades** and **Fidelity National Title** have contributed to three local nonprofits doing vital work for Mid-Willamette Valley residents. Those in attendance at the Honors Luncheon were given the choice of one of three nonprofits for a \$15.00 donation from the event sponsors. The results were as follows:

- \$780 **Chemeketa Community College Foundation** - Child Care Scholarship.
- \$1,770 **Family Building Blocks** - A private, nonprofit organization that works to break the cycle of child abuse by providing services for high risk families.
- \$1,680 **Boys and Girls Club of Salem** - A nonprofit center for children geared toward helping you meet their full potential

Thank you Bank Of The Cascades And Fidelity National Title for your generous donations.



WOODEN SHOE TULIP FARM



Agri-Business of the Year Wooden Shoe Tulip Farm, Inc.

This award is presented to a business who has been active in SEDCOR, has demonstrated excellence in agri-business and who supports and maintains the significant role and future of agriculture in our economy.



Award was accepted by Co-owner Barb Iverson.

Like many businesses, Wooden Shoe began as an idea developed around a kitchen table over 60 years ago, and has grown into the largest spring festival in Oregon – with over 150,000 visitors annually. Wooden Shoe continues as a family business run by the Iverson

Family, a multi-generational working farm in the heart of the Willamette Valley.

Every spring from late March to late April, the Iverson's invite the public to visit their beautiful tulip fields in bloom. The early years featured only the field views with a few amenities attracting mainly flower lovers and gardeners. As the years went by, more elements were added to the Festival making it a true all-ages, family destination. Besides the spectacular color in the tulip fields, the event includes great food, a tulip-themed gift shop, country store, crafters marketplace, Wooden Shoe Gardens, live music, local Oregon wines and craft brews, lots of kids' activities, a cow train, shuttle trams, and weekend special events.

The Iversons began growing tulips in 1974 - years before the festival began - and were awed by the beauty of the flowers. But even then, little did the family realize the impact these same fields would have on visitors. The family has marveled at the number of lives positively touched over years. Every spring there are incredible stories of families who have visited the farm with loved ones now gone, little ones now grown, and the life-long memories created.

The Iverson Family feels truly blessed when reflecting on the history of their farm and are grateful to be able to share a small portion of their land and lives with those who visit every spring.

Call 503-634-2314 or visit www.woodenshoe.com.



Community Service of the Year SAIF Corporation

This award is given to the organization which represents a non-manufacturing business that has been active in SEDCOR, as well as the community, provides services to the community and who exemplifies the highest business ethical standards.

Award was accepted by Brenda Rocklin, President and CEO.



SAIF Corporation is Oregon's not-for-profit, state-chartered workers' compensation insurance company. They are the market leader, issuing almost half of the policies in Oregon and providing coverage to more than 600,000 workers. Their unique charter, mission, vision, and leadership principles drive their dedication to the people, businesses, and state of Oregon.

SAIF has offices throughout Oregon, but Salem has always been their home. SAIF has been part of the community since 1914, and they look forward to celebrating their 100th anniversary four years from now.

SAIF's public entity status places constraints on the use of SAIF funds and employees' paid time, but their employees regularly seek opportunities to give back to the community, while building their leadership and professional skills. Believing that community involvement enables their employees to better understand their customers, and in turn, serve them better.

For example, SAIF encourages their employees to use Martin Luther King Day for public service. This year, employees and family members enjoyed supporting the Oregon Food Bank and United Way's "carousel of projects".

To enhance their community activities, SAIF recently created a Community Affairs Team to make an annual community action plan, communicate opportunities to employees, and coordinate volunteer activities. Several members of the team were present. SAIF Corporation's employees are proud to be members of this community and grateful for the opportunity to serve.

Call 503-373-8006 or visit www.saif.com.



Ray Burstedt, SEDCOR President and Dave Van Bossuyt outgoing Board Chair.



Exporter of the Year Rogue Ales & Spirits

This award is given to a company who has been active in SEDCOR and has demonstrated excellence in international market development and expansion and has shown a marked increase in export sales.

The award was accepted by Field Marshall Joe Mattoon.



Two important events happened in 1994, Oregon's new craft beer industry and Rogue Ales new marketing efforts leveraging their abilities to create new market opportunities. One effort aimed to bring Oregon beers to the heart of the Japanese consumers. The other effort was to jointly promote Oregon craft beers to American consumers. You can trace both efforts to Jack Joyce, one of the founders of Rogue Ales.

With help from a \$10,000 grant from Business Oregon, Joyce leveraged Rogue's abilities with others to create initial exports of Red Fox Amber, Brown Bear and White Crane Bitter. This was the 1st time an American brewer has labeled product in Japanese kongoi, the ornate script language of the Japanese. The labels were screen-printed, "If you're going to put great stuff in the bottle," Jack said, "you might as well put good stuff on the outside." No other American beer had ever been exported to Japan in this way. Rogue's efforts have been recognized in several state and national business publications, including the Wall Street Journal.

Rogue is the only Oregon brewery that currently ships outside of the U.S. and Canada. Rogue ships beer internationally without refrigeration most of the time, but a 12-oz. bottle of Dead Guy costs over \$6.80 US by the time it gets to Australia. Beer may be universal, but tastes vary slightly from country to country. Brutal IPA is a best seller in India; Yellow Snow IPA is big in Canada, while Buckwheat and Smoked are popular in Japan.

Since then, Rogue has landed in 26 countries including Canada, Chile, China, Spain, Brazil, Australia, and Sweden. Rogue was the first craft beer to be introduced in India in 2009. Rogue has enjoyed particular success in Puerto Rico and in the Philippines. "We like planting the Rogue Nation flag in these countries," Rogue president Brett Joyce says. "We never had a master plan to build an export business, it's been more about the fun of it, the risk of it, than any business or economic proposition."

Rogue ships beer and spirits internationally twelve months of the year and adds new countries regularly. Rogue believes that this proves that irrespective of the challenges of shipping beer and spirits around the world, appreciation for hand-crafted beer and spirits is and will remain universal. Since, 1994 Rogue has never had to retreat from a foreign market and it will continue to provide its world class beer and spirits around the globe."

Visit www.rogue.com.



Innovative Product of the Year Award West Salem Machinery

This award is given to a company who has been active in SEDCOR and has developed a new product or process which is on the "cutting edge" and advances industry and the economy through its development.



The award was accepted by President, Mark Lyman.

Founded in 1947, West Salem Machinery manufactures biomass fuel preparation machinery and systems, with the flexibility to customize the right solution for their customers. West Salem's complete line of grinding, screening, milling, and conveying equipment is the core of each fully engineered package and provides the best value for converting a wide range of feedstock materials into premium quality fiber/fuel products.

West Salem's rugged horizontal grinders and screens process raw biomass feedstock. Their Titan Series Horizontal Grinders convert high volumes of diverse biomass feedstock including stumps, land clearing, and urban wood waste into high quality biomass fuel. Recent projects include processing rubber wood stumps at a wood energy plant in Thailand and urban wood waste at an energy plant in Singapore.

Secondary processing of biomass fuel is accomplished with West Salem's screens, vertical grinders and shredders, including their newest machine – the Model 4888SP Super Shredder with a 4' diameter by 7' long rotor. These high volume machines are used extensively in fuel preparation for densified biomass fuel such as wood pellets. Recent projects include a complete fiber preparation system in Michigan and wood pellets projects in Georgia, Alaska, and Oregon.

West Salem Machinery takes pride in supplying the best equipment available and creating long-term partnerships with their customers. Their commitment to help expand renewable energy usage and encourage sustainability is demonstrated at successful biomass fuel preparation systems in operation in Oregon, across the United States, and throughout the world.

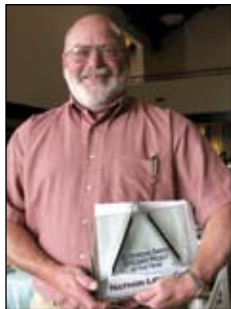
Call 503-364-2213 or visit www.westsalem.com.



West Salem Machinery and other attendees enjoy the day.

**Outstanding Energy Efficiency Project
Nathan Levin Company**

This award is given to a company for an outstanding energy efficiency project that will contribute to substantial and measurable improvement in energy efficiency, who has been active in SEDCOR and made contributions to the industry and community.



The award was accepted by Owner, Nate Levin.

Nate Levin became a licensed realtor and property manager in 1969. Since then he has rehabbed several thousand residential and commercial units for clients, as well as for his own account, and has always made a habit of recycling and repurposing materials.

Nate looked at the property on Madison Street and saw great potential due to its construction. It was a “poured in place” concrete structure with heavy timber framing. The 50,000 SF building was too large for the property, so a few site modifications were planned. The roof and heavy timbers were deconstructed, and the waste roofing went to an asphalt plant for recycling. The glass and metal window frames from the roof and wall sections were recycled and the antique heavy timbers were de-nailed, sized, and sold. The exterior north wall was demolished and processed for base fill to be used on another project. The new wall was relocated to allow for truck access reducing the building footprint to 40,000 SF.

The new design created clear-span areas with a minimum height of 18’, as compared to the prior structure that had 34 posts and a 14’ height. They installed a band of insulated glass around the perimeter of the building for natural light, which had been discarded by another builder. The interior lighting was replaced with energy efficient T-5 fixtures. Several interior metal doors and jambs were purchased at the Habitat for Humanity ReStore. The total rebuild- including driveways, new fire sprinkler system, and a new truck dock, was right at \$40.00 per sq. ft.



The 150KW solar project on the roof is currently the largest in Salem and generates an average of 167,500 kWh per year, or enough energy to power 14 average American households. The Solar project was developed and installed by Advanced Energy Systems. In the first year, the energy savings is estimated to be \$11,963.00. Over its lifetime, the system will generate \$723,300 in savings and will keep 4,400 tons of CO2 from being released into the atmosphere, which is equivalent to not burning 463,500 gallons of gasoline.

Call 503-581-8098 or visit www.nathanlevinco.com.

**Manufacturer of the Year Award
SANYO Solar of Oregon LLC**

This award recognizes outstanding manufacturers, which are making world-class products, creating job opportunities and strengthening our communities. It is given to the company who has been active in the SEDCOR, made contributions to the industry and community and exemplifies the highest business ethical standards.

The award was accepted by President, Yasuyoshi Kawanishi.



It is a well known fact in the solar power industry that SANYO produces the most advanced and efficient photovoltaic solar panels. When SANYO decided to expand their solar production capacity, they were looking for a place to build their business that would offer them a further competitive advantage.

Mr. Kawanishi, President of SANYO Solar toured many potential sites but returned to Salem often. The reasons were many and clear, an eager, well trained workforce, attractively priced power, and a state that believes in and promotes alternative energy. With the tireless assistance of SEDCOR, SANYO was able to secure the incentives and location that enabled them to break ground in October of 2008, and begin production in November of 2009.

That’s a fast start in anyone’s book and speaks volumes to the drive for success that has defined SANYO Solar of Oregon LLC from the beginning and now, with a workforce of more than 180 and running at full production the decision to choose Salem looks like a very good choice indeed. Mr. Kawanishi and his team at SANYO Solar of Oregon LLC are pleased to have found such a welcoming community and have enjoyed a remarkable beginning. They believe that there may be more good news to come and the response of the Salem community to SANYO Solar of Oregon LLC will have had a significant role in influencing these future decisions.

Call 503-365-6800 or visit www.sanyo.com.



Thanks to all the volunteers who helped with registration and setup.