

# Discover Fisher's Landing Marketplace in Vancouver

SHOP AND DINE CLOSER TO HOME!



Brian Ruffalo who is Athletes Corner store manager at Fisher's Landing, is ready to help athletes for all their sports needs.

By JORDY BYRD

After 33 years in business at Athletes Corner, Margaret Jabusch still works more than 80 hours a week — and loves it. Jabusch and her husband Mike, who passed away in 2003, opened the local sporting goods store in Vancouver in 1979.

While other sporting goods dealers were available, they felt that the area could and should be serviced better. Their goal was simple and clear — to bring the best possible service and selection for sporting goods to the area. Today, their earnest business model still holds true.

**“We still follow all the school teams and the first thing we do each morning is find out who won the big game last night. We really do want all the leagues to do well.”**

— Athletes Corner Owner Margaret Jabusch

“We both had a little bit of knowledge about sports,” Jabusch said, half chuckling. “We wished we knew a little more about finance. I didn’t pay myself for three years. You have to make sacrifices, but that’s what life is about. Business is a little luck and a lot of hard work.” Over the course of 33 years Jabusch said, “one thing led to another.” Her son and daughter

played baseball, basketball, football and gymnastics all while working in the family business throughout high school. Today her son Kirk helps run the business, which is now four locations strong.

“It kinda takes over your life,” she said. “I’m sure Bill Gates would tell you the same thing. It just kind of evolves.”

Athletes Corner remains one of the few locally owned sporting goods chains. The stores offer top-of-the-line equipment from brands like Nike, Adidas, Puma and Asics. The retailer outfits students with high school letterman jackets and area school merchandise the likes of sweatshirts and hats from schools in Vancouver all the way to Centralia.

“We still follow all the school teams and the first thing we do each morning is find out who won the big game last night,” Jabusch said. “We really do want all the leagues to do well.”

The businesses’ in-house screen printing and embroidery also outfits thousands of athletes — small children and adults alike — each year and provides local businesses with complete lines of corporate apparel ranging from T-shirts and polos, to baseball caps and jackets.

“We started out as a sporting goods retailer and then got into doing uniforms along the way because that’s what demand was calling for,” Jabusch said. “Over the years, our corporate business has really increased.”

The staff has also adapted to sporting rules and regulations which seem to change or modify each year. The business hosts educational meetings three times a year for its employees to address new equipment, rules and regulation changes which they pass down daily to young athletes and their parents. While



Basketball season is just around the corner and the Athletes Corner store has all the basketball shoes and apparel available at Fisher's Landing store.

the latest high-tech shoes, and sporting rules and regulations have changed — one thing has not.

“The most enjoyable thing are the little kids that come in the store when they are just starting out,” Jabusch said. “They don’t change. Their personalities are still the same. Children ages two to six are just the same as they were 50 years ago — innocent and adorable.”

Jabusch said participation in youth sports and parental involvement seems to have increased over the years. Despite the increase, the same scenario happens every year on the opening day of T-ball. A mom and son will come into the store. Mom explains that the little boy slept in his uniform the night before, and despite the fact that it’s pouring down rain, and despite the fact that the game was canceled, the little boy is dressed and ready

to go.

“By George he was going to make it to that game no matter what,” Jabusch said. “It’s been fun. I love the people that come in the store and especially the little kids.”

Athletes Corner’s 33 years in business has developed a local customer base and generations of families who come into the store through season after seasons of little league games, summer tournaments and state championships.

“I love it when people say ‘I was in here when I was in little league,’” she said. “It really makes you feel good.”

Athletes Corner at Fisher’s Landing is located at 2100 SE 164th Ave. in Vancouver and is open Monday through Friday from 9 a.m. to 7 pm. Saturday from 9 a.m. to 5 p.m. and Sunday from 11 a.m. to 4 p.m. For more information, call 360-256-9662 or visit [athletescorner.com](http://athletescorner.com).

WHAT YOU’LLL DISCOVER INSIDE!



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Find the sweet and simple taste of Italian food at Strada Street Food of Italy.



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Let the friendly staff at New Seasons help you get ready for Thanksgiving. Pictured from left; Ann Holland, Cinderella Pierce, and Rachel Biernbaum.



# A sweet and simple taste of Italy

## Strada Street Food of Italy offers quality food for a great value

By JORDY BYRD

Opening day was a success. Strada Street Food of Italy opened its doors on Sept. 17 on the corner of Fisher’s Landing. On opening day, the sleek open space tempted those who passed by with wafts of sausage, pesto and garlic and bubbling pours of Peroni beer.

“You toast some fennel and you’d be surprised how many people wake up,” said Gary McDowell, general manager of Strada Street Food of Italy. “We’ve had a lot of positive feedback so far. Even during employee training week we had people walking by, coming in and testing the food.”

The strip down Vancouver’s 164th Avenue is home to pizza parlors, sushi joints, Chinese food and German pub fare, but the masterminds at CCK Restaurants — the Portland company which founded The Original Wow Burger and opened the new space — crafted a clever model and beautiful space that is already proving a success. CCK Restaurants has plan to open a second Strada location in Washington Square.

“What we offer is quality food at a value oriented price,” McDowell said. “This model is more fast casual and it’s something restaurant goers haven’t seen.”

Strada’s tables are made from a mixture of reclaimed Asian pallets and floor joists from the old Seattle federal building. A bar height community dining style table mounted on a giant industrial ibeam dissects the dining room. The Italian menu is simple yet refined. Each meal is made fresh to order in front of the customer much like a sandwich bar where customers hand-select each ingredient.

Customers can choose from either a Piadina — an Italian wrap stuffed with meat, vegetables, pasta and sauce — a spaghetti pasta bowl, a salad, or a combination meal — smaller versions of a Piadina, pasta bowl, salad or soup.

Meat options include calamari, Italian sausage, chicken, steak or salmon. Toppings include a variety of sautéed peppers and onions, zucchini and mushrooms, arugula, artichokes, white bean relish, pancetta, eggplant caponata, feta cheese, mozzarella, tomato and basil relish and more. The decadent sauce selection includes alfredo, Diavolo — spicy tomatoes, garlic, chili peppers and cream — fresh basil pesto, buttermilk parmesan and more.

“It’s great, quality Italian food,” McDowell said. “All of these ingredients mix and match. We’ve even changed our sauce recipe a few times last week based on guest feedback.”

Side orders include a strada stick — pepperoni, parmigiano reggiano or artichoke — fried calamari with mixed peppers and lemon, a rotational soup, or a Tuscan white bean and artichoke dip served with piadina chips. Sweet tooths will delight in a cannoli dip with mascarpone, ricotta and Chirardelli chocolate chips and the beverage menu includes homemade Italian sodas, Italian coffee, soft drinks, Peroni or Moretti beer, Italian coffee, wine and peach bellini.

“It’s a hit - our market falls under a custom-



One of the combo meals available at Strada: Street Food of Italy is a Piadina grilled chicken wrap, and a Italian sausage bowl. Add a blackberry Italian soda is a great refreshment to accompany any meal at the Italian restaurant at Fisher’s Landing.

“What we offer is quality food at a value oriented price. This model is more fast casual and it’s something restaurant goers haven’t seen.”

— Gary McDowell, general manager of Strada Street Food of Italy

er’s price point and at the same time they are not eating out of a fast food paper bag,” McDowell said.

Strada offers a unique blend of food that is fast enough to finish seated in the restaurant on a lunch break and casual enough for a bustling family with young children. McDowell said down the road the restaurant might offer happy hour prices for students with valid identification and adult happy hour prices on beer and wine. Either way, big plans are underway for this little Italian kitchen.

“People are responding very, very positively,” McDowell said. More positively than any other place I’ve ever worked in.”

Strada Street Food of Italy is located at 2100 SE 164th Ave. in Vancouver and open Monday through Saturday from 11 a.m. to 10 p.m. and Sunday from 11 a.m. to 9 p.m. For more information, call 360-326-4364 or visit gostrada.com.



An Italian soda is a great refreshment to accompany any meal at Strada Street Food of Italy restaurant at Fisher’s Landing.

## Fisher’s Landing Marketplace in Vancouver.

**Easy to find.** We are located near the Fairview Village Golf Course in east Vancouver, at the corner of SE 164th Avenue and SE McGillvray Boulevard.

The marketplace houses many fine retailers, merchants and restaurants specializing in both casual and fine dining. Visit Fisher’s Landing Marketplace and discover everything we have to offer.



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# It's turkey time at New Seasons Market



Rhea Books, who is the deli manager at the New Seasons Market at the Fisher's Landing store, is ready for the holiday season. The Nov. and Dec. holidays mean busy days for Rhea and her crew, because we offer fully cooked turkeys, special holiday dinner packages and lots of sides, so people don't run out of things like gravy, cranberry sauce or pie.



Fresh sides and entrees are made daily at the at the New Seasons Market at the Fisher's Landing store.

## Reservations and the turkey hotline opens Oct. 31

By JORDY BYRD

Holidays can be stressful. Relatives and in-laws are sometimes erratic, sometimes the eggnog is spiked a few thimbles too much and 20 lb turkeys don't just cook themselves. But don't worry — the deli at New Seasons Market is here to help.

Just in time for Thanksgiving, the deli will be rolling out hand-made appetizers, entrées and full dinner packages that will please your pickiest eater and relative with a gluten allergy. This year, the store will offer locally sourced turkeys from Champoeg Farms and Inspiration Plantation and goose from Food Forest Foods.

Rhae Books, deli manager at New Seasons Market Fisher's Landing location, adds a flair for the culinary arts behind the deli counter. She graduated from the Oregon Culinary Institute and has been with the company since 2007.

"I've been in the food business in some type of capacity since I was 14," she said. "I've been exposed to the back of the house and the front of the house — just about every job you can think of — and I spent many years cooking in kitchens."

Books said the deli is gearing up for Thanksgiving and especially the crazy five to seven days just before the holiday. This year Books and her team will serve up an assortment of appetizers, side orders and package dinners.

"Even if someone is planning to cook the entire holiday by themselves we offer a lot of side dishes that can assist people," Books said.

The deli's grab-and-go case will feature a variety of baked bries, artichoke dip, caramelized shallot dip, clam dip, smoked salmon spreads and more. Side dishes include a variety of orange glazed yams, roasted root vegetables, Brussels sprouts, mashed potatoes, scalloped potatoes, quinoa mushroom stuffing, cornbread stuffing, savory bread stuffing, soup, gravy and cranberry sauce. Less experienced cooks or those just rushed for time, may also choose from a menu of packaged dinners.

"There are a lot of people who have us prepare their full Thanksgiving dinner," Books said. "Some people are extremely busy and I think it's good for people to still have the traditional meal that's made from scratch."

A traditional turkey package dinner feeds four to six or eight to ten people and includes a choice of stuffing, vegetables, pumpkin pie, dinner rolls and a precooked turkey which takes about 2-3 hours finished baking time at home.

The turkey dinner for two package includes a choice of stuffing, vegetables, an appetizer like butternut squash soup, and a stuffed turkey breast chop.

The gluten free dinner package (items can be purchased separately) feeds four to six people and includes quinoa mushroom stuffing, mashed potatoes, vegetables, gluten free corn bread muffins and a turkey.

The spiral sliced ham dinner feeds six to eight people and includes 3-4 lbs of fully cooked, boneless spiral ham, scalloped po-

**"There are a lot of people who have us prepare their full Thanksgiving dinner. Some people are extremely busy and I think it's good for people to still have the traditional meal that's made from scratch."**

**— Rhae Books, New Seasons Market deli manager**

tatoes, vegetables, cranberry sauce or apple chutney, rolls and a pumpkin pie.

Ordering a delicious Thanksgiving feast is as easy as walking in the store or visiting New Seasons Market online. The holiday hot lines open Oct. 31 through Nov. 17. During that time frame, customers can make a reservation online or come into a storefront and place their order face-to-face at a "turkey table." New Seasons Market will also offer a turkey hotline where customers can discuss their reservation or ask a professional for tips and cooking advice.

Books said she is already fielding questions from customers about the big day. While the majority of orders are placed the week leading up to Thanksgiving — people are still in the store Wednesday night at 9:45 p.m.

"We definitely make sure that we don't run out of anything," she said. "Everything we make will be available in the deli case the day before Thanksgiving... if someone is really in a bind — dinner plans were canceled, people are stuck on airplanes — we overproduce to aid those dinner-on-the-fly situations. We are always able to take care of people."

New Season's Market Fisher's Landing location is open daily from 8 a.m. to 10 p.m. and is located at 2100B SE 164th Ave. in Vancouver. For more information, call 360-760-5005 or visit [newseasonsmarket.com](http://newseasonsmarket.com).

## turkey tips...

Try tunnel boning your turkey. The process requires making small incisions and removing all the bones from the bird, stuffing it and then baking it. Books said a quick search on YouTube will provide step-by-step instructions. The technique cuts the cooking time in half and allows the meat to retain moist. Books recommends stuffing the bird with aromatics like herbs, lemon and garlic and basting it in butter.

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## Find joy in every bite

From Grandma's traditional recipes to new twists on your favorite comfort foods, bring joy to your holiday table. Whether you're in search of a special ingredient or a need a hand preparing a classic holiday meal, you'll find it at New Seasons Market.

Place your Thanksgiving order through November 17th at your Fisher's Landing store, or online at [newseasonsmarket.com](http://newseasonsmarket.com)

