

OCTOBER 2012

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Your barbequing and tailgating HEADQUARTERS

The experts at the New Seasons have you covered. *Page 3*

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5 Hallmark's Ghostly Singing Duo collectible is sold at the Hallmark's Fisher's Landing store.



6 Chloe Tran, a barber at The Barbers Fisher's Landing location, cuts a customers hair.

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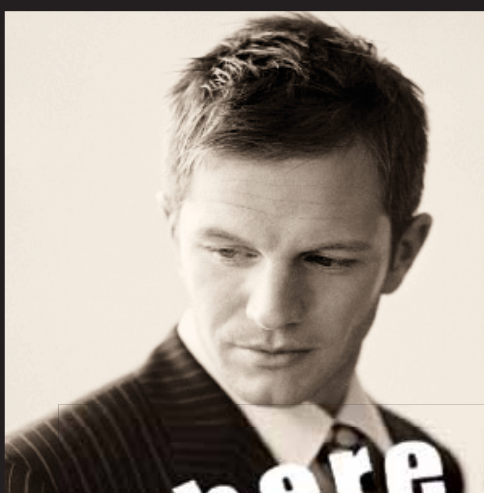


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New Seasons has all your tailgating and barbequing needs covered



New Season's Market Doug Hope, who is the butcher at the store's new location in Fisher's Landing, stands in front of the crew he works with. Back left; Norm Cresmer, Jr., meat cutter, Doug Smith, chicken and sausage, and Mike Castenada, Seafood manager.

By JORDY BYRD

Doug Hope started working at Lucky Supermarkets in California when he was 14-years-old. His job was to clean up the store's meat department. Now 59 years later, Hope is back at the butcher's block. Today, he works as a meat clerk at New Seasons Market in Fisher's Landing. Behind the meat counter, Hope is a force to be reckoned with and a wealth of knowledge for customers and employees alike. Hope's dad was a butcher and meat buyer for Lucky Supermarkets. He seemed to have "inherited" the hobby and profession. "I've been on earth a long time," Hope said jokingly. "I've probably passed on 100 different recipes to people because I've done a lot of cooking." New Seasons Market keeps recipies – like Hope's 30 year-old salmon recipe – on note cards at the meat counter. It's just one extra touch the grocery and specialty food store offers its customers. New Seasons Market opened its first

“I've been on earth a long time,” Hope said jokingly. “I've probably passed on 100 different recipes to people because I've done a lot of cooking.”

– Doug Hope

store in 2000. The locally-owned store focuses on sustainability and offers more than 30,000 unique products. Shoppers will find a mix of conventional and organic foods featuring everyday staples and specialty items, including everything from Frosted Flakes to free-range chicken, Kraft American Slices to local artisan cheeses. More than a third of those products are sourced from Northwest farmers and entrepreneurs. The Fisher's Landing store opened in November of last year and is the first store in Washington State. Today, the company owns and operates 12 stores. The Fisher's Landing New Seasons Market features 40 Southwest Washington vendors including Enchanted Teas,

Cupalicious Cupcakes, Millars Wood Roasted Coffee, River Wave Foods, Nut-Tritious Foods and Reister Farms. Behind the meat counter, Hope and his fellow clerks slice up and serve locally-raised meat from Pure Country Pork, Reister Farm, Inspiration Plantation and Country Natural Beef. "We have very unique things for the consumer," Hope said. "Everything is fresh." The meat department features a mixture of sausages made on site, bacon cheddar burgers, rib eyes, top sirloin, marinates, skewers and seafood just in time for the closure of barbecuing season and the heart of tailgating season. Hope recommends the New Seasons Market's roasted corn and chipotle chili

bratwursts, buffalo style chicken wings and lamb chops marinated in garlic, herb and rosemary for the tailgating. Lest not forget – beer. "I've done a lot of tailgating and grilling in my lifetime," Hope said. "I've learned to take a box that's like a medicine cabinet that has all my spices in it. I've had this thing for 35-40 years." Hope brings a case of beer, his grill, the spice case, a chopping board and an ice chest with crushed garlic, fresh basil and rosemary to each game. As an experienced tailgater and cook – he's always willing to share his favorite recipes to fans from the opposite team or customers at the meat counter. Hope is passionate about food and sharing that love of food at his job. He said that's part of the reason why he has stayed so young. Even at age 73. "I'm the old guy here working with all these kids," Hope said. "Some of them are young enough to be my kids, so it's fun. I enjoy every moment of it." For more information, visit newseasonsmarket.com.

etcetera...



grilled mushroom burger

Ingredients:

- Ground hamburger
- Egg
- Mushrooms
- Blue cheese
- Sharp cheddar cheese



**Amounts added to taste*

Directions:

Mix egg into raw ground hamburger. Mince parsley, mushrooms, thyme and blue cheese. Add mixture into hand-formed patties. Grill to desired taste. Top with sharp cheddar cheese.



grilled artichokes

Ingredients:

- Artichoke
- Butter
- Salt
- Pepper

**Amounts added to taste*

Directions:

Cut artichoke in half. Combined softened butter, minced garlic and salt and pepper. Brush artichoke with mixture. Grill artichoke, crust side down on the grill for 10-15 minutes.



barbecue salmon

Ingredients:

- Sockeye or Coho salmon
- Olive oil
- Rosemary
- Crushed garlic
- Green onions
- Lemon

**Amounts added to taste*

Directions:

Make a bed of aluminum foil about 1 ½ inches bigger than the salmon fillet. Place fillet in foil. Mince rosemary and crushed garlic. Combine with olive oil. Brush mixture on top and bottom of the salmon fillet. Cut green onions in half. Lay on top of salmon fillet. Slice lemons and place on top of salmon fillet. Enclose fillet in aluminum foil and place in direct heat on a barbecue. Continue basting the fillet with the olive oil, rosemary and garlic mixture. Cook for 15-20 minutes.

Godfather's Pizza sticks to it's roots: traditional delicious pizza pies

By JORDY BYRD

“Pizza gets in your blood,” said Patrick Cahill, owner of four Godfather's Pizza franchises. That's not an understatement for this Oregon transplant. Cahill became a manger of a Godfather's Pizza in 1975 while going to college and playing football for the University of Omaha Nebraska.

He traveled across the country to states like California, Oklahoma, Iowa, Missouri, Washington and Nevada for 15 years with the company before he and his wife purchased franchises in Washington and Oregon.

“Pizza is supposed to be fun, people only order pizza when they are having fun and we know that. We want to continue to provide that service.”

– Patrick Cahill

It's not just the product, but also the family atmosphere at Godfather's Pizza that's fun. Every night just before the dinner crowd, balloons are tied to the cushy booths. The children's games are restocked. Flat screen televisions broadcast the biggest sporting events, which is why on Saturday and Sunday, it's hard to find a seat.

The first Godfather's pizza opened in Omaha, Neb. more than 30 years ago. Cahill was with the company just three years after the first employee baked the first delicious piece of pizza, stocked the salad bar, refilled the Coke machine and folded the sides of the cardboard pizza box. Cahill says the business has a devoted following unlike other pizza chains.

“We put more toppings on than anybody else,” he said. “All our dough is made fresh everyday. Our cheese is shredded fresh everyday and we buy the best quality. There's nothing we could do to make it



A half all meat and cheese pizza comes out of the oven for a customer at Fisher's Landing Godfather's Pizza.



Godfather's Pizza General Manager Melanie McCluer serves a half all-meat and cheese pizza to customers Casi Mabry and Rachel Meredith at Fisher's Landing Godfather's Pizza.

a higher quality product. That's why people tell me they have been raised on Godfather's Pizza.”

Cahill's favorite pizza after all these years is the classic combo which is a bub-

bling pie of pepperoni, sausage, beef, onions, black olives, mushrooms and mozzarella cheese. He said the taste is still good after nearly 40 years, which is why his own family has been raised on Godfather's Pizza.

“We still eat pizza pretty regularly,” he said. “We always have a pizza box in the fridge.”

While Godfather's Pizza has endured, the pizza industry has changed. Gourmet pizza parlors and dozens of other chains have sprouted up across the country. While the fad is to go gourmet Cahill said, Godfather's Pizza is sticking to its roots.

“Pizza is pretty competitive,” he said. “You don't get into the pizza business unless you like a good fight. We don't follow the fads too much. We've stuck by our traditional pizzas because they are good. We know our product is the best.”

Much like the company, Cahill is sticking to his roots. When asked if he has any plans to retire the answer is a firm no.

“It's still fun,” he said. “I'll be involved with pizza as long as I can move.”

For more information, visit godfathers.com.

on the menu...

After you've indulged on bread sticks, garlic bread and hot wings, try one of Godfather's Pizza specialty pies. (Don't forget to save room for dessert)

■ Classic Combo

Pepperoni, sausage, beef, onions, black olives, mushrooms and mozzarella cheese. (Super Combo adds ham, green peppers, tomatoes and cheese)

■ Humble Pizza

Pepperoni, green peppers, Italian sausage, onions, and mozzarella piled high.

■ Taco Pizza

Spicy taco sauce topped with beef, onions, lettuce, tomatoes, cheddar, and mozzarella cheese. (Super Taco pizza adds black olives, sour cream and cheese)

■ All-Meat Combo

Beef, pepperoni, sausage, ham and bacon bits.

■ Bacon Cheeseburger Pizza

Beef, onions, mozzarella, and cheddar cheese topped with bacon bits and sliced pickles.

■ Hot Stuff Pizza

Pepperoni, beef, Italian sausage, jalapeños and onions.

■ Super Hawaiian

Pineapple, baked ham, green peppers, bits of bacon and mozzarella.

■ Veggie Pizza

Mushrooms, tomatoes, onions, black olives, green peppers and mozzarella cheese.



The Fisher's Landing Godfather's Pizza features a large and fully-stocked salad bar.



Takeout orders are always kept warm for their customers at Fisher's Landing Godfather's Pizza.

Judy Tuggle is among the many customers that take advantage of the free wi-fi service for customers provided by management at Godfather's.

Hallmark embraces the warmth and the magic of the season

“Fall is all about decorating front porches or adding touches of warmth to your house as the weather gets colder outside.”

– Patti Laird

By JORDY BYRD

Fall is right around the corner. The leaves are changing. The air feels crisper and the last of summer is being blanketed by autumn’s hues. The stores that bring this season to life are changing too. Patti’s Hallmark store in Fisher’s Landing recently received a breath of fresh air.

The store has new signage, carpets and new LED track lighting that illuminates the shelves. The walls have a new coat of paint and new fixtures have been installed throughout. “The remodel has been really exciting,” said owner Patti Laird. “It looks like a whole new store.”

Laird purchased her first Hallmark store in 2000. She remembers opening the store on a shoe-string budget and joked about worldwide headquarters being situated between her house and own back yard. Laird said thanks to her father and his work in the grocery industry, she has always been business inclined.

“I worked for my father every summer since I was 12-years-old,” she said. “I think retail is in my blood.”

Today, she owns three Hallmark stores Vancouver. She said most days; the work doesn’t feel quite like a job.

“The business is just fun,” she said. “I absolutely 100 percent enjoy it. We don’t sell anything that’s necessary for life itself, we don’t really have anything people can’t live without but we have very loyal customers. People don’t have to come into our stores, they come in because they want to. Because we sell fun stuff.”

While the Hallmark stores are gearing up for the busiest time of year – Christmas – Laird said fall is her favorite season. Her Hallmark stores carry traditional Halloween greeting cards, party plates and Peanuts character collectibles. The stores also carry traditional fall décor and scents. Hallmark offers “baking, homey scents” like pumpkin spice and cinnamon.

“Fall is all about decorating front porches or adding touches of warmth to



Patti Laird, the owner of the Hallmark store in Fisher's landing, sports a handbag made by Vera Bradley.

your house as the weather gets colder outside,” Laird said. “This is the time of year to stock up on candles, pumpkins and decorative gourds.”

For inspiration, look no further than a Hallmark store.

“Just coming into the store will inspire you with ideas for your home,” she said. “Our displays and vignettes all throughout the store are there to enchant people and excite them.”

Hallmark is trying to entice people beyond their loyal customer base. Laird said the stores are pushing to differentiate themselves by carrying brand name

products like the Life is Good brand and merchandise from Vera Bradley.

“I’m trilled to carry new products for our customers,” Laird said. “We have been so careful with the section of items picked this year.”

This selectivity and attention to detail is what has made Hallmark a lasting name in American households. Teenage entrepreneur Joyce C. Hall founded the company more than 100 years ago. Hall founded his business with a shoebox of postcards and an American dream.

“When you think of the Hallmark brand you think of reliability,” Laird said.

“I honestly feel that Hallmark represents the highest degree of quality and value. We are the best at what we do and that’s because everything is done with a certain degree of integrity and pride.”

For more information, visit hallmark.com.

holiday events...

- **October 6** *October Debut*
- **October 15** *Pre-Season Stock Up*
- **November 2** *VIP Weekend*
- **November 9** *Holiday Hope House*

Hallmark is kind of like Santa’s factory – Christmas preparations begin just after the last gift is unwrapped. Hallmark stores across the country purchased holiday items last January and the first shipment of Christmas ornaments rolled into stores this July.

But many more new ornaments, stocking stuffers, cards, gifts and home decor will line the shelves. Get your family ready for the holidays with these upcoming events at Hallmark.

T-shirts made by Life is Good is a featured brand at the Hallmark store at Fisher's Landing.

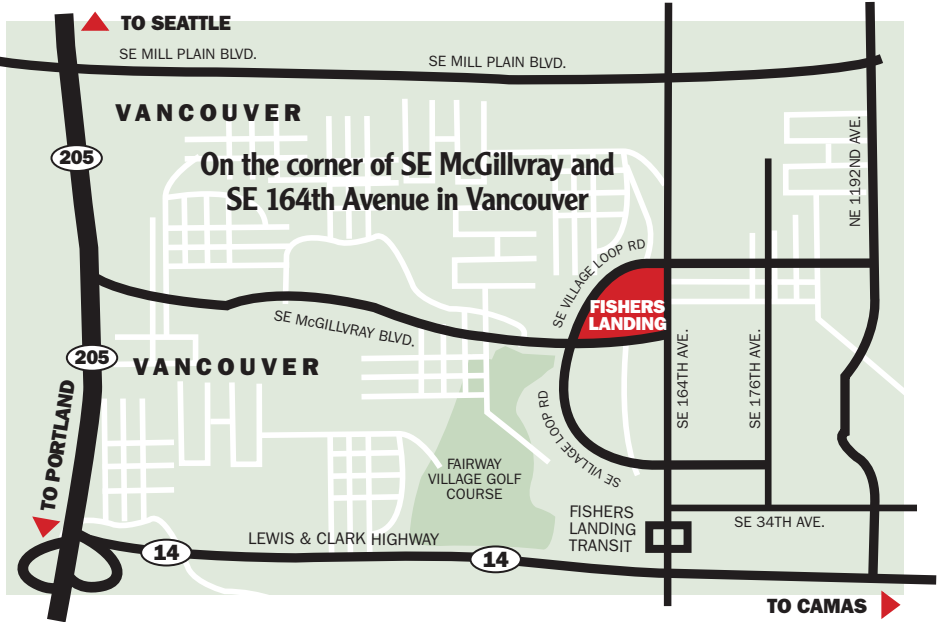


Handbags made by Vera Bradley in bright colors and fun patterns can be found at Hallmark.



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.



A Special Publication Of
COMMUNITY NEWSPAPERS
PORTLAND TRIBUNE
AM860 KPAM
Pamplin MediaGroup
Your best source for local news.
6605 S.E. Lake Road | Portland, OR 97222 | 503-684-0360

Publisher: J. Brian Monihan
Writer: Jordy Byrd
Graphic Design: Debra Kirk-Rogers
Advertising: Christine Moore, J. Brian Monihan, Tamara Hollenbeck and Sandi Adams

Creative Services:
Cheryl Duval, Gail Park, Chris Fowler, Valerie Clarke, Cheryl Douglass, Kathy Welsh, Gary Jacobson and Dan Adams
Photography: Jaime Valdez

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Lunch Buffet for only \$5⁹⁹ Includes Pizza & Drink, Salad (\$1.50 Extra) Godfather's Pizza Present coupon when ordering. Valid at participating locations. Not valid with any other offers or coupons. Minimum delivery order \$12. Limited delivery times and areas. Sales tax not included. Expires 12/31/12.	Buy Any Medium or Large Pizza at Regular Menu Price & Get a 2nd Pizza for only \$6⁹⁹ (2nd Pizza of Equal or Lesser Value) Godfather's Pizza Present coupon when ordering. Valid at participating locations. Not valid with any other offers or coupons. Minimum delivery order \$12. Limited delivery times and areas. Sales tax not included. Expires 12/31/12.	Jumbo 18" Serves 4-6 \$4 OFF Large 14" Serves 3-5 \$3 OFF Medium 12" Serves 2-3 \$2 OFF Godfather's Pizza Present coupon when ordering. Valid at participating locations. Not valid with any other offers or coupons. Minimum delivery order \$12. Limited delivery times and areas. Sales tax not included. Expires 12/31/12.	FREE MEDIUM PEPPERONI PIZZA with the purchase of a Large Specialty Pizza at menu price. Specialty Pizzas include: Classic Combo, All-Meat Combo, Taco Pie, Humble Pie, Hot Stuff, Bacon Cheeseburger, Veggie Pie & Hawaiian Godfather's Pizza Present coupon when ordering. Valid at participating locations. Not valid with any other offers or coupons. Minimum delivery order \$12. Limited delivery times and areas. Sales tax not included. Expires 12/31/12.
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The Barbers

Recreating the nostalgia of the good ole' days

By JORDY BYRD

Don Lovell remembers going to the barbershop as a child with his father. He remembers the musky smell inside the building. He remembers the men talking about sports and visiting with their neighbors. He remembers

Flat screen televisions are always turned on to the big game and free popcorn and soda is offered to customers.

that it was more than just a haircut – it was an experience.

Lovell and his wife Alison have captured this nostalgic experience and added modern twists in their chain of barbershops called The Barbers.

“The thing that creates a barbershop experience is that hot lather neck shave,” Don said. “The old time vacuum, the top powder just because it smells good and the massage at the end. That’s the stuff I got when I was three-years-old and we’re still doing it today.”

Before opening The Barbers, Alison worked as a stylist and colorist at Magnum Opus in downtown Portland. Don worked as a salon consultant for Redken, Joico and Goldwell hair products before becoming the area supervisor for Regis hair salons.

The couple opened their first barbershop in 1991 on the corner of 162 and N.E. 18th St. in Vancouver. Today, they own and operate 18 locations throughout Clark County and Portland. Outside each location, the iconic red and blue stripes of the barber poll twirl.

Inside, the space juxtaposes sleek modern architecture with the cozy amenities and old-fashioned barber chairs that seat everyone ages 4 to 75. Flat screen televisions are always turned on to the big game and free popcorn and soda is offered to customers.

“We want to make a place where guys walk in and it doesn’t feel like a salon,” Alison said. “We want it to be cool, simple and clean, but still have that barber shop feel.”

When the couple opened their first salon, the concept – the idea of catering to men only – was unique. The unisex haircut places were



Chloe Tran, a barber at The Barbers Fisher's Landing location, cuts a customers hair.

kind of the only option for guys, not many companies thought they could survive on men's products and services,” Don said.

Since then, the hair industry has embraced the idea. It's not uncommon to find barbershops that don't allow women in the building and serve alcohol. Regardless of the competition, the couple said they have established themselves in the market. They said they've been successful because they embrace every opportunity as it comes instead of toiling over a five-year plan.

“We have grown regardless of competition and concepts that

“We want to make a place where guys walk in and it doesn’t feel like a salon. We want it to be cool, simple and clean, but still have that barber shop feel.”

– Alison Lovell

have come out,” Don said. “We have raised our prices \$2 in the last 13 years. That’s important to us.”

This success they said, is a testament to their employees.

“One of the big things for us is creating a great place for people to work,” Alison said, noting that many of their employees are single moms.

“Our employees have been here 8 to 12 years,” Don added. “We have very little turn over which is what guys like. They can see that same person for years. That’s the number one reason for our success.... lots of men bring in their sons and those guys bring in their sons.”

This environment has created loyal customers, who in the footsteps of Don and his father, visit The Barbers for more than just a haircut. It's all about the experience.

For more information, visit the-barbersonline.com.



Enjoy a neck shave after a haircut at The Barbers Fisher's Landing location.

etcetera...

■ The Works

In addition to a haircut, receive a shampoo and scalp massage along with a hot lather neck shave.

■ Men's Cut

Trained barbers will consult with you to create the exact look and style you are looking for, topped off with a signature neck and shoulder massage.

■ Kid's Cut

Bring your son in to enjoy a true barbershop experience. Neck and shoulder massage included.

■ Senior Citizen's Hair Cuts

Men over 55 take advantage of this offer.

■ Beard Trim

The barbers will clean you up and make sure your beard is looking good.

■ Cammo Color

Cammo color blends the gray away using a color developed specifically for men. The color is designed to last about four weeks and fades naturally.

■ Highlights

Barbers will consult with you to create a highlight look that will be subtle and work perfect with your new haircut.



The Barbers owners Alison and Don Lovell welcome customers to check out their newly remodeled store at Fisher's Landing.

Discover the Merchants at Vancouver's Fisher's Landing Marketplace



New Seasons Market
 The Barbers
 Godfather's Pizza
 Athlete's Corner
 Big Lots Store
 Blockbuster Video
 Batteries Plus
 Muchas Gracias
 T-Mobile
 Godfather's Pizza
 Strada
 Patti's Hallmark
 Evergreen Dance Academy
 Austin Family Dental
 Ten Nails
 Philly Bilmos
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 Hi-Tech Cleaners
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with Emily Clark, Alexander Technique Instructor

Tuesday, October 9 • 7-8:30pm

MINIMIZING THE RISK OF INJURY IN YOUTH SPORTS

with Dr. Alex B. Sandrow, DC

Tuesday, October 16 • 7-8:30pm

MAKING FERMENTED VEGETABLES

with Summer Bock of OlyKraut

Tuesday, October 23 • 7-8:30pm

GLUTEN-FREE STORE TOUR

with New Seasons Market Nutritionists

Wednesday, October 24 • 4-5:30pm

NUTRITIOUS BITES FOR PEARLY WHITES

with New Seasons Market Nutritionists

Thursday, October 25 • 10-11:30am

RADIANT YOU FACIAL PARTY!

with Stephani Hayden

Saturday, October 27 • 1-2:00pm

ALZHEIMER'S DISEASE PREVENTION

with Dr. Michael Dornbusch, DC

Tuesday, October 30 • 7-8:30pm

TIPS FOR EATING WELL WITH DIABETES

with New Seasons Market Nutritionists

Saturday, November 3 • 10-11:30am

Celebrate with us.

We love food, and we love to share food. You're always invited to stop in for a quick sample, or stay for a tasting event.

Wednesday, October 17th, Noon-4pm

Local Vendor Food Fair

Meet the local people behind the food and taste their delicious products.

Saturday, October 20th, Noon-4pm

Mushroom Hunt

Celebrate the magic of mushrooms with shroomy samples throughout the store!

Sunday, October 28th, Noon-5pm

Halloween Festival

Pumpkin carving and costume contests, games and a carving workshop.

Wednesday, October 31, 2-4pm

Live Music—Playing the Oldies

Every Friday, 4-6pm

Wine & Cheese Tasting

Talk with us.

Looking for a product? Have a suggestion for us? Let us know! Fill out a yellow comment card in the store, or send us a note at talktous@newseasonsmarket.com.

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