

# Discover West Linn Central Village



## Caring for Community

The team at Advantis Credit Union has worked hard at community volunteerism. Learn more on Page 5

A SPECIAL PUBLICATION OF PAMPLIN MEDIA GROUP/COMMUNITY NEWSPAPERS



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**4** La Sen - Discover a new kind of Asian food in West Linn.



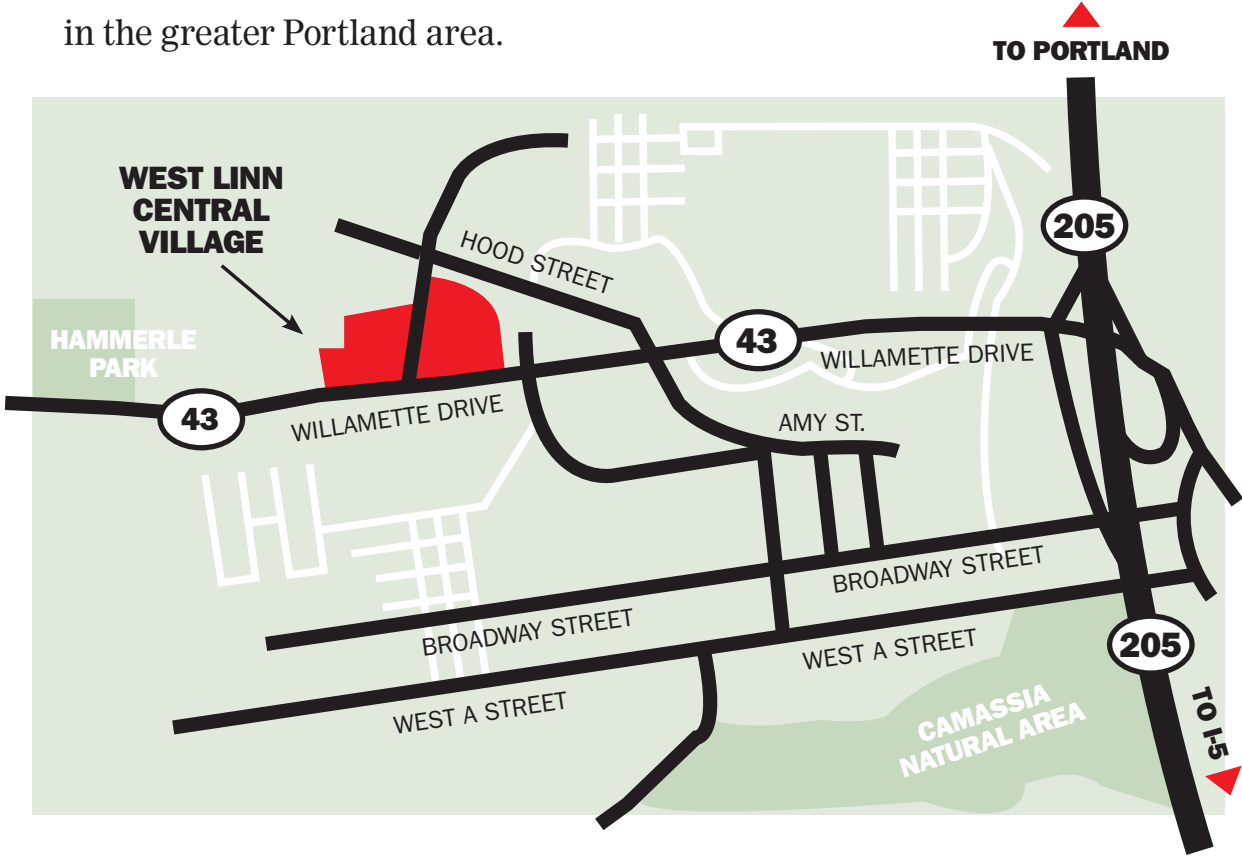
**6** Meet your neighbor - Rick Walker, owner of Sub Zero Ice Cream and Yogurt.



# West Linn Central Village Easy to find

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West Linn Central Village is an open-air urban center with a “town square” feel in the heart of historic West Linn, Oregon. Prominently located on State Highway 43 (Willamette Drive) this upscale retail center is perfectly positioned to serve one of the most well-educated and affluent areas in the greater Portland area.



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**On the cover:** Joe Garibay helps a customer at Advantis Credit Union, where they enjoy playing part in helping the community.  
*Photograph by Vern Uyetake.*

*Photographs of West Linn Central Village courtesy of Gramor. Some photographs supplied by Dreamstime.*

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West Linn Central Village community members count blessings

Giving thanks

“I’m thankful for my health and my children’s health, and that we’re living in a nice community, just thankful to be back. We were in Germany, and now we’re back in West Linn.”  
— Dani Juhala, West Linn resident

“My dog, my family, for every day.”  
— West Linnian Dani Juhala’s 9-year-old son, Max

By JILLIAN DALEY

When Thanksgiving rolls around, many people find themselves counting their blessings. Over at West Linn Central Village earlier this month, shoppers, employees and store owners alike shared what they’re thankful for this time of year. What people appreciated included unseasonably sunny weather, wonderful family members, financial stability and a warm, safe place to call

home in a great community.

West Linn resident J.J. James was thankful for her comfy bed and so much more. “I am thankful to be able to go to college,” James said. “I’m thankful for my wonderful parents, and I’m thankful for my wonderful partner, and the fact that he got health insurance in this terrible, terrible time.”

Danielle Fisher, manager of Sport Clips in West Linn, had loved ones foremost in her thoughts as well. “I’m always thankful for my family,” Fisher said. “That’s what I’m thankful for every day.”



On a visit to West Linn Central Village, Dani Juhala and son Max share what they’re thankful for.



“All the hard work that comes from everyone for this season. Everyone works hard and puts in overtime. Even though we’re stretched as thin as we are, we still get through it, and in the end, we see all the people come in and love the food.”  
— Vito Crews, executive chef (five-0-three)

“I’m thankful for wonderful customers like these because somebody who makes ice cream for a living, we don’t get a lot of customers this time of year.”  
— Rick Walker, owner of Sub Zero Ice Cream & Yogurt in West Linn



“Blue skies. Good food.”  
— Stephen Butts, sous chef (five-0-three)



“Wonderful daughter.”  
— Larry Hook, West Linn resident



“I’m paying off my truck.”  
— Jesse Runnels, a Central Village visitor from Colton



“We’re thankful we have the opportunity to move to this area to join our kids and grandkids. A lot of people don’t have that kind of flexibility. We’re really thankful for that. What we have to be thankful for, we could fill up a piece of paper if we were to sit down and do it because there’s so many things between the family and the health. And, being part of a nice community — we’re thankful for that because it could go the other way very easily.”  
— Bill Judd



“It’s been a real nice town. We’ve really liked it.”  
— Janet Judd

“I’d say I’m thankful for my family and a great community.”  
— Brian Wheeler, West Linn resident



“The holidays, mostly I think about the struggles that some people go through trying to make ends meet. It could be a tough time for people, financially burdensome. ... It’s a festive time of year, but, at the same time, you have to think of all the people you want to help and help them if you are able.”  
— Ed Bazzaz, West Linn resident

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*Lá Sen*  
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**Lá Sen Vietnamese Grill Head Chef Thu Ha cooks up a Vietnamese dish true to its roots.**

BY JAKE BARTMAN

“Authenticity” is a buzzword at West Linn’s Lá Sen Vietnamese Grill, where diners can enjoy classic Vietnamese fare that takes into account all of the culinary variety to be found in the country.

“We try to serve varieties, because in Vietnam, you have inland, but you have the sea as well,” says Tuan Lam, Lá Sen’s owner. “The beef pho is from the north of Vietnam, and the bo kho, which is a beef stew, is from the south. Each area of the country becomes a certain dish that’s on the menu. Our menu isn’t only a certain part of Vietnam.”

Lam says that the West Linn community has been welcoming of Lá Sen since it opened its doors in June of this year. The restaurant shares its menu with Lá Sen of Tualatin and Bambuzza Vietnamese Bistro of Sherwood. It's a family operation, with Lam's sister running Bambuzza.

A desire to share the unique blend of influences which inspire Vietnamese cuisine — which can include hints of food from Cambodia, Laos and Thailand — helped inspire the family to start the restaurants.

“We want to share our Vietnamese cuisine,” Lam says.

Lá Sen's emphasis on variety places it opposite other Vietnamese restaurants that serve only pho, for example, which only

serve variations of the same dish. Lá Sen offers several kinds of pho, and Lam says that pho remains one of the restaurant's most popular dishes, but it also offers a variety of house dishes that can't be found elsewhere.

“People love the variety,” says Queyen Mai, one of the restaurant’s managers.

Some of Lá Sen's dishes, like the lemongrass chili chicken and the shrimp and salad roll, have proven especially popular. Lam says that these dishes represent a conscious effort to retain fidelity to Vietnamese cooking. Freshness is an important part of that pursuit.

“Every single dish that we have here, we try to put some fresh ingredient in, especially vegetables,” says Cindy Tran, another of Lá Sen’s managers. All dishes are prepared to order, ensuring that all meals retain their distinctive qualities.

Lá Sen's made-to-order approach also makes it easier for the restaurant to accommodate the range of dietary requirements presented by customers. Tofu and vegetables can easily be substituted for meat, says Mai.

“We try to accommodate the community as well. We’ve noticed a lot of gluten-free... So we have a certain gluten-free sauce we use for stir fry,” Mai adds.

Small changes to the menu are meant to entice those accustomed to a more



**Manager Cindy Tran holds up an order of Luc Lac Beef, one of the most popular items on the menu.**

traditional American diet, although those, too, retain fidelity to Vietnamese tradition.

“There are some dishes that we cater to Americans, like salmon — we don’t have salmon in Vietnam,” Lam says. “But the ingredients — how we cook it, how we prepare it — is Vietnamese style.”

All that amounts to a meal that is at once unique, delicious and healthy. To help

introduce its fare to the community, Lá Sen is offering a promotion through the month of November. Show a server that you've checked in on Facebook at Bambuzza or either of the Lá Sen locations, and get a free, house-made Thai iced tea or a tropical iced tea.

Contact Jake Bartman at 503-636-1281 ext. 113 or [jbartman@pamplinmedia.com](mailto:jbartman@pamplinmedia.com).

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# Advantis Credit Union all about community

*Advantis has worked hard at community volunteerism in past year*

By ANDREW KILSTROM

Advantis Credit Union has been a welcomed addition since its arrival in West Linn’s Central Village back in 2013. The nonprofit financial cooperative has been a staple in the Portland Metro area for more than 85 years, and with 62,000-plus members, Advantis was excited to add a branch in a nearby community as tight-knit as West Linn.

With the Thanksgiving and Christmas seasons fast approaching, it can be a busy time with people wanting to open new accounts — something Advantis Credit Union looks forward to. While the credit union gets confused oftentimes with major banks like Chase or Bank of America, Advantis Credit Union makes the distinction known with customers upfront that they’re different.

“Advantis’ not-for-profit status means that instead of paying corporate stockholders, the credit union returns earnings to its members — in the form of lower fees, high rates on deposit products and lower rates on loans,” says John Nichols, director of marketing.

Advantis also has a few unique offerings for the public at the moment, special to the time of year and current temperament of the economy.

“Advantis is currently offering a 48-month certificate that pays 1.75 percent (annual percentage yield) on balances of \$500 or more,” Nichols says. “The credit union also has free ‘Fusion’ checking accounts that pay 1.75 percent APY on balances of up to \$25,000, and provides nationwide ATM fee refunds when members meet simple monthly requirements.”

Another thing that sets Advantis apart from its competition is its customer-driven mentality. At the end of the day, Advantis Credit Union hopes to be about the members of the community, operating with



Advantis teller Joe Garibay helps a customer. Advantis says it has a customer-driven mentality. .

PHOTOGRAPH: VERN UYETAKE

**“When you join a credit union you make a statement that you care about the future of your community; that you value local businesses and you want to play a part in helping your community grow stronger.”**

— John Nichols, director of marketing

their best interest in mind, Nichols says.

“As a cooperative, all decisions are made in the best interests of the members by an unpaid, volunteer board of directors — who are also all members of the credit union,” Nichols says.

To continue building its relationship with

the Portland area, and more specifically the community of West Linn, Advantis has worked hard in recent months along with its nonprofit narrative to help people in different ways. Advantis expects to see West Linn continue to develop, grow and thrive in coming years — something Nichols says the credit union wants to be a major part of. By joining Advantis, Nichols says West Linn residents send the message they’re about their community.

“When you join a credit union you make a statement that you care about the future of your community; that you value local businesses and you want to play a part in helping your community grow stronger,” Nichols says.

The credit union has worked toward

its community related goals through volunteerism and other forms of community involvement during the past year, and plans to continue doing so into the future.

“Advantis practices one of the founding principles of credit unions—‘people helping people,’” Nichols says. “One of the main initiatives of a credit union is to give back to the community through volunteer work, grant assistance, scholarships and financial education. In 2014, Advantis staff volunteered over 500 hours within the (Portland Metro) community and has funded 37 community improvement projects totaling \$250,000 through the GROW Community Fund.”

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# Rick Walker

Owner, Sub Zero Ice Cream & Yogurt

- 1.: How did you decide to start Sub Zero in West Linn?**
- A: We searched several areas and it looked like a nice location close to the West Linn High School. We were going to locate in Lake Oswego, but it was right before the grocery store moved out, making the location undesirable.
- 2. What has been most satisfying in running the business since you started?**
- A: Making people smile! Serving people with allergies who can't have ice cream and making them inclusive. We strive to be sure anyone with issues can be served.
- 3. On the flip side, does the work ever get frustrating?**
- A: Paying all the taxes, seems there is a tax for everything. I don't mind my fare share, but it seems lopsided.
- 4. As a business owner, do you feel like you're working 24/7? How do you strike a balance between work and home?**
- A: I try taking one day off a week — even God rested one day! I spend time with my family in the store and we steal a dinner away once in a while. We are planning a trip to coincide with a Sub Zero conference this month.
- 5. What are some of the other businesses in Central Village you enjoy visiting? Anywhere you like to go for dinner or a snack? (...when ice cream won't do?)**
- A: La Sen has GREAT appetizers, I love their spring rolls! We go over to 503 when we want a special meal. I get my eyes checked at YOU and I. Flowers are the best at the Wishing Well. There are lots of great shops here in the complex for people to check out.
- 6. What's the process like for coming up with new flavors? Anything seasonal people should try?**
- A: Our Pumpkin Pie Ice Cream is the best. We can make it as an ice cream pie for the holidays. We just included caramel truffles as a mix in for the ice cream and it seems to be a hit.
- 7. What's your personal mission every day at Sub Zero?**
- A: Make every ice cream at the shop a favorite for that customer. Make people smile every day.

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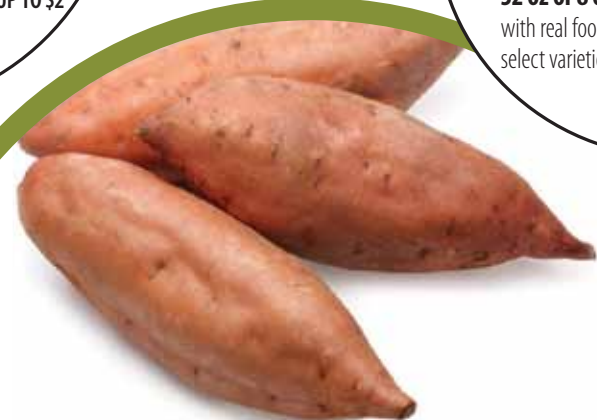
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