

JANUARY 2016

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Fulfilling New Year's resolutions

Fit For Life provides friendly gym environment – See Page 4

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5 Tan Republic has deals on top-of-the-line products



6 Businesses share their New Year's resolutions for 2016

West Linn Central Village Easy to find

Located at 21900 Willamette Drive in West Linn

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: Marissa Ness leads a spin class at Fit For Life.
Photograph by Vern Uyetake.

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West Linn optometrists offer ‘eye tech’ care

“It just creates a better experience for the patient, and better healthcare.”
—Nicole Pearce
You & Eye optometrist

You & Eye employs state-of-the-art equipment for everything from exams to frame fittings

By KELSEY O'HALLORAN
Photographs by VERN UYETAKE

Optometrists Nicole and Matthew Pearce spent the first few years of their careers providing eye care to people in remote overseas clinics, using only basic handheld tools for many exams and reading their charts by the light of household lamps.

But when the husband-and-wife duo returned to the U.S. and opened You & Eye Vision Care and Optical Boutique in West Linn last year, they sought out the latest and greatest technology for their practice.

“It just creates a better experience for the patient, and better healthcare,” Nicole says. “We wanted to include technology every step of the way.”

From the minute a patient walks in for an initial exam to the point when they get fitted for a new pair of glasses, the state-of-the-art tools at You & Eye streamline the entire process, making it easy, accurate and personalized for each patient.

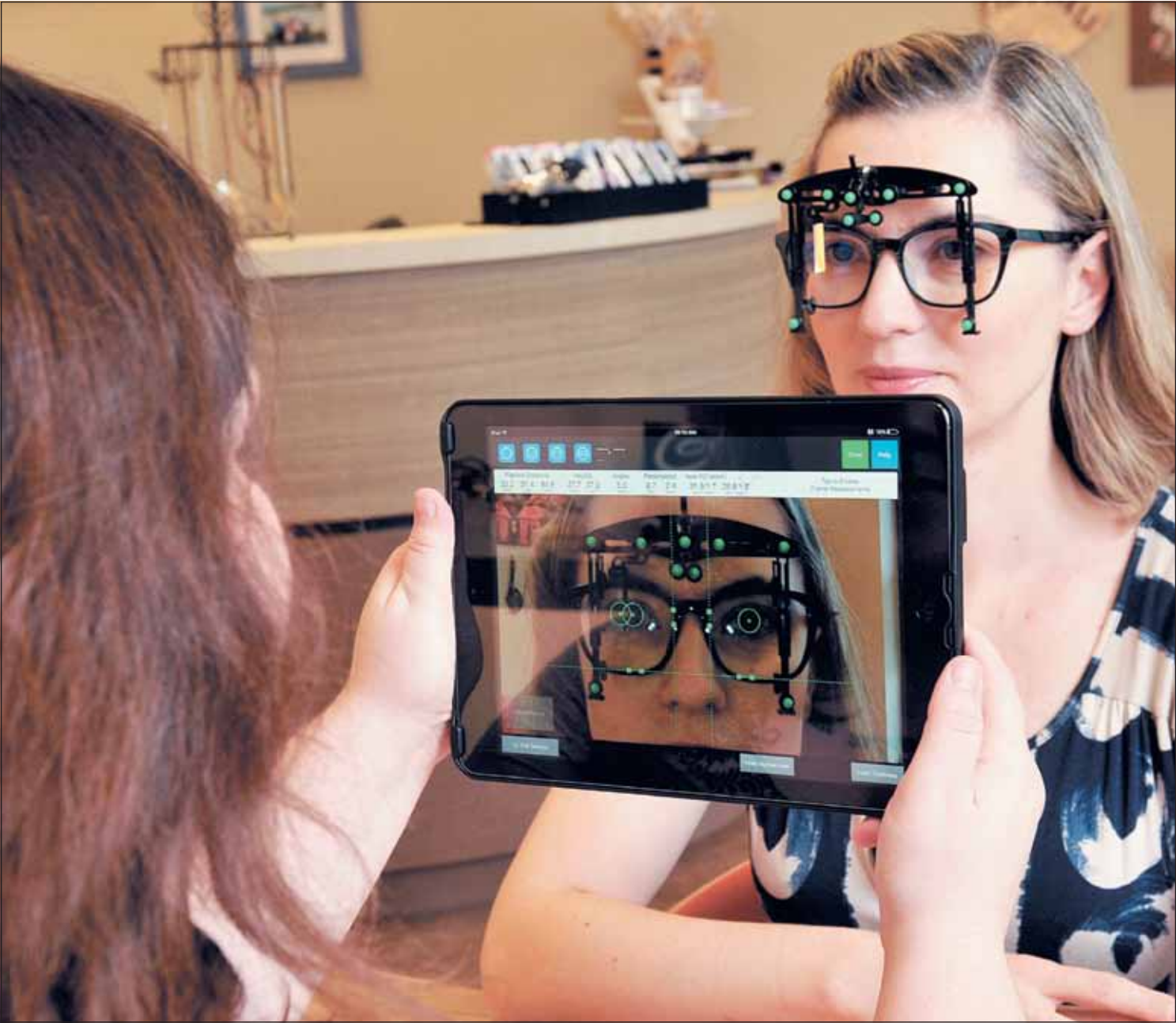
Of course, staff members create an enjoyable environment at the clinic, too. With two young children of her own and years of experience helping people all over the world, Nicole’s calm and friendly disposition and her diverse background in vision care are sure to set even the squirmiest patient at ease.

Here are just a few of the high-tech tools she and her staff use to help each patient leave with clearer vision and a smile.

KR-1W Wave Front Analyzer — This multifunctional machine is particularly helpful with patients who have never had an eye exam before. It provides a prescription estimate, and measures the curvature and “topography” of the cornea to account for astigmatisms and other corneal abnormalities. Patients can simply look into the machine and relax while it examines their eyes.

Fundus Camera — Without dilating a patient’s eye, doctors can use this retinal camera to produce high-quality color photos of the inside and outside of the eye, and the images are saved and reviewed to track changes over a patient’s lifetime. While this method isn’t a replacement for eye dilation — which lets more light into the pupil and allows the doctor to get a better view of the back of the eye — it can be helpful for standard exams, when dilation isn’t necessary. In the past, a doctor would have looked at a patient’s eye with a bright light. But with the images from the Fundus Camera, Nicole and her staff can take a longer look at the eye, without the patient moving around or squinting at the light. The images automatically feed into the exam room, so that Nicole can show the patient if she notices any differences, such as micro aneurisms or vascular changes — which are common in diabetic patients.

Digital chart — Once patients head into the exam room, Nicole can review their medical history and any images of their eye using a digital chart on a



Optician Destiny Haas (left) uses the Spectangle Pro to measure a pair of glasses for Nicole Pearce (right). The tool provides a more personalized and accurate fit.

wall-mounted TV screen. She can also conduct eye exams by using a tablet or displaying images on the TV screen. This is particularly helpful when working with young patients, she says, since she can play a short video on the TV screen or let children use the tablet to make exams more entertaining.

Spectangle Pro — While many opticians measure the distance between a patient’s pupils to fit them for a pair of eyeglasses, You & Eye Optician Destiny Haas takes 10 different measurements with the Spectangle Pro, to provide a more personalized and accurate fit. She attaches the device to a pair of glasses and then uses a tablet to take a picture of the glasses on the patient’s face. The sensors on the device provide information such as what point of the lens the eye looks through, how much the frame and lens curves to the patient’s face and the amount of space between the frame and the eye. “It allows us to put the clearest part of the glasses right in front of the eye,” Haas says. “I feel like it sets us above the rest... I’ve been an optician for 10 years, and this is the first practice that I’ve had the option of (using) something like this.”

ic! berlin frames — These screwless hinge frames are cut from .5 mm-thick stainless steel and designed to withstand all the wear and tear that glasses might



The Fundus Camera at You & Eye Vision Care and Optical Boutique captures high-quality images of the inside and outside of a patient’s eye, which can be saved and used to track changes over time.

go through over time - from being sat on to being driven over by a car. And because they’re built to last, Nicole says, they can also be better for the environment, since wearers won’t need to get a new pair every year or two.

Contact Kelsey O’Halloran at 503-636-1281 ext. 101 or kelsey@pamplinmedia.com.

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Gym-goers fulfill New Year’s resolutions at **Fit For Life**

By **ANDREW KILSTROM**
Photographs by **VERN UYETAKE**

It’s probably the most common New Year’s resolution. For most of the year you’ve told yourself you’ll finally make the effort to get in shape, but lack of time in the day or motivation has prevented you from finally shedding those pesky pounds that come with dark, cold winter days.

Luckily, Fit For Life in West Linn’s Central Village is here to help, having provided friendly, stress-free fitness options to the West Linn community.

“There’s usually a wave of new people that come in around the New Year, which is definitely something we encourage,” says manager Allison Fox. “It’s a community gym that’s been here for 30-plus years, so there’s a pretty stable membership number, but you always get that little flurry of people wanting to revamp for the New Year.”

While Fit For Life doesn’t do a whole lot differently during the winter months, the gym does occasionally offer holiday membership deals and is excited about a few new classes that have recently started. Fit For Life takes pride in its friendly atmosphere, aiming at avoiding environments that can be intimidating for casual gym-goers.

“Everything we do here is very welcoming to all levels for the most part,” Fox says. “We’ve got a couple classes that are a little bit more intense, so we give a heads up on that, but otherwise it’s super friendly and not at all intimidating. It’s not exactly a 24 Hour Fitness-type atmosphere in that regard.”

Fit For Life offers a wide range of classes throughout the week, including yoga, step, Zumba and boxing class among others. One such class has become increasingly

popular in the fitness world in the past few years and has caught on in West Linn. Barre — a combination of activities using a ballet barre — has been a big draw early in 2016.

“We’re emphasizing a couple new classes we’ve recently added to the schedule, especially the barre class, which is kind of like Pilates but with a ballet barre,” Fox says. “It’s really good for muscle strengthening and is good for all ages and fitness levels.”

Another popular option this time of year is spin class. With the recent bout of inclement weather, getting outside for your daily run or bike ride can be a challenge. Fox says it can be a good alternative, especially for those that don’t want to brave the cold.

“This time of year, if you need to get out of the weather, spinning classes are always a great way to keep your endurance and keep your core strong when it’s too cold to run or bike outside,” she says.

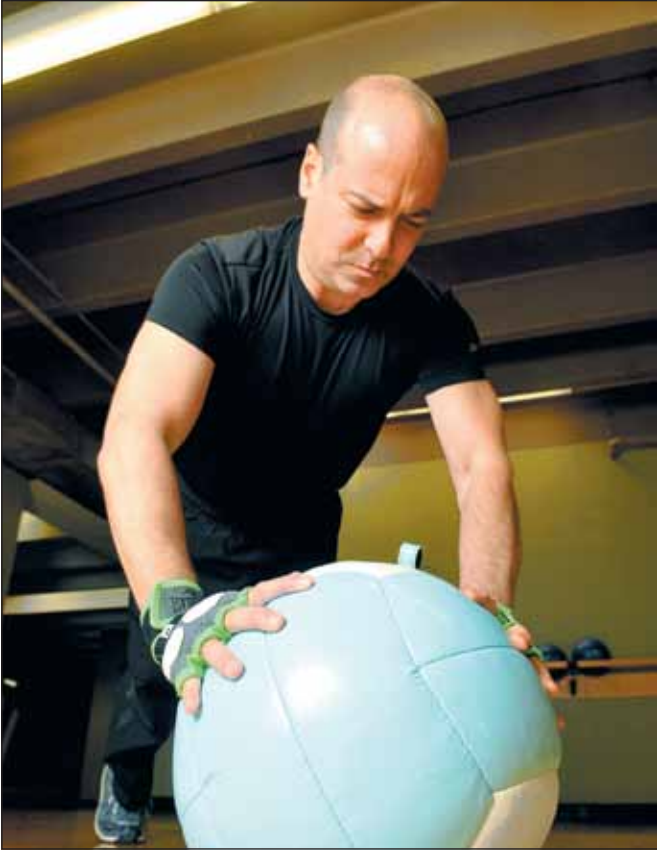
While New Year’s resolutions aren’t always upheld, Fox says West Linn residents usually do a good job. It’s one of the reasons she enjoys this time of year, because it means many new faces and energy in the gym.

“(New members) always do well for the first couple months of the New Year, definitely,” Fox says. “It usually trickles down by March, but we’ll see how it goes this year.”

Fit for Life
5640 Hood St., West Linn
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Jacqueline Paved gets in a good workout on the elliptical machine.



Kevin Sullivan does push ups.



Kevin Sullivan gets in some sparring with Stacey Finnerty.



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JUST

Here comes the (simulated) sun!

Tan Republic has you covered in the sunless winter months

By **PATRICK MALEE**
Photographs by **VERN UYETAKE**

In the winter months in the Pacific Northwest, even a passing glimpse of the sun is like finding a \$20 dollar bill in your pocket.

Your eyes widen and your mind jumps to all of the possibilities — maybe you'll go on a bike ride, or take a hike in one of West Linn's famed parks.

And then it's gone. It's during these sopping, dreary months that places like Tan Republic in West Linn's Central Village become ever more popular — with good reason. In the absence of real sunlight, Tan Republic is the next best option for keeping that summer glow.

The most cost-effective option, according to Tan Republic's Sierra West, is to become a Tan Republic member. Basic plans start at \$39 a month for 12 months, allowing you to visit any location at any time you wish throughout the membership period.

"What's nice, too, is when you're a member with us, you get half off of our other services," West said. "Spray tans, red light therapy, or if you want to upgrade to a nicer bed it's half off."

The basic tanning bed is called "Gold," but Tan Republic also has more advanced "Platinum" and "Diamond" beds.

"(Platinum) has double power, so you're tanning two times in one session," West said. "And then we have a high pressure bed. It uses all high pressure lamps, and has the least amount of UVB — the burning ray that makes you look old."

Additionally, if you're a tanning neophyte who has never visited Tan

Republic, you can sign up for text alerts and receive five free tans.

"If customers sign up for texting and they've never been in, they get 10 days to use five tans," West said.

Tan Republic is also having a sale on skin lotions, with a number of items available for half price — even the high-end stuff.

"We have about 15 products that are half off (right now)," West said. "A lot of them are Designer Skin (tanning lotion). Normally Designer Skin will not be half off, because they're such high-end products."

The sale will run until the products sell out, according to West.

So next time you wake up, peer out the window and see that it's raining, yet again, just head over to Tan Republic for all the vitamin D you've been missing.



Designer tanning lotion is specially priced this winter at Tan Republic.

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Sierra West sits next to the high pressure bed that she says uses less UVB light and is better for the skin.



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(Hwy 43 near Market of Choice)

New year, new goals

Central Village folks share their 2016 resolutions

By JAKE BARTMAN
Photographs by JAKE BARTMAN

Many people have a love-hate relationship with the concept of New Year’s resolutions. Whether it’s the memory of a particular resolution that just couldn’t be kept after an especially appealing chocolate ganache presented itself, or a more principled objection to using the beginning of the year to mark a change in one’s life, even those who do make

resolutions often do so with a sense of resignation. That’s not the case with a number of the owners and staff of businesses in West Linn’s Central Village. Many greet the New Year as an opportunity to do more and be better than in years past, or to reaffirm an ongoing commitment to betterment — whether in the personal or professional realm

“I don’t make New Year’s resolutions, but

Q: What is your New Year’s resolution?



“Be better than we were last year.”
— Don Eubanks Borsma, director stylist (right), and Celeste Field, cosmetologist, GiGi Salon and Spa



I’d like to improve consistently.”
— Andrea Conley, trainer, Fit for Life



“Work just as hard as I am now, but learn to stop as well.”
— Vito Crews, executive chef, (Five-0-Three) (left)

“I’d like to lose weight and go to Wrestle Mania.”
— Ben Calvielo, executive chef, (Five-0-Three) (right)

“Lose some weight, save more (money) than last year, and be a better person.”
— Jimmy Tran, La Sen Vietnamese Grill



“I always struggle remembering the names of some of our customers. I’m great with faces, but names seem to escape me sometimes. I want everyone to feel special when they walk in to our store, so I’m making a conscious effort to say or think of their names several times in our discussions and it has been working very well for me so far.”
— Mason Hartman, owner, Nature’s Pet Market



“I want to serve our customers here in West Linn the best I can.”
— Rick Walker, owner, Sub Zero Ice Cream



“To be more carefree.”
— Leah Beyer, operator, Edible Arrangements



“To learn more about the birds that I am seeing.”
— Darlene Betat, Backyard Bird Shop



“Have more cheese.”
— Mary Henderson, manager of specialty cheeses, Market of Choice



“Being optimistic.”
— Sasha Frayley, teller, Advantis Credit Union



“Exercising.”
— Joe Garibay, teller, Advantis Credit Union

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