

Discover West Linn Central Village

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Up your game

Visit Sports Clips for a fun, relaxing and familial environment

See Page 3

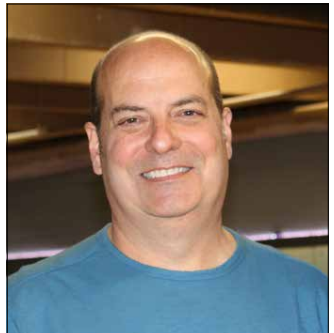
A SPECIAL PUBLICATION OF PAMPLIN MEDIA GROUP/COMMUNITY NEWSPAPERS



4 BACKYARD BIRD SHOP
Find out what you can do to assist the local bird population



5 ADVANCE DENTAL AND ADVANCE SPORTS
The two businesses, owned by husband and wife, expand in the Village

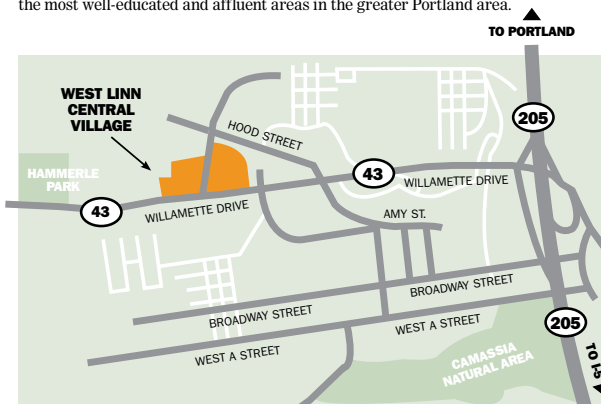


6 FIT FOR LIFE
Want a cheaper gym membership? Fit for Life has options

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



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THE WEST LINN TIDINGS!**



Sports Clips offers the opportunity to watch sports while you get a haircut.

Upgrading from MVP to Ultimate MVP

Sports Clips offers an even more advanced service to one of its most popular specials

Story by: COREY BUCHANAN
Photos by: JAMIE VALDEZ

In Manager Alissa Dees' view, Sports Clips in West Linn Central Village is most well known for its MVP treatment. This treatment involves a haircut, hot-steamed towel, massaging shampoo and a neck-and-shoulder treatment. And at 1-3 p.m. Wednesdays and Thursdays, the store offers an MVP upgrade to people coming in for a haircut.

However, the store is also preparing a clean-up hitter to its MVP lineup. Starting July 1, Sports Clips will add its "Ultimate MVP" offering, which includes the MVP elements plus the application of an oil-infused towel to the head and neck area. The product will include chamomile, eucalyptus and lavender and Dees said that it would feel especially relaxing. She also said the offering reinforces the store's mantra as being the pros of men's hair.

"The experience is already relaxing but with essential oils it's really refreshing and invigorating. It opens up your senses. It makes the experience a really cool one," Dees said.

Another recent change is that the store is open six rather than seven days a week. Dees also added that the store, and other local Sports Clips franchises, is hiring. Dees recommended Sports Clips as a place to work for those who have considerable experience or those who are relatively new to the industry.

"Sports Clips is very fast-paced and you get to meet and see a lot of cool people and get to meet great people. We have

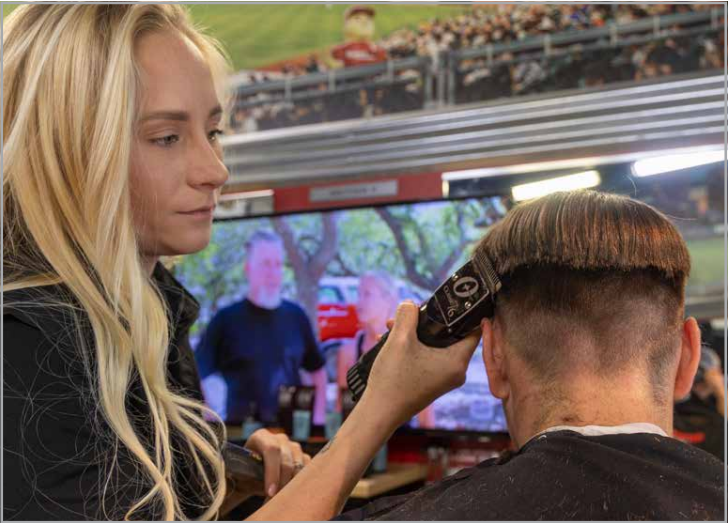
training classes we can get you into to get you properly set up and prepped," Dees said.

Dees added that the shop does not require masks and that they are doing beard trimmings again after they had stopped doing so as a COVID-19 precaution.

Dees has maintained a similar staff over the course of the last two years since she became manager and appreciates her team. She also encourages community members to try Sports Clips out if they haven't been ever or for awhile.

"We like being where we are. It feels like a family, a little home here. It's a good place to be and we would love to have you in our chair, cut your hair and be a good part of your day," she said.

For more information visit <https://haircutmenwestlinnor.com>.



Sports Clips stylists can cut your hair in a variety of styles.

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Helping your backyard birds

Backyard Bird Shop provides advice on how to best assist the local bird population during and after nesting season



A dark-eyed Junco feeds fledgling.

COURTESY PHOTO: DARLENE BETAT



A black-capped Chickadee enjoys live mealworm.

COURTESY PHOTO: DARLENE BETAT

Story by: COREY BUCHANAN

Backyard Bird Shop outreach coordinator Darlene Betat gets a kick out of observing the nuances of bird behavior — such as when the male chickadee will feed the female as a form of courtship. And she relishes when the birds trust her enough to take mealworms out of her hand.

But more importantly, Betat said seeing birds thrive and the local community protecting the bird habitat gives her hope that these creatures will continue to be around for future generations.

"It's not that simple but I absolutely love watching parents take care of baby birds. You are amazed at what you learn — the different communications birds have and you start to see patterns," Betat said.

Backyard Bird Shop located in West Linn Central Village can help local residents garner a connection with bird habitats and help sustain birds during nesting season and after.

During the nesting season, which ends in the summer, Betat said it's important for locals to provide birds with food, shelter and water. Some products the store sells include suet feeders, sunflower seeds for seed eaters like finches and live mealworms. Also providing nesting shelves can be a very helpful option. Some birds will not get into bird houses but will build a nest on a shelf, Betat explained. The shop also sells nest materials people can provide animals like plant or animal fibers.

"I look forward every year to the nesting season where I can watch hummingbirds take the nesting material I have offered. It gives me happiness to see them take a mouthful of materials," Betat said.

During the late summer and early fall, Betat noted that water is most scarce and that one of the best things a local bird-enthusiast can do is provide water for birds.

"A fountain is huge because it makes a sound (similar to) a creek and birds coming over will investigate any water sound whether it's a drip or a burble," Betat said.

Betat added that there will be more birds around post-nesting season so people should continue to keep healthy portions of food available. She further advised people to avoid getting too close to nests as birds will see that as a threat and young birds who aren't ready to leave the nest may do so out of fear, thus putting them at risk. Also, do not approach birds

who are struggling to fly, Betat added, unless they are visibly injured. Betat also said to try to avoid disrupting bird habitats when undergoing outdoor improvement projects.

"If a bird is making sounds near you they likely are upset that you are close to the nest," Betat said.

Along with materials and products to help you create a healthy bird habitat, Backyard Bird Shop has information and knowledgeable employees who can assist you.

For more information, visit <https://backyardbirdshop.com>.

I absolutely love watching parents take care of baby birds. You are amazed at what you learn — the different communications birds have and you start to see patterns

- Darlene Betat



Bluebirds and a goldfinch drink from a water fountain.

COURTESY PHOTO: ELLY HERBER

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Central Village practices are expanding

Advance Sports & Spine and Advance Dental Arts undergo double remodel

Story and Photos by:
HOLLY BARTHOLOMEW

One year ago, Advance Sports & Spine and Advance Dental Arts began planning a remodel of their joint space to allow each practice to treat patients more efficiently. Husband and wife Kim Wright, a dentist, and Nelson Tenoso, a physical therapist, opened their practices next door to one another in West Linn Central Village in 2008. Then, in 2017, Wright was looking to expand Advance Dental Arts and bought another property to do so. However, in 2020 the yoga studio next to Advance Sports & Spine closed, allowing the physical therapist office to take over some of the studio space and Advance Dental to expand into the physical therapist office. Club Pilates, which moves in next to Advance Sport & Spine later this year, will

be about half the size of the former Forge Hot Yoga location. "It really made sense for us to stay here so we sold the other property and we're expanding here," Wright said. Once the remodel is complete, Sport & Spine will have one more treatment room, a new office and lobby and the treatment rooms will open up into a new gym, allowing the therapists to work more efficiently with their patients, physical therapist Jeff Cox explained. "We're very functionally-based exercise programming," Cox said. "We'll have a more efficient space to have people moving to restore mobility and function." Cox said the remodel also allowed the physical therapists to take stock of their equipment. He said Sport & Spine had sold older equipment that wasn't frequently used and purchased new equipment that

“We’re very functionally-based exercise programming. We’ll have a more efficient space to have people moving to restore mobility and function.”
– Jeff Cox, physical therapist

better suits how they treat patients. Advance Dental will have additional office space and two more operatories, allowing clinical staff to see more patients, and the practice's two dentists, Wright and Kristan Rodriguez, to work simultaneously. "We're excited to be able to have both of us working," Wright said. With more space, Advance Dental will also need more clinical staff. "Hopefully in September we'll have our whole team in place and we can really hit the ground running from an expanded space," Wright said. Cox and Wright said the remodel process has been slow-going. Construction was initially supposed to begin in December or January but did not start until late March. Still, both practices are excited for the work to be done. The Advance Sport & Spine remodel is expected to finish in early August. The expanded Advance Dental should be complete in September. For more information visit <https://physicaltherapy-portland.com>



Advance Dental Arts and Advance Sport & Spine are undergoing a dual remodel.



Advance Sport & Spine physical therapist Jeff Cox, Advance Dental Arts dentist Kim Wright and Sport and Spine Physical Therapist Nelson Tenoso (left to right) chat about plans for the remodel.

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Fit for Life owner Kevin Sullivan wanted to make the gym accessible for people who might not be able to afford the full-price membership.

Fit for Life provides more affordable insurance option

American Specialty Health allows people to pay for membership as insurance premium

Story and Photos by:
HOLLY BARTHOLOMEW

Fit For Life 365, a boutique fitness center in the West Linn Central Village, has partnered with American Specialty Health to allow more people to afford a membership.

Through American Specialty Health, people can pay an additional premium to their participating insurance company, which will give them full access to Fit For Life.

"We were looking for a way to make our club affordable to more people without undermining our limited membership model, so we began a dialogue with American Specialty Health," Fit for Life owner Kevin Sullivan said. "American Specialty Health participants do not pay dues through Fit For Life 365. They pay a monthly fee to their participating healthcare insurance provider for access to the premium fitness center network. The fee paid to the healthcare insurance provider for access to the premium network

is often much less costly than a standard membership at Fit For Life 365."

Sullivan explained that it makes sense for insurance to cover gym memberships because of the long-term health benefits of staying active.

"Paying for a gym membership for several years is way less expensive than paying to replace someone's hip," he said.

To remain eligible for the program, participants must visit the gym at least once a month.

Originally the program was for people on Medicare, which came up with Silver and Fit. Realizing an active lifestyle doesn't only benefit seniors, American Specialty Health adopted an Active and Fit program for people of any age.

Sullivan said that people who already have a Fit for Life membership are welcome to switch over and pay for it through their insurance.

For people thinking of joining Fit for Life or getting back to the gym for the first time in a while, Sullivan advised that consistency is key.

Paying for a gym membership for several years is way less expensive than paying to replace someone's hip.

- Kevin Sullivan, Owner

"You can lose a lot of your progress over the summer if you don't come in and stay connected to the exercises you were doing," Sullivan said.

He noted that some people feel that just being outside in the summer time is the same as going to the gym, but that isn't always the case. Playing catch with the kids outside is good for you, but not the same as a consistent workout routine.

Sullivan said Fit for Life has an inviting community which makes getting back into shape not so intimidating.

"You don't have to be apprehensive about coming in here," Sullivan said. "Everyone is nice. They're polite to one another."

The familiarity of the Fit for Life community also helps members hold each other accountable.

"When people don't show up, people notice it," Sullivan said. "People want to check in on each other and encourage each other."

For more information visit <https://fitforlife365fitness.com/>



Through American Specialty Health, people can pay an additional premium to their participating insurance company, which will give them full access to Fit For Life.

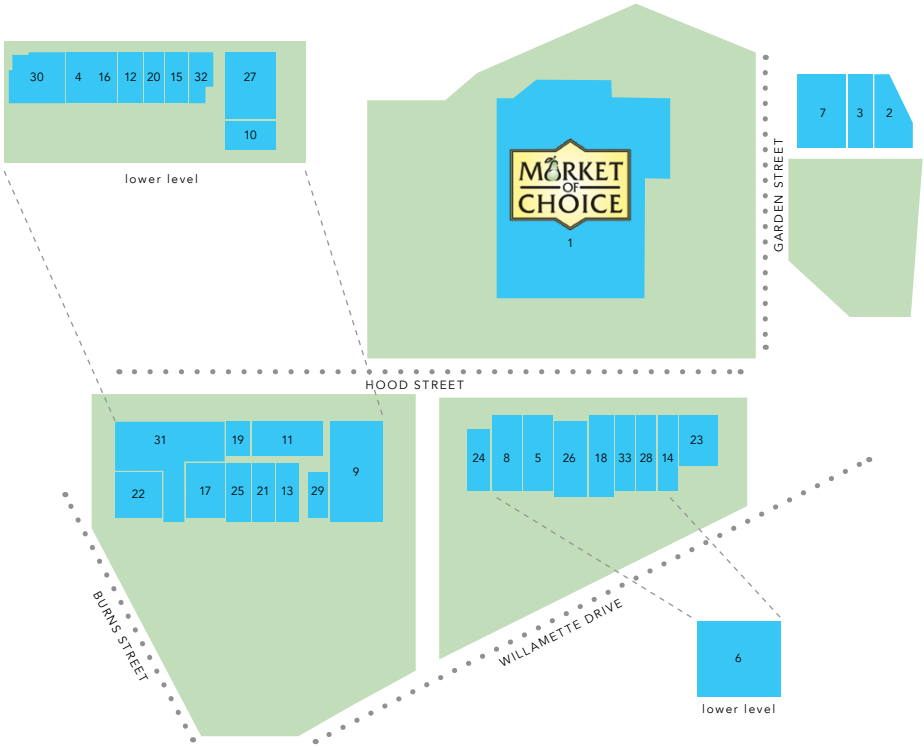


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3. Advance Sports and Spine Therapy 503-723-0347
4. Aqua Nail Bar 503-657-0053
5. Elements Therapeutic Massage 503-722-8888
6. Fit For Life 365 503-655-7702
7. Club Pilates – Coming Soon
8. DOSHA Salon Spa 503-228-8280
9. Legacy Go Health Urgent Care 971-274-0038
10. One Taekwondo Academy 503-758-0318
11. Sierk Orthodontics 503-675-1239
12. Sage Kids Salon 503-344-4782
13. Sport Clips Haircuts 503-974-9600
14. Tan Republic 503-387-3479
15. You & Eye 503-723-3000
16. Sugaring NYC 971-867-0511

PARKING

OFFICE AND SERVICES

17. Advantis Credit Union 503-785-2528
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19. Halcyon Financial Planning 503-928-4412
20. Lovell & Hall Real Estate Partners 503-807-2848

RESTAURANT AND FOOD SERVICES

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23. La Sen Vietnamese Grill 503-303-4445
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SPECIALTY AND OTHER

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27. Banfield Pet Hospital 503-462-7100
28. California Closets 503-885-8211
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