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Sugaring NYC has had a successful first year in West Linn Central Village

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The fitness center offers Sunday yoga classes



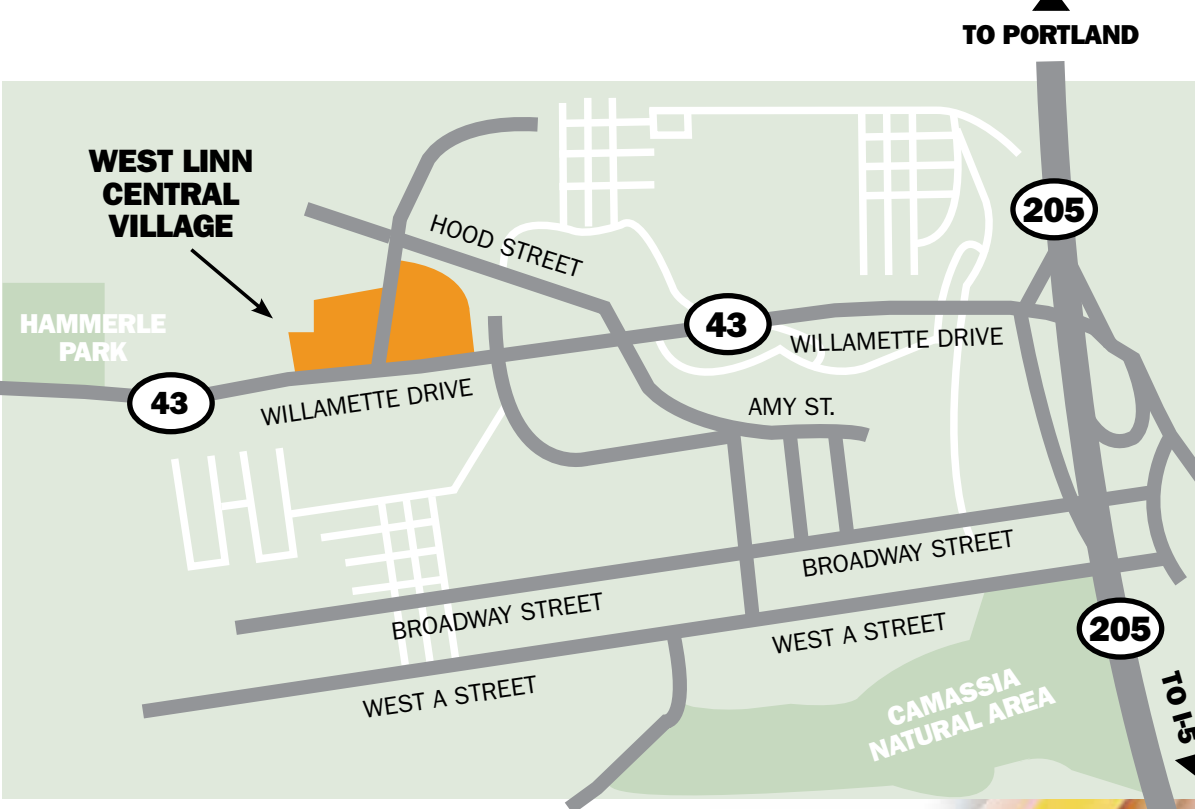
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Cookie shop to open in the Village in 2023

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:
Hollie Blubaum is the manager of the Sugaring NYC location in West Linn.

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Advantis
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Manager Hollie Blubaum and employee Sydney Carey pose for a photo.

Sugaring NYC appreciates its customers

The store, which has been around for about a year, offers membership packages and benefits

Story by: COREY BUCHANAN
Photos by: JONATHAN HOUSE

To manager Hollie Blubaum, the first year of Sugaring NYC in West Linn Central Village has gone swimmingly.

She said the shop — which performs hair-removal services using the less painful sugaring technique — has a loyal customer base and has become immersed in the community.

“This close-knit community has been great and welcoming toward our business,” Blubaum said.

And the store manager noted that Sugaring NYC is offering new packages to benefit its customer base.

Some of the packages include a membership add-on for v-facials following a regular sugaring service as well as reduced prices for those who sign up for the first time.

“We’re working on rewarding them essentially for their loyalty, ramped-up packages and memberships so they are not paying full price every time they come in,” Blubaum said.

The Sugaring NYC experience involves a sugar paste, which includes sugar, lemon and water, being applied to the skin. Lotion is then administered

after the removal. Some benefits include reduced, and more even, hair growth over time and less pain. The service can last between 15 and 45 minutes depending on what the client requests.

“If someone is waxing the traditional way it’s incredibly bad for your skin — ripping off skin cells that need to be there, creating a mess with premature aging like wrinkles. It’s not good for your skin. Sugaring is naturally exfoliat-

ing, and is great for the environment because it disintegrates into the environment,” Blubaum said.

She added that education is a big part of the Sugaring NYC experience.

“We focus on educating clients about their skin rather than just sugaring them and sending them home. We work with each client, taking time to explain what are the problems we’re seeing

with your skin,” she said

Further, Blubaum recommended people try out sugar scrubs, which cost \$19.95, to prevent ingrown hair. She also noted that the shop performs lash lifts, which are said to be healthier than lash extensions.

For more information on Sugaring NYC, visit www.sugaringnyc.com.

“
We focus on educating clients about their skin rather than just sugaring them and sending them home.
”
- HOLLIE BLUBAUM



Manager Hollie Blubaum holds up blueberry sugar scrubs designed to prevent ingrown hair growth.

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PHOTO BY BRIGHTLY & CO



COURTESY PHOTO: Advantis Credit Union was recently named one of the top 10 corporate philanthropists in Oregon by the Portland Business Journal for the 12th year in a row.

Advantis Credit Union supports members, community

The West Linn branch highlights new services, donates to local organizations

Story by: COREY BUCHANAN

Advantis Credit Union’s West Linn branch continues to enhance the member-experience and contribute to the local community.

The branch completed its remodel to include new interactive teller machines that will allow it to extend branch hours longer and for customers to deposit checks, transfer funds and perform other banking needs without interacting with a staffer face-to-face. Dovetailing with that, the company has hired new relationship managers customers can rely on for longer-term financial management such as help with refinancing a home, purchasing a car or setting up an account.

“We want to make sure to still pro-

vide the best service and experience for members while we’ve added the ITMs for general services so we have also hired relationship managers, individuals who are able to provide typical services but can go one step further,” said Advantis communications and community engagement manager Neah Jackson.

Further, Advantis allows customers who receive direct deposits for paychecks

to access the money two days prior to when the money hits their account.

“It’s a great added benefit to our members who just need to make that dollar stretch a little longer,” Jackson said.

Advantis was recently named one of the top 10 corporate philanthropists in Oregon by the Portland Business Journal for the 12th year in a row, Locally, it recently donated \$1,000 each to Tribute

to Honor, which support first responders and military heroes, Bloomin’ Boutique, which helps provide new clothing, shoes and personal care items to underprivileged and local youth, PAWS animal shelter, the West Linn High School robotics team and the West Linn High boys and girls lacrosse teams. Jackson said donations like these have been part of the company’s ethos since it was founded over 90 years ago.

“Every year all of our branches have a donation allotment they give to local schools or girl scout troops, local chambers of commerce. We want to be able to support and uplift our neighbors,” Jackson said.

For more information on Advantis, visit www.advantiscu.org.

“Every year all of our branches have a donation allotment they give to local schools or girl scout troops, local chambers of commerce. We want to be able to support and uplift our neighbors

- NEAH JACKSON



COURTESY PHOTO: Advantis does monthly volunteer activities with the local nonprofit organization With Love.



COURTESY PHOTO: Advantis Credit Union is located in West Linn Central Village.

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Yoga classes return to Fit for Life

Longtime gym member Kate Fasset leads weekly yoga classes on Sunday mornings

Story and Photos by:
HOLLY BARTHOLOMEW

After the first few weeks of teaching Sunday morning yoga classes at Fit for Life, instructor Kate Fasset said people leave class more energized, relaxed and balanced. This has helped Fasset realize how much she loves teaching yoga.

Fasset is a long-time member of Fit for Life, a family-run fitness center in the West Linn Central Village. She started teaching a Sunday morning yoga class at the gym at the end of October.

She said about five people showed up at the first class and one or two more people have shown up each week.

Fasset has practiced yoga for 20 years. She said it's helped her prevent recurring shoulder and knee injuries and she wants to share the benefits of yoga with other people. Though she initially began teaching to fulfill a requirement for certification, Fasset said she's come to really love teaching yoga.

"Teaching yoga makes me feel very focused and grounded," she said.

Fasset explained that the class is for beginners and intermediate yogis and that she can cater the moves, props and pose variations to meet participants where they're at.

"You can walk in the door and never have done yoga before," she said.

Fasset emphasized that, like the gym

as a whole, her classes are low-pressure and people encourage one another and don't have to be self-conscious about their perceived fitness levels.

So far, Fasset said feedback has been very positive. People often come into class a little tired or unsure of themselves, but leave invigorated.

She said she hopes it helps clear participants' minds, allowing them to slow down and reflect. Fasset mentioned attendees have asked her to hold the class more frequently.

Fasset and Fit for Life owner Kevin Sullivan said they're working to possibly hold twice weekly classes in 2023.

Fit for Life members can join Fasset's classes Sunday mornings from 8:15-9 a.m.

With the price to attend a yoga class at a studio around \$20 per class, Fasset and Sullivan mentioned becoming a member at Fit for Life and attending weekly classes is a much better deal. Other classes like HIIT and boxing, and access to the gym are also available with a membership.

“You can walk in the door and never have done yoga before”
- KATE FASSET

Yoga at Fit for Life 365

5640 Hood Street
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Kate Fasset performs a yoga pose at the Fit for Life center.

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COURTESY PHOTO: Crumbl Cookies plans to open next to Sports Clips in West Linn Central Village in February.

Crumbl Cookies coming to West Linn

Cookie shop aims to open at the West Linn Central Village in February

Story by: **HOLLY BARTHOLOMEW**

Crumbl Cookies, the popular dessert chain famous for decadently-flavored cookies like caramel corn, chocolate cupcake and buttermilk pancake, will open in West Linn in the new year.

Dave and Kristy Wiser and Talon and Lindsey Cullimore, a real estate team from Utah, plan to open the cookie shop next to Sports Clips at the West Linn Central Village in February.

“We could open it in a few different places in the Portland area, and, just driving around, we really liked West Linn,” Dave Wiser said.

Wiser added that they recently submitted business permit applications with the city of West Linn and that residents can

expect to see “coming soon” signs on the shop in the next couple of weeks.

“We really like the cookies and we like the (Crumbl) business plan,” he said.

Talon Cullimore added that he likes how easy it is to order and deliver the cookies.

Crumbl got its start in 2017 in Logan, Utah as the sugary dream of a pair

of cousins, Jason McGowan and Sawyer Hemsley. The pair experimented with their dough recipe, testing it with customers until they made the perfect chocolate chip cookie, according to the Crumbl website.

After opening their first storefront in Utah, serving fresh chocolate chip cookies for takeout and delivery, the opera-

tion expanded. The business launched catering services and nationwide shipping and broadened its cookie offerings.

Now, with more than 600 stores in 47 states, Crumbl offers a rotating menu of ever-evolving flavors like red velvet cake, dulce de leche, s’mores, berry cobbler, pumpkin chocolate chip and raspberry lemonade. Crumbl now has 200 unique flavors that rotate weekly. The classic chocolate chip and chilled pink sugar cookies are always on the menu. Crumbl crews at each store make the dough and bake the cookies fresh each day.

Crumbl currently has locations in Lake Oswego, Beaverton, Wilsonville, Hillsboro, Sherwood and Clackamas.

“We could open it in a few different places in the Portland area, and, just driving around, we really liked West Linn.”

DAVE WISER

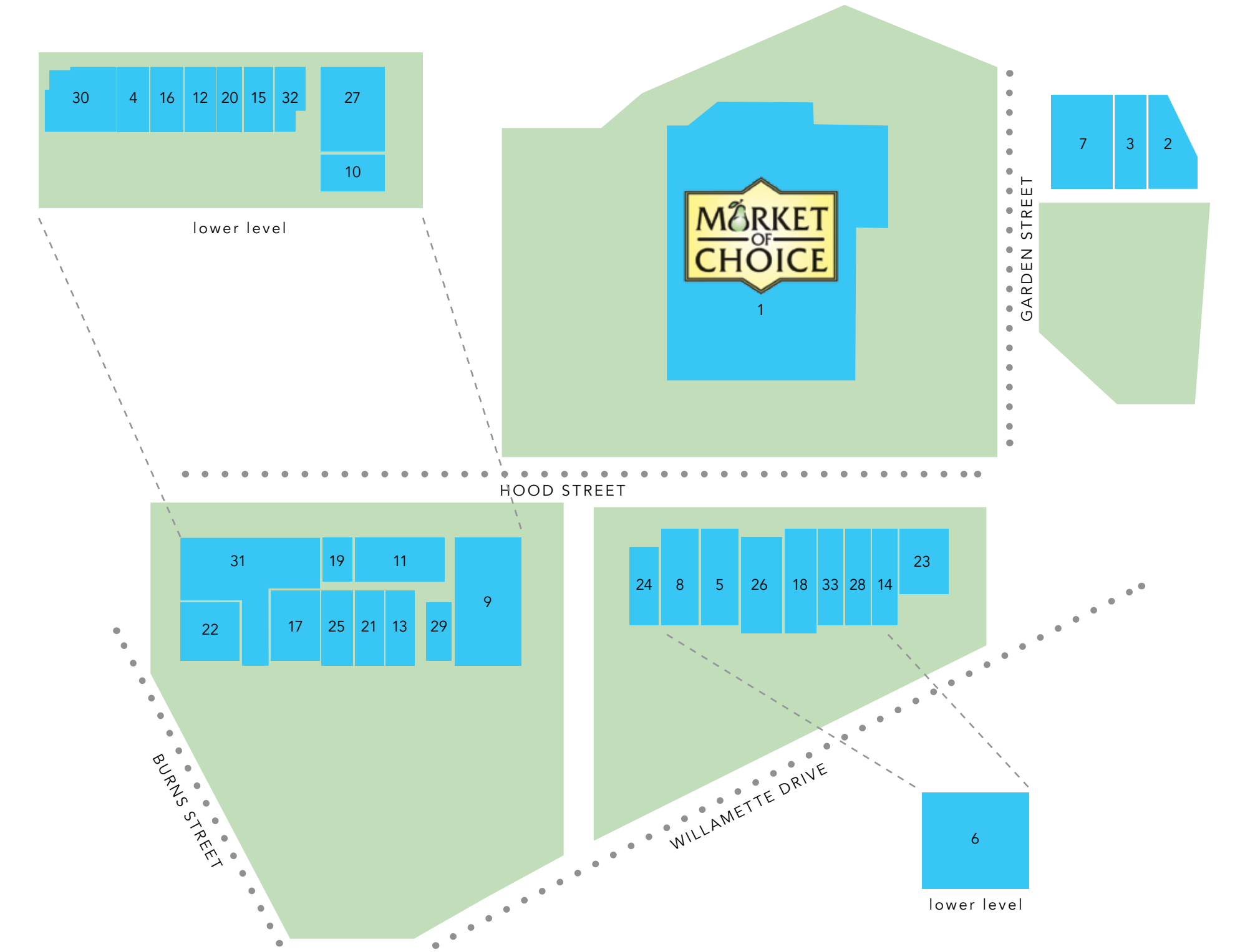


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- 6. Fit For Life 365 503-655-7702
- 7. Club Pilates – NOW OPEN – 503-218-3736
- 8. DOSHA Salon Spa 503-228-8280
- 9. Legacy Go Health Urgent Care 971-274-0038
- 10. One Taekwondo Academy 503-758-0318
- 11. Sierk Orthodontics 503-675-1239
- 12. Sage 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
- 18. FedEx Office 503-557-0709
- 19. Halcyon Financial Planning 503-928-4412
- 20. Lovell & Hall Real Estate Partners 503-807-2848

RESTAURANT AND FOOD SERVICES

- 21. Crumbl Cookies (opening 2023)
- 22. Restaurant (five-O-three) 503-607-0960
- 23. La Sen Vietnamese Grill 503-303-4445
- 24. Starbucks 503-656-7516
- 25. Sushi Hurray 503-305-7876

SPECIALTY AND OTHER

- 26. Backyard Bird Shop 503-303-4653
- 27. Banfield Pet Hospital 503-462-7100
- 28. California Closets 503-885-8211
- 29. Mathnasium of West Linn 503-305-8738
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- 31. Sundstrom Clinical Services 503-653-0631
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