

Discover West Linn Central Village

SHOP, DINE AND HAVE FUN CLOSER TO HOME!



Popular shop Crumbl Cookies opens in West Linn

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A SPECIAL PUBLICATION OF PAMPLIN MEDIA GROUP/COMMUNITY NEWSPAPERS



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Improve flexibility, grow lean muscle at studio



5 WISHING WELL
Find the perfect flowers for Mother's Day

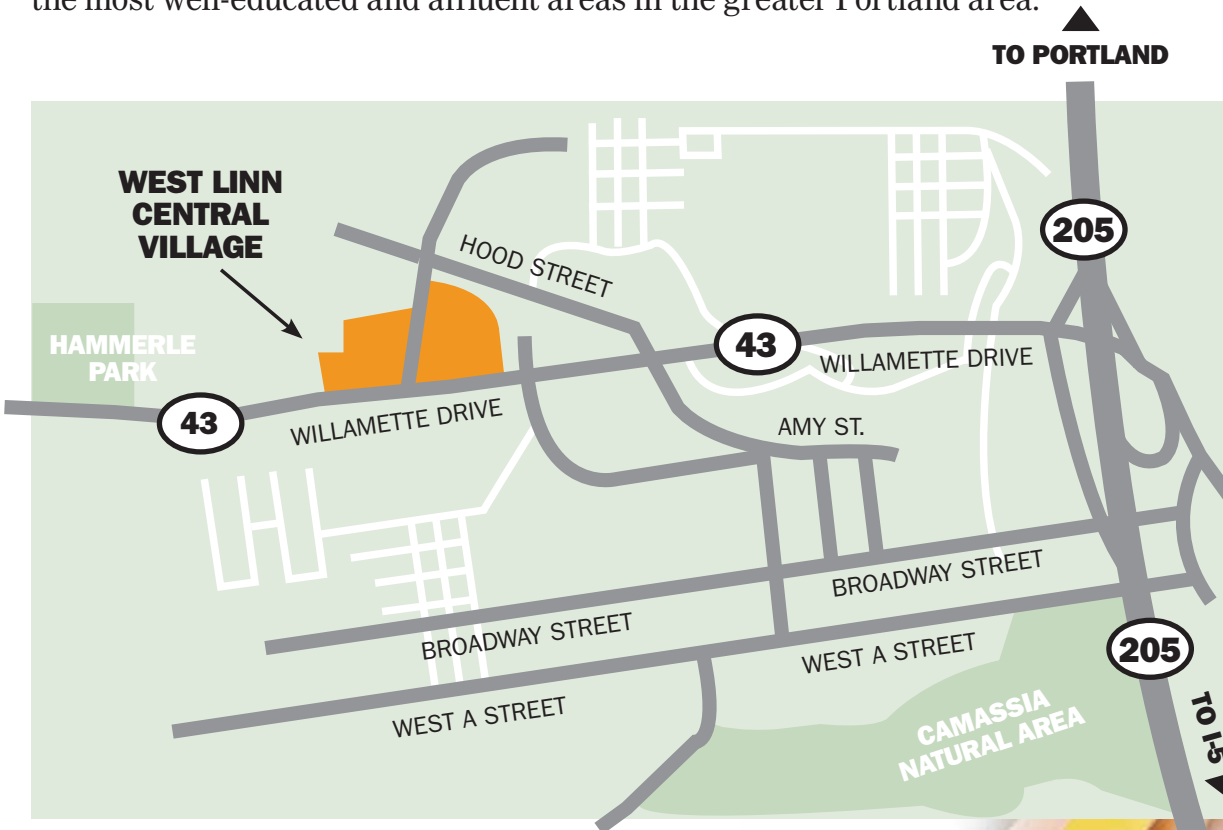


6 MATHNASIUM
Center can help students understand math fundamentals

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.



TO PORTLAND

TO I-5

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On the cover:

Talon and Lindsey Cullimore are co-owners of the new Crumbl Cookies shop in West Linn.

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Advertising: J. Brian Monihan
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TRY GOURMET TREATS IN THE VILLAGE

*Crumbl Cookies offers
a rotating array of
specialty cookies*

Story by:
COREY BUCHANAN

A company that sells warm, gooey cookies at stores across the United States has come to West Linn Central Village.

Crumbl Cookies, which was founded in 2017 and now has over 700 locations, opened in the shopping center in late March and franchise owners Talon and Lindsey Cullimore are excited about the new venture.

"It's a good opportunity to get involved in a growing company," Talon said.

The Cullimores are from Utah and run a real estate business there. They applied to become franchise operators with Crumbl and the headquarters suggested some locations, leading the couple to select West Linn and move to the Portland area. The Cullimores had long wanted to own a franchise and decided that Crumbl would be a sound investment.

“We really liked their marketing. They like to utilize social media. It came down to their great business model. They have it systematized, have corporate support and they make good money,” Talon said.

As for the tasty treats themselves, Crumbl Cookies bakes their cookies fresh daily, has two cookies they offer consistently — chocolate chip and sugar — as well as a rotating array of specials such as white chocolate macadamia nut, snickerdoodle, nutter butter and fudge brownie. Talon noted the size of the cookies and the craft with which they are made and added that the corporate quality control team ensures that cookies come out just right and that staff are trained well.

“Each cookie is pretty large. They’re almost a hand’s size. They are presented really well,” he said.



PMG PHOTOS: JONATHAN HOUSE

▲ Employees get ready for the soft opening of Crumbl Cookies in West Linn.

"They look good. They are gourmet cookies, essentially."

The franchise owner added that the store offers deliveries and catering as well as in-store service. Prior to the store opening, Talon was excited and optimistic about how well it would fare in West Linn.

"It's been great. We've taken cookies to surrounding tenets in the complex and everyone here is very excited. Every day since we've been in the store, patrons are trying to stop in and buy," Talon said before the store opened. "We've been received really well. I think it's going to do well."

For more information on Crumbl Cookies, visit <https://crumblcookies.com/orwestlinn>.



► **Chocolate chip cookies** are a consistent offering at **Crumbl Cookies**.



▲ The Crumbl Cookies in West Linn is now open.



▼ The s'mores cookie is a rotating special cookie available at Crumbl Cookies.

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PMG PHOTOS: JONATHAN HOUSE

Participants get a good workout during the Flow Class at Club Pilates in the Central Village.

Transform your body at local studio

Club Pilates offers 60 classes a week in six varieties

Story by:
COREY BUCHANAN

As founder Joseph Pilates put it, practitioners of the popular exercise format can feel a difference in 10 classes, see a difference in 20 and have their body changed for the better after 30.

At Club Pilates in West Linn Central Village, the trained professionals help guide attendees through this transformation.

“We have members who have already hit 100 classes, which is a huge accomplishment in their practice. A lot of our members take one-to-two classes a week, and now we have members who come every day,” said general manager and instructor Carrie Stallcup.

Club Pilates opened in the village in 2022 and assumed new ownership at the beginning of 2023.

“They were eager to bring pilates to an enthusiastic and welcoming community,” Stallcup said of new owner KLV Fitness.

The general manager noted that Club Pilates has over 300 members, offers six class varieties and a total of 60 classes a week — which Stallcup said is more than many other small studios. She added that they delineate programs based on level, between beginner and advanced.

“We teach in progressions. We give members a starting point of what exercise we would like them to be doing, where we want them to be feeling it and offer progressions to make it more challenging,” Stallcup said, adding that training can be modified for people with physical limitations.

Stallcup said that pilates works out many of the smaller muscles of the body and leads to a lean, rather than bulky, strength. The main pilates device is the reformer, which offers resistance through a variety of techniques.

“You’ll improve your flexibility, increase your muscle tone. It’s a whole mind, body, spirit form of exercise where



Club Pilates General Manager and Instructor Carrie Stallcup leads the Flow Class.

you feel more rejuvenated after you leave class and energized as opposed to feeling exhausted,” she said, adding that core strength is especially improved through pilates.

The general manager added that the community formed at the West Linn location is close-knit — members have become friends and reconnect during camaraderie events.

“We’re like a family,” she said.

The best way to start at the studio, Stallcup said, is to sign up for a free introductory class that lasts 30 minutes. She added that anyone who mentioned this article before



Club Pilates' Nichole Karn is ready to greet members in the lobby.

June 1 when they sign up can receive a 20% discount off their first month for eight-class or unlimited memberships.

Stallcup added that newbies aren’t expected to know anything about pilates going in. They will be taught by trained professionals.

“That’s what those beginner pilates classes are for is to start your foundation so you can begin your practice and start your pilates journey,” she said.

To contact the studio, call 503-218-3736 or email west-linn@clubpilates.com.

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Wishing Well ready to deliver flowers, cake, wine and love on Mother's Day

Order bouquets ahead of time for delivery or pick them up at Wishing Well

Story and Photos by:
HOLLY BARTHOLOMEW

Over the past couple of months Selena Ross has asked the moms that come into her store, Wishing Well Floral and Gifts, about the kinds of things they want, their color preferences and the types of flowers they like.

Ross designed several new flower arrangements specifically for Mother's Day based on the responses to her informal survey.

"Moms love to be honored on Mother's



Based on feedback from moms who came into the shop, Wishing Well owner Selena Ross designed "A little pink me up."

Day," Ross said of her main takeaways from the feedback. "A lot of moms like soft pastels with bright colors mixed in."

Ross specifically pointed out the arrangement "A little pink me up," which includes peach-colored roses, hot pink daisies, locally-grown anemones and tulips.

Ross also mentioned "Winged beauty," which features a nesting baby and mother bird in the middle of the arrangement, as a good selection for Mother's Day.

If a fresh arrangement is not what you're looking for, Ross recommended the "Mom's garden," which comes with a potted outdoor plant, flower seeds, a mug, a candle, a bottle of pinot grigio and a small wooden cutting board. Ross said she likes that this one comes with seeds because it allows people to grow their own flowers and enjoy them all summer long.

Ross said anyone ordering an arrangement can include additions like cake from Nothing Bundt Cakes, balloons, wine or a card.

For those interested in continuing to honor their moms beyond Mother's Day, Ross suggested subscribing to Wishing Well's monthly flower or plant subscription.

Get a new fresh seasonal arrangement or a dish garden each month with one of the subscriptions.

"Both are a great way to bring fresh life into the home without having to do much," Ross said.



Spring wreaths make a nice option for a Mother's Day gift.



Selena and Amy at Wishing Well Floral and Gift Shop in the West Linn Central Village are ready to fill orders for Mother's Day.

The seasonal wreaths are another option Ross pointed out. Moms can hang the decorative spring wreaths on their door annually, she said.

Ross recommended placing orders as soon as possible to make sure they're delivered by Mother's Day. Though she mentioned customers can also pick up orders at the store on Mother's Day or ahead of time.

Wishing Well will also have arrange-

ments, which can be ordered through a QR code at the store, already prepared that day.

Ross reminded folks placing orders for delivery to include any special delivery information, like gate codes and apartment numbers.

"Or if you want us to give your mom a hug for you, that's what we want to know because that's what makes it really special," Ross said.

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WHEN PARENTS DON'T UNDERSTAND “NEW MATH” MATHNASIUM CAN HELP

Learning center can also fill in gaps in understanding left by pandemic

Story and Photos by:
HOLLY BARTHOLOMEW

Of all the generational differences between today’s kids and their parents, there’s one that doesn’t usually become apparent until students bring their math homework home.

Most schools today use common core curriculum and methodology, but many parents learned math a different way.

According to Jozef Zaragoza, director of West Linn’s Mathnasium, this can lead to some frustration for parents trying to help their kids with their homework.

Zaragoza explained that common core math, much like the methodology used at Mathnasium, is about teaching students to be flexible in their approach to math and giving them tools to understanding concepts rather than teaching them one rigid process for solving a problem.

In the long run, this way of teaching math is much more beneficial, Zaragoza said.

Mathnasium works with students on what the learning center calls “number sense” or understanding of the ways numbers work.

Unlike private tutoring, which Zaragoza said is often a “quick fix” for students needing help with the next day’s test, Mathnasium hopes to help students in the long-term by addressing the gaps in their understanding, even if that means going back a few grade levels.

“If your student is struggling, regardless of what the struggle may be, what we do at Mathnasium, we always bring it back to the first point at which math became difficult for students,” Zaragoza said. “Our ultimate goal is to get students to the point where they no longer need us, where they can independently learn on their own.”

According to Zaragoza, early elementary school is when students typically learn the key foundational skills that make up their number sense.

Because of this, many students whose first, second or third grade were disrupted by the pandemic are finding themselves struggling with math now, Zaragoza explained.

“Those are the years where you’re really establishing your math foundation and if all of that is established on a rocky foundation, then everything you build on top of that will crumble, it won’t be very solid,” he said. “All of the grades leading up to fourth grade are about building number sense and students’ computation skills. As soon as a student moves past grade four, all of the computation skills become assumed knowledge.”

After fourth grade, Zaragoza explained that most teachers assume that students already have computation skills like addition and subtraction, so they don’t spend much time reviewing those concepts. As students move onto multiplication, division and fractions in fourth or fifth grade, it’s key that they have a solid foundation of computation



West Linn Mathnasium Director Jozef Zaragoza said the learning center aims to give students the tools they need to solve problems.

skills and number sense.

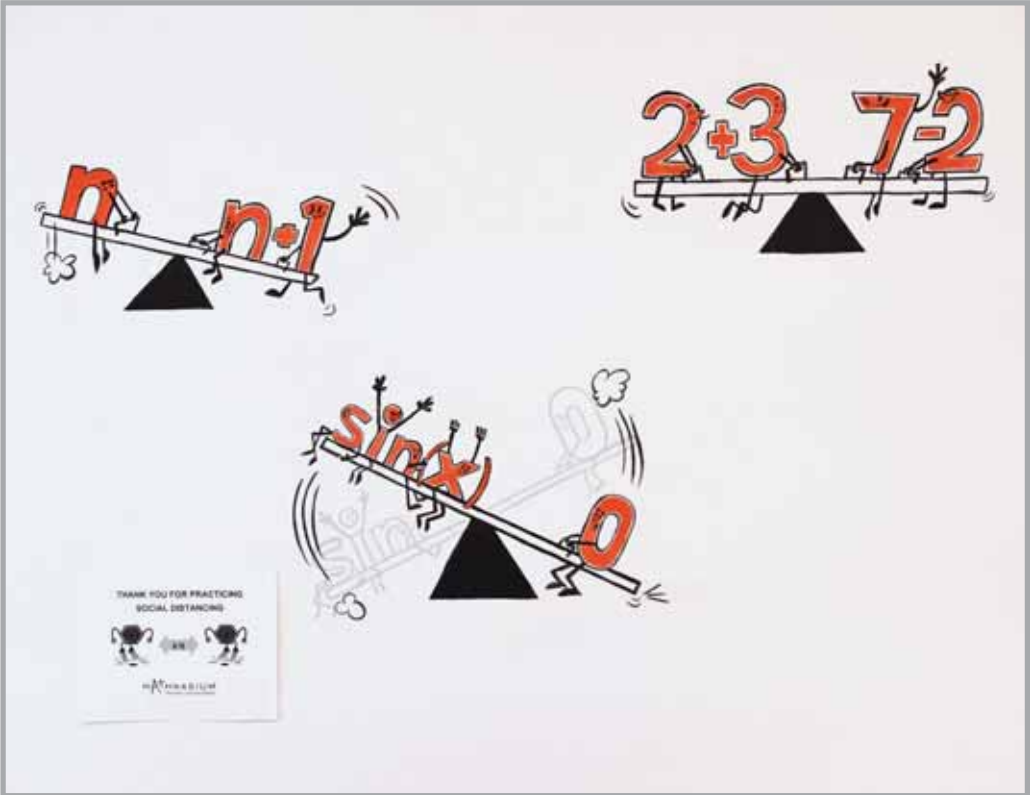
“We are seeing a lot of later elementary and middle school students come in and they are assessed at the fourth grade or third grade level because they are missing those foundational skills,” Zaragoza said.

While those early grade levels are key for future math learning, Zaragoza said classes at all grade levels are playing catch up after the pandemic’s disruptions to learning.

While trying to cover new material, many teachers are also still trying to get students caught up on things they might have fallen behind on because of the pandemic and online learning.

Zaragoza recommended that parents wondering how their students are doing have them take the free assessment and come to a free trial session.

“If you’re wondering at all about how your student is doing, come in and take that assessment and have the free trial and we’ll figure out where your student is at and how much work needs to be done,” he said.



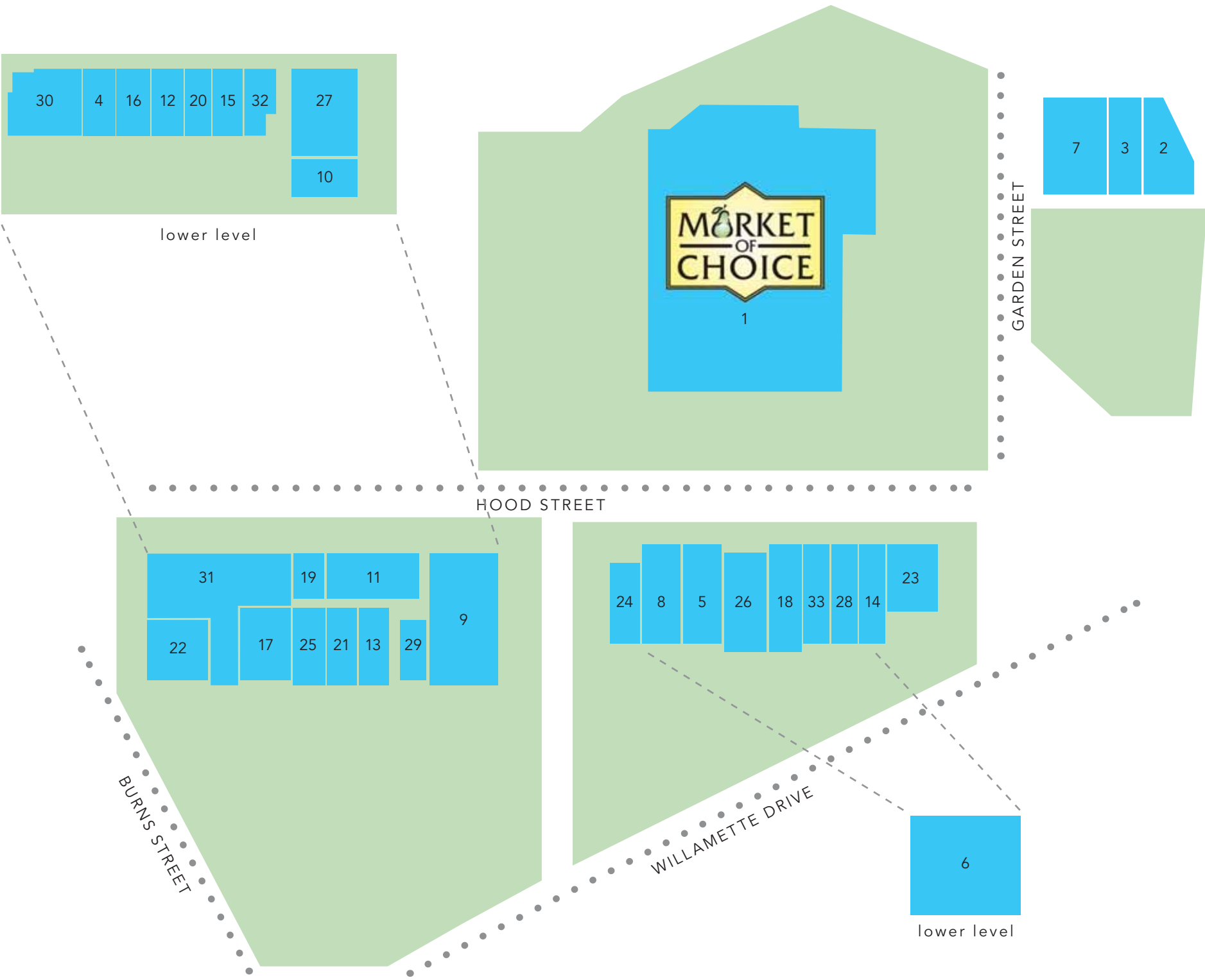
Mathnasium works with students on their foundational understanding of math through number sense and computation skills.



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