Celebrating the Impact of Philanthropy

Generosity Helps Build Healthy Communities

RACE PREDICTIONS & BALLOT MEASURES

Schrader Pushes to Simplify Healthcare Law

MARISSA SILVERMAN, GM
SpringHill Suites by Marriott Medford
FEATURED PROPERTIES

**Wallowa Lake Resort**
[Joseph, OR]  
*Boutique Resort with Management Business*

**Heidi’s Inn**
[Ilwaco, WA]  
*Economy Select Service Independent Hotel*

**Best Western Madras Inn**
[Madras, OR]  
*Metro Highway Select Service Franchised Hotel*

**Days Inn**
[Lewiston, Idaho]  
*Metro Highway Select Service Franchised Hotel*

ADDITIONAL AVAILABLE PROPERTIES

- Silver Spur Motel [Burns, OR]
- Parkside Motel [North Bend, OR]
- Chalet Motel [Cle Elum, WA]
- Travelodge [Longview, WA]
- Lakeshore Lodge [Lakeside, OR]
- Wheeler on the Bay Lodge [Wheeler, OR]
- Edwin K Inn [Florence, OR]
- Balch Hotel [Dufur, OR]
- A Bandon Inn [Bandon, OR]
- SilverStone Inn & Suites [Post Falls, Idaho]
- Quality Inn & Suites [Liberty Lake, WA]
- Rodeway Inn [Pendleton, OR]
- Rodeway Inn [La Grande, OR]
- Luxury Mountain Resort [Mt. Rainier, WA]
- Ontario Inn [Ontario, OR]
- Edgecliff Motel [Lincoln City, OR]
- Confidential “Principals Only” Hotel properties [$6m to $20+m]
- Hotel Development Opportunities [Throughout the Pac NW]

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- Exchanges • Development • Distressed Assets
- Lease Options • Court Ordered Sales

SOLD IN 2014

- **King Oscar Motel & Conference**
  [Tacoma, WA]  
  *Select Service Independent Highway Hotel*

- **Guesthouse Inn & Suites**
  [Yakima, WA]  
  *Select Service Franchised Metro Hotel*

- **Red Lion Inn & Suites**
  [Kennewick, WA]  
  *Select Service Franchised Metro Hotel*

- **Oceanside Inn**
  [Oceanside, OR]  
  *Select Service Boutique Resort Hotel*

- **Cle Elum Travelers Inn**
  [Cle Elum, WA]  
  *Select Service Independent Highway Hotel*
You put your heart and soul into your business.
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You live for the ideas, the independence, the feeling of making things happen. You have a passion for your business. Liberty Mutual Insurance has a passion for protecting it. For 30 years, we’ve partnered with the Oregon Restaurant and Lodging Association to offer industry-specific programs for hospitality businesses. With specialty coverages and comprehensive safety resources, we reward exemplary safety performance with end-of-year savings. Our member policyholders have saved over $100 million in insurance costs since the plan’s inception! Talk to your independent agent today about our Liberty Mutual hospitality programs, or go to libertymutualgroup.com/business.

Steve McCoid
President & CEO, Oregon Restaurant & Lodging Association

“Throughout our long-standing partnership with Liberty Mutual, I have seen them bring real value to our members and drastically improve workplace safety. These group programs are more than just an insurance policy.”
Recognizing Pride and Passion

Hospitality Industry Succeeds With a Passion for Serving

ORLA recognized four hospitality professionals at our annual Awards Banquet during the convention last month in Bend. The Lodging Operator of the Year was awarded to Craig Thompson, GM of the Hotel Monaco in Portland. Craig’s long, successful, influential and continuing 44-year career was highlighted. He was recognized not only for running the #2 rated Oregon hotel by TripAdvisor, but for the leadership role he played in a number of other industry organizations, and for the influence he has had through mentoring employees who have moved on to successful management careers. In fact, Craig pointed with pride to the fact that the #1 TripAdvisor rated Oregon hotel is managed by a former employee and front desk manager that Craig hired and mentored! All of the award winners are listed along with links to their videos on ORLA’s website (OregonRLA.org/Awards). I encourage you to check them out as they are all terrific representatives of what makes the hospitality industry great. You’ll see the passion they have for their jobs and this industry and see that it hasn’t waned during their long careers.

In this issue, you’re going to be treated to a wonderful feature story that highlights the philanthropic programs several lodging companies operate to benefit their communities and the state. They’ve developed these programs to support charities that resonate with their team members. Those team members participate in the fundraising design and implementation throughout the year. Those results translate into contributions to designated charities that benefit those in need in their areas. The result for the business is engaged employees who are introduced to these types of charitable activities; a development of teamwork as all the employees get involved in the planning, fundraising and presentation of their hard work; and a very real, personal and professional feeling of accomplishment and pride by all involved.

The thing that links the award winners and the teams of the businesses highlighted in the article is passion. The award winners succeeded in their careers because they discovered and brought a passion for what they did every day. That passion could be seen on the awards night as they graciously and humbly received their well-deserved recognition. They all spoke about the love for their jobs. They transmitted their passion for what they do in their brief remarks to everyone in the room.

Similarly, the people quoted in the article this month cited the passion that their employees felt for being involved in a philanthropic program. They tell you how it creates a real link among everyone on the team and improves their view and appreciation of their employer. They do it because it is right – not because they want to benefit from it. They do it because the team has become passionate about the programs and taken ownership of it.

Passion is certainly the operative word here, isn’t it? The passion for serving people is what makes a successful hospitality industry professional. Whether is it the front desk person, a server, a concierge or a room service person it is passion for what they do that makes the difference between excellence and ‘just okay’ for them in their job and, ultimately, for you as the employer.

I can tell you with pride that your association is staffed with people who are passionate about serving you and the industry. All you need to do is reach out and ask for assistance, answers or information on an ORLA program. You’ll get what you need quickly and enthusiastically from a professional, trained to serve you and your needs. Remember us when you need assistance or information. We’re here to serve you and are passionate about doing so.

> CONNECT
STEVE McCoid • SMccoid@OregonRLA.org

STEVE McCoid, PRESIDENT & CEO
OREGON RESTAURANT & LODGING ASSOCIATION
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Generosity Helps Build Healthy Communities

One of the greatest and possibly least recognized contributions of the hospitality industry is the great generosity of its corporations and the significant community support provided by its people. That spirit of giving helps fund efforts that enrich educational experiences for children, build healthy communities, and lend vital support to families in need.

GOVERNMENT AFFAIRS

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PRESIDENT'S PERSPECTIVE

4 RECOGNIZING PRIDE AND PASSION Hospitality Industry Succeeds With a Passion for Serving
EL ection season is now upon us. Oregon ballots will be in our mailboxes in the coming days, and soon enough voters will be overwhelmed with campaign advertisements and political mail.

STATEWIDE RACES
Voter turnout might not be as high this election cycle due to the fact that the big-ticket statewide races do not seem to be that competitive. Both Governor John Kitzhaber and US Senator Jeff Merkley should not have any problem getting re-elected.

BALLOT MEASURES
Most of the election turnout this cycle will be based on ballot measures. The Oregon Restaurant & Lodging Association (ORLA) is supporting two of the measures on the Oregon ballot this November.

Yes on Measure 88: The “Drivers’ Card” measure is a collaborative effort that business, union, law enforcement, and faith-based groups have worked on for a couple of years. This law passed the Oregon Legislature in the form of Senate Bill 833. Then an out-of-state donor paid a majority of the money to refer the measure.

This measure allows the Department of Motor Vehicles to issue limited-use driver cards to Oregon residents who meet the following requirements: pass the State’s written driver knowledge test, pass the State’s behind-the-wheel driver test, provide proof of residence in Oregon for more than one year, and provide proof of identity and date of birth. Those who are issued this card cannot use it for any other purpose than driving and obtaining car insurance. The State of Oregon realized that without federal action on immigration reform there was a driver safety issue in Oregon, so the law was passed as a bridge until action is taken at the federal level. ORLA requests your support of Measure 88.

Yes on Measure 90: The “Top Two Primary” measure should help both small businesses and the political process in Oregon. It is aimed at protecting both moderate Democrats and Republicans from the ever-increasing threats by government employee unions and social conservative groups.

Districts in Marion, Washington, and Clackamas counties have voter registration numbers that might lean towards being strong Republican or Democratic makeup, meaning they have registration advantages of six points or more. However, they are relatively moderate districts as far as political philosophy is considered. With the current system, if an incumbent works on a compromise solution, the more hard-core party loyalists will threaten to take the legislator out in the primary. This outcome leaves more extreme Democrats and extreme Republicans for general election voters to choose from. Under the “Top Two Primary” proposal, the top two vote getters – regardless of party affiliation – would move to the general election. This could consist of two Republicans in a more R-leaning district, or two Democrats in a more D-leaning district, which in turn would likely give these districts a more moderate option to choose from. ORLA also asks you to support Measure 90.

OREGON LEGISLATIVE RACES
This is where the battleground seems to be forming for November. Recently, Democratic leaders have begun to advocate for issues like statewide paid sick leave, a minimum wage increase to $12 per hour or higher, and a state mandated retirement program on private employers. This move does not bode well for strengthening small businesses or growing the economy. Therefore, if Democrats make big strides in this year’s election, these proposals could become reality.

The Oregon Senate is currently controlled by Democrats in a split of 16-14 over Republicans. Senator Betsy Johnson (D-Scappoose) worked with her Republican colleagues to stop some of the major scares to the business community, but worked with her own caucus to pass the budget.

The Senate Democrats are going hard after Republican incumbents in Corvallis, Hillboro, and Canby. At this point in the election cycle, it looks like Democrat Sara Gelser may beat Republican Betsy Close in Corvallis to gain a seat. Senate Republicans are running for the Democratic incumbent in Ashland; Dave Dotterrer almost took out Democratic Senator Alan Bates in Southern Oregon four years ago, and is trying for the second time. It is a tough uphill battle for Dotterrer, however.

The Senate will probably finish at 17 Democrats and 13 Republicans.

The Oregon House of Representatives in controlled by Democrats in a 34-26 split over Republicans. Historically in non-presidential years, Republicans pick up seats in the House and many in Salem expect the same this year. The outcome will probably not be enough for Republicans to get back to a 30-30 divide like they were four years ago.

The hot races are a couple of contests in the Hillsboro area, Oregon City, Happy Valley, and Central Oregon. Polling numbers are like a moving target, and while most of the Democratic incumbents still have a lead, some are shrinking and two seats are open where the Republicans appear to be fairing a little better. Political history tells us that the Democratic margin should shrink, but probably only by a couple of points, so expect the Democrats to retain control at about a 32-28 split.

With the numbers closer in the House, Oregon business advocates should be able to stop most of the detrimental legislation – from a business perspective. But, with the expectation that Democratic leaders want to pass the issues mentioned above, getting legislators to shift gears and promote business growth could be a heavy lift. Hopefully, the “Top Two Primary” measure will pass and provide more promise for the future in the next election cycle.

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For more information visit OregonRLA.org/ChairmansGetaway
New Website Features
Log-In Allows Access to E-Commerce and Members’ Only Data

Oregon Restaurant & Lodging Association (ORLA) recently launched enhancements to the website, OregonRLA.org, enabling e-commerce, data management, and access to premium online content.

Members will soon receive a letter with default login credentials, or you can go online now and retrieve your username and password (if we have your email in the system). The new site integrates seamlessly with ORLA’s member database, allowing for immediate profile updates.

ORLA serves to be the one-stop resource for hospitality industry members by providing the latest industry statistics, in-depth stories, news archives, important alerts and legislative updates, links to agencies and industry partners, healthcare and compliance resources, and vendor directory – all online.

Key new features of this web functionality allow you to update your profile, register for a class, renew membership dues, and access Members’ Only content. With access to account information online, members can now log in and update their subscription preferences for publications.

We value your membership and participation in ORLA and encourage you to contact us with any questions or concerns by emailing Membership@OregonRLA.org or calling the office at 503.682.4422.

NOT A MEMBER YET?
Becoming a member is now easier than ever with online applications at OregonRLA.org/Membership. For more information contact ORLA via email at Membership@OregonRLA.org or by calling 503.682.4422.

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### CURRENT MONTH - AUGUST 2014 VS AUGUST 2013

<table>
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<th></th>
<th>Occupancy (%)</th>
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<th>RevPAR ($)</th>
<th>Percent Change from YTD 2013</th>
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### YEAR TO DATE - AUGUST 2014 VS AUGUST 2013

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<td>83.62</td>
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</table>

The information contained in this report is based upon independent surveys and research from sources considered reliable, but no representation is made as to its completeness or accuracy. This is intended solely for internal purposes of your company and should not be published unless authorized by STR, Inc. ORLA members have access to these reports on OregonRLA.com.

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Bistro, Cannon Beach
Boise Fry Company, Portland
The Bomber Restaurant, Milwaukie
Bud Elgin Concessions, Salem
Covered Bridge Coffee House, Scio
Coozzi’s NY Deli, Salem
Cruise In Country Diner, Hillsboro
Dea’s In & Out, Gresham
Duck Inn Bar & Grill, Eugene
Epicenter, Klamath Falls
Fairfield Inn & Suites, The Dalles
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Frau Kemmling Schoolhaus Brewhaus, Jacksonville
Gloria’s Pub & Grill, Happy Valley
Grandma’s Kitchen, Lincoln City
Growler Cafe, Lebanon
Hawthorne Hophouse, Portland
Hometown Pizza, Rainier
Ixtapa Family Mexican Restaurant, Salem
Jackson’s Corner, Bend
JR’s Family Restaurant, Newberg
Kowloon Restaurant, Roseburg
Laurelbluffs Cafe, Portland
Mangia Buff, Gold Beach
Maxwells Pub & Grill, Beaverton
Meat on Wheels, Portland
Ona Restaurant & Lounge, Yachats
Oregon Electric Station, Eugene
The Original Taos Restaurant, Waddle’s Family Foods, Portland
Papa Murphy’s Pizza, Clackamas
Papa Murphy’s Pizza, Ontario
Papa’s Cafe & BBQ, Grants Pass
Papa’s Pizza Parlor, Eugene
• Pine State Biscuits, Portland
• Pint Shack, Hood River
• Pizza Research Institute, Eugene
• Portland Golf Club, Portland
• Portside RV Park, Harbor
• Portside Suites, Harbor
• The Pump Cafe, Springfield
• Radar Restaurant, Portland
• Rainier Deli & Mart, Scappoose
• Rat Hole Brewing, Bend
• Riccardo’s Ristorante, Lake Oswego
• Sabat Cafe & Bar, Eugene
• Seven Brides Brewing, Silverton
• Sockeye, Portland
• Sportsbar & Marina Bar & Grill, Brookings
• Stumptown Coffee Roasters, Portland
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• Vinnies Restaurant, Portland
• Warmpie Capital Advisors LLC, Portland
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• Baldini’s Lounge & Restaurant, Merlin
• Best Western Inn at Face Rock, Bandon
• Bistro, Cannon Beach
• Boise Fry Company, Portland
• The Bomber Restaurant, Milwaukie
• Bud Elgin Concessions, Salem
• Café Buch, Jacksonville
• Café Yummy, Salem
• Callahan’s Lodge, Ashland
• Clatskanie River Inn, Clatskanie
• Cloud Engage, Portland
• Corporate Image Solutions, Oregon City
• Covered Bridge Coffee House, Scio
• Coozzi’s NY Deli, Salem
• Cruise In Country Diner, Hillsboro
• Dea’s In & Out, Gresham
• Duck Inn Bar & Grill, Eugene
• Epicenter, Klamath Falls
• Fairfield Inn & Suites, The Dalles
• Frank N Steen’s Monster Growlers, Grants Pass
• Frau Kemmling Schoolhaus Brewhaus, Jacksonville
• Gloria’s Pub & Grill, Happy Valley
• Grandma’s Kitchen, Lincoln City
• Growler Cafe, Lebanon
• Hawthorne Hophouse, Portland
• Hometown Pizza, Rainier
• Hospitality Factors, Inc., Lake Oswego
• Iris Vineyards, Cottage Grove
• Ixtapa Family Mexican Restaurant, Salem
• Izzy’s Pizza Restaurant, Albany
• Jackson’s Corner, Bend
• JR’s Family Restaurant, Newberg
• Kowloon Restaurant, Roseburg
• Laurelbluffs Cafe, Portland
• Mangia Buff, Gold Beach
• Maxwells Pub & Grill, Beaverton
• Meat on Wheels, Portland
• Ona Restaurant & Lounge, Yachats
• Oregon Electric Station, Eugene
• The Original Taos Restaurant, Waddle’s Family Foods, Portland
• Papa Murphy’s Pizza, Clackamas
• Papa Murphy’s Pizza, Ontario
• Papa’s Cafe & BBQ, Grants Pass
• Papa’s Pizza Parlor, Eugene
• Pine State Biscuits, Portland
• Pint Shack, Hood River
• Pizza Research Institute, Eugene
• Portland Golf Club, Portland
• Portside RV Park, Harbor
• Portside Suites, Harbor
• The Pump Cafe, Springfield
• Radar Restaurant, Portland
• Rainier Deli & Mart, Scappoose
• Rat Hole Brewing, Bend
• Riccardo’s Ristorante, Lake Oswego
• Sabat Cafe & Bar, Eugene
• Seven Brides Brewing, Silverton
• Sockeye, Portland
• Sportsbar & Marina Bar & Grill, Brookings
• Stumptown Coffee Roasters, Portland
• Tow, Portland
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• Vinnies Restaurant, Portland
• Warmpie Capital Advisors LLC, Portland
• Wendy’s Old Fashioned Hamburgers, McMinnville
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