



Charting the Course of our Energy Future

By David C.E. Williams, *President & CEO*

When I was teaching physics at Seattle University 25 years ago, I taught a class on energy as an asset. The basic elements of the course were that energy is merely the structure that causes things to change. We looked at different forms of energy as they applied to various tools. The object of the course was for students to understand the differences in energy, and learn to apply the right form of energy to the application intended.



The last day of that course I spoke about petroleum as one source of energy. The essence of that talk was that using petroleum for things other than chemical derivatives was a waste of the product. This met with strong student support. It's twenty-five years later and our nation is still considering the same issues – efficient use of energy.

Venture capital folks, practitioners and others in the Pacific Northwest are banding together to encourage political support of energy independence. This new group (www.apolloalliance.org) is intending to make real change happen here in the Pacific Northwest and across the country. It will take State support of certain technologies, capital support for the development of new technologies and financing to make that happen. In the last twenty five years silicon chip manufacturing has dropped the price of solar cells to being nearly competitive with traditional sources, bio-fuels have achieved more than parity with conventional sources, water has become more important to fish runs, and wind power has replaced a portion of energy development. All of this means that we are positioned to radically change the nature of the Pacific Northwest – ShoreBank Pacific's bio-region .

What does this mean? How is it done? What is our role in that process?

These are the key questions for ShoreBank Pacific.

We are looking for companies to whom we can lend to support this initiative – smart, tough companies in the Pacific Northwest who have technologies that would be applicable. Our plan would be to help them build their infrastructure while at the same time attracting new ideas to the area. Others are searching for companies that require external investment. We are advocating for the States to step forward to support tax structures that become a factor in the near term, bringing these projects to completion.

Many of these ideas are generated here in the Pacific Northwest. We need to stop the drain of technological ideas from the region as soon as capital is needed. We need Up Stream 21 (www.upstream21.com) to get funded so that it can help keep companies here. There is a lot of work to be done.

But then, that is why ShoreBank Pacific is here.

Historical Tourism

By Kathleen Sayce, *Bank Scientist*

Shorebank Pacific staff members are involved in several community development organizations as part of the job. I've spent the past five years working on historic tourism for the lower Columbia River. The goal is clear: get tourists into the area, entice them to stay longer and see more of this wet fishy corner of the country, and hope they enjoy their visits so much that they plan to return.

Historic tourism isn't touring for historians. It's touring for history. Every place where humans have lived has history. Some histories are well known, such as with Egyptian pyramids, the Great Wall of China, and many European, Asian and American cities. There are thousands of less well-known sites of historic importance throughout America, which brings us to coastal southwest Washington and northwest Oregon, and the

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Historical Tourism *(continued from front page)*

Voyage of Discovery by the Lewis & Clark Expedition, 1804-1806.

As the centennial and sesquicentennial anniversaries approached in past decades, cities and states along the path of the Lewis & Clark Expedition hosted fairs, built new exposition centers and generally partied to celebrate those anniversaries. We don't know how those communities viewed the approaching anniversary dates, but I can tell you how south Pacific County and north Clatsop County looked at the bi-centennial, because I was involved for years in planning, and the outcomes were greater than planned.

In prior years, historic tourism about Lewis & Clark focused on Fort Clatsop National Memorial, which is a replica of their winter camp of 2005-6. Yet the record of Expedition activities from fall 1805 to late winter 1806 includes much more than where they camped and made salt. Prior to 2005, visitors generally came for a day, saw the fort, and left. We wanted to change that, so they would tour around the local area more, see more, experience more, hike more and stay longer.

Prior to the bicentennial year, tour boats began cruising the Columbia River, stopping off in Astoria and Ilwaco. Local communities figured out new sites for tour buses to go, and expanded the tour routes. Cape Disappointment State Park redesigned and enlarged the display

at the Lewis & Clark Interpretive Center. Artists began creating significant historic art pieces, and the new Journey's End Art Show began showing annually in Astoria.

If this was all that we accomplished, we would have been pleased, but there's more. Community leaders with vision wanted significant art, and they wanted it to reflect the fullness of our culture. So was born the concept of the Confluence Project, and the idea to have artist Maya Lin design the art. The idea rose simultaneously among three communities: Vancouver, Washington, the Umatilla Tribe, Oregon, and south Pacific County, Washington. After a year of negotiations, a delegation of community officials, tribal representatives and other leaders went to New York City to talk to Ms. Lin, and she finally agreed to the project.

I joined the Confluence board as the coastal representative to help with the Confluence Project. Public art is an

unique expression of community vision. The placement and quality of the art says a lot about the character of the community, its goals, and its aspirations. The Confluence artworks will resonate through generations throughout the Pacific Northwest.

The first of seven sites was dedicated in November 2005 at Cape D; pieces include a viewing platform, a fish-cleaning station, a circle of cedar logs, and a linking trail. All seven sites will be linked thematically to the Expedition and the indigenous peoples they encountered while traveling from the western foothills of the Rocky Mountains in eastern Washington to the Pacific Ocean and back east. The finished sites will be a magnificent whole; I invite you to tour the new site, keep an eye on the others, and plan to see each one, spanning the Pacific Northwest along the Columbia and Snake Rivers from the Pacific Ocean to Clarkston, Washington. www.confluenceproject.org

As you make your way down the Columbia River along the Lewis and Clark trail, consider expanding the historical nature of your journey by staying at one of the his-

toric hotels featured in this issue; The Columbia Gorge Hotel in Hood River, Oregon; the Hotel Elliott in Astoria, Oregon; or one of the McMenemy brothers' establishments in the Portland area.

Finally, as plans developed for new park sites on the Columbia River, a larger role for the Nation-

al Park Service emerged. No one planned for it, but when the idea surfaced to create a new national park, the lower Columbia communities agreed. So the Lewis & Clark National and State Historical Park came into being. It is unique among our national parks with six sites, three on each side of the Columbia, in two states. It already has a nickname – Lewis & Clark Park. www.nps.gov/lewi

Today, when you visit the Columbia coast there are miles of new trails, new park sites in development, a new replica fort under construction, expanded history exhibits at several locations, major art, and much more. Bring your raingear. Experience the weather that the Expedition wrote about with such loathing. Learn more of our own American history and that of the tribes that live here, as experienced by the Expedition when our great country was only a generation old.

Collectively, the local community saw the bicentennial of the Lewis & Clark Expedition as an opportunity to make infrastructure gains. Groups on both sides of the Columbia River planned date-linked events, scheduled visits by re-enactors, hosted touring exhibits, including museum displays and Corps II, and built infrastructure.

The Columbia Gorge Hotel

The stately site on which the Columbia Gorge Hotel now stands was originally developed in 1904 by Bobby Rand, a Hood River pioneer, as the Waw Gwin Gwin Hotel (a Native American name “rushing water” for the 208’ waterfall on the grounds).

These were the days of steamers navigating the waters of the Columbia River from the Cascades to The Dalles. To alert the hotel, the captains would sound the whistle once for each guest he had on board. Maids would then quickly make up the appropriate number of beds.

In 1920, Rand sold his interests in the hotel to Simon Benson. Benson had just helped complete what many of the era claimed to be the world's most beautiful road, the Columbia Gorge Scenic Highway. Benson's dream was to create an opulent hotel for travelers at the end of this road. He hired some of the same Italian stone masons that had built the highway to embellish his hotel.



The updated inn had barely opened before it had an international reputation. Presidents Roosevelt and Coolidge, actresses Myrna Loy, Jane Powell, and rumor has it, Rudolph Valentino are some of the notables to have graced the hotel.

As with numbers of establishments, the depression and the ensuing war took a toll. After a number of changes in ownership, The Graves family bought the property in 1981.

The Columbia Gorge Hotel, now brilliantly restored to a new opulence, stands proudly atop a bluff overlooking the mighty Columbia River greeting

its visitors with warmth and elegance. A pet friendly establishment, the hotel offers many amenities to visitors seeking solitude or outdoor fun in the Gorge.

With ongoing financing by ShoreBank Pacific, the Hotel is expanding to include 60+ additional rooms and a full service day spa. For information or reservations, please visit www.columbiagorgehotel.com or call 800-345-1921.

The Hotel Elliott

Located in the heart of the national historic district in Astoria, Oregon, the Hotel Elliott had modest beginnings with 68 small rooms, and no private baths. It was to be built with 52 rooms and 4 floors, but two weeks after construction began, the owner announced the addition of a fifth floor, bringing the total number of rooms to 68.

Now Astoria's premier boutique hotel, it was originally built at a cost of \$75,000 dollars in 1924. In today's dollars, that equates to approximately \$2.6 million, much less than the almost \$4 million that was to be spent on its loving and historically accurate renovation.

During that painstaking restoration project, all of the original wood windows were restored to preserve the historic flavor of the building. New windows were cut into the north side, which previously had only one small window. The hallway floors and doors are original to the building, and window locks, and other hardware were polished, cleaned and replaced.



The hallway footprint is also historically accurate, with the exception that fewer doors are now in the hallway, as there are fewer rooms, and a second interior staircase was required by fire code, and replaced the original exterior fire escape.

The front desk is also original to the building, with the top level and marble added by local craftsman Ed Overbay, to accommodate today's need for computers and more work space.

Guests and locals alike rate Hotel Elliott as the top choice for friendly and welcoming staff, attentive service, amenities and a terrific downtown Astoria location, just a short drive to the various sites that make up the newly created Lewis and Clark National Park.



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Let's change the world.™

McMenamins and the Broadening Definition of a Pub

The pub's the thing. That's been the inspiration for McMenamins since 1974, when the Portland-based company, channeled by brothers Mike and Brian McMenamin, opened its first location. Championing ever since the philosophy, "It's got to be fun", the two brothers have created a "Kingdom of Fun", with more than 50 great neighborhood gathering spots in Oregon and Washington. www.mcmenamins.com

In the early '70s, older brother Mike, then a fresh Oregon State grad recognized that Oregon's standing definition of a pub was stale, and in need of reconfiguration. The local tavern scene – best characterized as dark, smoky, male-dominated and hard-drinking – was a far cry from the all-age community hubs that marked the urban and rural landscapes of England, France and Italy, known respectively as pubs, cafes and piazzas.

Oregon was already hip to the more general concept: Good Food, Good Wine and Good Beer movements were by then underfoot here. So, with the opening of the Produce Row Cafe in 1974, Mike and his college friends-turned business partners, stood at the vanguard of the emerging Good Pub movement.

So what makes a pub good? That's not so much a question, we've learned, as it is a journey. At the outset, it seemed clear that fun had to be a key ingredient. Toward that end, "Be wary of things too formal, too complicated and too orthodox," became the rallying cry. In other words, simplicity is the goal, but one often found to be maddeningly difficult to attain.

Along the way, they came to understand the power of art, live music and history to draw people – sometimes from disparate backgrounds – together under one roof, reinforcing a common sense of belonging. Ultimately, the most important realization has been that the essence of a pub is its people. Trendy decor doesn't attract a lasting clientele. It's the other way around: The neighborhood clientele is the atmosphere – and that never goes in and out of style.

Children, grandparents and the whole of the neighborhood should feel comfortable at a pub, whether it's three stools in a shed or a 38-acre manor. Keeping this in mind, they giddily wrangled with the established bounds of what a pub could be, adding such new twists as micro-brewing (beginning in 1985 with the Hillsdale Brewery & Public House), historic preservation (the Cornelius Pass Roadhouse being our original National Register property), theater pubs (The Mission Theater became the first in 1987), wine-making, distilling, gardening, lodging, and golf (all first served up at Edgefield, which opened in 1990), and the staging of national music acts (at the historic Crystal Ballroom, beginning in 1997).

McMenamins continues to create imaginative and comfortable gathering spots for friends and family, throwing in unexpected turns of fun wherever possible. From staying overnight in a former Kennedy Elementary School classroom to taking in the majestic 360-degree view from the Hotel Oregon's Rooftop Bar, to dancing on the Crystal's marvelous floating floor, to making new friends through all-inclusive conversations at Edgefield's Little Red Shed – it all happens in a good pub.