

NEWSLETTER





Welcoming Cheryl Viola, CEO of Pendleton's Chamber of Commerce

Greetings, Pendleton - It's an honor to introduce myself as the new CEO of the Pendleton Chamber of Commerce. Though originally hailing from Calgary (a rodeo community in Alberta, Canada you may have heard about), I now proudly call Pendleton home.

For the past twenty-five years, I've had the privilege of living in communities of all sizes across the United States, experiences which have given me a well-rounded perspective on what makes communities thrive. With over a decade of experience in the nonprofit world (most of it within various Chambers of Commerce), I'm passionate about fostering business growth and community connection.

Before coming on board with the Pendleton Chamber of Commerce, I worked with a rural economic development organization supporting seventeen communities, each with fewer than 10,000 residents. This work served to deepen my appreciation for small-town resilience, creativity, and collaboration, qualities I already see in abundance in Pendleton.

Prior to my first in-person visit I explored Pendleton virtually through Google Earth, and was instantly captivated by Main Street. Even from a digital vantage point I could sense Pendleton's charm, uniqueness and potential. Pendleton's mix of local businesses, shops, and restaurants offers a vibrant foundation for even greater opportunity. Arriving in person, I was struck by the beauty of Pendleton. From its murals and bronze statues to its many parks and pockets of greenery, I sensed immediately the qualities appealing to visitors and residents alike. Pendleton's personality shines through its unique boutiques, restaurants, the renowned Pendleton Woolen Mills, and the fascinating Underground Tours. My family also had the pleasure of visiting the Historical Train Museum, yet another example of a venue celebrating local heritage.

In my brief time here, I've been genuinely touched by the warm welcome I have received. Pendleton is a genuine hidden gem filled with friendly, welcoming people with a deep sense of pride, heritage, and history.

Speaking of history, I've been studying the history of the Chamber of Commerce itself, and have come across a record dating back to May 3, 1890, the day a group of young business leaders gathered to discuss the formation of an organization to promote Pendleton's progress and prosperity. This meeting would lead to the founding of The Commercial Association in 1893, a predecessor to today's Chamber of Commerce. Chamber meeting minutes from as early as 1918 reflect a strong legacy of community commitment.

This spirit of community commitment continues to this day, through advocacy, collaboration, and a shared dedication to keeping Pendleton's business community strong and informed. I'm deeply grateful for the warm welcome I've received since arriving. I'm eager to hear from the people who make Pendleton Pendleton, to listen to your stories, and to work to continue our city's proud tradition of progress. I am fully committed to putting my experience and education to work for this incredible community, and am dedicated to building on Pendleton's legacy while ensuring a vibrant, sustainable future.

Warmest regards, - Cheryl Viola, MBA, Doctoral Candidate ABD, CEO, Pendleton Chamber of Commerce









Notice the lovely flowerpot arrangements on Main Street? The plants are *Brassica oleracea*, better known as Ornamental Kale. The arrangements were done by PDA board member Celia Medina, owner of Bella Grace Boutique!

The Pendleton Downtown Association was saddened to learn of the passing of Kevin Charles Stewart, co-owner of Main Street's New York Clothier.

Kevin died on September 12 of this year at the age of 61 after a lengthy illness. Known locally *and* globally for his impeccable sense of fashion (which earned him the nickname Professor Badass thanks to a popular internet meme), Kevin brought a unique east-coast style and swagger to Main Street the likes of which we're unlikely to see again.



The PDA skeleton decorating contest winners will be announced in November over social media. Below are a few outstanding entries!







Pendleton Sanitary Service and the City of Pendleton are offering the opportunity to dispose of fall leaves free of charge throughout the month of November. Bring your leaves to Pendleton Sanitary Services (5500 NW Reith Road) during normal operating hours. Yard waste other than leaves can be disposed of at normal rates. Questions? Call PSS at 541-276-1271



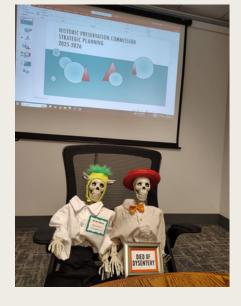


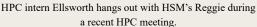
Community Roots

Historical Preservation Commission's Intern

October saw a special addition to City Hall. This year the HPC participated in the PDA skeleton contest. Named Ellsworth T. Pendleton IV, this skeleton helped welcome the community to the Community Development Department. A popular character, Ellsworth visited other departments and even dipped his boney toes into social media. Want Ellsworth to return next year? Send the HPC an email to let them know.

Keep up to date with the HPC via their Instagram page.







History Mystery

October's *History Mystery* stumped readers. Despite some clever answers, no one correctly identified the house that fell into the Umatilla River during the 1906 flood. Incredibly, George Ladow's house on SW Court Ave. was not only repositioned, it still stands today!

Hopefully November's History Mystery is easier to solve. The first reader who correctly identifies the historical downtown business pictured below wins a free Heritage Museum membership!

To enter, email the <u>HPC</u> or call 541-969-0239 with your guess.



History Mystery courtesy of Pendleton's <u>Historical Preservation Commission</u> (HPC) and the <u>Umatilla County Historical Society</u> (UCHS)





Photos courtesy of Oregon Historical Society



Q&A WITH ADDISON SCHULBERG RESTAURATEUR, CITY COUNCILOR, AND LOCAL VISIONARY





Main Street's Great Pacific is a Pendleton landmark - Opened in 1980, the restaurant serves more than excellent food - it also serves as a music venue and cultural hub for Pendleton. Q&A sat down with Addison to learn more about the history of GP - and his long-term vision for Main Street.

• Could you elaborate on Great Pacific's long and storied history for our readers?

My parents, Ken & Carol, opened Great Pacific on September first of 1980 with the help of some family members. The space looked much different then and the offerings were comparatively limited to espresso, baked goods, bagels & croissants, cheese, chocolates, candies, and wine. The space and the services have grown and evolved considerably over the past 45 years.

• The building GP is located in) is one of several historic buildings in Downtown Pendleton featured regularly in the Pendleton History Preserved tour. What's the history of the building itself, and do you have any plans for the upstairs space?

The building was built in 1887 by the Freemasons, who met upstairs and rented the two ground floor storefronts. Those storefronts housed many businesses over the years including shops selling furniture & undertaking services, appliances, books, and a gym. The upstairs is a magical and historic place that has been preserved incredibly well. Though in a mild state of disrepair it isn't unimaginable that it could be rejuvenated to once again be a lustrous and excited event space. I have dreams of such a development but the price tag is always going to be a sticking point. I hope to convert those dreams to plans sooner rather than later.

I noticed a bunch of old skateboards upstairs - did these belong to you, or were Freemasons really into skating?

Oh, they're mine. I got into skateboarding when I was 9. We built a skatepark upstairs and all of my friends and I would skate up there in every bit of free time. After school, on the weekends, etc. We weren't allowed to skate during business hours because it caused quite a racket in the dining room below. Our surefire windows were Friday nights and all day Sunday but when we couldn't skate, the upstairs provided a wonderland of other fun and exploration.

• How has the vibe of Main Street changed over the years that GP has been in business?

The vibe of Main Street is always evolving. I grew up skating around downtown and walking up and down the street to different shops as a kid. I am very pleased with the current energy on Main and I hope to see it continue to grow. This historic district has such a vibrant and active past that I would love to see rekindled. Since I took on a leadership role, we've seen lots of ups and downs but we are definitely at a net positive for the downtown. We have so many great neighbors and we hope to welcome more in the future.



• Do you have a particular fond childhood memory of downtown that you'd like to share with readers?

I was fortunate to build heaps of fond memories every day down here. I spent almost every day of my childhood in GP and wandering up and down Main. Sifting through those memories, it becomes very clear that nothing will outweigh the support of the sensational community that was built around me.



Q&A WITH ADDISON SCHULBERG (CONTINUED)

• Who are some of the more memorable musical acts who've graced the stage at GP, and how do you go about getting out of town performers to make the trip to Pendleton?

We've had hundreds upon hundreds of shows over the years so, yet again, the memories are unquantifiable. Hosting performers here at GP has led to our inextricable connection to Pendleton Rock & Roll Camp and to so many lifelong friends and who have broadened my own music network immeasurably. Our long history of live music and our reputation for welcoming hospitality have circulated throughout the music community over the years. So, though we do reach out directly for booking music for specific events, we are generally contacted by artists or booking agents requesting a stop during a longer tour. It is a very fortunate position and if our music budget were unlimited, we could likely book music almost every night of the week.

• How are you juggling being a restaurateur with the responsibilities of being a city counselor? How do you balance your responsibilities with your personal life?

Time management is decidedly not among my strengths. City council has added a considerable time commitment to what was already a dense schedule. I owe my availability to our incredible staff and the amazing leadership team at GP. All of them have taken on additional roles and responsibilities to accommodate my regular absence. The existence of my personal life is also thanks to them, though I owe a great deal to my partner, Zoë for her flexibility and understanding of my many responsibilities.

• On your City of Pendleton page you refer to yourself as "a major investor in Pendleton's community and its future." From providing food and entertainment to Pendletonians to your work with the city government, this hardly seems hyperbolic. So what's your vision for the future of Downtown Pendleton, and what can folks who share this vision do to bring this to fruition?

We love Pendleton. Our business has been here for 45 years but our family has been here much longer than that. We love what this city is and we hope to contribute to its growth and progress. I would love to see downtown become more of a gathering place. I think that, as people, we yearn for the town square. On Main specifically, I would love to see more pedestrian-centric growth and maybe a little less automobile activity. Obviously we want to make sure we accommodate all accessibility needs and provide proximate parking access, but I would love to see a space that welcomed folks out of their homes, out of their cars, and into a bustling historic hub in the heart of our beautiful city. There have been some very cool city programs that have been leading to developing our historic district for some time. I think the grand vision of a town square is a slow-growth goal. Too expensive and radical to carry out all at once, but just right for intentional and incremental change over time. Support your local businesses!



Home to Great Pacific since 1980, Pendleton's Masonic Lodge building has been preserved to retain its historical appearance.

Historical photo courtesy of the Umatilla Country Historical Society





COMMUNITY HAPPENINGS

Wednesday, 11/5 ~ 4:30-6pm ~ Pendleton Library ~ Holiday Fun with Yarn

Finger knitting is a tool-free first step in learning to knit or crochet. It's easy to learn and fun to do! All supplies will be provided, but you are welcome to bring any yarn you especially want to use. Knitting looms will be available to check out and a quick tutorial provided if needed. All ages are welcome, however those under the age of 10 will need an adult present and those under 8 may struggle with the finger knitting process.

Friday, 11/7 ~ 6pm - 8pm ~ Great Pacific ~ Johnny Shoes

Johnny is a guitar and mandolin picker/teacher, singer/songwriter and recording producer living in Boise, Idaho. He will be performing as a duo with his daughter, Jennifer.

Saturday, 11/8 ~ 5:30-8pm ~ Pendleton Center for the Arts ~ Party for the Arts

Savor regional craft beverages and bites, bid on unique silent auction items, try a hands-on art activity, reconnect with old friends or meet someone new—all in support of the quality arts programming and experiences at the Pendleton Center for the Arts. \$50 per person

Monday, 11/10 ~ 7pm ~ Pendleton Center for the Arts ~ An Evening with Nick Jania

Jaina will present work from his new album The Monster Mash, a collection of powerfully intimate songs, most featuring just electric guitar and vocals. Tickets \$15 at PendletonArts.org or the door

Thursday, 11/13 ~ 5:30-6:30pm ~ Pendleton Center for the Arts ~ By My Hand: Holding Power

Weavers and guests will gather for an awards reception for the celebration of miniature baskets, presented in partnership with Jaci SoHappy and the traditional arts program at Crow's Shadow Institute.

Friday, 11/14 ~ 7pm-8:30 ~ The Vert Auditorium ~ Comedy Night Starring Andrew Sleighter

Comedian Andrew Sleighter performing an all-ages (but perhaps better appreciated by adults) stand up show. Tickets are \$20, \$30 for VIP seating which includes a premium seat and free merchandise. Drinks will be available!

Saturday, 11/15 ~ 10am-5pm ~ 233 S Main - Studio Pendleton Autumn Market

Enjoy perusing art, crafts and food from local makers in a warm and cozy environment. The Palette Knife Coffee Shop and Bar will be selling drinks and offering complementary popcorn for you to enjoy as you shop. Entry is free. Contact The Studio Pendleton for more information about becoming a vendor.

Friday, 11/21 ~ 5:30 – 7pm ~ Pendleton Center for the Arts ~ The Art of the Gift celebration

Each year the PCA scours the northwest for the best decorative, wearable, and functional art works that serve as distinctive, affordable gifts. Arts Council members get early-bird entry at 4:30 pm and you can join at the door.

Directed by Anna Cavallo,

Arsenic and Old Lace is a classic comedy about the eccentric Brewster sisters and their unusual acts of "charity." Expect a play filled with quirky characters, unexpected twists, escalating madness, and a healthy dose of dark humor.

Click here to book your tickets!



VOLUNTEER & COMMUNITY OPPORTUNITIES



November Pendleton Downtown Association Meetings

- Organization and Outreach Committee ~ Nov 10, 5pm, PDA office
- EV Committee Nov 19, 8am, Hamley Cafe
- Board meeting Nov 20, 5:30 pm Community Room, City Hall
- Promotions Committee Nov 25, 4pm, PDA office



The <u>Pendleton Street Fair</u> will return May 16, 2026. Volunteers are needed to make a limited collection of sheep for the event.

Help increase Aura's Flock to promote the fair. Email hpc@pendletonor.gov for the pattern.

The Pendleton Seventh Day Adventist Church will host their second **Pendleton Auto Repair** event on November 16 from 9am-4pm. Their first event on September 7 provided 14 families with oil changes and minor mechanical work thanks to support from volunteers from the church and community.

The SDA church is looking for other local businesses and organizations in town to help with the second event, both on a financial and volunteer level. Knowledgeable people willing to help with oil changes are especially welcome.

If you or your business would like to help support this project, please reach out to Brendon Griffin at 918-510-7722 / brendon2185@gmail.com. If you know someone who would benefit from this ministry, please reach out to Marie@eocil.com or call the Pendleton SDA Church at 541-276-0882 to assist in scheduling an appointment.





7GEN is expanding their offerings and looking for teachers, instructors & facilitators to join their team for regular weekly classes, pop-up workshops or other courses at 7GEN.

Whether you teach yoga, dance or breathwork, meditation or music, fitness or weight training, you to find a better equipped space than the 7GEN fitness hub inside the newly renovated Old Bank Building next to Centennial Park, which includes a weight room, massage space (including an infrared massage chair), and *(coming soon)* a hot yoga studio.

Reach out to Acosia Red Elk

<u>Acosiaredelk@gmail.com</u> or Wendy Hinkle

<u>Wendyleehinkle@yahoo.com</u>



Heritage Station Museum is looking for vendors, volunteers and donations to support the 6th Annual Heritage Lights and Artisan Market, which will be held this year on Saturday, December 13th.

Donations provide the support needed to continue producing free events for the community. Know someone who would like to sponsor this event? Email programs@heritagestationmuseum.org or call 541-276-0012.

Interested in being a vendor at the Artisan Market? Fill out the 2025 Winter Market application.

Know of a downtown business that would be a perfect fit for the PDA? Share this newsletter with them!



P.O. Box 1912 ~ 451-215-8254 / <u>Join us online!</u>





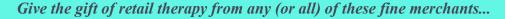
Let's Go Shop Local

Joshua Brown ~ Editor-in-chief



At the risk of beginning this month's column on a down note, you don't need to be a Game of Thrones fan to know that Winter is coming, literally and figuratively. Signs of economic downturn in downtown Pendleton aren't hard to find. In October, not one but two Main Street businesses announced imminent closure. But let's not lose our heads over it (as did poor Ned Stark). As Pendletonians, we all have the power to keep local businesses alive and thriving by supporting local businesses. By shopping locally, you're helping to foster a circular economy in which a goodly chunk of your shopping dollars work for the betterment of the community. What better time to support local businesses than during the holiday season?

This month's extended column is a guide for doing just that...a Things-Giving Guide to Shopping Locally.





Bella Grace Boutique (417 S Main) carries women's clothing from size Small to 3Xl, as well as hand crafted wood flower arrangements along with home decor and other gifts. For Black Friday & Small Business Saturday, Bella Grace will be offering 40% off all marked clearance items and 10% off everything else. They'll also be offering BOGO on all clothing items, so come on down and do your gift shopping on the last Friday and Saturday of November!

Got a reader in your life? Support our local bookstore with a book or gift certificate from **Brett's Books** (125 S. Main). Brett can usually order requested titles as quickly (and cheaply) as Amazon!





Get your loved one a cowboy hat, custom belt, buckles or other Western Accouterments at the legendary **Burns Saddlery** (221 S Main). Burns offers custom fitting and gift certificates. Check out all they have to offer at their website,

Pendletonian Master Gardener Cary Wasem-Varela offers workshops on creating different herbal products, leads edible/medicinal plant walks and also crafts her own line of traditional herbal remedies under the brand name **Go Wild! Herbal LLC**. Cary's small batch products are available <u>online</u> and at A Piece of Pendleton on Main Street and Be Balanced Acupuncture on SW Court Ave.



Treat your loved ones to handcrafted artisan soaps, skin-pampering balms, magically soothing bath-bombs and other hand-made products from **Herbal By Nature** (45 SE Emigrant Avenue). All of Herbal By Nature's products are made with love, intention, and all-natural ingredients in Pendleton. In addition to locally crafted simple, effective and natural products, they offer custom scented soaps and candles, gift certificates, Online shopping and special occasion and holiday gift bundles! Take the thought out of gift giving season and let them do the work for you. HBN offers small thoughtful gift bundles from \$25 up to \$50. Great for a thoughtful and personal touch, holiday parties, employee gifts and for yourself or your loved ones.

LL Bevington (365 S Main Street) makes hand-crafted clothing, leather goods, vests, bags, silk scarves, jewelry and other giftable items. Come on in browse, buy a gift certificate for a loved one and get something for yourself. Why not treat yourself too?

Got a lover of fine teas in your life? Get 'em a gift card for **Morningstar Blends** (421 S. Main, https://www.morningstarblends.com/), good for bulk teas and tea-related items as well as a 30 minute Custom Tea Blending Experience in which Morningstar owner Maya curates a tea blend and creates a personalized tea-blend. Morningstar also provides gift baskets and numerous specials and sales throughout the months. Follow them on Facebook for updates: https://www.facebook.com/morningstarblends.



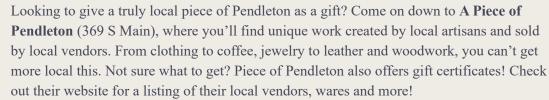


Give the gift of music with a gift certificate for the music lover in your life at **Pendleton Music Company** (340 S Main). Get a musical instrument, rentals, sales & repairs, all brass and woodwinds, snare drums, etc., Gift certificates are available. Everything in the shop will be 10% on Small Business Saturday!





Let's Go Shop Local (continued)







Sage Hens Boutique & Resale (418 S. Main) offers authentic Western apparel, accessories, and farmhouse decor. Stop in and check out their carefully curated selection of both new and pre-loved items, blending the charm of vintage pieces with the allure of new, authentic Western products. Sage Hens will be offering 20% off on everything in the store on Black Friday and Small Business Saturday, so come on down. Gift certificates are available.

Searching for a gift for the audiophile, record collector or hard-to-shop for nerds in your life? **Unity Collectibles** (237 S Main) has you covered, Whether its tunes, books, collectibles or obscure memorabilia, chances are good you'll find it (and more) at Unity. Gift certificates available in any denomination, or just stop in and pick out something that calls to you on behalf of your nerdy loved one. Unity will be having their Dead Man's Party on November 1st and 2nd, so come on down for that.





Get something special for the lover of hand-crafted fiber items made with love by Wanda of **Wanda's Warm and Cozies Country Store** (324 S. Main), creator of hand crafted fleece throws with crocheted edges, pillows, kitchen towels, scrubbies and baby items, all items, all made in house by Wanda herself!







Don't know what to get for the discerning gourmand in your life? Give 'em the gift of a great meal & libations, allowing them to eat, drink and be merry (on your dime). Most restaurants in Pendleton offer gift certificates.

Below are just a few highlights:



For lovers of gourmet dishes, craft cocktails, and casual time travel, a **Flying X Speakeasy Lounge** (220 SW 1st) gift certificate makes an ideal holiday offering. Excellent seafood, steaks and pasta, and their gluten-free varieties of any pasta dish will make a gift of Flying X especially appreciated by gluten-free folks who miss good pasta. <u>Have a look at their extensive menu</u>, ascertain the likely appetites of the intended gift-ee and gift accordingly.

Got a Motocross fan in the fam? Get 'em a gift certificate to **Backfire Station** (911 SW Court), where excellent food from an ever-changing menu and amazing craft cocktails are served with a smile in a motocross-themed setting. Check out their menu here https://backfirestation.com/pages/infernal-combustion-lounge, and ask about their special Bloody Mary, *the drink that walks like a meal*!





Alexander's Artisan Chocolates & Vino Bistro (363 S Main) offers craft confections, bean-to-bar chocolates, excellent wine & gourmet delicacies. Their Once-A-Month Wine Dinner (featuring food and wine from Spain) and Wine & Chocolate Pairings would make a unique gift for the discerning oenephile in your life. Check out their <u>website</u> for more offerings.



Let's Go Shop Local (continued)

"Eat, Drink and be Merry... For Tomorrow We Die" ~ Dave Matthews, Tripping Billies

Main Street Legend Great Pacific (403 S Main) offers gift certificates in every amount redeemable for everything they serve and sell. From soup to sandwiches, salads to pizza GP has you covered. Beer lovers already know that GP is the go-to spot for craft beers and ciders, not just for in-house enjoyment but also for the grab-and-go-crowd. And wine? GP has a new wine club, whose members receive a monthly selection of exciting & exclusive wines, each hand selected with tasting notes, backstory and more. Wine club membership also makes a great gift - check GP's website for more details.



Hamleys (8 SE Court Ave) offers gift cards in any amount, redeemable for food & drink at either Hamley Steakhouse & Saloon or its laid-back sister eatery next door, Hamley Cafe. Famous for its excellent steaks, great breakfasts and general Old West Ambiance, coffee lovers can also use the card to purchase Hamley excellent coffee beans in bulk.

Whether it's excellent noodles, breathtakingly good Banh Mi or bubble milk tea you (or a loved one) are craving, you'll find 'em all and more downtown thanks to the hard work of Moe Soeum, the titular Moe of Pendleton's Asian Food Corner of NE Main and Emigrant. Though Moe Phổ - Noodles & Cafe, Moe Mart and Moe's Tea are connected in spirit (and perhaps by underground tunnel), you'll need to buy seperate gift cards for each place.



A gift certificate from OMG Burger & Brew (241 S. Main) will always spark joy for the lover of excellent burgers (some of the best in town), spirits, beer and milkshakes. Gift cards are usable at both the Pendleton and Hermiston OMG branches, and gluten free buns are available!



What could be finer than the gift of fine dining with a gift certificate to Virgil's At Cimmiyotti's (137 S. Main), home of Pendleton's finest seafood (and the only place in town to get lobster)? Steak, pasta, and many other excellent dishes. While they don't have a dedicated gluten free fryer, all soups and sauces are GF friendly thanks to flours sourced from non-wheat sources. Though closed for Thanksgiving, V.A.C is open on Christmas eve, making a gift certificate an excellent early holiday gift for folks planning to wait up for Santa.

Courses, Experiences & Etcetera ~ Because Knowledge is the Greatest Gift!

- Give a loved one the gift of wellness with a month-long membership at the 7-Gen Wellness Hub (256 S. Main). Classes are offered 7 days a week, and a \$100 monthly membership offers full access, use of the weight room during open training hours, and two 30-minute massage sessions in 7-Gen's state of the art massage chair.
- Got visiting friends or locals who haven't yet done the Pendleton Underground Tour? A gift certificate from Pendleton Underground Tours makes a great holiday gift. Tours are \$20, so a \$40 certificate will be good for two. Reservations are needed in advance. Check out their website at http://pendletonundergroundtours.org/.
- Pendleton Animal Welfare Shelter pets need good homes for the holidays and beyond. While an unrequested pet is a dubious gift at best, giving a sweet creature a good home for the holiday by adopting one for yourself or a fellow pet lover (with capacity and consent) for the holidays is a gift on so many levels. Contact PAWS at 541-276-0181.
- Buy a set of hand-thrown coffee mugs from Pendleton Ceramics (148 S Main) and a pound of hand roasted coffee from Hamley. Or cross the river to buy 'em both together from Buckin' Beans (405 NW Despain)!
- Give the gift of art and artistry at The Studio Pendleton LLC (233 S. Main), who offer gift cards usable for crafts, gifts, classes and events. Their sip and paint evenings happen once a week, and \$40 includes paint, supplies, a first drink and an art lesson.

Did we leave out a favorite Pendleton store, restaurant or experience? Drop us a line - newsletter@pendletondowntown.org - we'll include it in the upcoming Print Edition Gift Guide