



November 2019
Fall/Winter News
Phone: 503-281-8991
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Boosters News You Can Use

All Roads Lead To Hollywood! The Hollywood Boosters Business Association (HBBA) is one of the oldest Business Districts in Portland and is steeped in rich history and tradition. While continuing to embrace the past, we look for ways to improve and opportunities for growth for our businesses. **Sign up now!!**

How do we keep the Hollywood district an energetic and vital part of Portland? How do we bring more resources and value to all local businesses and professionals? How do we define our collective voice, and make our opinions heard at city council and to other stake holders? How can we grow our businesses but retain our district's charm? The answer is YOU!

Help shape the future of the Hollywood District by becoming a member of the Hollywood Boosters. **The Hollywood Boosters is a non-profit business alliance that supports the district and provides resources to the local businesses.**

Current projects include:

- A **website** www.hollywoodpdx.com that highlights our directory of businesses, showcases different business members monthly, and features photos and information about the business district.
- **Hollywood Clean and Safe** – an initiative that grew out of member concerns about cleanliness and street-level crime. The Boosters challenge businesses to keep the area and sidewalks around their business clean and welcoming; place Hollywood Clean & Safe signs to put in business windows; and support our part-time neighborhood cleanup man!
- Supporting events which draw people and shoppers to the area including the **Rose Festival Junior Parade**, annual **Veteran's Day Parade**, **Christmas Caroling**, **Business Networking Socials** and monthly **Booster Luncheons** featuring guest speakers.

There is no limit to what we can accomplish, but we need involvement, teamwork and input.

Please complete a membership application or invoice, and submit it to the Boosters by December 15, 2019 for 2020, or call a Board Member to learn more: Paul Clark 503-281-8891, Maura White, 503-709-1103, Heidi Settlemier 503-307-1502, Mary Wohler 503-730-9492, Jan Tolman 503-201-7341, Ed Fredenburgh 503-686-5510, Cindy Langford 503-281-1800, Evonne Serpa 503-774-3668, or Alfred Novacek 503-234-5594.



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HOLLYWOOD SENIOR CENTER— EVERYONE WELCOME

The Hollywood Senior Center promotes the health, independence and well-being for adults 55 years



and older. They provide services and activities for all older adults across a full spectrum of interests and needs, including, life-long learning, recreational and social activities, a thrift and consignment shop, and facility rental. Meals on Wheels is available on Tues & Thursdays.

Starting November 4th, weekly Zumba Gold classes will be offered on Monday mornings at 9 am! Love to dance and have fun? Dance to the beat of Latin-inspired and world music tunes while sneaking in both low and high intensity moves. Zumba classes are energizing, fun, and community-building. You'll have so much fun; you'll hardly notice you're working out! All fitness levels welcome. Call 503-288-8303 or stop by at 1820 NE 40th Avenue.

“On this Veterans Day, let us remember the service of our veterans, and let us renew our national promise to fulfill our sacred obligations to our veterans and their families who have sacrificed so much so that we can live free.

Dan Lipinski

CUB SCOUT PACK 999

Last year, a new Cub Scout Troop formed at Beverly Clearly School on the Fernwood Campus with 25 active kids. The Hollywood Boosters sponsors the Pack.

Pack 999 meets Tuesday nights for activities and education, and participates in many community events including clean ups, spring planting, food drives, and walking in parades.

Pack 999 will be at Fred Meyers on November 9th hosting a Popcorn Fundraiser.

For more information, please contact Kent Smith at tkk-smith@gmail.com or stop by The Wiggle Room and talk with Chris Wade.

Portland Veterans Parade Monday, November 11, 2019 9:30am

Portland's only Veterans Day parade was established in 1974. Vernon E. Ross, proprietor of Ross Hollywood Funeral Chapel, founded the parade to honor all veterans, past and present, living and deceased. The parade would not be possible without our volunteers and generous sponsorships. The Parade starts at 9:30 am on November 11th at NE 40th and NE Sandy Boulevard and travels down Sandy, ending at Sandy & 48th in front of Ross Hollywood Chapel, which is the site of the Veterans Memorial Flag pole. At the conclusion of the Parade, there is a flag raising ceremony along with comments from dignitaries and music from local high school bands, followed by a USO-style musical revue held at the German American Society Building.

Many groups and organizations from in and around Portland participate in the Parade, such as the Royal Rosarians, local High School marching bands, military groups, motorcycle groups, bagpiper marching bands, senior living groups, and various local dignitaries, such as the Mayor, congresspersons, councilpersons, and sometimes the Oregon Governor, when their schedule allows.

We are very proud of the tradition that Vernon E. Ross began so many years ago and that is why we continue to recognize and honor all veterans with this parade. Come join us this year and every year. Veterans Day is every day!



Empowering Good: A Give!Guide Gathering for Changemakers

Willamette Week's Give!Guide is one of Portland's year-end giving platforms. This year's Give!Guide will highlight great work being done in our community by **152 non-profit organizations**. Several non profits that work in the Hollywood District have been selected to be featured in 2019 including **Mother & Child Education Center**.

Give!Guide Community events will happen throughout November and December highlighting good works and the public is invited to all of them. Stop by **Mother & Child's community event "Empowering Good", on Thursday, November 21, 2019, from 5:30-8pm**. There is no cost and all ages are welcome.

Event Partners: Mother & Child Education Center, Baby Blues Connection, Northwest Mother's Milk Bank, Period, Inc.

Location: 1515 NE 41st, Portland, Oregon 97232

Walking distance from the Hollywood Transit Center, on-street parking on neighboring streets, and will provide more parking details as they are confirmed.

Event Style: Drop in open house with refreshments, acoustic music, center tours including information centers for each program, raffle door prizes, and meeting program supporters.

Cost: Free. For anyone interested, there will a chance to donate to any of the partner organizations online through Willamette Week Give!Guide portals, or through donation envelopes. All donors on 11/21/19 will be put in a larger drawing through Willamette Week for Trail Blazer tickets.

Sponsors so far: Cabot Creamery, New Seasons, Widmer Brothers Brewery, Pepperidge Farm



BOOSTER EVENTS

Veterans Parade, Monday, **November 11**, 9:30am

22nd Annual Hollywood Art Show and Sale at 42nd Street Station, **Nov. 25-Dec. 28**. Proceeds support Booster programs.

Christmas Caroling throughout the Hollywood District, Wednesday, **December 18**, 2pm meet by Kelley Plaza decked out in holiday attire

Interested in hosting a happy hour or coffee? Email hollywoodboosters@gmail.com.

Hollywood Senior Center events:

New Participant Orientation every 1st Thursday of the month, 10-11am

Pasta Lunch Fundraiser & Karaoke Party, **11/8**, 12-3pm

Holiday Bazaar, **11/9**, 9am-3pm

Thanksgiving Dinner & Social, **11/24**, 12-2pm

"A Very Gleaner Thanksgiving" Dinner & Social, **11/28, 3:30-6:30pm**

Hollywood Booster Giving Tree at 42nd Street Station (for seniors) choose a tag to make the holidays brighter for isolated seniors in our community.

BUSINESS MOVERS AND SHAKERS

Christopher Schalker is opening a Hollywood District **Country Financial** office at 3902 NE Sandy Blvd. Se 200, 503-492-2228 in November and has already joined Boosters!

Hollywood Mini Golf, located at 1510 NE 37th, offers mini golf, ping pong, corn hole, pinball, foosball & party room rentals! 503-869-6768.

Doe Donuts, specializing in artisanal vegan donuts and ice creams, made from scratch with local, fresh and sometimes unusual ingredients, will be opening soon next to Saima Thai & Suishi.

Everett House Healing Arts, 1535 NE 41st, is open for business offering chiropractic, acupuncture and massage. Dr. Elliott Mantell and his crew have already started participating in Booster events! 503-232-4099.

Ragan's Boutique, located at 1925 NE 42nd Avenue #A, offers unique clothing, boots, accessories and more. Stop by—you won't be disappointed. 503-206-5071.

Cleaning Up in the Community:

If your business would like to have a Sharps Container for the proper disposal of needles, Hollywood Boosters have a large box of them. Pick one up during business hours at Mother & Child, 1515 NE 41st. 503-249-5801.



NEW HOLLYWOOD MURAL CREATED

Muralist and Visual Artist Molly Keen created a beautiful mural this summer in the Hollywood District. Molly joined forces with building owner Paul Clark at 2000 NE 42nd Street to create a mural on the 100 foot x 30 foot wall that was currently covered in graffiti. The wall overlooks the bank parking lot, across from Whole Foods.

Molly paints murals in her mother, Cindy Keen's memory. She was an Artist herself and passed when Molly was 18. She also completed a mural at Popina Swimwear with tiny triangles and community participation. Molly bicycle tours all over the world while creating murals, and specializes in community murals where the community helps her paint.



Booster Profile: Heidi Settlemier

Heidi, who serves on the Booster Board and coordinates our monthly happy hours, is a 3rd generation family realtor who attended Alameda, Beaumont & Grant. She says her key to success is time management and self discipline. Her advice to new people in the field is to be competitive, differentiate yourself, and work long hours.

Her favorite holiday is Halloween and she loves any excuse to dress up in costume. The last book she read was Atomic Habits. Heidi loves to travel locally and internationally, and loves to hike and stay active.

Heidi's recommendation for first-time home buyers is to research ahead of time, interview agents, and get pre-approved for financing. Look for an agent who is available, knowledgeable, trustworthy and specializes in the area you are looking in.



Heidi Settlemier

Alameda Realty

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CRIME AND LIVABILITY CORNER

As part of our regular meeting agenda (first Wednesday of the month at The Ambassador), we include a round-table discussion about criminal activity in the area and ways to keep ourselves and our businesses safe and economically viable.

Businesses maintain a safe and crime-free atmosphere by using communication and crime prevention tools. By meeting with and contacting each other when something seems amiss, we make it safer for all. Several businesses also employ security companies to do regular patrols.

Reporting Criminal Activity

Who - suspect or victim involved

What - type of problem

When - happening now or how long ago

Where - location help needed, location of suspect, victim and/or self

Why - reason for need of responders

Weapons - what kind and how many

When describing a person, be as detailed as possible. When describing a vehicle report using CYMBOLS: Color, Year, Make, Body style, Other marks/damage,



**Portland Non
Emergency**

Phone:

503-823-3333

**Hollywood Boosters
Business Association**

Board Members

Maura White, President

Mary Wohler, Treasurer

Paul Clark, Secretary

Jan Tolman

Heidi Settlemier

Ed Fredenburgh

Evonne Serpa

Cindy Langford

Alfred Novacek

THE HISTORY OF HOLLYWOOD

During the early 20th century, Portland expanded rapidly on the east side of the Willamette River. At the start of this era, the Hollywood District contained only a few homes and dirt roads. In 1906, a streetcar line ran the length of Sandy Boulevard. Called the Rose City Line, the streetcar allowed residential growth. As families filled suburban homes, community services were in demand. Fire Engine Company #28 was stationed at 5440 Northeast Sandy Boulevard in 1912. They were a horse drawn company until 1920 when motorized vehicles replaced the wagon.

Hollywood soon became one of Portland's best-known commercial districts. The name was adopted from the Hollywood Theatre, built in 1926 on Sandy Boulevard in the heart of the district. For several decades, Hollywood served as the business center for Northeast Portland. The Moorish-style design, tiled roof and colorful ceramic decor of the Hollywood Theatre is continued in several nearby buildings, giving Hollywood a distinctive character. Even today, this beautiful theater is one of the central attractions of the Hollywood neighborhood, showing new and vintage fine films. In 1931, Fred Meyer opened up a store in the Hollywood Neighborhood along Sandy Boulevard. In addition to groceries, general merchandise and a pharmacy, the new store offered off street parking and a gas station. Paulsen's Pharmacy has continued to operate out of its original 1918 location at 4246 NE Sandy Blvd. Famous for operating a 1920s style soda fountain, Paulsen's offers old fashioned customer service along with the latest products.

Over the last 75 years, the Hollywood District has undergone change, leaving it a mixture of both old and new. Despite these changes, the neighborhood continues to hold onto its historic front porch homes, neighborhood charm, traditional businesses, and sense of community. For more information please visit www.hollywoodpdx.org



Hearing and Communication Tips

Have you been experiencing hearing loss? How would you know? Hearing loss affects people differently depending on their environments. People who are constantly attending meetings and social events or parties will experience a more noticeable hearing loss than people who live a quieter lifestyle. If you are not sure whether you have hearing loss, you are not alone. Hearing loss, especially to high frequency sounds, often goes undetected. To determine whether your ears are hearing at their optimum, I recommend having your ears checked and evaluated on a regular basis.

Whether you have hearing loss or not, as an audiologist in your community I can offer a few tips that will help you hear and understand your world better. Wearing hearing aids is only one solution of many. At Hearing Resources Audiology Center, we hope to provide you with the best ways to effectively communicate.

On the phone—if possible, use a landline. If you are using a cell phone, try using the speaker phone setting, and if you didn't understand what someone said, ask him to rephrase it rather than repeat it for clarification. Also, if you aren't sure that they said, repeat it back to the caller to make sure. This can help a lot!

Dining out—restaurants have a lot of background noise; it is helpful to go when it is less busy and choose a booth far away from the kitchen or the entrance. Also, sitting across from the person you will talk to the most helps both of you pick up on non-verbal cues.

We want you to Hear your best for the holidays. Start the process for new or updated hearing devices now. It takes a little time to get acclimated to new hearing aids, and we want you to be able to enjoy your festivities to their fullest. Call us to schedule your hearing health care appointment today.

All the best, Evonne Serpa, Au.D., **Doctor of Audiology**, 503-774-3668