

2011 Premium Members

Ashforth Pacific

www.ashforthpacific.com

Calaroga Terrace

www.calaroga-terrace.com

2011 Business Members

- Advantis Credit Union
- Albina Community Bank
- Ambridge Event Center
- Courtyard by Marriott
- Crowne Plaza Hotel
- Doubletree – by Hilton Portland
- Greenfield Health
- Lloyd Athletic Club
- Lloyd Center
- Oregon Convention Center
- Pacific Continental
- PacifiCorp
- Point West Credit Union
- Red Lion Hotel – Convention Center
- Rose Quarter/Trail Blazers
- Spirit of 77
- Temple Baptist Church

2011 Sustaining Members

- * Business Association Management
- * Johnson Center for Pelvic Health
- * Sonbeam Daycare
- * The Oregonian
- * Westside Secretarial

2011-12 LDCA Board

Lisa Faust - Chairman

-Pacific Continental Bank

Gary Warren - Vice Chair

-Calaroga Terrace

Brian Griffis - Treasurer

- Point West Credit Union

Dana Canary—Resident

Amy Amundson—Resident

Michael Finch—Resident

Michael Jones—LRS Architects

Ann Grimmer—Lloyd Center

Lynne Logue—Rose Quarter

Pat Freed—Resident



ELMER'S Flag & Banner (kites too!)

In this issue ...

Spotlight: ELMER'SPage 1

2011 LDCA Wrap Up and other

Notable HighlightsPage 2 & 3

LDCA Meeting Schedule.....Page 4

A Sign of the Times

By Krista Krebs



Elmer's Flag and Banner (Kites too!) was founded in 1963 by Elmer Reider, who believed that offering quality products and honest service would make customers return in the future—not surprisingly, he was right. Over forty years later this conviction still guides day-to-day business, likely contributing to Elmer's well-deserved title of largest flag store in America. This is in addition to having a flag flying atop Mount Everest and possessing a clientele that boasts presidents and kings worldwide. While their business ethic has remained untouched for over four decades, the community around this unique store has seen a multitude of changes.

Elmer's Flag and Banner relocated to the corner of Broadway and Weidler in 1985. Current owner Michael Hale believes the Lloyd District community has become better and better since this relocation. He commented that although notable businesses, like the Irvington Theater, are long gone, the community has seen the opening of many high-end companies, thus increasing business selection overall. In addition, negatives like drug paraphernalia and gang graffiti no longer taint the neighborhood, as a result making the Lloyd District a safe place. "Community participation from businesses and residents is great," Hale stated, adding to the growing sense of involvement in the area.

In terms of future changes, Hale predicted, "I think we are going to see more of the kind of buildings that have storefronts on the bottom and apartments and condos on top," helping the Lloyd District evolve into a great place to live, work and shop. Lobbying for lower speed limits on busier streets, like Broadway and Weidler, will make it possible for bikes and pedestrians to feel safe getting around. Hale added that senior citizens and families would benefit greatly from this traffic change. Decreasing commuter danger for all types of travelers, in addition to the wide variety of businesses offered, will likely increase the flow of people through the Lloyd District and encourage return visits, a welcome change for any community.

Elmer's Flag and Banner 1332 NE Broadway Portland, OR 97232 (503)282-1214

2011 WRAP UP: *An Active Year in Our District*

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The Recovery Has A Pulse?

John Mitchell Told LDCA Like It Is

The year began with *John Mitchell*, principal of M & H Economic Consultants, delivering the 2011 economic forecast at the January LDCA General Luncheon.



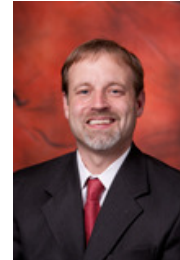
MAY

LDCA Spring Bowl — a Striking Success!

Great fun was had by all who participated in this year's 11th annual LDCA Spring Bowling Fundraiser.

We were happy to be back in the Hollywood Bowl for our Costume themed two game tournament. Over \$1,200 was raised to be split between the LDCA General Fund and the LDCA Community Fund.

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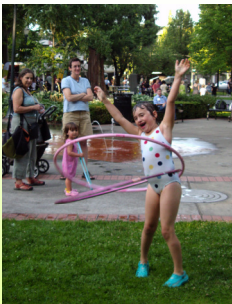


Sustainability in Professional Sports and Venues

General Meeting & Annual Board Elections, Review of Association bylaws.

Presentation and tour by *Justin Zeulner*, Director of Sustainability [for the Rose Quarter] what steps they had to take in order to be certified as Green and Sustainable.

AUGUST



Solidarity: The Lloyd District Community and Neighboring Communities Host Holladay Park Event

The Lloyd District Community Association and surrounding neighborhoods joined over 15,500 communities nationwide to promote police-community partnerships, crime prevention, and neighborhood camaraderie. *National Night Out* represents the kind of spirit, energy and determination that is helping to make our neighborhood a safer places throughout the year.

LDCA delivers in August at the General Meeting

Also in August, the LDCA Membership learned how to grow their business through Every Door Direct Mail (EDDM) a program that the United States Post Office has introduced to assist customers in promoting their businesses. Tory Foster (USPS) presented cost-effective ways to promote ones business to customers without a mailing list!



2012 LDCA Membership applications now being accepted! www.lloyddistrict.org

All Businesses and Residents are welcome to join and participate in unique community association.

Join Us! You can make a difference in our community.

Need to Renew your Membership? [Continue to make the difference!](#)

"The Community Where Business & Residents Live and Work Together"



SEPTEMBER

It was a hole-in-one at the Colwood National Golf Club!

1st Place Winner: *The Rose Quarter*

Last Place: *Lloyd Center*

Close to the Hole - Women – Rhonda Pierce Long Drive – Men – Matt Bassist

Putting Contest - Randy Pruitt

MANY THANKS to our Supporters:

Putter donated by: Securitas and was awarded to winner *Kelly Crouch*

Hole Sponsors: Lloyd Center, Ashforth Pacific, Securitas & Ambridge Event Center

Prizes and Raffle items donated by: Pacific Continental, ABM Maintenance, Lloyd Center, Doubletree, Courtyard Marriott and Point West Credit Union.



OCTOBER

Lloyd District Community Association partnered with their members, *Lloyd Center Mall*, the *Rose Quarter* and *Calaroga Terrace* to present the highly successful and well-attended **2nd Annual Health & Wellness Fair**.



The event provided local businesses with a tremendous opportunity to showcase their health and wellness products, services and health screenings – **at no cost** – to the patrons of Lloyd Center Mall. Exhibiting vendors provided health care services and screenings, displayed health-related information and distributed health and wellness related materials, samples and/or promotional items.

DECEMBER



Philanthropy and Business Leaders: It's personal and professional

Kevin Johnson author of *The Power of Legacy and Planned Gifts: How Nonprofits and Donors Work Together to Change the World* discussed how philanthropy can create a sense of legacy but it can also strengthen and empower community members so they can be strong members of the business community in tough economic times.

LDCA Presents 2011 Community Fund Awards to nonprofit organizations and students

Step It Up, Inc.

Step It Up's mission is to provide youth with resources in the areas of career knowledge, experiential training, and continuous vocational support. They are located in the Lloyd District inside the Lloyd Center Mall.

Sonbeam Day Care Center

Sonbeam is a not-for-profit child care facility located in the Lloyd District inside Temple Baptist Church. They provide holiday food baskets to families in need.

Fabricio Silva— Mr. Silva is employed by the Lloyd Center Mall. He is currently enrolled in Portland Community College in pursuit of his goal to become an Engineer in Electronics.

Greg Wiktor—Mr. Wiktor is employed by Point West Credit Union. He is currently enrolled in Portland Community College in pursuit of his goal of attaining a Masters Degree.

Other Notable Highlights of 2011



LISA FAUST
re-elected
Board Chairman

Applebee's + BLAZERS = FUN!
Business Lunch and Mixers

DRALION
CIRQUE DU SOLEIL



= A harmonious blend
of Eastern and Western
acrobatic prowess



LIGHTS ON NE BROADWAY

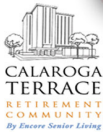
December 1st thru 31st



details at nebroadway.com

featuring
Ladies Night Out
Thursday Dec 8, 5-8PM
deals, snacks & drinks at participating merchants

Shop Local all December on NE Broadway
Special Sales • Unique Gifts
Personal Service • Holiday Food & Drink



2011 Monthly Meeting Schedule

Check www.LloydDistrict.com for updates.

Board of Directors and Interested Others:
Meets 3rd Thursday at 12:00 Noon at Calaroga Terrace, Terrace Auditorium. Lunch is available for \$5.

Land Use & Transportation: Meets 3rd Thursday at 12:00 Noon with the Board at Calaroga Terrace, Terrace Auditorium.

Event Committee: Meets 2nd Thursday at 12:00pm at the Lloyd Mall office

Membership Committee: Meets 2nd Thursday at Noon, Calaroga Terrace, Terrace Dining Room.

Marketing Committee: Meets 2nd Friday at 11:30 at Calaroga Terrace Dining Room.

Public Safety Meeting: Meets last Thursday at 8:00 a.m., location varies. Contact Wayne.Pearson@mcdca.us

Portland, OR 97228-6762

P.O. Box 6762

