

# Source

**SELCO**  
COMMUNITY CREDIT UNION

Solutions

Fall 2011 / Quarterly Update



## Did you know...

...that each year, SELCO awards Mini-Grants of up to \$250 to innovative K-12 educators for implementation of creative projects in the classroom? Last year, we awarded more than \$23,800 in educator Mini-Grants. This year's winners will be announced soon! So be sure to check back in at [selco.org/minigrants](http://selco.org/minigrants).

## SELCO's Member Business Spotlight: Fall 2011

Brian Obie, Owner & Developer, Inn at the 5<sup>th</sup>



Of the several tower cranes rising above Eugene, one is just finishing work on the Inn at the 5<sup>th</sup>—a boutique hotel that is the first hotel to be built in downtown Eugene since the Hilton in 1982.

The Inn at the 5<sup>th</sup> is the brainchild of Brian Obie, a Eugene area businessman and former Eugene mayor. Brian had been dreaming of the idea for years when he made a connection one day—that one of the most successful hotels in the Pacific Northwest could be replicated in his Fifth Street Public Market. That hotel, the Inn at the Market in Seattle's Pike Place Market, offers its guests a uniquely luxurious experience.

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## Calendar of Events

Upcoming SELCO-supported events and dates to remember

### Oct.

- 7 ▶ Mini-Grant Applications Due**  
Applications available at [selco.org/minigrants](http://selco.org/minigrants).
- 10 ▶ Columbus Day**  
All SELCO branches will be closed.
- 12 ▶ Ophelia's Gems**  
5:30pm, Eugene Country Club. Dinner and jewelry auction fundraiser to support Ophelia's Place. For more information: [info@opheliasplace.net](mailto:info@opheliasplace.net) or 541-284-4333.
- 20 ▶ International Credit Union Day**  
Watch [selco.org](http://selco.org) for more announcements as we give back to our communities and demonstrate the credit union difference.
- 22 ▶ SELCO Hall of Honor**  
Through November 13 at the Heritage Mall, Albany. Display celebrating the service of fallen service men and women in Oregon.
- 26 ▶ 9<sup>th</sup> Annual Harvest Dinner**  
5:30pm, Lane Community College. A benefit for LCC students and programs. For more information: [lanecc.edu/foundation](http://lanecc.edu/foundation).

### Nov.

- 2 ▶ Lunch at Tiffany's**  
11:00am, Valley River Inn, Eugene. A fundraiser for Children's Miracle Network. For more information: [peacehealth.org/cmnr](http://peacehealth.org/cmnr) or 541-686-6456.
- 11 ▶ Veterans Day**  
All SELCO branches will be closed.
- 11 ▶ Veterans Day Parade**  
11:00am, Albany. The largest Veterans Day Parade west of the Mississippi. For more information: 541-981-2390.

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## SELCO VISA®—Save in Time for the Holidays!

SELCO's VISA Platinum credit card is the best card to carry in your wallet for many reasons. Not only does SELCO's VISA Platinum have standard, non-introductory rates as low as 7.25% APR\*, we also have no overlimit fees, no annual fees, no cash advance fees and no balance transfer fees. Plus, you'll get the same low rate for balance transfers and cash advances.

Whether you're grocery shopping, holiday shopping or transferring a balance from a higher rate credit card, your SELCO VISA Platinum is a great choice. If you don't already have a SELCO VISA Platinum card, now is a great time to apply. Just give us a call, stop by your nearest branch, or visit [selco.org](http://selco.org). We'll get you approved in no time, and if you apply in a branch, you'll receive your card instantly in most cases! 🌐

\*Qualified borrowers only. Range of rates 7.25% - 17.25% APR based on credit qualifications. Membership requirements apply. Offer subject to change at any time, without notice. See SELCO for details.

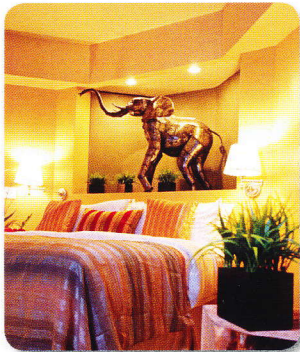
## Gift Giving Made Simple!

With holiday shopping just around the corner, a great gift that fits so many is a SELCO VISA gift card. The SELCO VISA gift card is accepted everywhere that VISA is, and it allows your recipient to choose the gift he or she really wants. It's available in denominations from \$10 to \$1,000 and costs only \$2.50. Plus, you can choose from a variety of great card designs. We can even do bulk and custom orders for your business gift-giving needs. Stop by any SELCO branch today to purchase your SELCO VISA gift cards. 🌐



## SELCO's Member Business Spotlight: Fall 2011 (Continued from Page 1)

"We are this area's largest visitor destination with about a million people a year who come here," says Brian of his Fifth Street Public Market. "There really is not a boutique hotel in Eugene. So, it looked like there was a vacuum."



The Inn at the 5<sup>th</sup> is expected to be a very special experience. It will offer spaciouly appointed rooms with a fireplace, a balcony or window seat, and five rooms will feature soaking tubs. A full service spa will be located on the ground floor. Restaurants and

shopping are conveniently located in the market. In addition, Brian and his team have created innovative ideas like a butler's closet. Through the closet's hallway door, breakfast can be delivered and then privately retrieved at any time through the closet's room-side door. No need to dress for room service!

Special packages will be created to accommodate everyone's interests. If it is a wine tour, the Inn is

perfectly located to showcase the variety of wineries in the Willamette Valley. The McKenzie River will offer fly fishermen the perfect opportunity to get their lines wet. And, with both the French restaurant Marché and gourmet kitchen store Hartwick's located at the market, culinary events will attract a variety of guests.

So how did SELCO become part of this groundbreaking project? "I was over at Cascade Title closing a deal," explains Brian, who then asked if business was slow. To Brian's surprise, their response was 'no', they were doing quite a few deals and SELCO was financing many of them.

"So, I came back over to my office and called Pat Costello, SELCO's Vice President, Business Loan Officer," Brian describes of that day. "It's a great story. Hopefully it's a lesson for all of us that you just have to ask questions. I'm so grateful because when we did this the banks were doing nothing," says Brian. "Pat was able to put this together."

The Inn at the 5<sup>th</sup> is expected to open in late fall 2011. To find out how SELCO's Member Business Services can help your business grow, stop by a branch, give us a call, or visit [selco.org/business](http://selco.org/business). 🌐

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