

# VANCOUVER BUSINESS JOURNAL

Key to Southwest Washington Business

*Service job growth, sellers' market limit home purchase options*

## Starter homes in **SHORT** supply

BY CAMI JONER

VBj Staff Reporter

Vancouver credit union teller and single mom, Dawn Campbell calls her newly purchased home her sanctuary. But like many who work in Clark County, Campbell couldn't afford to buy a home near her workplace.

Recently divorced, Campbell said her goal to provide a permanent home for herself and her four-year-old daughter, Balee, meant settling for a longer daily commute. She purchased a 1,704-square-foot bungalow near Longview's central Lake Sacagawea in Cowlitz County last month.

"So now I'm giving up a half hour of Balee's play time to be on the road," said Campbell, a 27-year-old who works at the downtown Vancouver branch of People's Community Credit Union.

Campbell said she pre-qualified for a \$120,000 home loan last fall, but her daily searches through Clark County's home listings turned up nothing in the price range, except

for one fixer-upper in Camas.

"I wasn't going to move into a dive where my daughter couldn't play on the floor," she said.

Now that she lives in Longview, Campbell said she's thought of finding a job closer to her home.

"Especially when Balee gets into school," Campbell said, adding that she'd be reluctant to leave her current employer of eight years.

Local business leaders agree that affordable housing helps retain employees.

"There's absolutely no doubt about it in the banking industry," said Mike Worthy, president and chief executive officer of Bank of Clark County in Vancouver. "People are more effective when they are literally integrated in the community."

### FAMILIAR STRUGGLE

But Campbell's recent struggle isn't unique, according to home financing and selling



Dawn Campbell prepares dinner with her four-year-old daughter, Balee, in the family's new Longview-area home. Campbell said she purchased her home in Cowlitz County because she couldn't find an affordable home in Clark County.

### Home is Where the Heart Is

Home Ownership Center  
10th Anniversary Breakfast  
Friday, Feb. 18, 7:30 to 9:30

Heathman Lodge

7801 N.E. Greenwood Drive, Vancouver  
Keynote address by Rey Ramsey, Chairman of Habitat for Humanity International and President/CEO of One Economy Corp.

See **WORK** on pg. 21

## Direct marketing builds clientele

*Salon's business model includes staying on the move*

BY CAMI JONER

VBj Staff Reporter

Clients who visit Brett Allred probably aren't aware of his double life as a hair stylist and a small businessman, owner of salon Beigeblond Inc. in downtown Vancouver.

Allred's business model and personable attitude seem inseparable as well.

"Everyone's always so happy and outgoing here; so friendly and nice to everyone," said Ruthhelyn Craighead, a Vancouver resident and Beigeblond client of nine years.



Vancouver salon owner Brett Allred, left, shares a laugh with client Dwayne Garrett, while stylist Katie Willard perfects client Ruthhelyn Craighead's shampoo and set.

See **CUT** on pg. 4

See **COLUMBIA** on pg. 4

## Columbia board launches CEO search

*Only candidates with credit union background need apply*

BY CAMI JONER

VBj Staff Reporter

A search committee of sitting and newly elected members of Columbia Credit Union's board has launched the hunt for a new CEO, claiming group harmony despite past disagreement.

"In our discussions of the criteria for the new position, the committee has worked harmoniously and unanimously. There haven't been any problems at all," said Karen Martel, search committee chair and past board chair.

Newly elected board secretary Duane Bequette agreed.

"The controversy, as far as I'm concerned, is in the past," said Bequette, who is also on the six-person search committee. The committee includes four of the board's nine members, one newly elected supervisory board member and Dee Anne Cloke, senior vice president of human resources.

Bequette is one of four new board members who replaced long-term board members in membership elections last September. The upset followed the credit union's 2003 attempt to convert to a mutual savings bank which ignited legal opposition from rival group Save Columbia Credit Union, of

INSIDE



Salmon Creek construction roadblocks businesses  
Page 10



Staffing industry in a growth spurt  
Page 16