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Business



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SECTION D

TECH FIX

How to stop ransomware attack before it happens

Preventive action can guard against an increasingly common cyber tactic

By **BRIAN CHEN**
The New York Times

A decade-old form of malicious software known as ransomware has been making headlines after



cybercriminals hijacked hundreds of thousands of computers worldwide. Ransomware, which is often transmitted by email or web pop-ups, involves locking up people's data and threatening to destroy it if a ransom is not paid. The global cyberattack has affected 200,000 Windows computers in more than 150 countries, including China, Japan, South Korea, Germany and Britain.

The cybercriminals have generally targeted hospitals, academic institutions, blue-chip companies and businesses like movie theater chains.

The attacks highlight the challenges that organizations face with consistently applying security safeguards on a large scale.

"Not only individuals, but even governments and big companies with so much to lose fail to secure their systems and train their employees about necessary security practices," said Marty Kamden, a marketing executive for the private network service provider NordVPN. "Cautious online behavior would probably have prevented the malware from infecting the network in the first place."

What can businesses and individuals do to protect themselves from ransomware? Here are some tips from security experts.

Update your software

Security experts believe the malware that spurred this global attack, called WannaCry, may have initially infected machines by getting people to download it through email. After that, the malicious code was able to easily travel to a broader network of computers that were linked together through the Windows file-sharing system. (Users of Macs or other non-Windows computers were not affected.)

The most disheartening revelation from the cyber-attack was that there was a fix available for the ransomware before the attack. Microsoft, which makes Windows, released a patch for the WannaCry vulnera-

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HOSPITALITY



The former **Timbers Motel** in Eugene has changed its name to the **Timbers Inn**.

RAISING TIMBERS

A downtown Eugene motel undergoes a major renovation



BRIAN DAVIES/The Register-Guard

Daniel Kim looks over the redesigned lobby of the Timbers Inn as the 59-year-old motel nears the end of a \$600,000 renovation.



Brothers Daniel Kim (left) and **Joseph Bailey** are taking over the motel from their parents. They have expanded the building and dramatically changed the interior.

By **ED RUSSO**
The Register-Guard

The renovation of The Timbers Motel office in downtown Eugene is the most noticeable change at the 59-year-old lodging establishment, though part of a larger effort that those involved describe as the motel's reinvention project.

The motel — recognizable by its stone facades and planters filled in the summer with blooming fuschias and begonias — has a new name — Timbers Inn. And the next generation of family ownership — Daniel Kim and Joseph Bailey — are taking over the business.

In fact, the \$600,000 renovation was the brothers' idea. They are modernizing the motel at East 10th Avenue and Pearl Street, and adding amenities to make it more competitive with Eugene and Springfield's growing number of newer hotels and motels.

They say it is the single-most expensive renovation in the Timbers' history.

"We are trying to bring it up-to-date while, at the same time, keeping the (midcentury modern) character," Bailey said. "It's been a long time coming."

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ENTREPRENEURS

SHARING STORIES AND STRATEGIES FOR SUCCESS

REGIONAL ACCELERATOR AND INNOVATION NETWORK

Columbia Sportswear CEO Tim Boyle told an audience of local entrepreneurs during

a recent gathering in Eugene how he managed to stay on top of his game.

"I think there's a real value to being paranoid," Boyle said. "We'd never have come this

far if we weren't worried all the time."

Boyle was one of six visionary entrepreneurs who visited Eugene May 6 to discuss their companies and their experi-

ences with local entrepreneurs and UO students. The group included:

◆ Saurndra Pelletier, CEO

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Timbers: Owners say goal is to be a ‘destination motel’

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The brothers are counting on the building renovation and amenities to bring more customers to the hotel, which currently has an occupancy rate of between 50 percent to 60 percent. They hope to boost average room occupancy to 75 percent to 80 percent.

“We want to become a destination motel,” Kim said.

The renovation and amenities also will allow the owners to raise room rents, with the goal of boosting profits.

Dates to 1958

The 42-room Timbers Motel, across the street from the Greyhound bus station, was built in 1958.

It was acquired in 1994 by Joseph and Chong Bailey, who owned a neighborhood market in southeast Portland.

After moving to Eugene, with their sons, then 16 and nine, the couple worked long hours running the hotel. Their bedroom was in a room in the office, while the boys slept in a motel room every night.

Growing up, the brothers worked in the motel.

“We’d come home from school and help with the laundry,” Bailey said. “We could not spend time with friends until it was done.”

Kim left home first, moving to Austin, Texas, where he later graduated from the University of Texas.

His younger brother eventually joined him in Austin, where he completed his senior year of high school.

Kim returned to Eugene for a short time to help his mother, who had acquired the Sushi Station on East Fifth Avenue, near Steelhead Brewery. After owning the business for less than two years, she sold it in about 2006.

Kim returned to Austin, got married and bought a Days Inn motel near the University of Texas.

His brother, meanwhile, had majored in economics at the University of Texas. His minor was Japanese, which he learned to speak fluently, and he spent a year studying and working in Japan.

Not long ago, the brothers didn’t think they would return to Eugene and operate the motel, let alone oversee its renovation.



Brian Davies/The Register-Guard

The Timbers Motel in downtown Eugene has been expanded and features new facilities for guests to use.

RENOVATION AND RENAMING

The Timbers Motel at East 10th Avenue and Pearl Street has been renovated and renamed Timbers Inn. The motel will be part of the guided Lane Arts Council First Friday ArtWalk at 5:30 p.m. June 2

Address: 1015 Pearl St.

Phone: 541-343-3345

Website: <http://www.timbersmotel.net>

But their parents developed health problems, so they returned home, at different times.

In 2011, Joseph moved back to Eugene to help run the business because their mother was ailing.

In 2015, Daniel and his wife and three children moved to Eugene after their father had a stroke.

“We really had to step in,” Kim, 39, said.

Taking stock of the business, the brothers decided to upgrade the building that houses the motel’s office. The motel’s rooms are remodeled every so often to keep them looking fresh for guests. However, the office, had never received a major upgrade.

“At the time the hotel was built, in 1958, there was no such thing as continental breakfast or free wi-fi,” Bailey, 32, said. “It was very simple. You just had a room.”

The brothers hired architect Nir Pearlson, who, with lead designer, Roger Ota, developed plans for the building’s makeover.

The building “contained a cluster of disconnected, cramped, and underutilized spaces,” Pearlson said. “The owners recognized the need to reorganize the

spaces, and while desiring a major facelift, they sought to preserve the iconic spirit of the place.”

The work by general contractor Paul Allen of Allen Co. and others expanded the 1,240-square-foot building by 300 square feet and added an outdoor patio.

Work to be done soon

Construction, which required a gutting of the office building, began last November. The front desk has been temporarily moved to a motel room.

Previously, the building contained a small front desk and no place for guests to relax, eat or drink.

The renovation is expected to be finished later this month or by early June.

After the remodeling is complete, guests will use the dramatically changed building to check in, as well as to eat breakfast, relax and partake of complimentary early evening craft beer, wine or kombucha.

The building’s interior has been renovated with extensive wood treatments, in recognition of the motel’s name and region’s timber industry. The floor is cov-

ered in dark stained oak and large wood framed windows and doors let in natural light. In the dining area, light-colored cabinets and shelves made of Douglas fir are paired with black quartz counter tops.

Rough-hewn reclaimed wood is attached to a wall in the dining area and under the counter of the check-in desk. An 11-foot tall fireplace with a walnut mantle will provide guests a place to gather around.

The building’s original attractive tongue and groove hemlock ceiling has been enhanced through a light sanding and an application of clear coat.

The renovation added a warming kitchen that will allow the motel to offer something that has been customary for years in other hotels — complimentary breakfast.

The morning meal will include eggs, bacon waffles and other breakfast dishes, as well as rice and miso soup, the brothers said.

Five tables made of reclaimed wood by Urban Lumber Company of Springfield will provide dining and drinking places for about 20 guests.

The project also included a pair of handicapped accessible bathrooms and a small back office.

Guests can gather outside on the patio under the building’s overhanging roof. The patio is separated from the parking lot with 2½-foot tall concrete flower planters with backrests and

wooden bench that will give guests a place to sit. Two exterior walls have been clad in dark gray stained cedar.

The 10th Avenue side of the building’s distinctive stone facade, made from basalt from Eastern Oregon, will be illuminated by LED lights.

Also, the motel is getting a new pole-mounted sign above the office that will display the new name, Timbers Inn, in orange-gold lettering

above three green trees against a brown backdrop.

Mike Hopper, a Eugene graphic artist, created the design for the sign, which will serve as the motel’s new logo.

“He came up with a design that is totally retro, that captures the whole spirit of the place,” Pearlson said. “The sign will cinch everything together and create a brand.”

He said he was pleased to work on the project.

“It is a delight to experience how the final results celebrate the 1950s without becoming a cliché,” Pearlson said.

The renovated building has a sense of “laid-back elegance,” he said.

Motel guests will be offered complimentary beer and wine in the lobby during the evenings, with local craft beer and wines.

Daily room rates at Timbers Inn during the peak summer travel season have been about \$100 a night, but the renovation and the amenities will likely push that to about \$129 or more.

“This will help us better compete with the bigger hotels,” Kim said.

Follow Ed on Twitter @edwardrusso. Email ed.russo@registerguard.com.

Success: Common thread is passion for what they do

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of women’s reproductive health company Evofem Biosciences;

◆ Nicole Bassett, co-founder of the apparel repair startup Renewal Workshop;

◆ Andy Laats, founder and executive chairman of action watch company Nixon

Pete Hixson, founder and CEO of women’s hat company Pistil Designs;

◆ Jason Levin, founder and CEO of sunflower giant Dos Gringos. PrAna CEO Scott Kerslake and former Patagonia CEO Michael Croke — both of whom serve as instructors at the UO — coordinated the event. Kerslake moderated a panel discussion with the group. UO MBA students were given the opportunity to pitch their team projects directly to the visiting entrepreneurs, who provided them with feedback. The symposium drew close to 100 participants, a mix of UO students, local entrepreneurs and other attendees.

Each of the entrepreneurs offered a different perspective on how to achieve and measure success. Bassett described her apparel repair company’s efforts to fundamentally change the industry’s approach to material waste, providing

their partner companies a way to reintroduce damaged or undesirable clothing back into the market.

“We don’t necessarily even hope to be the ones doing this work in the future,” Bassett said. “We’ll know we’re successful when others begin to replicate our process and our approach to make real change in this industry.”

Levin, of Dos Gringos, was upfront about his straightforward approach to building a company.

“We’re in sunflowers,” Levin said “We grow ‘em, we sell ‘em, we ship ‘em. Why sunflowers? Because what puts more smiles on faces than flowers? That’s how I measure success: one smile at a time.”

As different as each entrepreneur’s story and industry was, they shared a common passion, and a commitment to people.

Hixson, of Pistil, described the responsibility he felt for his employees and their livelihoods.

“I go outside one night just a few years in and see that one of my employees had bought a new car,” Hixson said. “That’s when it hit me — I’m responsible for not just my own family, but for these families. That guy just bought a

car with money he made working here, and that’s how he’ll pay off the loan, too. That’s a lot of pressure, you know? It keeps me motivated to work hard every day, because a lot of people depend on me.”

Collin Strong, an UO MBA student who attended, noted that CEOs approached strategic thinking differently based on their companies.

“While those in private companies felt internal pressure and responsibility for their employees, those in public companies faced a great deal of scrutiny and had to consider a wide variety of stakeholder groups,” Strong said.

Several presenters spoke to the enthusiasm they sensed around innovation and entrepreneurship in Eugene and Springfield. Pelletier called on female entrepreneurs to “get your hands dirty, and never forget that you deserve a seat at the table.”

Kerslake, the PrAna CEO, urged those in attendance to draw inspiration from the experience.

“What this city needs is for you to be the ones sitting up here in the future,” he said. “Learn from their successes and mistakes, but never

forget who you are and where you came from.”

Entrepreneurs is produced by RAIN Eugene, the local branch of the Regional Accelerator and Innovation Network.



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