

Oregon wine region's Springbrook Dev. selects Portland marketing firm

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Leopold Ketel & Partners has added Springbrook, a major new hospitality, residential and retail development, to its growing list of Oregon-based clients.

Springbrook will encompass 450 acres in northeast Newberg, Oregon. Key features will be a luxury inn, restaurant, spa, retail village, 1,200 homes and town homes. Construction on the inn will begin in 2008, while the entire project will be built over a decade. It is the first development of this scale planned for Oregon wine country, but within an urban growth boundary.

Announcing LKP's selection was Springbrook President Joan Austin, a Newberg philanthropist, entrepreneur and a co-founder of A-dec, the world's largest manufacturer of dental chairs and equipment.

"We selected Leopold Ketel's team for their creative reputation and because they offer everything we need" advertising, public relations, design, and web site development. We look forward to seeing LKP's work come to life for Springbrook," she said.

Mary Arnstad, president of hospitality consulting firm Arnstad & Associates, said Leopold Ketel rose to the top of the list after the search team considered 18 agencies.

Agency President John Russell said, "It is an honor to be selected after such a rigorous search. To be named agency of choice by Joan Austin, one of Oregon's most prominent businesswomen, is truly gratifying. We look forward to a long and successful partnership with the Austin family and the consulting team."

LKP is one of the Northwest's leading agencies, representing regional and national clients including Tillamook Cheese, Hood River Distillers, Springbrook Properties, Oregon Public Broadcasting, ODS Health Plans, Ryka women's footwear and apparel, Benchmade Knife Company, Oregon Health & Science University, Oregon Humane Society, Oregon Coast Aquarium, Castelli Cycling Apparel, Old Mill District in Bend, and RadiSys Technologies