

Not so fast: Trader Joe's not a done deal

By Jillian Daley

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The installation of a giant sign listing Trader Joe's, Old Navy and Marshalls as Keizer Station retailers caused a ruckus in the community Tuesday.

Despite the sign, there are no confirmed deals with any of those stores, said Nate Brown, Keizer's community development director.

Brown checked Tuesday with a Donahue Schriber spokesman, who told him that the installation of the sign was a mistake. Donahue Schriber is the majority owner of Keizer Station.

"The sign company screwed up, and that's all I know," Brown said. "I have no idea how they screwed up or why they put that sign up there."

The sign was removed later Tuesday.

Donahue Schriber publicity officials could not be reached for comment, nor could a representative from the sign company, TubeArt.

But the sign's installation inspired the community to say plenty, including more than 20 messages on the Statesman Journal's Facebook page and a slew of comments on the Facebook pages of the city of Keizer and Keizer Mayor Lore Christopher. Twitter also was alive with community comment.

"When those three signs went up, it was just 'Boom!'" Christopher said. "It was everywhere in the social media."

Christopher said she got several e-mails and calls.

Most of the comments have been about a hankering for Trader Joe's. For years, Salem-Keizer residents have lobbied Trader Joe's corporate headquarters to have a store in the Salem area.

When a Trader Joe's opened in February in Corvallis, Trader Joe's spokeswoman Alison Mochizuki said there were no plans to open a location in Salem.



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Workers install a sign for Trader Joe's on Tuesday at Keizer Station. The sign later was taken down.

About the chain

The first Trader Joe's officially opened in Pasadena, Calif., in 1967, but the chain actually grew from Pronto Markets, established in 1958.

To e-mail Trader Joe's, go to www.traderjoes.com. Select "Contact Us"; and click on the "Show Me the Form" icon. Fill out the form and send the e-mail.

When a petition for a store circulated publicly in Keizer in 2008, Mochizuki had said nothing was planned for at least two years.

Christopher said that even if something were afloat, Donahue Schriber is closed-mouthed about deals until they are signed.

"My hope is that they're in negotiations with (Trader Joe's) and that the sign was premature and that they're successful in their negotiations," Christopher said.

"Who's to say it's a faux pas? Maybe it's not a faux pas and it's marketing."

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