

1996

Bill passes away suddenly from cancer. The public memorial service is held at the Japanese American Historical Plaza.



He receives the University of Chicago Outstanding Alumni Award, and the Muscular Dystrophy Association honors Bill with the Father of the Year Award. The Association for Portland Progress and Portland Chamber of Commerce merge and rename the Outstanding Service Award for William S. Naito. Portland renames Front Avenue Naito Parkway in memory of William S. Naito and his lifetime of civic accomplishments. The Urban Forestry Commission names its annual award for William S. Naito. The Commercial Association of Realtors names the William s. Naito Award for the most Creative Deal of the Year.

Sam assumes sole control of the Company.

1991

Liberty Ship Memorial Park is dedicated in a small waterfront property north of Alber's Mill that is donated by the Company.

Company receives ACLU of Oregon Commendation for Action which Advances or Protects Civil Liberties (for the Japanese American Historical Plaza); The Waterfront Center, Washington DC, Top Honor for Excellence in Waterfront Design (for the Japanese American Historical Plaza); Portland Oregon Visitors Association President's Award for Significant Efforts to Promote Tourism (for the Japanese American Historical Plaza); and Portland Beautification Award (for the Japanese American Historical Plaza)

Terri gives birth to Natalie.

1992

Albers Mill Partnership opens the Wheat Marketing Center. The Frank Ivancie Pedestrian Bridge is dedicated by Mayor Bud Clark, connecting the Willamette River Greenway in front of Alber's Mill.

Company receives the Historic Preservation League of Oregon Ruth McBride Powers Lifetime Achievement Award.

1993

Company receives Portland Metropolitan Chamber of Commerce Outstanding Service Award; Association for Portland Progress Honor Award for Downtown Excellence for the Galleria; Portland Building Corporate Board of Directors Valuable Contribution to the Citizens of Portland; City of Portland pronounces Bill Naito Day (October 8, 1993); and BOMA Bill Roberts Memorial Award in Pursuit of Excellence Award for the Historic Rehabilitated/Modernized Building for Alber's Mill.

1994

Company receives Portland Police Bureau Outstanding Service and Commitment to the Citizens of Portland Award; Building Owners and Managers Office Building of the Year Award (Rehabilitation/Modernization category for Alber's Mill); and Columbia Willamette United Way Ruby Award.

1988

Montgomery Park opens.

Company receives Multnomah County Academic All Stars Certificate of Appreciation for encouraging excellence in academic achievement.

Lisa gives birth Alex. Anne gives birth to Wesley.

1989

Hide passes away at the age of 96.

The US Government grants reparations for the wrongful relocation and internment of Japanese and Japanese-Americans.



Albers Mill opens, with Albers Brothers Wheat Mill signage painted on the silos by artist Hugh Boatright.

Company receives Association for Portland Progress Award for Outstanding Service to Portland; Rudy Bruner Award for Excellence in the Urban Environment; The Gold Schmidty Award Simply for Excellence; and Physicians for Social Responsibility, Portland Chapter, Recognition of Support.

1990

Company opens 11th Made In Oregon store, with Flagship store on the first floor of the Galleria.

As a result of Bill's efforts, the Japanese American Historical "Bill of Rights" Plaza is built in Tom McCall Waterfront Park, designed by Bob Murase. One hundred Cherry Trees are given to Portland by Japanese businesses in honor of the relocation/internment.

Company receives American Institute of Architects, Portland Chapter, Honor Award for Excellence in Architectural Design, and People's Choice Award for Japanese American Historical Plaza; AIA, Portland Chapter, Citation Award for Excellence for Montgomery Park (SERA Architects); AIA, Portland Chapter, Historic Renovation Award for Dekum building (Miller Cook); Governor's Energy Award: Governor's nominee for US Dept. of Energy National Awards Program for Energy Innovation for Albers Mill; and Portland Downtowner Magazine Best Unsung Hero and Best Activist Awards.

1984

Company purchases Albers Mill for \$255,000 from Carnation Company.

Erickson Saloon building is completed and the American Advertising Museum opens on the mezzanine level.

Terri gives birth to Will.

1985

Company purchases abandoned Montgomery Ward building in NW Portland.

Company receives Oregon State University Large Family Business of the Year Award; National Management Association, Portland Chapter, Free Enterprise Executives of the Year for Oregon; and Governor’s Corporate Excellence Awards Nomination for positive economic contribution and community spirit benefitting all Oregonians

Anne marries Doug Campbell.

1986

Montgomery Park is renovated with SERA Architects into Portland’s second largest office building, with the city’s largest atrium.



Bill brings old streetcars to Portland and stores them at Montgomery Park.

Lisa gives birth to Alex.

1987

Company historically renovates the Dekum building with Miller Cook Architects.

Company receives Portland Advertising Federation Board of Directors Award.

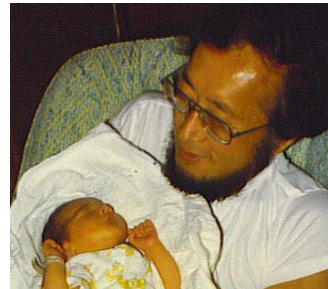
1979

Bill is one of the founding members of the Association for Portland Progress, which is formed to promote and advocate for downtown Portland.

Company receives the American Institute of Architects Award for Civic Enrichment and the Portland Landmarks Commission Certificate of Merit for foresight in Pioneering Business Appreciation in Saving Old and Valuable Buildings, proving with their many renovation projects the 1979 National Preservation Week Theme, "Preservation is Good Business".

1980

Anne gives birth to Erica. In Japanese, fourth generation immigrants are called *Yonsei*.



Company buys Erickson Saloon building.

1981

Company develops McCormick Pier Apartments, HUD moderate income housing project, on 600 NW Front Avenue.

Doug Campbell, son of Don Campbell, comes to work for the company.

1982

Company receives Greater Portland Convention and Visitors Association Annual Award for the Promotion of Tourism; Lewis & Clark College Aubrey Watzek Award for unwavering determination to make downtown Portland a more workable and more livable place; and Portland Board of Realtors First Citizen Award.

Anne divorces Al.

1983

Company receives Anti-Defamation League of Portland Bnai Brith Award.

Lisa gives birth to Kirsten.

1976

Flair opens a second location in Lloyd Center.

Portland Saturday Market expands to under the Burnside Bridge.

Company has a large Import Plaza sign that must be replaced because of new sign regulations. Bill asks local artist Joe Erceg to replace it with a mural; Erceg convinces Bill to put a large butterfly composed of dots.

Company buys the Norton House building.

Company reopens the Rhodes Department Store as The Galleria, the first vertical shopping mall in America. The first three floors have locally-owned specialty shops and restaurants. The top two floors are occupied by the Portland Apparel Mart. As a result, the Company receives the Portland Chamber of Commerce Award for Outstanding Contribution to the Improvement of the Community; the American Institute of Architects, Portland Chapter, Merit Award; and the Portland Beautification Association Award for Restoration of a Noble Interior Space.

1977

Company builds a public sky bridge, connecting the third floor of the Galleria to the public parking garage for \$140,000.



Bill co-chairs the ArtQuake Arts Festival with Arlene Schnitzer, which takes place on Sixth Avenue (future transit mall) and Meier & Frank parking lot (future Pioneer Square).

1978

Anne marries Al Brooks.

Steve marries Lisa Sjogren.

Bob marries Terri Wong.

Company buys the Dekum building from Stan Terry for unpaid taxes.

1972

Company buys the White Stag building at 55 W Burnside. Norcrest China Company Wholesale Importing Warehouse ships and receives from 25 NW Front Avenue.



1973

Norcrest China Company moves its operation offices to the second floor of the White Stag building.

Company buys abandoned Rhodes Department store at SW 10th and Morrison for \$565,000, then considered a white elephant after being left vacant for several years.

1974

Import Plaza opens second location in Lloyd Center. Company saves the Alco Hotel façade after a fire destroys the building by reinforcing its exterior brick façade. Bill turns the site into parking for the Sinnott House next door for Horst Mager's Couch Street Fish House.

Bill offers new organization Portland Saturday Market the Fleishner Mayer parking lot for an arts and crafts fair on the weekends.

As a result of their efforts in the area, Company receives the Golden Mickey Award for his urban renewal projects north of Burnside. It also receives the American Legion, Outstanding Achievement, Interest and Concern for the Older Worker Award.

1975

Company develops a new concept store, Made In Oregon, based on selling products made, caught or grown in Oregon. It opens at the Portland Airport.

Company enters into an agreement with the Housing Authority of Portland to buy the Foster Hotel (now Musolph Manor) to preserve the low income housing inventory.

Company receives the Oregon Environmental Council's Richard L. Neubeger Award for Outstanding Leadership in the field of Environmental Protections. It also receives the Portland Chamber of Commerce Award for Special Recognition for Business Property Improvement.

1958

The company is incorporated in Oregon under the name Norcrest China Company.

1960

Micki gives birth to Kenneth Naito (Ken). She also becomes an American citizen.

1961

Naito Gifts, Inc. opens second location in Lloyd Center.



1962

Company purchases the dilapidated Globe hotel at 1 NW Couch.

Bill sees how busy Cost Plus in San Francisco is. Company buys Flair gift store and operates three retail stores in Lloyd Center.

1964

Company converts the Globe hotel into the first Import Plaza store, modeled after Cost Plus. It is the first retail store north of Burnside and becomes an immediate success.

Company continues to acquire distressed properties.

1968

Fukiye passes away from cancer. Hide returns to Japan for 6 months.

1969

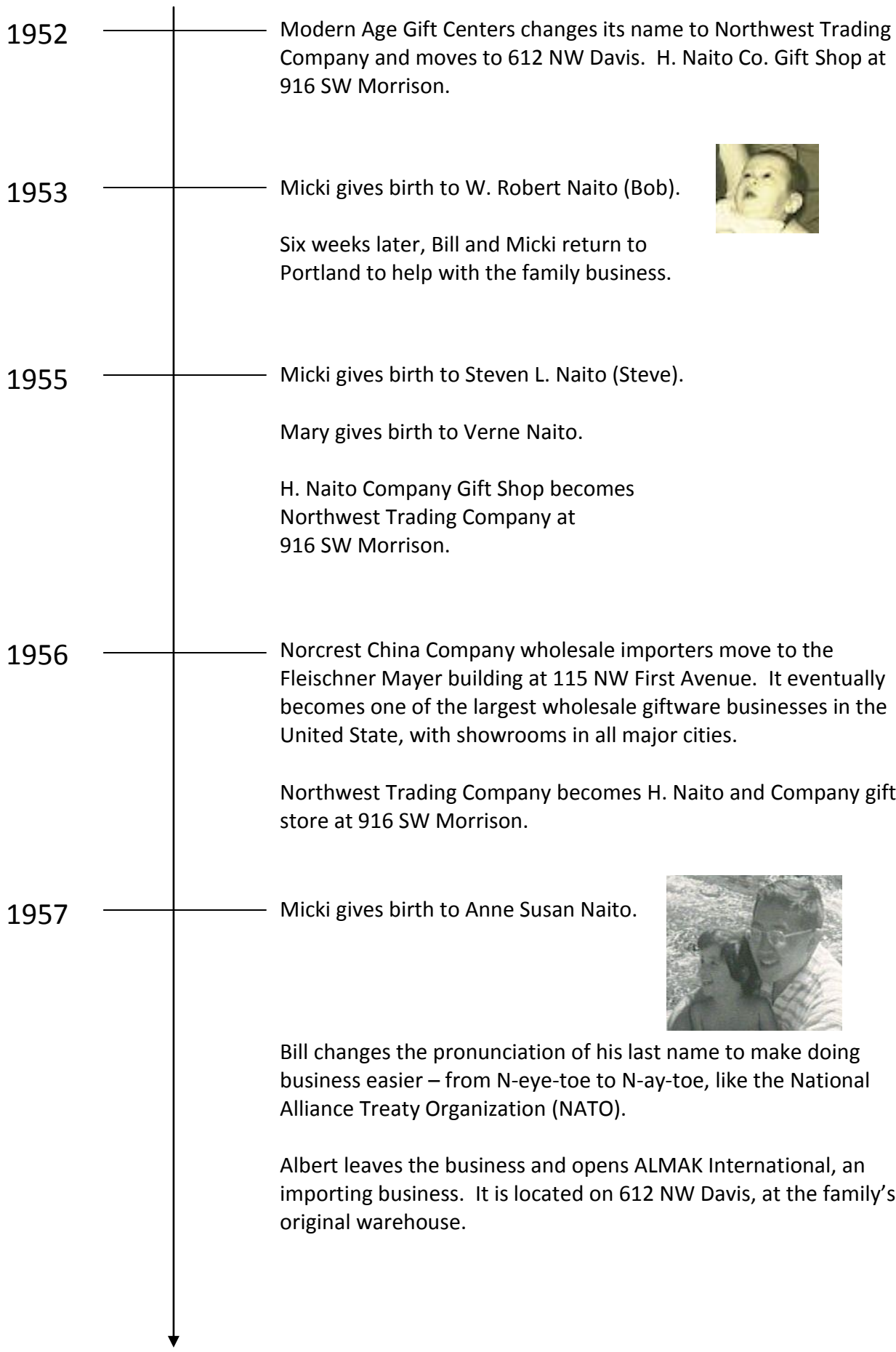
Hide remarries Fukiye's cousin, Midori Kono, from Japan.

1970

Company purchases the Merchant Hotel for \$110,000 and is its first historic renovation, with retail and office spaces built by Don Campbell of P&C Construction and designed by Bing Sheldon of Sheldon Eggleston Architects.

Company opens the Old Town Emporium at 139 NW Second.





1952 — Modern Age Gift Centers changes its name to Northwest Trading Company and moves to 612 NW Davis. H. Naito Co. Gift Shop at 916 SW Morrison.

1953 — Micki gives birth to W. Robert Naito (Bob).
Six weeks later, Bill and Micki return to Portland to help with the family business.



1955 — Micki gives birth to Steven L. Naito (Steve).
Mary gives birth to Verne Naito.
H. Naito Company Gift Shop becomes Northwest Trading Company at 916 SW Morrison.

1956 — Norcrest China Company wholesale importers move to the Fleischner Mayer building at 115 NW First Avenue. It eventually becomes one of the largest wholesale giftware businesses in the United State, with showrooms in all major cities.
Northwest Trading Company becomes H. Naito and Company gift store at 916 SW Morrison.

1957 — Micki gives birth to Anne Susan Naito.



Bill changes the pronunciation of his last name to make doing business easier – from N-eye-toe to N-ay-toe, like the National Alliance Treaty Organization (NATO).
Albert leaves the business and opens ALMAK International, an importing business. It is located on 612 NW Davis, at the family's original warehouse.

1945

Bill enlists in the army and is assigned to the all Japanese-American unit, the 442nd. He is trained to be a communications officer. He is on a ship to go into battle when the war ends and stays in occupied Japan for a year.



Sam completes his graduate work at Columbia University. He then enlists in the army.

The rest of the Naito family returns to Portland. Albert attends Vanport Junior College (later PSU) and then graduates from U of O. Both he and Sam return to Portland to join the family

1947

Bill attends Reed College on the GI Bill, graduating Phi Beta Kappa in 1949. He then goes to the University of Chicago, getting a Masters degree in economics with the intent to get a PhD.

1948

Sam marries Mary Kishinami.



1949

Mary gives birth to Lawrence Naito (Larry). In Japanese, third generation immigrants are called *Sensei*.



1950

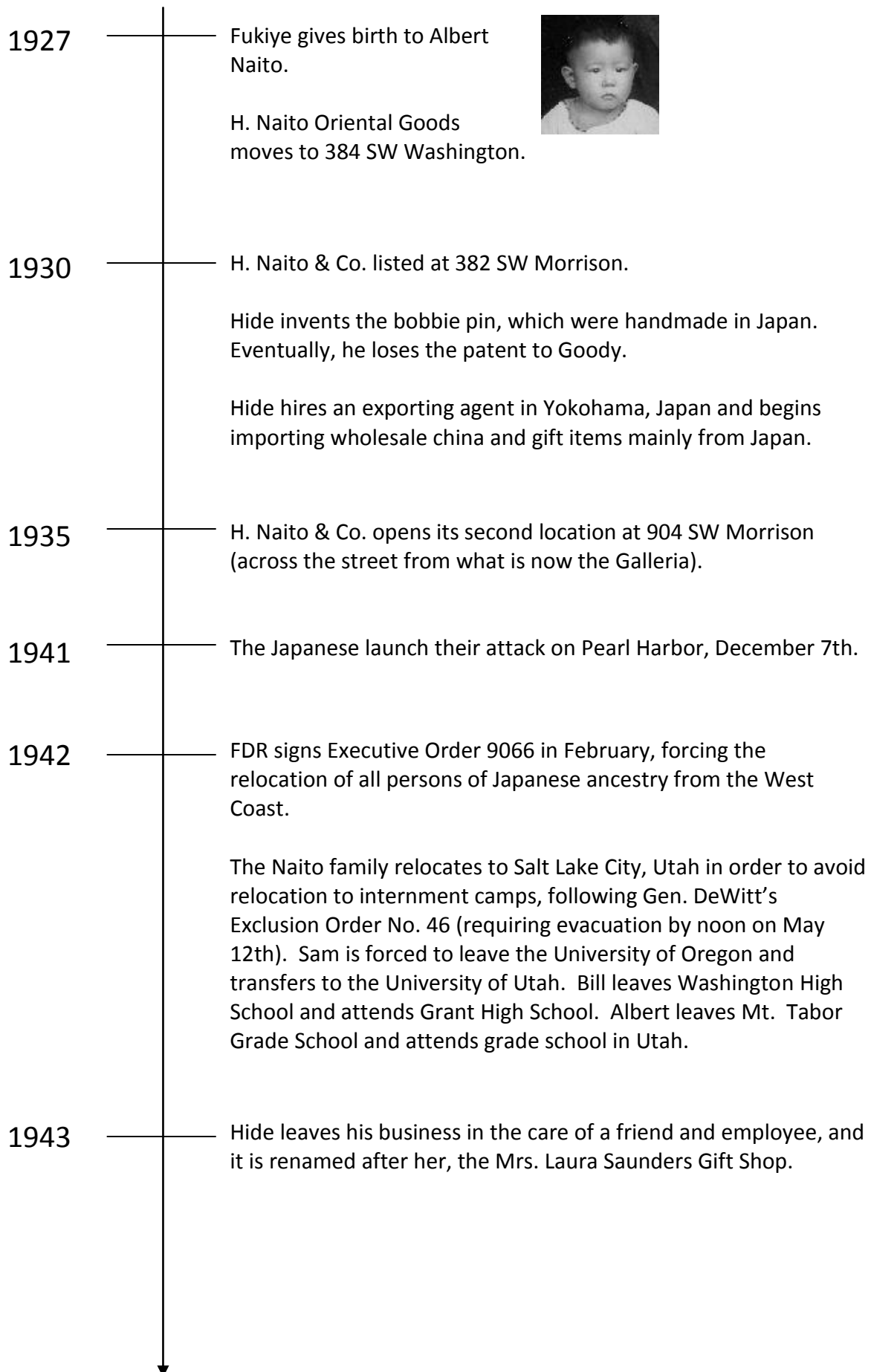
Hide and Sam operate Modern Age Gift Centers at their home on 111 NE 58th. The family packs wholesale merchandise for distribution out of the basement.

Bill marries Millicent Sonley (Micki), the younger sister of his close friend Lorne Sonley, in Chicago. She is a citizen of Canada at the time.



Mary gives birth to Ronald Naito (Ron).





1894

Hide (Hee-Day) Naito (N-eye-toe) is born in Tara, Japan, about 50 miles outside of Kobe. He is the first born son of a major property owner in the village.

Fukiye Naito (no relation), the daughter of another major property owner, also lives in Tara. She will attend finishing school in Tokyo.

1917

Hide immigrates to Los Angeles, California. In Japanese, first generation immigrants (born in Japan, immigrated to America) are called *Issei*.

Fukiye has also immigrated to LA with her family. Her older brother, attending Oregon State, tells Hide of many opportunities in Portland, Oregon.

1920

Hide moves to Portland shortly after that and becomes a houseboy for the Wolf family of Lipman Wolf Department Stores. He attends the Vicky Walker Business School at night to learn accounting.

Hide befriends and works for the owner of a Japanese curios shop on SW 13th and Washington. When the owner decides to return to Japan, Hide assumes the business and renames it H. Naito Japanese Goods.

Hide and Fukiye are married.

1921

Fukiye gives birth to Samuel T. Naito (Sam). In Japanese, second generation immigrants are called *Nissei*.



1925

Fukiye gives birth to William Sumio Naito (Bill).



1926

H. Naito Oriental Goods moves to 468 SW Washington.