

AUDREY BELDEN

AVP, Credit Analyst • Columbia Bank

1133 NW Wall St., Ste. 102, Bend OR 97703 • 541-322-4432 • abelden@columbiabank.com



PROFESSIONAL ACCOMPLISHMENTS

- 13 years in accounting and finance industry.
- AVP, Credit Analyst for Columbia Bank.
- Prior to joining Columbia Bank, managed budgeting/forecasting for \$18MM customer care organization.
- Bachelor of Arts in Accountancy, Boise State University.
- Masters of Science in Accountancy, Boise State University.
- Certified Management Accountant designation, Institute of Management Accountants.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

- Budget Committee Member - Bend Park & Recreation District
- Facilitator - Opportunity Knocks
- Member of Institute of Management Accountants
- Member of Beta Gamma Sigma

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Loves hard tasks that challenge her mentally. Believes in effective problem solving and finding the right answer without looking to find the easy way out. Quickly learns and understands complicated new philosophies and material. Believes in solving problems regardless of the difficulty of the task at hand. Demonstrates competency in her areas of expertise.

BUSINESS LEADERSHIP PHILOSOPHY

Leads by example with her hard work ethic. Supports her team by offering to help in any situation regardless of whether it falls within her specified job duties. Builds relationships through hard work and dedication to her customers and colleagues. Wants to find win / win solutions regardless of the situation.

MOLLY BLACK-HISSONG

Associate Director of Development • High Desert Museum

59800 S Hwy. 97, Bend, OR 97702 • 541-382-4754 ext. 365 • mblack@highdesertmuseum.org



PROFESSIONAL ACCOMPLISHMENTS

High Desert Museum's Associate Director of Development. She has worked here since 2013 and is extremely dedicated to the mission. Molly specializes in corporate fundraising and strives to develop mutually beneficial relationships. She manages special events and facility rentals. She consistently exceeds fundraising goals.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Though her free time is limited, Molly partakes in local golf tournaments to support other charities. She has also adopted two dogs from animal shelters.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Molly is incredibly committed to her work. She is deeply invested in this community and believes whole-heartedly in providing educational opportunities for people from different walks of life. As a critical part of our senior management team, she brings maturity and a unique and fresh perspective.

BUSINESS LEADERSHIP PHILOSOPHY

Molly leads by example. She is driven in everything that she pursues. She handles conflict with grace and she is an excellent communicator. She also embraces professional development opportunities to continually learn and grow. She serves as a phenomenal role model for her peers and colleagues. Molly is an inspiration!

DAVE DEROSE

Commercial & Business Banking Manager • U.S. Bank • Central & Eastern Oregon Region

550 NW Franklin Ave., Ste. 468, Bend, OR 97701 • 541-633-1985 • david.derose@usbank.com



PROFESSIONAL ACCOMPLISHMENTS

Dave is the U.S. Bank commercial and business banking manager serving Central and Eastern Oregon. In this capacity, Dave oversees approximately 30 team members consisting of commercial and business banking relationship managers, a depository and treasury management team, credit services, and compliance. Dave has both a bachelor of science and master of science from California Polytechnic State University in San Luis Obispo, California.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Currently Dave serves as a board member for the Kids Center in Bend and is a member of the marketing committee for City Club. He is also a member of the California Polytechnic State University Alumni Association; Former Participant in Foundation for International Exchange (Studied abroad in London); Imperial College London Study Alumni Association.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Leading a high performing team is important to Dave. He really takes the time to understand the issues and takes in the opinions of his team to heart. He's a good listener and gives his team the attention, feedback, time, and resources they need to be successful. Dave is a good husband and father and family is important. This is evident as his philosophy is putting people first. He knows that in order to be successful, we must have a good work life balance.

BUSINESS LEADERSHIP PHILOSOPHY

Demonstrates optimism at all times. Treats others the way they want to be treated. Assumes total responsibility for all communication. Owns the entire interaction from start to finish. Finds a way to say yes. Exhibits collegial spirit, empathy and unity. Anticipate and accommodate the client's needs. Elevates the client experience in usual and unusual ways.

CHRIS DUPONT

VP, Commercial Banking Officer • Columbia Bank

624 SW Fourth St., Madras, OR 97741 • 541-923-8110 • cdupont@columbiabank.com



PROFESSIONAL ACCOMPLISHMENTS

- 2000 Graduate of Oregon State University – Bachelor of Science in Agriculture and Resource Economics
- 2006 Graduate of OBA/WBA Commercial Lending School
- Teller/Personal Banker/Business Banker – Wells Fargo Bank, Corvallis April 1998 – June 2000, Madras June 2000- February 2003, Las Vegas, Nevada February 2003 – January 2004
- Branch Manager/Commercial Loan Officer – Community First Bank Madras
- Branch Manager/Commercial Loan Officer – Citizens Bank Corvallis
- Commercial Loan Officer – Community First Bank, Prineville & Madras market
- Commercial Branch Manager – Home Federal Bank, Prineville
- Commercial Banking Officer / Branch Manager – Columbia Bank, Madras

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

- Volunteer Fire Fighter, 1995 thru 2006
- Board Member – Madras Jefferson County Chamber of Commerce
- Board Member – Boys and Girls Club of Corvallis
- Board Member – Prineville Crook County Chamber of Commerce
- Board Member – Prineville Hospital Foundation
- Board Member – Jefferson County Fire District
- Rotarian for more than 11 years.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Chris has 17 years of banking experience, primarily centered in Commercial and Agricultural Banking and Lending, complemented by a formal education. He has strong ties to the Jefferson County and Central Oregon area through active involvement in community organizations. He is a steward of the Madras and Jefferson County area and believes in community contributions and volunteerism.

BUSINESS LEADERSHIP PHILOSOPHY

Chris has said the most successful business is one which operates as a team with its ownership and staff. Their vision is clear. Communication is key to their success and growth. They ensure everyone is moving forward together as a team.

ACCOMPLISHED UNDER 40

JACOB A. FAIN

Investment Advisor • Morgan Stanley

541-617-6013 • Jacob.Fain@morganstanley.com



PROFESSIONAL ACCOMPLISHMENTS

- Investment Advisor at Morgan Stanley 2 1/2 years
- Previously Development Director for Deschutes Children's Foundations 3 years.
- Community Outreach Big Brothers, Big Sisters Columbia Northwest, AmeriCorps VISTA Alumni.
- Graduate Portland State University 2008.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

- Board President Camp Fire, Central Oregon 2014-present
- Board Member of United Way 2015
- Ambassador for Bend Chamber 2014-present
- Secretary/Treasurer Bend Chamber Toastmasters 2013-present
- Member of Central Oregon Estate Planning Council 2014-2015
- Volunteer Instructor for Neighbor Impact Saving and Investing workshop 2014-2015

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Dedicated to giving investment advice through education by means of monthly seminars and group meetings. Excels in client relationships and office camaraderie. At top of performance scale for the firm relative to his time in investment advisory business. Makes time to help others in the office and outside office through his leadership roles.

BUSINESS LEADERSHIP PHILOSOPHY

Community Involvement and relationship building enriches lives and gives the foundation for building sound principles in life and integrity in business. Committed to family is the back bone to being the best you can be in every aspect of living your best life.

KEVIN GUINEY

VP & Commercial Relationship Manager • U.S. Bank

314 SW Sixth St., Redmond, OR 97756 • 541-548-7245 • kevin.guiney@usbank.com



PROFESSIONAL ACCOMPLISHMENTS

Kevin is a top commercial relationship manager within the Central and Eastern Oregon Region of U.S. Bank. He specializes in working with agriculture related businesses and is a top producer of new loans within our region this year. He received a U.S. Bank Bronze Shield Award in 2015 for his key role in helping a Prineville-based business achieve the financing it needed to expand its operation and create more jobs.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Kevin is a board member with the Oregon Business Development Corporation, volunteers with the Heart of Oregon Corp, and coaches his daughter's T-Ball team.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Kevin exemplifies the role of a relationship banker. He takes the time to understand the unique needs of his customers, which often results in Kevin providing financing solutions that most bankers might not consider. Recently Kevin provided a financing solution to a customer to accommodate growth, which involved working with the SBA, Business Oregon and two different U.S. Bank loan programs.

BUSINESS LEADERSHIP PHILOSOPHY

The leadership philosophy that Kevin demonstrates repeatedly is to collaborate with others (both internally within the bank, and externally as needed) to work toward the common goal of helping his customers achieve their goals.

LINDSEY HOPPER

Vice President of Medicaid Programs • PacificSource

541-706-5066, lindsey.hopper@pacificsource.com



PROFESSIONAL ACCOMPLISHMENTS

Lindsey Hopper recently accepted the position of vice president of Medicaid Programs for PacificSource. She previously served as the executive director of the Central Oregon Health Council. She received her MPH and JD from the University of Minnesota. She also clerked for the Montana Supreme Court and practiced health law.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

- Member: American College of Healthcare Executives; American Health Lawyers Association; Central Oregon Health Information Exchange
- Volunteer: Colorado Bar Association; middle school basketball (coach)

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Lindsey's commitment to improving health care in our community is insurmountable. She approaches all areas of her work with tenacity and excellence and she is an exemplary leader in the region and the field.

BUSINESS LEADERSHIP PHILOSOPHY

Excellence at every turn, innovation, ambition, exemplary execution, kindness and doing the right thing.

ERIK J. HUFFMAN, PE, PLS, CWRE, LEED AP

Founder • BECON Civil Engineering & Land Surveying

541-633-3140 • ehuffman@beconeng.com



PROFESSIONAL ACCOMPLISHMENTS

Erik is a civil engineer and land surveyor with over twelve years of experience. Erik founded BECON Civil Engineering and Land Surveying in 2013. In just two short years the firm has expanded to employ seven and serves multiple municipalities and private agencies.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Erik is extremely dedicated to community service and serves on both The City of Bend Traffic Safety Advisory Committee and The City of Bend Accessibility Advisory Committee. Erik is a leading engineering expert in ADA standards and improvements in the Northwest. Erik is the former Central Oregon Chapter President of the Professional Land Surveyors of Oregon.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Erik has a passion for improving the community through engineering design. He is an excellent client advocate and works hard to represent the client's best interests at all times. As a professional land surveyor and professional engineer he has the ability to manage a project from inception to completion.

BUSINESS LEADERSHIP PHILOSOPHY

Erik takes a proactive approach to leadership. He values the importance of his team and empowers their professional growth. Respecting and investing in his team ensures quality and efficiency in projects. Erik's goal is always successful project completion.

ACCOMPLISHED UNDER 40

SETH LEWIS JOHNSON

Executive Director • Opportunity Foundation

PO Box 430, Redmond, OR 97756 • 541-548-2611 • sjohnson@opportunityfound.org



PROFESSIONAL ACCOMPLISHMENTS

In July of 2013, Seth became just the fourth executive director in the 50 year history of the Opportunity Foundation of Central Oregon. Prior to his current position, he was the service coordinator/regional crisis specialist for Deschutes County Behavioral Health utilizing his years of experience in Special Education/Case Management.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

- Currently: Oregon Employment First Stakeholder Committee
- Central Oregon Regional IDD Planning Committee
- Central Oregon Regional Employment First Committee and Transition Sub-Committee
- Oregon Rehabilitation Association Board Member
- Deschutes County Behavioral Health Advisory Board Member
- Full Access Brokerage Advisory Committee

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Inclusion is a cornerstone of Seth's philosophy in both business and personal engagements. He embraces differences and encourages respectful debate from all employees, not just senior staff, on issues that are important to our organization. In two short years, he has had a had an incredibly positive impact on our company and the people we are so privileged to serve.

BUSINESS LEADERSHIP PHILOSOPHY

Seth's career in Human Services is inspired by the conviction that each of us has a fundamental responsibility to strive for the empowerment of all human beings. As we support everyone in our organizations and communities to reach their full potential, both business and society at-large benefit incalculably.

DEANA JONES

Founder • Juniper Insurance/Focus 1 Insurance Group

PO Box 2367, Bend Oregon 97709, 377 SW Century Dr., Ste. 206-207 • 541-233-6271 • deana@juniper-insurance.com

PROFESSIONAL ACCOMPLISHMENTS

Founded Juniper Insurance in 2011. Grew it for three years then merged the property and casualty side of the business with Focus 1 Insurance Group in 2014. Now offering two full time positions to others in the Bend offices and more to come. Has continued significant growth year over year, both Juniper Insurance (life and health) and Focus 1 insurance (P and C).

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Currently on advisory board for Big Brothers Big Sisters, member of Connect@ (Connect W) and past secretary for Deschutes Business Networkers.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

- A true leader with great ability to rally the troops.
- Great vision in business and the ability to execute that vision.
- A desire to build an organization so that there is a great opportunity for those who want to be a part of it.

BUSINESS LEADERSHIP PHILOSOPHY

- Do the right thing for every client, and success will follow.
- Treat my employees as a team rather than staff and offer them an incredible opportunity to grow a book of business with high earning potential.
- Share my knowledge and help educate.
- Help others dream big!



RYAN & CRISTA JORDAN

Owners • Elevate Athletics

62860 Boyd Acres Rd., #2, Bend, OR 97701 • rjordan@elevateathletics.com

PROFESSIONAL ACCOMPLISHMENTS

Owners of Elevate Athletics, a 3,600 square foot strength and conditioning facility in Bend.

The couple were standout athletes at the University of La Verne where Ryan excelled in baseball and Crista was an All-American Volleyball player. Ryan is a Certified Strength and Conditioning Specialist (CSCS) and Crista is a Certified Personal Trainer (CPT).

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

The couple have trained most of the top high school and college athletes in Central Oregon, teaching age-appropriate strength and conditioning movements for athletes.

Ryan has coached baseball at Mountain View and Summit high schools and is the co-owner of the Oregon Baseball Academy. Crista has been the freshman volleyball coach at Summit for the past four years and part of a State Championship staff in the fall of 2011.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

The couple works with an average of 150 athletes aged 10 to 22 years every year, designing and coordinating programs specifically for each athlete and their respective sport(s). They train any age group with programs based on the athlete's physical age, biological age or athleticism.

BUSINESS LEADERSHIP PHILOSOPHY

Crista and Ryan have trained over 500 athletes in their four years of operating their facility in Bend. The recipe for success has been simple: They genuinely care about every athlete that they train.

J. KENNETH KATZAROFF (KEN)

Attorney • Hurley Re P.C.

747 SW Mill View Way, Bend, Oregon 97702 • 541-419-6352 • jkkatzaroff@hurley-re.com

PROFESSIONAL ACCOMPLISHMENTS

Ken graduated law school in 2014 and moved straight to Bend. In the past year, Ken has worked and represented quasi-municipal governments, developers, and private landowners in various land use, real estate, and water law issues.

Before going to law school, Ken worked for Morgan Stanley before helping to start a media technology company in the Seattle area.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

- Leadership Bend Class of 2015 Graduate
- Leadership Bend Steering Committee Member
- Central Oregon Impact Summit - Steering Committee, 2015; Advisory Board Member, 2016
- Bend Chamber of Commerce Advocacy Council Member
- Leadership Bend Graduate Program – Ex Officio Board Member, EDCO

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

I'm a go-getter that dove quickly into the Bend community. I'm not afraid to fail and am willing to work hard to ensure success. As part of the Leadership Bend 2015 class, I helped spearhead the first annual Central Oregon Impact Summit (COIS). We pulled together broad community support to provide strategic business coaching to local nonprofits and raised over \$14,000 in just a few short months.

My motto is work hard play hard, be tenacious, and never compromise integrity.

BUSINESS LEADERSHIP PHILOSOPHY

People need to be empowered to make decisions. If you have ownership over a decision, project, or direction, you work harder for it and towards it. People want to succeed when they feel they have invested ownership in something. It's not about control, it's about feeling included as being a valuable member of a team where you can make a difference. The same is true at all levels of organizations.



MAGGIE KIRBY

Development Manager • Craft3

917 NW Harriman St., Bend, OR 97701 • 888-231-2170, Ext. 165 • mkirby@craft3.org



PROFESSIONAL ACCOMPLISHMENTS

Maggie is development manager for Craft3 (www.craft3.org), leading capitalization activities for a \$180M nonprofit loan fund that finances mission-aligned small businesses, nonprofits, and others unable to access traditional capital. Prior to joining Craft3 in 2007, Maggie worked with nonprofits focused on natural resource conservation. She has specialized knowledge in nonprofit management, capacity building and conflict resolution. She holds a Masters of Urban and Environmental Planning and a B.A. in Psychology.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Maggie is a graduate of Leadership Bend Class of 2015, during which she was elected vice president and co-founded the Central Oregon Impact Summit (COIS). She was recently appointed to the Deschutes County Planning Commission, Leadership Bend Advisory Board and the COIS Steering Committee. She also serves on the SMART Central Oregon Leadership Council and the Bloom Project Fundraising Committee.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Maggie is generous with her time and talents in engagement with colleagues and in her community. She is a person with great empathy and finds it easy to understand different perspectives and gain rapport with people. She is a good listener and honest, even when delivering difficult information. Maggie holds herself to high standards and is only satisfied when she performs at her very best.

BUSINESS LEADERSHIP PHILOSOPHY

Maggie's business leadership philosophy is to lead by doing. She is a person of strong integrity and an unwavering work ethic that drives her to deliver on her responsibilities and persist in the presence of challenges. She understands her personal strengths and surrounds herself with colleagues possessing complementing strengths to ensure achievement of intended objectives. She is a great collaborator and maintains a high level of performance so that her colleagues can in turn perform their responsibilities with excellence in pursuit of a common goal.



JENN LIMOGES

Commercial Real Estate Broker • NAI Cascade

549 SW Mill View Way, #100, Bend, OR 97702 • 541-639-2566 • jlimoges@NAIcascade.com

PROFESSIONAL ACCOMPLISHMENTS

Jenn's used to being the youngest amongst her peers. From landing an executive director job at 26 to Regional Director at 31, Jenn has developed a real comfort working with peers and clients of all types. Jenn joined NAI Cascade as the first non-partner broker in 2014, drawn by the company's international ties and consultative approach to brokerage. Within her first two years negotiating CRE, Jenn has already closed over \$8M in transactions in Central Oregon alone. Jenn has a knack for seeking out unlisted opportunities and confidently creating value for her clients.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

From room mom and youth program coordinator to member of the board of directors, Jenn's focus is to 'see a need, fill a need' and invest her time where she can yield the greatest impact.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

At the start of her career, Jenn worked extensively with MDs, PhDs and JDs in addition to stakeholders in boards of directors and the community. Having pre-established relationships with these professionals has served her well in Commercial Real Estate. Jenn has also been on the business side of leasing, having moved a business three separate times to increase foot traffic and revenue. These experiences have afforded Jenn the opportunity to get ahead of concerns an owner-user may have as well as to guide tenants looking to expand to the right resources. Having been accountable to tight budgets and timelines, Jenn also knows how to create value and generate solutions for developers and investors.

BUSINESS LEADERSHIP PHILOSOPHY

Jenn's business philosophy is work hard, play hard. Balance has been key in all her interactions and it certainly makes for a much more enjoyable exchange.

SCOTT LAURAY

Accountant • ProCFO

780 NW York Dr., Ste 102, Bend, OR 97701 • 323-251-9548 • scottlauray@gmail.com



PROFESSIONAL ACCOMPLISHMENTS

- Industry leader in contract CFO and business acquisitions and sales
- Member IMA (The Association of Accountants and Financial Professionals in Business)
- Member International Business Brokers Association
- Certified Managerial Accountant candidate
- Bachelors of Science from Oregon State University and Accounting Certificate from Linfield College
- Extensive CFO experience

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Served on boards and committees of Bend Metro Parks and Recreation District, American Cancer Society, Boys and Girls Clubs and United Way

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

- His market experience includes domestic, international, public and private companies in the manufacturing, medical, tech, education, service and nonprofit sectors. He has also founded, invested in and has been an advisor of a number of companies and non-profits
- Personable, relatable, listens to the long term needs of clients

BUSINESS LEADERSHIP PHILOSOPHY

Surround yourself with excellent people. By creating a clear plan, executing it and setting quantitative goals, success follows. Approach business with a collaborative mentality. Be adept at empowering your team, set high standards for yourself, your team and clients and never give up.



MEGAN MARTIN

Principal • Seven Peaks School

19660 SW Mountaineer Way, Bend, OR 97702 • 541-382-7755 • mmartin@sevenpeaksschool.org

PROFESSIONAL ACCOMPLISHMENTS

- 2nd-5th grade teacher for eight years
- Instructor for Eastern Oregon University and Educator Credits for eight years (2006-13)
- Wrote and received grant to launch all day Kindergarten in Bend La-Pine School District, with a pilot program at High Lakes Elementary
- Assistant Principal at Seven Peaks School from 2008-2010
- Increased student enrollment at Seven Peaks by 50+ students between the economic shortfall of 2008-2010
- Launched and hosted the Seven Peaks Annual Girls' Symposium in 2009 and 2010 with a focus on healthy bodies, healthy minds and healthy relationships for adolescent girls
- Principal at Seven Peaks School from 2010-present
- Initiated the idea and brought IB program to Seven Peaks, with full authorization in 2011
- Reconstructed the educational program at Seven Peaks to offer foreign language as a daily core class and advanced math, including Geometry, as a part of our core program
- Increased fundraising revenue from \$250,000 to \$350,000 in three years time

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Active supporter of FAN, SavingGrace, Kids' Center and Sparrow Club. Wrote and won a grant to place 60 computers in a local elementary school - via the Intel Challenge grant. Wrote and received a grant to create a book room with leveled reading titles with over 2,000 copies for High Lakes Elementary.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Megan is a visionary with a huge smile. She is brilliant, kind and tough simultaneously. Her passion, drive and motivation to make Seven Peaks outstanding is evident every day. Megan is devoted to her family and her work and, even with three children at home, she manages to find a balance. She arrives at SPS every morning fired up with enthusiasm and she is an inspirational leader.

BUSINESS LEADERSHIP PHILOSOPHY

Leadership takes courage. It is one thing to have great ideas, but to be able to act on those ideas and to inspire others takes an immense amount of courage. Leadership is about challenging the status quo in order to help an organization move forward. It is seeing the possibility rather than getting stuck on the problems of today. Leadership is only leadership when others are inspired to follow, enabled to act, and mentored to lead. One of my greatest desires as a leader is to see other leaders rise throughout the organization that can then step into new roles.

COLLIN ROBINSON

Owner • **CJGraphix**
collin@cjgraphix.com

PROFESSIONAL ACCOMPLISHMENTS

Collin started CJGraphix in 2001 as a Freelance Design & Development Firm with his wife SuperJenny. In 2010, Collin developed a web app for Twitter users to track unfollowers. Who.Unfollowed.Me now has over 3.5 million users worldwide. Recently, Collin worked with Visit Bend to complete the new Bend Ale Trail, that is available for both iOS and Android phones.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT:

Collin has been heavily involved in the Parent Teacher Association (PTA). Locally as the Ensworth PTA President from 2007-2009, regionally as the Region 10 Director from 2009-2013. He was elected as the President Elect for the Oregon PTA in 2013, and became the first male President as of June 1st, 2015. He has also been a youth soccer coach for the last 10 years, and currently coaches for the Bend FC Timbers Junior Academy Program.

SPECIFIC CHARACTERISTICS THAT DISTINGUISHES THEM FROM PEERS:

In 2012 Collin joined Oregon Crossfit, lost 50 pounds, starting running, and ended up racing as a triathlete for Team 10 Barrel. To date he has run three marathons, two Half Ironman Triathlons, and many other shorter distance races and triathlons.

BUSINESS LEADERSHIP PHILOSOPHY:

Be Awesome!



ELISABETH (LIS) THOMAS

Owner • **Lis Thomas Content, Brand+Strategy+Social**
541-749-0557 • lis@listhomas.com



PROFESSIONAL ACCOMPLISHMENTS

Lis combines solid experience and skills in both traditional and digital marketing to help clients achieve their goals. She successfully delivers content strategy and implementation, social medial management and targeted customer relationship development skills to help local business and professionals adapt their marketing efforts to be effective and efficient in a rapidly evolving digital environment. Lis has a solid understanding of business and applies her unique digital and marketing expertise to the benefit of her clients.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

United Way of Deschutes County Communications and Research and Development committee member, Annual Campaign Board member, AdFed Board member, City Club member and City Club Membership Committee member, Opportunity Knocks member.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Lis listens! Unlike many others, she is not overly anxious to tell you all she can do. Instead she listens to learn about a clients business and their goals, objectives and obstacles. She then provides strategic recommendations and direction utilizing her skills and strengths to implement a plan which truly serves her clients needs.

Her work is unmistakably thoughtful and on target. She provides relevant market research and recommends tactics to provide her clients a path to achieving their intended outcomes. There is no shortage of content specialists available today, but Lis sets herself apart by her ability to think and act strategically within a variety of business environments.

BUSINESS LEADERSHIP PHILOSOPHY

Honesty, Commitment, Follow-thru, Feedback, Adaptability and Versatility.

Lis exemplifies each of these and in doing so, she leads by example and is inclusive of others. She collaborates well with others, shares her vision and priorities and her positive leadership style brings out the best in others.

ERICK TRACHSEL

Director of Sales • **The Riverhouse Hotel & Convention Center**
541-617-7270 • etrachsel@vestahospitality.com

PROFESSIONAL ACCOMPLISHMENTS

Erick is consistently recognized as a top sales and hospitality executive. He has been awarded Sales Manager of the Year from the Sheraton Portland Airport Hotel, Chairman's Club Award Winner from Destination Hotels and Resorts and Manager of the Year from both the Phoenix Inn and Suites and the DoubleTree by Hilton Bend.

CIVIC, INDUSTRY AND COMMUNITY INVOLVEMENT

Erick is an active member in the Bend community and has been since he moved to Central Oregon in 2009. Erick also sits on the Board of Directors for Visit Bend.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES HIM FROM PEERS

While many executives who work in the hospitality industry are known for their attentiveness and care towards others, Erick stands out as one of the most polished and professional sales executives. His clients and staff love working with him due to his positive and upbeat nature.

BUSINESS LEADERSHIP PHILOSOPHY

Simply put, put clients first. I want to be able to be a resource for my clients, not only in Central Oregon, but across the country utilizing my network of contacts throughout the U.S. Whether it's a last minute guest room or booking a meeting space in another market, I will do what it takes to make the right connection.



CHERYL VALDEZ

Social Media Specialist • **Nosler**

107 SW Columbia St., Bend, OR 97702 • 541-420-7467 • cherylv@nosler.com



PROFESSIONAL ACCOMPLISHMENTS

- Increased social media following by 74 percent during first year at Nosler.
- Secured coverage from major national media outlets including *Good Morning America*, *Today Show*, *FOX News* and *TIME* for World's Largest Snowball Fight (Guinness certified), raising over \$50,000 for the Boys & Girls Clubs of King County.
- Managed PR for internationally-renowned entertainment destinations Universal Studios Hollywood & CityWalk.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Cheryl volunteers marketing services that support fundraising for shooting, hunting and firearm safety programs in Central Oregon for the High Desert Friends of the NRA.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Cheryl has a strong aptitude for emotional intelligence which lends not only to her personable relationships in the workplace and with industry partners, but is paramount to her success cultivating non-traditional marketing campaigns that tangibly influence customer behavior.

BUSINESS LEADERSHIP PHILOSOPHY

Teamwork is the cornerstone for success. Prioritize the cultivation of effective work groups to increase the success of organizational goals.