



Can Less  
Be More?

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Enhancing & Promoting the Economic Vitality of Central Oregon Since 1994

## Recreation Tour Companies Resume Operations



MT. BACHELOR OFFERS A VARIETY OF SUMMERTIME ACTIVITIES, INCLUDING HIKING ON SCENIC TRAILS | PHOTO COURTESY OF MT. BACHELOR

by **RONNI WILDE** — CBN Reporter

**C**COVID may have rocked our world, but Central Oregon is still a mecca for outdoor recreation, and no virus can take that away! While we may have to follow some new rules when recreating side by side with others, no one can question that there is a plethora of things to do here beckoning us to get outside, and local tour operators can help us get out there and safely enjoy the freedom and peacefulness that nature — and adrenaline — can provide.

As with everyone else, tour companies and other recreation-related businesses have endured a roller-coaster ride over the past three months, but now, most are back up and running and report that business is beginning to boom again. These nature guides are excited to get us back out adventuring, and have put all the required safety measures into place to help us do so. Staff members are back, and customers are cautiously returning to find some much-needed stress relief.

"There's no better solution to COVID and overcoming our cabin fever than being outdoors in fresh mountain air! The collective sigh of relief I have witnessed in the last few weeks is remarkable," said David Nissen, founder and president of Wanderlust Tours in Bend, which offers half-day naturalist-guided tours, trips and activities year round in Bend, Sunriver and Sisters. "When recreating outdoors, just maintain distance, respect the ecosystem and clean up after yourself and others while you are out there."

When the COVID closures first happened, tour companies and other recreation-based businesses had to shut down since they were not deemed "essential." "Numbers-wise, Q1 2020 started out quite well until March 16, when we determined that the necessary response to COVID was

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## Sunriver Boasts Unique Blend of Beauty, Business & Buoyancy

Sunriver • La Pine Spotlight — Pages 11-16

by **RONNI WILDE** — CBN Reporter

**S**unriver is more than just a recreational suburb of Bend. The idyllic mountain town is a resilient community with a strong business base that is bouncing back quickly from the effects of COVID closures. Families are flocking to Sunriver to escape bigger cities, whether for a weekend retreat or as a potential new place to call home.

"The Sunriver business community, despite being highly dependent on tourism, has shown great resilience and adaptability during the COVID-19 shutdown, and we are coming back strongly as our economy begins to open up," said Kent Elliott, executive director of the Sunriver Area Chamber of Commerce. "Most essential businesses have remained open, and for the most part, residents have been able to obtain many of the services they need without having to go to Bend. Phase Two is now



COFFEE WITH A VIEW | PHOTO COURTESY OF SUNRIVER RESORT

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## New Chapter for Bend's Moonlight BPO Acquisition Set to Revitalize Full-Service Print & Mailing Provider

by **SIMON MATHER** — CBN Feature Writer



PHOTO | COURTESY OF MOONLIGHT BPO

**L**ong-time Bend-based secure print and mailing specialist Moonlight Business Process Outsourcing is looking to widen exposure to its services following the company's acquisition by an Indiana-based investment group.

Moonlight BPO, which was at one time known as Moonlight Mailing, was first established in Bend in 1985 and has been purchased from long-time owner Brenda

Grigsby by Lakewind Investments, helmed by mergers and acquisitions experts Rob and George Van Vliet.

Lakewind is known for providing private capital for business and real estate investment and for specializing in acquiring niche companies with growth and "value-add" potential.

Following the takeover, a spokesman commented, "Lakewind Investments is an investment firm founded

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## RECENT TRANSACTIONS

**Compass Commercial Real Estate Services** broker **Dan Kemp, CCIM** represented the seller, **Rodney P Wagle Rev Trust**, in the sale of 2473 NW Marken Street in Bend. The 5.36 acre parcel sold for \$2,500,000.

**Fratzke Commercial Real Estate Advisors, Inc.** assisted in the sale of **The Sisters Sno Cap Mini Storage** June 23, 2020. Principal Broker **Brian Fratzke, CIM** represented the Seller. The 280 unit storage facility sold at a 6.43% capitalization rate.

**Compass Commercial Real Estate Services** broker **Terry O'Neil, CCIM** and **Compass Commercial Asset & Property Management** broker **Luke Ross** represented the Landlord, **Darrell and Sandra Mallory**, in the lease of a 3,132 SF industrial suite located at 62999 NE Layton Avenue in Bend.

**Compass Commercial Real Estate Services** brokers **Russell Huntamer, CCIM** and **Peter May, CCIM** represented the buyer, **Kendall Development Group**, and brokers **Pat Kesgard, CCIM, Dan Kemp, CCIM, and Kristie Schmitt** represented the seller, **Burger King Corporation**, of the former Burger King, located at 1091 SE 3rd Street in Bend for \$2,050,000.

## New Ticket Mill Shop is Open for Business

Previously a small kiosk for Les Schwab Amphitheater concert tickets and gift card sales, the Old Mill District's Ticket Mill is now a standalone shop located at 450 SW Powerhouse Drive, Suite 408 (next to Tumalo Art Company). The new Ticket Mill will continue to be the main point of sale for Les Schwab Amphitheater concert tickets and

Old Mill District gift cards, and will also carry a variety of gifts, souvenirs, merchandise and grab-and-go snacks and beverages. Hours of operation are from 12-5:30pm daily. The previous kiosk will remain as a self-serve area for information like maps, area magazines, brochures and regional activities.

[oldmilledistrict.com/shops/ticket-mill](http://oldmilledistrict.com/shops/ticket-mill)

Bend Craft Brands Unite  
Riff & Crux to Collaborate on Pop-Up Experience

Riff Cold Brewed and Crux Fermentation Project, two Bend-based craft brands, are collaborating on a new Crux Pop-Up experience at Riff's Taproom at the Box Factory in the heart of Bend. Riff transformed its patio on Arizona Street into a mini Crux beer garden, featuring exclusive Crux Tasting Room only beers, Riff's most popular cold brewed coffees, Alter Ego natural energy drinks and cocktails.

"As a way to celebrate Crux's eighth anniversary and Riff's phased re-opening, we wanted to bring two of Bend's best craft brands together for the community to enjoy in a fun and safe environment," says Paul Evers, CEO of Riff and co-founder of Riff and Crux. "Riff's patio with Crux's signature fire pit, a mini food cart lot with our friends at THE



PHOTO | COURTESY OF RIFF COLD BREWED

BOB serving European-style kebabs, will be a perfect destination (second only to the Crux's expansive lawn, of course!) for the Bend community and visitors to enjoy during summer."

Crux's pop-up experience launched June 27. Hours of operation are Thursday, Friday and Saturday 11am-9pm, Sunday 11am-4pm.

[riffcoldbrewed.com](http://riffcoldbrewed.com)

## Minimum Wage Increases — July 1, 2020

Oregon's minimum wage depends on where you work. The minimum wage is \$11.50 per hour in non-urban areas, \$12 per hour in standard counties — Deschutes County is standard — and \$13.25 per hour in the Portland metro area.

Kôr Receives Grant  
for Equitable Board Service Program

Kôr Community Land Trust, which provides permanently affordable, environmentally sustainable and equitable home ownership opportunities in Bend, announced the receipt of a \$5,000 grant from the Central Oregon Health Council's Stable Housing Workgroup. The grant funds Kôr's recently enacted, policy-driven program



KORAZON STEM WALLS | PHOTO COURTESY OF KÔR COMMUNITY LAND TRUST

## Deschutes Historical Museum Phase 2 Reopening

The Deschutes Historical Museum reopened under Phase 2 guidelines on June 30. Visitation will be by timed entry, which can be reserved by phone at 541-389-1813. Walk-up visitors are welcome and will be scheduled for an entry time based on next availability.

Museum hours are Tuesday through Saturday beginning at 10am. The last timed entry is at 3pm. To enjoy your visit to the museum and keep everyone safe, we are implementing the following procedures:

- Timed entry to enable museum staff to maintain safe visitor counts and social distancing measures throughout our galleries.
- Visitors are required to wear masks while inside the museum and begin their visit at our hand sanitizer station upon entry.
- Regular sanitization and cleaning is scheduled throughout the day. Hands-on interactives are temporarily off-exhibit.

Continued on Page 30 ►

Continued on Page 30 ►



## • FOR SALE •



**\$3,200,000**

**60909 SE 27th Street, Bend**  
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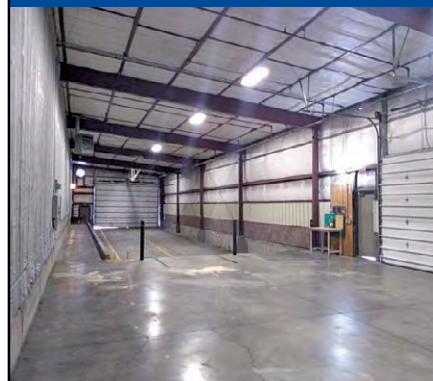


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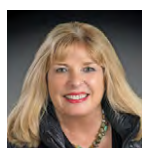
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**BEND**

◆ The Deschutes National Forest is seeking public comment on a proposed Cave Management Forest Order that would prohibit specific activities in and around caves where these activities are causing adverse impacts to cave resources. Most of these prohibitions are taken from existing forest orders and the proposed order would combine these orders into one with some additional changes.

Public comment on this proposed forest order is being accepted for 30 calendar days, and the public comment period will end on July 23, 2020 at midnight. The draft environmental assessment is available online at: [fs.usda.gov/project/?project=57443](https://fs.usda.gov/project/?project=57443). Written comments must be submitted using one of the following methods:

- Electronic comments including attachments can be submitted to [comments-pacificnorthwest-deschutes@usda.gov](mailto:comments-pacificnorthwest-deschutes@usda.gov). Electronic comments must be submitted as part of the e-mail message, or as an attachment in Microsoft Word (.doc), rich text format (.rtf) or portable document format (.pdf) only.
- For electronically submitted comments, the sender should receive an automated acknowledgment from the agency as confirmation of receipt. If the sender does not receive an automated acknowledgment of the receipt of the comments, it is the sender's responsibility to ensure timely receipt by other means.
- Postal mail or hand-delivery (Monday through Friday, 8am to 4:30pm, excluding holidays) to: Holly Jewkes, forest supervisor, c/o Sasha Fertig, 63095 Deschutes Market Rd., Bend, OR 97701.
- FAX: 541-383-5553.

Only people who submit timely and specific written comments will have eligibility to file an objection. Names and contact information submitted with comments will become part of the public record and may be released under the Freedom of Information Act. Additional information can be obtained from Sasha Fertig, environmental coordinator, 541-383-5563, [sasha.fertig@usda.gov](mailto:sasha.fertig@usda.gov).

The 1988 Federal Cave Resources Protection Act mandates that Federal agencies secure, protect and preserve significant caves on Federal lands for the perpetual use, enjoyment and benefit of all people.

On the Deschutes National Forest there are approximately 700 known caves. Adverse impacts are commonly caused by Forest users; for example, vandalism, lighting fires, playing music, excavating and removing geologic and archaeologic resources, installing permanent anchors or bolts for climbing, leaving human and domestic animal body waste and disturbing bats and other wildlife. In addition, white-nose syndrome in bats has been detected in Washington and northern California. Caused by a fungal pathogen, white-nose syndrome causes skin irritation that awakens bats from hibernation, resulting in spent energy that is needed to survive through the winter.

In addition to current prohibitions, the proposed Cave Management Forest Order would:

- Protect all cave sinks and a 50-foot buffer from any cave entrance or opening.
- Prohibit lighting, maintaining, attending or using any burning material; digging, excavating and/or depositing any foreign material; playing live or recorded music; broadcasting glitter, dust (beyond what is naturally produced by walking and crawling), smoke or other substances into the air; slacklining and depositing any domestic animal body waste within all caves.
- Prohibit entering or being in Lava River Cave (west tube, show cave) from October 1 through April 30 (winter closure), or until the beginning of the open season, whichever is latest; entering or being in Lava River Cave (west tube, show cave) from May 1 to September 30, or after the end of the open season, whichever is earliest, between the hours of 5pm and 9am; entering or being in the last 300 feet of the west tube (west tube, show cave); entering or being in the gated east tube of the cave year round and climbing or bouldering within the cave, cave sink and within 50 feet of any cave entrance, opening or cave sink.
- Prohibit entering or being within Skeleton Cave year-round and climbing or bouldering inside or outside the gate at the cave entrance from October 1 through April 30.
- Close year-round Bat, Charlie the Cave (both upper and lower chambers), Cody Borehole, Eternity, Infinity, Lavacicle and Wind caves.
- Seasonally close Arnold Ice, Lee's, Lower Quartz Mountain and Skylight caves from (October 1 through April 30).



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# Reopening After COVID-19

## Prioritizing Worker Health, Safety & Flexible Work Arrangements

by **PRIDESTAFF**

With plans, recommendations and predictions changing by the day, not everyone agrees on how corporate America should respond to COVID-19.

**What do our nation’s workers think?**

For the past several weeks, JUST Capital has collaborated with The Harris Poll to gauge the American public’s sentiment on how businesses should reopen. While people disagree on how well larger companies are leading through the crisis, the latest round of surveys shows overwhelming consensus in other areas — namely, health, safety and workplace flexibility.

Here are a few takeaways and data points to consider as you form your reopening plans:

**Americans agree that employers should prioritize the health and safety of frontline workers:**

- Nearly nine in ten (89 percent) of respondents believe that companies should provide personal protective equipment (PPE), sanitize workplaces and institute social distancing policies throughout the crisis.
- Women are more likely than men to say that providing PPE for frontline workers is a high priority (92 percent of women vs. 86 percent of men).

**Flexible work arrangements should be high priority, too:**

- 82 percent of respondents say that employers should make “offering flexibility to work from home” a high priority.
- Nearly eight in ten (79 percent) also place a high priority on dependent care leave (i.e., offering additional paid time off for workers to take care of sick family members or supervise children while schools are closed).



PHOTO | COURTESY OF PRIDESTAFF

**Employers should place people before profits:**

Not surprisingly, most Americans surveyed believe companies should prioritize people over profits. Three in four say employers should avoid layoffs, even if they must sacrifice profitability in the short term. They also acknowledge that layoffs may be necessary in order to stay in business.

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# City of Redmond Announces CARES Act Grantees for \$151,000

Redmond City Council approved four grants to three community organizations, totaling \$151,013 in federal CARES Act emergency funds, to help some of Redmond’s most vulnerable populations.

“Deploying these resources helps us serve some of our neediest residents amidst the COVID-19 crisis,” said Deputy City Manager John Roberts.

Thrive Central Oregon was awarded \$20,000 to increase their case management functions, enabling them to better connect those most in need and at risk with community services. The Senior Center Meals on Wheels program received \$18,000 as they have seen more than a 50 percent increase in request for meals between mid-March through early June, and the trend is expected to continue. Lastly, Thrive Central Oregon and the Latino Community Association were allocated \$53,000 and \$30,000 respectively to provide short-

term (up to 90-days) of rental and/or utility assistance to meet the needs of residents in danger of becoming homeless.

The specific goals of the additional funding provided by the CARES Act is to support homeless prevention, food security for seniors and at-risk residents, as well as provide referrals and case management. After surveying community nonprofits, the City’s Housing and Community Development Committee recommended awarding the funding to three community partners whose mission and work aligns with these goals.

As noted by Redmond City Councilor Ginny McPherson, “We are grateful for the additional federal funds. The CDBG program is an invaluable tool to assist Redmond residents in accessing needed services as they navigate COVID-19 challenges.”

*redmondoregon.gov*

# Revenue Offers Online Resources to Help Businesses Register for CAT

The Department of Revenue reminds business taxpayers and tax preparers that it has on-line resources to help businesses who still need to register for Oregon’s new Corporate Activity Tax (CAT).

The CAT applies to all business entity types, such as C and S corporations, partnerships, sole proprietorships and other entities. Businesses are required to register for the CAT within 30 days of reaching \$750,000 in Oregon commercial activity in the calendar year. More than 13,000 business entities have registered for the CAT since registration opened in December 2019.

Registration for the CAT is through Revenue Online. A short CAT registration training document is available on the CAT page of the Revenue website.

To register, individuals doing business in Oregon will need their name and their Social Security number or individual taxpayer identification number. Businesses will need their entity’s legal name and federal employer identification number.

Businesses and individuals will need:

- Their mailing address;
  - The date they exceeded or expect to exceed \$750,000 in Oregon commercial activity;
  - A valid email address or current Revenue Online login, and;
  - Their Business Activity Code (Refer to the current list of North American Industry Classification System codes found with their federal income tax return instructions.)
- Taxpayers don’t need a Revenue Online account to register for the CAT. Those who have Revenue Online accounts can’t be logged in to register for the CAT. Instead, they should go directly to the CAT webpage and click on the “Register for the CAT” link on the right-hand side of the page.
- The 2019 Legislature created the CAT to boost funding for public schools. The CAT is imposed on businesses for the privilege of doing business in Oregon, including those located inside and outside of Oregon. It’s measured on a business’s commercial

activity — the total amount a business realizes from activity in Oregon.

Businesses with taxable commercial activity in excess of \$1 million must pay the Corporate Activity Tax. The tax is \$250 plus 0.57 percent of gross receipts greater than \$1 million after subtractions.

The CAT page of the Revenue website includes links to the administrative rules that govern the tax, a list of basic frequently asked questions (FAQ) and a Beyond the FAQ section that includes high-level summaries of the rules and other topics to help answer taxpayer questions.

Taxpayers with general questions about the CAT can email [cat.help.dor@oregon.gov](mailto:cat.help.dor@oregon.gov) or call 503-945-8005.

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# Study Finds Oregon Workplace Safety Monitoring Needs to be More Timely to Help Workers

by MOLLY ROSBACH — Oregon State University

A recent study evaluating the effectiveness of Oregon’s occupational health monitoring system concludes that the state needs to collect and share data about workplace dangers in a more timely, relevant fashion to allow for rapid intervention.

Occupational safety and health surveillance is a type of public health surveillance that collects data on work-related fatality, injury and illness and the presence of workplace hazards. In disseminating this data, occupational health agencies aim to help workplaces implement policies and procedures to keep workers safe.

“More timely, complete and sustainable surveillance is going to benefit Oregon workers,” said study author Liu Yang, a recent Ph.D. graduate in Oregon State University’s College of Public Health and Human Sciences. “The whole purpose for surveillance is to generate quality data that can be used for research and guiding practice. So if the system can provide more timely, complete data in a stable and systematic way, this is going to help improve work safety and health for Oregon workers.”

One of the ways to accomplish this is to develop state-centric health indicators. When something like the COVID-19 pandemic arises, for example, focusing on more local and timely indicators would allow Oregon agencies to quickly provide safety guidance for industries throughout the state.

Yang’s evaluation study, published this month in the American Journal of Industrial Medicine, is a collaboration with the Oregon Occupational Public Health Program, which is currently funded by the National Institute for Occupational Safety and Health (NIOSH) to expand state-level surveillance.

The state occupational safety and health surveillance system is based on a national set of occupational health indicators covering work-related injuries, illnesses and safety-related risk factors. This standardization allows states to report comparable data to national occupational health agencies.

But some of the sources of data have a much slower turnaround than others, so it’s difficult to gather all the necessary information at the same time. In Oregon, this has resulted in a two- to three-year lag between when a workplace hazard or accident occurs, and when a new indicator is generated and disseminated. Oregon’s 2015 health indicator report was not published until 2018.

For the study, Yang, co-author Laurel Kincl, an associate professor in Public Health at OSU, and researchers from the Oregon Health Authority collected data via onsite observations, interviews, focus groups and surveys among stakeholders, along with reviews of existing literature.

They found that Oregon’s occupational safety and health surveillance system is easy to operate, regularly updated and flexible in adopting changes, and ranked as highly relevant to users. However, it is not timely; its funding source is not sustainable; and while the quality of data is good overall, there is room for improvement in its sensitivity and representativeness. Because of these shortcomings, most users ranked the system as “moderately” or “somewhat” useful.

To solve the timeliness issue, Yang said, Oregon should adopt state-specific occupational health indicators, using state agency data that can be compiled more quickly. In addition to disseminating safety information to workplaces faster, state-level indicators would produce data that better reflects specific local needs.

State surveillance leaders are already moving in this direction, and have started using emergency department visits and other real-time clinical health sources to track occupational health incidents.

While other types of public health surveillance, such as infectious disease monitoring, are funded as ongoing practice-oriented systems, occupational safety and health surveillance is paid for based on research projects. Program leadership has to come up with new research projects to secure money every five years, which leaves the surveillance system on unstable footing.

Surveillance is more important than ever during the COVID-19 pandemic, as public health agencies need more time-sensitive methods for gathering data on viral outbreaks in workplaces across the state, Yang said. She hopes Oregon will continue to evaluate its surveillance system on a more regular basis going forward.

“Without evaluation, without taking a step back to reflect, you just keep doing things but you don’t know whether you’re doing right or wrong,” she said.

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# Motivation Through Extreme Chaos

by ANN GOLDEN EGLÉ, MCC

Think back to who and where you were on December 31, 2019. Armed with enticing 2020 goals in mind, you could not wait to begin a fresh, exhilarating brand new year.



Then 2020 hit us with unimaginable international chaos. Life was changing each day, each hour. Pandemic, stock market volatility, election intensity, deaths, killings, protests and riots. Through this turbulent time, your life has not been the same as it was last December, and it may never be again.

Even your work environment has changed. You do not directly see your colleagues, coworkers, direct reports, customers and clients. Zoom, while better than nothing, is not the motivational or relationship building tool we all crave to excel.

Some of you have thrived through this chaos, keeping your minds focused upon what is most important, having your best professional year ever. Some of you have been completely lost, losing motivation and confidence amongst the chaos and uncertain times. Most of you are somewhere in the middle.

Wherever you have been on the motivation scale the first six uncertain months of 2020, you have the power to make the final half of this year rock. How? Through rediscovering and amplifying your motivation.

My goal for you with this article is to provide a few tools for you to reclaim your motivation, to thrive and feel great about yourself and your accomplishments through the coming six months.

Though scientists have complicated ways of describing what motivates us, my experience is that motivation comes in one of two forms — inner (intrinsic) and outer (extrinsic).

With *inner motivation* we are self-motivated, not needing anything or anyone to spur us into action. Give us a challenge and we figure it out. Ideas, plans of action and goals come from within.

With *outer motivation* we excel through our leader or other outer sources laying out our path, showing us what we need to do to succeed. Outer

motivation may also look like competing with or emulating others to succeed.

Both forms of motivation will propel you to succeed. However, the key is to know which you are and build upon it. Here are a few tools for you to experiment with for each form of motivation.

### Inner motivation.

- Schedule abundant and uninterrupted alone time to create your goals and vision of success. This can happen in an afternoon or a few days of silent retreat.
- Allow ample time to process and work through your goals from beginning to end.
- Schedule blocks of uninterrupted time each day to focus and produce.
- Structure times for your calls and other activities each day to create a rhythm. For example, work on quiet, pensive projects each morning between 8-10am, phone interactions between 10am-noon, or vice versa.
- Know when you are at your best throughout your day and schedule activities accordingly.
- Gift yourself with periods of peaceful inspiration through nature, soft music, solo walks or runs, meditation.
- Find a coach or mentor as sometimes self-motivation can be lonely.

### Outer motivation.

- Schedule regular purposeful meetings with your boss, letting him/her know precisely what you need. Perhaps it is direction, brainstorming, feedback or input on a specific project.
- Schedule meetings with other leaders at all levels of your organization or in your industry, as is appropriate, to learn from them and elicit their input.
- If you now work from home, open a Zoom meeting to have in the background for you and your coworkers as you work through the day. This is to resemble your place of work. As things come up you simply chat with co-workers just like you were in the office.
- If you are the leader, meet with your team more often than you think is necessary. Do not wait for them to come to you with their needs. Be proactive.
- Seek input from people who motivate you. For example, spend time researching a favorite motivational author or speaker's website, pick up their newest book.
- Watch TED talks pertaining to your industry or specific challenge.
- Be discerning with whom you solicit feedback. Everyone has an opinion, but not everyone's opinion will move you forward in the right direction.
- Find a coach or mentor to help guide you, providing objective feedback.

Irrespective of how you are motivated, through self or others, certain behaviors are vital to the success you attain for yourself. These basics, while familiar to us, are sometimes difficult to put into practice. Get enough sleep, exercise, hydrate, feed your body with proper nutrition and feed your mind and spirit with positive social interaction. Get outside.

While being proactive in the causes that are near and dear to your heart, I also challenge you to let go of the heaviness of the past six months. Find the motivation to break free from the chaos. Create and be your best for the second half of 2020. You have the ability and now additional tools. Make it happen.

*Executive and Leadership Coach Ann Golden Eglé, MCC, has steered successful individuals to greater levels of success since 1998. Ann is president of Golden Visions & Associates, LLC, can be reached at 541-385-8887, ann@gvasuccess.com or GVAsuccess.com. Subscribe to Ann's internationally acclaimed 'Success Thoughts' e-zine on her website.*

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The U.S. Small Business Administration has reopened the Economic Injury Disaster Loan (EIDL) and EIDL Advance program portal to all eligible applicants experiencing economic impacts due to COVID-19. If your business has not yet applied for either the Economic Injury Disaster Loan Program (EIDL) or the Paycheck Protection Program (PPP) and you still need financial assistance, these programs are currently open to all eligible small businesses. These programs are the primary assistance measures the federal government has taken to help small businesses through the COVID-19 pandemic.

- 3.75 percent interest for businesses
- 1 year payment deferral
- 15- or 30-year term
- Up to \$10,000 may be forgiven if used on eligible expenses
- Open to agricultural businesses

The EIDL program is a loan that offers longer-term financing with up to \$10,000 in forgiveness. This is a loan directly from the Small Business Administration. A recent change in the law made these loans available for agricultural businesses.

- 1 percent interest
- 10-month payment deferral
- 5-year term
- Up to the full amount may be forgiven plus interest if used on eligible expenses

The PPP is based on payroll costs and has a shorter loan term. At least 60 percent of the forgiven amount must have been used for payroll. Forgiveness is based on the employer maintaining or quickly rehiring employees and maintaining salary levels.

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# Local Comments/Survey Results on Federal Loan Usage Released

Results from a national survey of small-business owners released recently by their leading association revealed a variety of information on such things as the use of the two federal loan programs, how many would be using the extended forgiveness period, how many will need more money and awareness of the tax deferment provision.

“It’s encouraging to see that sales are finally improving for small businesses as the economy continues to reopen,” said Anthony Smith, Oregon state director for NFIB, which conducted the survey. “Since the federal aid programs were designed to be temporary, getting revenues back to pre-crisis levels will be a key determinant in whether small businesses will be able to stay open and keep their employees working, or whether they will have to reassess their business operations moving forward. With 86 percent of small business owners telling us they don’t have plans to lay off their employees once they have used their PPP funds, it seems like business owners are expecting sales to continue to improve — and we started to see that in last month’s uptick in the Small Business Optimism Index. Let’s hope that holds true.”

Key findings from the survey include:

- About 40 percent of respondents reported that their current sales volume is 75 percent or more of pre-crisis levels, a significant improvement from the 28 percent reporting the same in NFIB’s May 18 survey.
- The number of small business owners applying for a Paycheck Protection Program (PPP) loan increased slightly over the last two weeks.
- Nearly all PPP applications (97 percent) have received their loans.
- Over half (59 percent) of PPP loan borrowers are taking advantage of the extended 24-week forgiveness period.

- Some owners report having to adjust their workforce to reflect the economic environment with 14 percent of PPP loan borrowers anticipating having to lay off employees after using the loan.
- Over one-third of owners (35 percent) have applied for an Economic Injury Disaster Loan (EIDL) and most are still waiting for their loan to be processed.
- Economic conditions have improved for many small business owners over the last month as states have eased business restrictions and stay at home orders.
- The economic and health crisis is lasting much longer than the PPP’s initial design of primarily supporting two months of payroll and limited non-payroll expenses, and of the EIDL’s reduced loan distributions.
- About 41 percent of respondents are familiar with the new tax deferment provision and about 6 percent of respondents have taken advantage of it.
- Most small business owners have had to adjust their business operations to some degree due to the COVID-19 health crisis.

“Small businesses are entering the fourth month of economic crisis and are still experiencing a heavy amount of uncertainty and complications,” said Holly Wade, NFIB Director of Research & Policy Analysis. “Now that owners have more flexibility in using their PPP loan, they can focus on adjusting business operations accordingly as states loosen business restrictions.”

Go to [nfib.com/content/press-release/economy/small-business-sales-volume-up-as-states-ease-business-restrictions-and-stay-at-home-orders/](https://nfib.com/content/press-release/economy/small-business-sales-volume-up-as-states-ease-business-restrictions-and-stay-at-home-orders/) to read NFIB’s national news release on the survey results, or [assets.nfib.com/nfibcom/Covid-19-8-Write-up-and-Questionnaire-6-16-2020-FINAL.pdf](https://assets.nfib.com/nfibcom/Covid-19-8-Write-up-and-Questionnaire-6-16-2020-FINAL.pdf) to go right to the survey.

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### 2019 Winners:

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|---------------------------------------|--|
| #1 — Eyce LLC                         | #10 — Velox Systems                      |
| #2 — Broken Top Candle Company        | #11 — Everist Irrigation                 |
| #3 — Southside Physical Therapy Inc.  | #12 — Budget Blinds of Central Oregon    |
| #4 — Steele Associates Architects LLC | #13 — ATL Communications                 |
| #5 — Broad Sky Networks               | #14 — DiversiPac Heating & Cooling, Inc. |
| #6 — CiES Inc.                        | #15 — N the Zone Ink                     |
| #7 — Preston Thompson Guitars, LLC    | #16 — Step & Spine                       |
| #8 — Minuteman Press                  | #17 — TechLink                           |
| #9 — Composite Approach               | #18 — Specialty Auto Electric, Inc.      |
|                                       | #19 — Central Oregon Eyecare, PC         |
|                                       | #20 — Bennington Properties LLC          |

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# Sunriver/La Pine Economic Development Assists in Creating Vibrant Economy in Southern Deschutes County

by PATRICIA LUCAS — CEcD, Interim Director SLED

Sunriver/La Pine Economic Development (SLED) is part of Economic Development for Central Oregon (EDCO), whose mission is to help move, start and grow traded-sector businesses to purposefully create a balanced and diverse economy at the local level and for the region. The Sunriver/La Pine program was initiated in 2014, and has been actively assisting traded-sector businesses in the local economy ever since. The program has the support of a local advisory board that is 13 members strong, representing the public and private sector. The board plays a significant role in collaborating and strategizing on how to make these communities prosper.

Funding for the SLED program comes from both public and private members and stakeholders. The City of La Pine and Deschutes County are key partners and contributors, as well as private businesses from around the County and the Central Oregon region that wish to support a stronger and more vibrant economy in south Deschutes County. Over the past six years, SLED has assisted eight new and existing businesses with capital investments of more than \$10.8 million resulting in the creation of 117 jobs.

Central Oregon's business environment is typified by innovative, small companies, producing niche-market products and services. Small companies are crucial to rural communities, and it's fair to say that the Sunriver and La Pine business environment is dominated by small employers, with a few exceptions. That means new and relocating businesses get lots of attention and assistance to incentivize when choosing to set up shop. Tourism and hospitality are major economic drivers, and a source of employment in Sunriver and La Pine. Some of the great success stories in business start-up and development in the area are Sunriver Brewing Company, Quicksilver Contracting Company, Caddis Waders, Cascade Wellness Technologies, Legend Cider and TJP, Inc. Engineering. Midstate Electric Cooperative sub-station is conveniently located in the community with more than 15 MW available at some of the lowest electrical rates in Oregon. Within the next 12 months, the industrial park in La Pine will have 30 MW service.

Economic highlights for the past year include:

- TJP, Inc. Engineering, a full-service design engineering firm focused on aquatic animal life support systems and specialty aquatics, is the newest traded-sector company in south Deschutes. The business is expected to create six jobs at its Sunriver location. TJP, Inc. designs water treatment systems that provide sustainable environments for fish, mammal, reptile, bird and invertebrate exhibits, as well as interactive public facilities. According to Terri Johnson, president and CEO of TJP, Inc., "When we relocated our engineering firm to Deschutes County, Roger Lee and his team at EDCO were incredibly helpful. They assisted us with finding our new office space and provided invaluable support as we navigated the paperwork to pursue various tax incentive programs. Since our move, they have been extremely supportive with finding



PHOTO | COURTESY OF SLED

new employees and connecting with various business services in the area. Central Oregon has proven to be an excellent place to base our business, and we are grateful to EDCO for their continued support."

- SLED has been working with developers to create more industrial space available for potential traded-sector businesses. The goal is to bring more family-wage jobs and capital investment to the community.
- The 2020 SLED Annual Luncheon is planned for later in the year to highlight local businesses, the communities and activities of the program. Stay tuned for more details!
- There is a housing boom in La Pine, as follows:
  - Pine Landing — Ten-lot single-family subdivision east of Hwy 97
  - The Reserves — 191 single-family residential lots, and two commercial lots with parks and open space located immediately east of Huntington Road and south of Crescent Creek subdivision
  - Evans Estates — 61-lot single-family subdivision located immediately east of Huntington Meadows subdivision east of Hwy 97
  - Habitat for Humanity — Continuing to build approved 19-lot townhome subdivision with common area located along Little Deschutes Lane
  - Star Storage La Pine LLC — 36-unit multifamily development; 25,329 self-storage facility with office, apartment and garage
  - Crescent Creek Subdivision No. 4 — 51-lot single family housing

[lapineoregon.gov/ed/page/la-pinesunriver-economic-development](http://lapineoregon.gov/ed/page/la-pinesunriver-economic-development)

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Sunriver Boasts Unique Blend

Continued from page 1

allowing businesses to reopen, and we are seeing increases in visitors, which will be especially helpful to our tourism-related businesses.”

Cody Herman, owner of Day One Outdoors, which offers “Authentic Adventures on Land and Sea,” said that during the lockdown, there was no business to be had. “The Deschutes National Forest had us closed down until Phase One. But we are fully back up to speed; we are back in full swing.” He added, “It feels good to be getting back to work; it’s been really fun these last few weeks having people come out. It’s nice to see the High Desert Museum opened back up now too. We are slowly getting back to normal. It’s good to see that, but also good that we are still being careful too.”

Elliott said that while Sunriver has endured the past few months well, the challenges in doing so have been numerous. “The biggest challenge for businesses has been to make sudden changes in the way they do business. This included deciding what to do during the shut-down, and then how to operate under new and unfamiliar health and safety protocols for COVID-19,” he said. “As a result, many have had to reinvent the basic ways they conduct business and interact with customers. While we have seen a few businesses decide not to re-open, generally, most have positioned themselves to hit the ground running as our economy comes back.”

“The biggest challenge for Sunriver is that we need tourism, but with the state orders, it kept tourists away. Not because they wanted to stay away, but because they had to for safety,” said Herman. “In all honesty, in my line of work, you need to be prepared for closures. We have weather and regulation closures. But this has been different; none of us planned for this. Business is down at least 35 or 40 percent. We will not recover from that; there are only so many days we can be out on the water.” He continued, “But if you plan for the unexpected and have a safety net, your business can emerge even stronger. This has changed the way I market my business. The main thing is that if you can weather this, it should help educate you and grow your business in ways you never thought possible.”

When Herman reopened his business, he took all the necessary precautions with PPEs, face masks, sanitizers, soap, etc., to make sure clients feel comfortable while out recreating. “As a fishing boat operator, we clean all the gear between trips anyway, because the fish, bait and water can create quite a mess on the boats. We clean every day; this really doesn’t change what we do much. We are used to cleaning,” he said with a laugh. Kidding aside, Herman said he has taken every precaution to ensure that he is following the recreation protocols. We have discussions with customers before they come out to make sure they haven’t been sick recently. We have a release form they must sign.”

The current trend in Sunriver, says Elliott, is part-time residents and tourists coming back to recreate in smaller groups. “Because of the large selection of vacation home rentals, bike paths and natural surroundings, Sunriver has always been an ideal destination for families,” he said. “During this pandemic, Sunriver is one of the best vacation options because of our many outdoor recreational opportunities. Basically, you can enjoy Sunriver without the crowds.” Herman has

also observed this pattern. “I’ve noticed that for most part, people who are coming out to enjoy the outdoors are not necessarily booking tours; they are finding other ways of getting out. They are hiking, looking for new places they haven’t seen and exploring new ways to have fun out here. That’s great.” While Day One Outdoors

primarily focuses on smaller groups of four to six people on an outing, his shop can accommodate up to 20, by bringing in as many as five boats and extra guides.

“We have seen great innovation and creativity by many businesses to survive and ultimately thrive during this difficult time,” said Elliott. “For example, many restaurants went immediately to take-out or pick-up models when their dining rooms were forced to close. Other shops began providing services that customers and other businesses needed specifically to deal with COVID-19 issues. We also saw our community come together around taking care of our needy families through food and other donations.”

Despite the creativity and buoyancy of the Sunriver business community, however, Elliott said the absence of large gatherings is challenging. “One of Sunriver’s largest economic drivers is conventions, which we won’t see this summer. Many major events have also been canceled. This will have a significant impact on our local economy, although we don’t know the full extent just yet.”

Real estate in Sunriver and Three Rivers South has remained strong, Elliott said, and new construction and remodeling remain steady. “Interest rates remain low, and buyers are looking for rural property and open spaces away from population centers,” he said. “We are encouraged to see that the Sunriver Resort has stayed committed to the construction of its year-round aquatic center scheduled for completion in 2021. The Sunriver Owners Association is also continuing remodeling work on the North Pool Complex.”

Within the Sunriver community, the resort is the area’s largest employer. Other large employers include Sunriver Brewing Company, Camp Abbot Trading

Co. and the Country Store. Sun Country and Wanderlust are the primary tour guides in the area, while Hook Fly Shop, Day One and Sunriver Fly Shop are the main fishing operators. Outriders Northwest offers ATV tours and Central Oregon Adventures provides river outings. Biking is also hugely popular in Sunriver: The three primary bike shops are Village Bike and Ski, 4 Seasons Recreational Outfitters and Sunriver Sports.

It’s no doubt that Sunriver draws nature and outdoor enthusiasts from all around the country and world. Southern Deschutes County offers epic hiking, biking, paddling, fishing, golfing and so much more. Its proximity to Mt. Bachelor and local snow parks make it a popular winter destination as well. Newberry National Volcanic Monument is located within a short drive of Sunriver, and provides a unique playground of lava fields, obsidian flows, Paulina and East lakes and spectacular geologic features. For those who need a place to stay or gather while visiting, the resort ([destinationhotels.com/sunriver-resort/resort](https://destinationhotels.com/sunriver-resort/resort)) is a destination hotel with 245 guest rooms and suites, and more than 300 vacation rentals ranging from condos to luxury homes. There are four golf courses, a spa, restaurants and corporate/event areas with more than 44,000 square feet of flexible meeting and banquet space. Guests staying at the resort during this pandemic season can feel safe: The resort has created a 24-page pamphlet outlining its health and sanitation practices, viewable from the home page of its website.

Sunriver Homeowners Aquatics & Recreation Center (SHARC, [sunriversharc.com](https://sunriversharc.com)), is another of the area’s big attractions, and has just reopened for the season with COVID safety protocols in place. Pools are available Thursday through Monday, with occupancy restrictions based on OHA requirements. Swimming is in timed sessions, available through online reservations only. An expansion of days and hours is anticipated soon.

The Sunriver Nature Center & Observatory (SNCO), which focuses on the education, research and conservation of the natural sciences, has also now reopened. The SNCO staff has implemented programs to help ensure the health and safety of guests, staff, volunteers and the animals. Visits are ticketed and timed, with advanced reservations required ([snco.org](https://snco.org)).

“The COVID-19 pandemic is one of the most challenging economic upheavals that our business community has had to face,” said Elliott. “We are fortunate to have such a strong commitment by our local businesses to our community and, in turn, that the people who live here have shown such great support for our local businesses.” He added, “We are getting through this by pulling together. It goes to show how much we value living and working here, and the quality of life we all enjoy.”

[sunriverchamber.com](https://sunriverchamber.com) • [dayoneoutdoors.com](https://dayoneoutdoors.com)



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CODY HERMAN, OWNER OF DAY ONE OUTDOORS | PHOTOS COURTESY OF DAY ONE OUTDOORS, LLC



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# Reimagined Sunriver Music Festival Gala Event Continues to Support Local Youth Education

Each year the Sunriver Music Festival's "Festival Faire" is the nonprofit's premier fundraiser. Although it will be different this year, the tradition continues with a dynamic new party celebrating the 250th birthday of Ludwig van Beethoven. Join the fun at [sunrivermusic.org](http://sunrivermusic.org) August 6-11, 2020.

"With large gatherings still paused due to COVID-19 considerations, the new Festival Faire will look different, but the goal and excitement remain the same," explains Operations Director Meagan Iverson. "In fact, our team of volunteers and staff have a big party planned for Beethoven, which will allow even more people to participate in supporting the Festival and the 25th Anniversary of our Young Artists Scholarship Program."

Details and complete information on Festival Faire 2020 — Beethoven's Birthday Party, can be found at [sunrivermusic.org](http://sunrivermusic.org). Iverson outlined three fun-filled ways you can be part of the celebration.

- TICKET DONATIONS** — The Festival is encouraging those who have attended this gala in the past to consider donating the amount they would normally spend on tickets to Festival Faire (\$100 per ticket). This kind donation will help support the music

and education critical to Central Oregon. You don't even need to dress up or leave your home to celebrate this year! You could visit [sunrivermusic.org](http://sunrivermusic.org) to donate securely online, or phone us at 541-593-1084, or mail to PO Box 4308, Sunriver, OR, 97707.

- ONLINE AUCTION (AUGUST 6-11)** — To honor the many local businesses and individuals who have continued to support the Festival during these difficult times, there will also be an online auction. Bidding will be open between August 6 and August 11. The beautiful painting created for this season by renowned artist David Kreitzer will be up for auction as well as fun experiences, handy services, tasty treats and beverages, and more!
- AUGUST 8 VIRTUAL BIRTHDAY PARTY** — Plan to attend the virtual party the evening of August 8 for music and fun! You can relax at home or with friends while participating in a special video premiere and interacting in the online chats. There will be an opportunity to 'Raise a Paddle' for the Young Artists Scholarship program, which has depended on this event for the last 25 years, and you'll enjoy performances from this year's virtuosic scholarship recipients.

[sunrivermusic.org](http://sunrivermusic.org) • 541-593-1084

## YAS! Sunriver Music Festival's Young Artists Scholarships

In Festival Land, "YAS" stands for "Young Artists Scholarships." And sometimes we call the virtuosic young recipients "YAS'ers" (when no one's listening). There's a little peek behind the scenes for you. This year marks the 25th season of the Sunriver Music Festival upholding its mission to nurture the next generation of classical musicians thanks to the mighty supporters of the Young Artists Scholarship program. One by one, we've been introducing you to 2020's fine young YAS recipients and also shining the spotlight on some accomplished alumni.

**YAS Student Spotlight: Kiarra Saito-Beckman**  
Vietnamese-American violinist Kiarra Saito-Beckman has been a Sunriver Music Festival Young Artists Scholarship recipient since 2010. Ten years a YAS'er and it's been an honor sharing in her growth as a musician! Currently pursuing her master of music degree at McGill University after receiving her

bachelor of music at Cleveland Institute of Music, Saito-Beckman has performed extensively in the United States and abroad.

**YAS Alumni Spotlight: Sarah Mattox**  
Sarah Mattox was part of our Young Artists Scholarship program starting in 1996 — its very first year! Described as a "honeyish mezzo," Mattox has sung principal roles with Seattle Opera, Cincinnati Opera, Palm Beach Opera, Chicago Opera Theatre, Lyric Opera Cleveland, Amarillo Opera, Eugene Opera, Tacoma Opera and many others.

Sarah shares, "Being a member of the inaugural class of Sunriver Music Festival Young Artists came at a pivotal point in my life, and helped encourage me to pursue a full-time career in music. The financial support was helpful, but the mentorship of such an esteemed professional organization was even more meaningful. My own professional career now spans

21 years. I've been thrilled to perform the works of the canonical masters in venues across the country, as well as premiere new music by living composers. In recent years, I've begun composing more of my own music, including my first chamber opera. But some of my favorite moments on the stage remain those times I've returned to Central Oregon to perform with the Festival. I look forward each year to learning about the new class of Young Artists, and seeing how they develop on their own musical journeys. Thank you to all of you for your continued support for the future of classical music!"

In the 25-year history of YAS, over \$580,000 has been awarded to these deserving young musicians. One way to support these inspiring YAS'ers is to participate in Festival Faire! All the action will be online at [sunrivermusic.org](http://sunrivermusic.org) this August; pre-registration perks and auction item previews begin July 3.

[sunrivermusic.org](http://sunrivermusic.org)

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# Business Park Serves Sunriver



SUNRIVER BUSINESS PARK | PHOTO BY DAN YOUMANS

by DAN YOUMANS

The Sunriver Business Park offers a wide variety of products and services to visitors, residents and local businesses. From health care to recreation to home and vehicle maintenance, the Sunriver Business Park has it all. And you can get a bite to eat there too!

Health service providers include the La Pine Community Health Center, Rebound Physical Therapy, Sunriver Physical Therapy and David Switzer, DMD, who provides residents with all their dental needs. Nobility Fitness and Downward Dog Yoga offer first-class exercise and fitness studios.

Two beauty shops are located in the Business Park: Salon Sunriver & Beauty Supply, and Sunriver Beauty Salon, where you'll also find Skin and Body Care by Michaela.

The Sunriver Fly Shop has been serving locals and tourists for over 20 years and will supply you with the expert advice and the perfect fly to catch fish.

Sunriver VR (virtual reality) offers interactive computer games that can be enjoyed by individuals, groups or teams.

For your pets, the Sunriver Veterinary Clinic provides preventive, dental and holistic care, and surgery.

Public services in the Business Park include the award-winning Three Rivers School, which serves students ages K-8; the Sunriver Library, part of the Deschutes Public Library system; and the Sunriver Post Office, offering more than 1,000 mail boxes.

The newly opened Sunriver Preschool, operating Monday through Friday, serves infants, toddlers and three- and four-year-olds.

Camp Abbot Trading Co., an Ace Hardware store with more than 5,000 square feet of store space, contains everything needed to repair and maintain your Sunriver home. In addition to the hardware items chosen specifically for the Sunriver area, the store offers a complete line of pet supplies. The store also contains a specialized fishing department featuring equipment, tackle and bait. Fishing licenses and parking permits can be purchased here. To celebrate all those special days each year, Camp Abbot has a Hallmark shop.

You'll find creative floral designs that combine unique materials, textures, layers and

colors at Wild Poppy Florist.

Houser House Creations specializes in unique signs and other décor for your home or business, and has a wonderful collection of custom-made beads and jewelry.

For your vehicle, the Cross Roads Shell and Car Wash provides all grades of gasoline at competitive prices. Mike's Tire and Auto Center is a full-service automobile repair shop. Cooper Racing and Repair features a hobby and small engine repair shop, including service for your boat, ATV and motorcycle.

Three hot tub businesses are located here: H2O Specialties, Water Works Spas and Hot Tubs at Sunriver.

A number of places are available for a bite to eat, including Sunriver Subway, the Circle K convenience store, Big Belly Burger Deli, T&S Espresso Awakenings and Wild Wood Coffee House.

The Mountain Jug, a craft beer growler filling station and tasting room, carries up to ten specially selected craft beers locally produced in Central Oregon.

In the Business Park, vacation home rental management services and/or real estate services are provided by Village Properties, Bennington Properties and Sunset Lodging. Professional real estate services are supplied by Gibson Realty and Ginny Kansas Real Estate.

The Business Park is also the home of the production facility for the Sunriver Brewing Company, one of the fastest-growing craft beer makers in Oregon. You'll find the Company's beers on-tap at the Sunriver Brew Pub in The Village at Sunriver.

Sunriver Office Services features business services for local business owners, and Sunriver Computer Services has the knowledge and expertise to service and maintain your computer.

The Sunriver Area Chamber of Commerce also calls the Business Park home with its office, Business Center, including high-speed internet access and meeting space, and a host of information available for visitors, those thinking of moving to Sunriver and local residents.

[sunriverchamber.com/SunriverBusinessPark](http://sunriverchamber.com/SunriverBusinessPark)

# Reading Embraced & Celebrated in Sunriver

## Sunriver is a Community of Readers

by DEON STONEHOUSE, Owner — Sunriver Books & Music

Winter evenings, after a day of snow-sport, can you imagine anything better than settling into a comfy chair by the fire with a cup of cocoa and a good book? And summers are full of outdoor play! The best way to relax after a full day's activity is sitting on the deck in the late afternoon shade with a tantalizing book and a glass of lemonade. Whether you are visiting Sunriver for a weekend, or staying a lifetime, Sunriver is a great place for readers.

Hearing authors speak about their books gives even greater insight and enriches the reading experience. New York Times bestsellers, talented authors and regional writers give presentations here in Sunriver. Two of the most popular authors who have appeared here are Craig Johnson, author of the Longmire Series; and Garth Stein, a New York Times bestseller. Both of these authors were featured at the SHARC where a full house enjoyed rousing presentations.

Other talented authors appear in the more intimate

surroundings at Sunriver Books & Music, including Pam Houston, author of Deep Creek; Vikram Chandra, author of Sacred Games, Thor Hanson, author of Buzz and many others.

Book clubs are a great way to meet other passionate readers and Sunriver has a variety. Sunriver Books & Music has four active book clubs: Fiction, Mystery, Non-Fiction and Classics. We are proud of our book clubs and everyone is welcome! They are a great group of people, insightful and fun to be around. Meetings are held at 6pm on Mondays. There are a plethora of other Book Clubs in the Sunriver community as well. The Sunriver Public Library, Sunriver Women's Club and the Sage Bookies all have book clubs.

Discussing an interesting book with other readers adds new perspectives. I always leave the book club delighted at the many interpretations, and I cherish the gift of another point of view.

At Sunriver Books & Music, we are happy to



AUTHOR MELISSA CRANDALL PRESENTS ELEPHANT SPEAK: A DEVOTED KEEPER'S LIFE AMONG THE HERD, AT SUNRIVER BOOKS & MUSIC

recommend books (actually we LOVE recommending books) or for you to browse the shelves and make your own discoveries. May your reading life be fulfilling and entertaining!

[sunriverbooks.com](http://sunriverbooks.com)



# The Art of Marketing in a Small Town Like Sunriver

by **ROB BROWN, Agency Director — Savy Agency**

Small towns often get a bad rep. Because of their lower populations and relatively limited options, brands might think they’ve entered a stalemate when it comes to marketing. In truth, the same things that seem limiting may provide ample opportunity for local brands. But there’s an art to marketing in a small town to achieve both brand exposure and noticeable results. Whether you’re in Sunriver, Oregon or Corning, New York, we’ve outlined the strategy to get your small-town brand noticed.

**Defining small town marketing**

Before we get into it, let’s define what a small town means. Most often, small towns are defined as those with fewer than 25,000 people. And recent surveys went so far as to show the average population of these small towns being closer to 6,200.

So, marketing in these locations can be a challenge. Small town marketing is usually defined as a local business attempting to reach those in the local community. And, typically, the “consumers who shop in small towns are looking for the small-town experience.” This means that marketing in a small town takes a certain mindset and a fair amount of strategy to be effective.

**Effective marketing in a small town**

Chances are if you own and market for a business in a small town like Sunriver, you are already all-too-familiar with the struggles. How can you find a foothold and create effective marketing in a small town? The following list is by no means exhaustive, but if you begin with these areas you’ll be well on your way to effective marketing.

**Learn local SEO best practices**

Local SEO is at the top of our list for a reason. Becoming a master at this will help you define your brand and reach the people you want to in your local community. To begin, you need to create an engaging website and do your research on effective keywords. From there, you can use “SEO techniques to get more visitors from Google and other search engines.”

Best practices for local SEO include optimizing your Google My Business profile, incorporating your keywords across multiple listings, and getting local coverage (and adding it to your site). You should also make sure your website’s internal link structure and title tags are optimized and work toward your marketing objectives. Lastly, be authentic and provide your online presence with your business information, custom imagery and accurate descriptions.

**Sponsor local events**

Being a local brand means that you need to be locally minded and involved in your community. One way to do this is to sponsor local events, preferably ones that align with your mission or values. For example, if you are an ice cream company, you could support a local boys and girls club or youth sporting event. This idea here is that “by showing your willingness to invest in the community, you will promote your business without having to use the hard sell.”

Being involved in local events is also a great opportunity to get local press coverage. Which, as we mentioned, positively impacts your SEO. You can also send out a press release to local media outlets beforehand.

**Utilize word-of-mouth**

Depending on how small your town is, most people may be acquainted with one another. But even in larger areas, word-of-mouth is one of the oldest and most effective marketing tools. It’s also one that you cannot control as much. What you can do is make genuine connections with your customers and establish yourself as an invaluable addition to the town.

The biggest takeaway from this is that “marketing face to face also gives the customer a chance to see what kind of person is running the business, rather than dealing with a nameless corporation.”

**Generate buzz online**

In addition to in-person connections, make sure you are also connecting with customers online. This could be through your website with regular blogs or content. But it’s more likely to be through a social media site like Facebook. When using these platforms, you can respond directly to questions, post event sponsorship details, and advertise for a giveaway or sale. Online activity also lets you “monitor online reviews of your company and respond to them accordingly.”

**Use freebies and giveaways effectively**

Another way to stay in your small-town customer’s minds? With freebies and giveaways. This might be especially effective when you’ve just opened your business but could also work when you introduce a new product or service. If you’re an ice cream shop, this might mean a free cone day once a year or branded swag at a sponsored event.

The point here is to create “an incentive [that gives] people a reason to get up and check it out.”

**Why it matters**

Maybe the best way to demonstrate why small-town marketing is important is to show why small businesses are. Small businesses, more often than not, contribute to the financial well-being of their local communities. They “cater products and services to [the] community’s wants or needs” and provide local jobs and opportunities.

So, marketing for these businesses matters because of the impact they have on local communities. Despite the lower populations, there are some significant advantages for brands in towns smaller than 25,000 people—something bigger brands in larger areas could learn from. Namely, these include the direct connection small businesses have with their audience, they provide value to the community directly with their products or services, and they can pivot quickly.

**Examples we love**

Savy has had the opportunity to work with and help brands market effectively in small towns and to grow their reach and audience.

**Open Range**

As a local retail brand, Open Range’s three locations are primarily in small towns (Sisters and Redmond). They tasked Savy with creating a new, SEO optimized e-commerce site with the goals of growing their product catalog, increasing online sales and developing a stronger web presence.

Open Range is uniquely positioned in Central Oregon because of its brick-and-mortar locations that have direct interactions with community members, and their website, which uses local SEO to increase their marketing efforts.

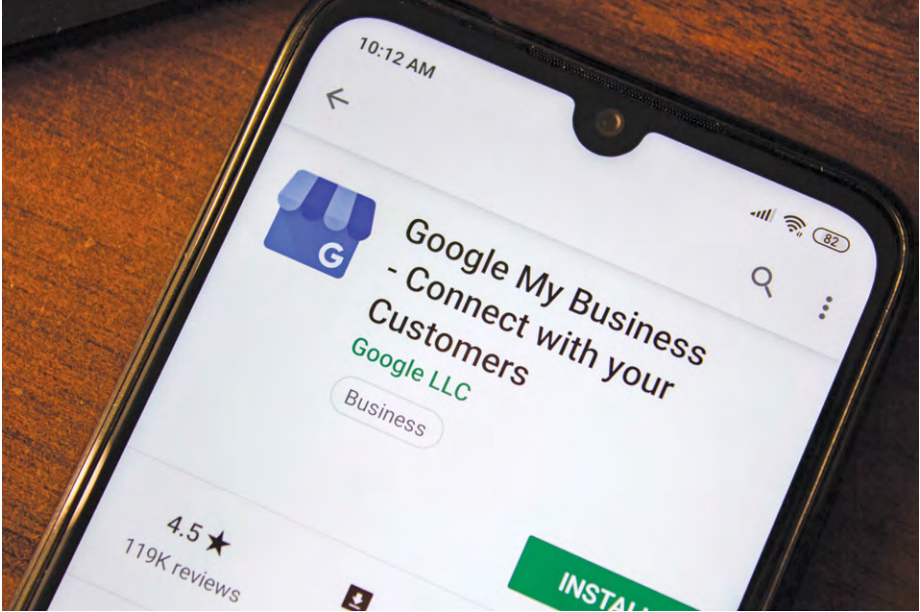


PHOTO | COURTESY OF SAVY AGENCY

**McLean Concrete**

McLean Concrete is one of the premier construction contractors in Central Oregon — serving both Bend and Redmond. This small business came to Savy to develop a sleeker site that represented their growth as a company and fully communicated their services to clients and potential clients. By developing a new website with fully optimized content, we were able to showcase their past projects, tell their story, and set them up for effective, local marketing.

**JD SUP**

A local Central Oregonian business owner, JD Platt, came to Savy with a new company, JD SUP (stand up paddleboard). To help him meet the local market, our team at Savy conducted research to help him broaden the company’s scope and reach a unique audience. In addition to this, we created a new logo and optimized website for the brand to make sense to the local community and expand its reach through marketing.

**Small town, big ideas**

At Savy, we have clients from towns of all sizes and we pride ourselves on being able to effectively market to each of them. To us, the smaller the town, the bigger the ideas.

*Rob Brown is a founder and the agency director at Savy Agency, headquartered in Bend. Savy has brought brands to life since 2007 and is a top-performing Google Partner delivering comprehensive marketing services to brands in a variety of industries. Savy’s in-house team of designers, developers and content creators work together under one roof to enhance the competitiveness of every brand they serve.*

[savyagency.com](http://savyagency.com)



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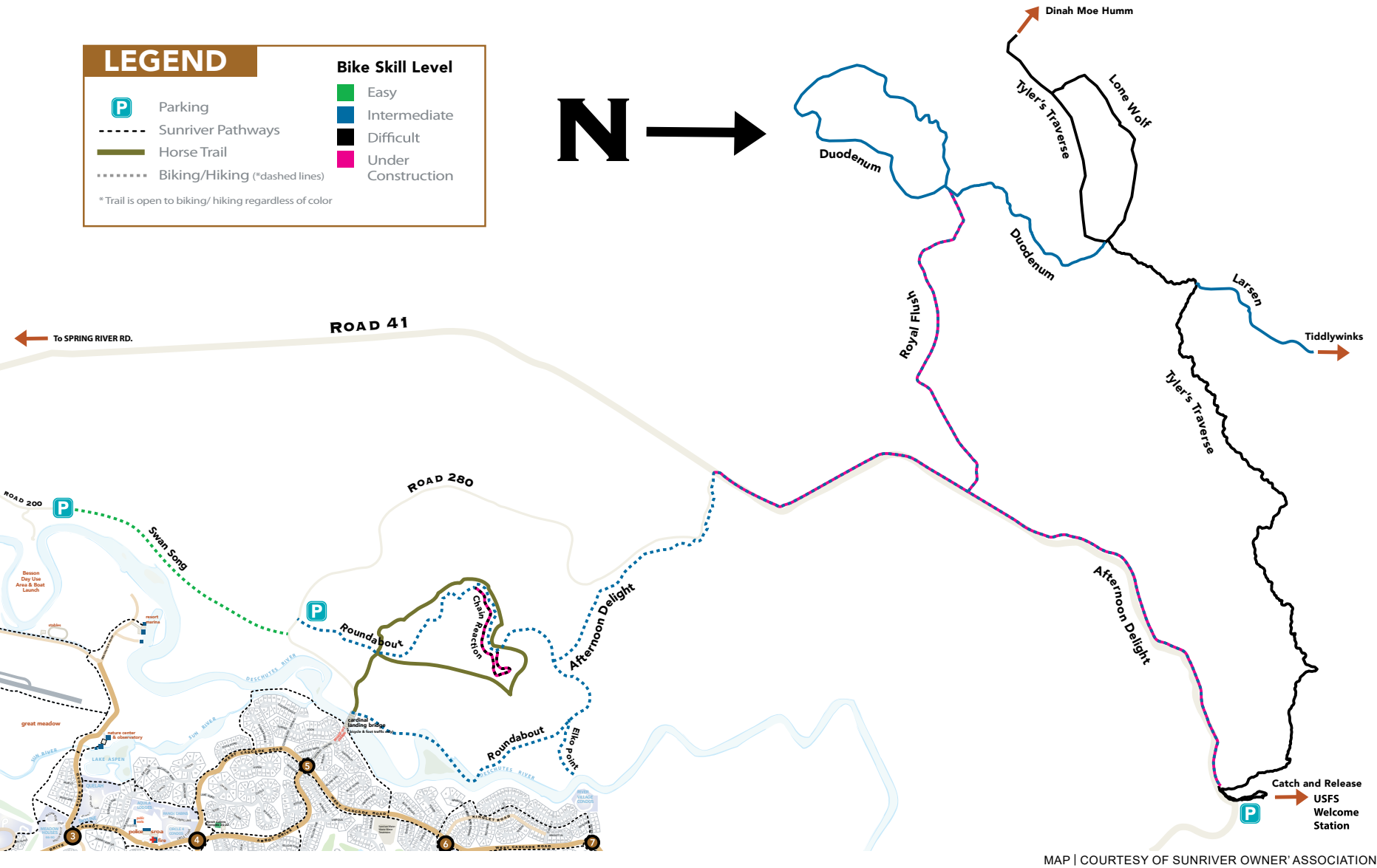
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# New Sunriver Trails Offer Fun & Adventure



Just across Sunriver’s Cardinal Landing Bridge, a new network of trails is now open to bikers and hikers. You’ll find a variety of fun and exciting terrain here, from family friendly trails to more challenging single track. Please note that most of the Sunriver Trails between the bridge and Road 41 are ready

to explore, while the trails on the other side of the road are still under construction. From Sunriver, the best way to reach the trails is to bike or hike the paved pathways to Cardinal Landing Bridge. There is no public parking along residential streets in Sunriver, and you can’t drive your car over the bridge.

## Artists’ Gallery Sunriver

Celebrating Ten Years in Business

by KARLA PROUD — ARTISTS’ GALLERY SUNRIVER

Come celebrate a creative experience with the artists at the Artists’ Gallery in Sunriver Village. Browse original, hand-crafted gifts and fine art from 30 local artists. Mediums include sculpture, paintings, fused and blown glass, textiles, woodcraft, custom jewelry, furnishings, metal art, photography and ceramics.

On the second Saturday of each month, join the popular Art Reception from 4-6pm with light refreshments served. Meet the gallery artists, peruse new artworks, shop for gifts and indulge in creative conversation. Invite your friends and family and enjoy art demonstrations.

The Artists’ Gallery Sunriver is operated by local Central Oregon artists. Their artwork ranges from fine acrylic and oil painting through collage, watercolor, fine wood and gourd art to unique photography, many types of mixed media, jewelry and more. Some 30 artists participate in the gallery including Deni Porter, Bonnie Junell, Karla Proud, Susan Harkness-Williams, Diane Miyauchi, Dori Kite, Greg Cotton and Nancy Cotton.

Exhibitions feature work by established artists as well as emerging ones at direct-from-the-artist prices. Each of the volunteer members of the cooperative board is an artist. In a joint statement they noted, “We are all very excited to be a part of the Sunriver Village.”

Most gratifying is the energy of these artists, which is ‘off the charts’ high. The



PHOTO | COURTESY OF ARTISTS’ GALLERY SUNRIVER

artists say they are so very fortunate to be attracting such outstanding talent. As they go forward, they hope the gallery satisfies a wide range of people who enjoy art including serious collectors to a drop-in visitor here for the other wonderful things that Sunriver has to offer.

*The Sunriver Village Mall, Bldg. #19. Summer Hours: 10am to 7pm daily, Fall through Spring Hours: 10am to 5pm. 541-593-4382 • artistsgallerysunriver.com*



Tour Companies Reopen

Continued from page 1

to shut down tour operations,” explained Nissen, adding that he had to lay off his staff for five weeks. “It was most difficult not to fulfill our mission as a company. For eight weeks, we were unable to conduct business, until state protocols were outlined. On May 16, we were able to resume touring, crawling back to life.” He said that with Phase One, Wanderlust welcomed Deschutes County residents only for touring, and with Phase Two, they broadened the geographic scope out. “We missed the entire month of May,” said Kirin Stryker; co-owner of Cogwild Mountain Bike Tours of Bend and Oakridge, OR. “We missed the busy Memorial Day weekend because employees were not comfortable coming back to start for Memorial Day; it was really hard to miss that huge weekend.” Since then, Stryker said she’s seen a slow and steady return to business. “What we have been seeing is a lot of family groups coming on tour with us. People are still in their COVID pods.” She continued, “We are on a skeleton crew. We got some PPP funding that enabled us to keep five staff on in Bend and two in our satellite office in Oakridge. We are slowly bringing people back on. We did lose some to more full-time work, and some to landscaping. A few of us are on full-time to run the office. Those of us who are working are working constantly with no breaks.”

At Cogwild, shuttle busses are utilized to transport mountain bikers to the various tour destinations. They typically operate a 25-passenger mini-bus as well as 15- and eight-passenger vans, but those numbers have had to be cut almost in half to ensure social distancing. “We are running reduced capacity on the vans. On our big bus, we are running 13, in our 15-passenger van we are running nine; and our eight-passenger van is running four.”

Although the return to healthy operations has been slow, Nissen and Stryker agree that customers are feeling more confident about coming out now, particularly since safety protocols have been established and are well-outlined on the company’s websites. “June jumped back to life,” said Nissen. “It looks as if we are on par with June 2019. We are elated to be serving people and sharing the wonder of the natural world. Protocols are going well; it simply takes more time to make sure our gear is sanitized. People are very compliant with wearing masks; I see our guests wanting to respect others.”



RIVER RAFTING IS A LONGTIME FAVORITE SUMMER PASTIME FOR CENTRAL OREGONIANS | PHOTO COURTESY OF SUN COUNTRY TOURS

At Cogwild, Stryker said that during the closure, she and her husband, Lev, who is co-owner, poured over the requirements to make sure all the bases were covered. “It was a process of reading through everything, and picturing how it was going to work with our unique situation,” she said. “So far so good! COVID policies have been working and have been well received. None of us have gotten sick, and as far as we know, none of our clients have gotten sick. If someone does get sick, we are keeping detailed records and following tracing practices.” To enhance safety, Stryker said they have tour groups meet outside in the outdoor reception area to ensure social distancing. “We have a porta potty so that no one comes into the office. We have hand-washing stations, disposable masks and fancy masks from Black Strap. We gave every one of our employees a Black Strap mask. They need them in case anyone gets injured out on the trail and needs first aid.” She added, “It’s challenging financially; there are increased operating costs in buying all this stuff.”

Another of the most challenging parts of maintaining the new protocols, Stryker said, is that the 14-day tracing process starts over every day. “It was tricky coming up with procedures at the beginning. We are following Oregon Health



ON COGWILD MOUNTAIN BIKE TOURS VANS, CLIENTS ARE REQUIRED TO WEAR MASKS | PHOTO COURTESY OF KIRIN STRYKER



COGWILD MOUNTAIN BIKE TOURS STAFF RANDY BRUS AND ERIKA SCHMID PREPARE TO TAKE A GROUP OUT FOR A RIDE

Authority requirements for both public transit and outdoor recreation.” Because Cogwild operates a kids’ camp, they also have to follow the guidance set forth for summer camps. She said, “I can’t tell you how many times people call and ask about our operations and our safety measures. In terms of consumer confidence and peace of mind, in hindsight, it was worth every single day we lost before Memorial Day because our policies are being so well received.” She added, “Being a little late to reopen slowed us down and really gave us time to practice the procedures. We were very ready when we resumed on May 29, the Friday after Memorial Day weekend.”

Since that reopening day, Stryker said they have gotten positive feedback from customers. “Someone on a shuttle the first weekend we reopened called back the next week and bought a season pass. He told us he trusted us and felt safe with the COVID procedures we have in place. We’ve gotten a handful of those. When someone calls and I explain it, they realize we are taking it seriously.” Now that they have the system down, Stryker said she appreciates the safety aspects it brings. “I can see that we could operate this way for a long time. These protocols are not a bad idea. They are not that difficult to follow now that we have the tools in place. It was tough at first to find what we needed in town; I still can’t find wipes, so we went with paper towels and disinfectant spray. Our gloves are only in large sizes because I can’t get medium. But we are in pretty good shape now for a while. We will likely keep some of these protocols going indefinitely.”

At Mt. Bachelor, which offers an array of recreational options, summer



AT COGWILD MOUNTAIN BIKE TOURS, EACH STAFF MEMBER WAS GIVEN A BLACK STRAP MASK, AS IS MODELED HERE BY TOUR GUIDE ERIKA SCHMID | PHOTOS COURTESY OF KIRIN STRYKER



MT. BACHELOR IS UNVEILING A NEW ZIP LINE THIS SUMMER | PHOTO COURTESY OF MT. BACHELOR

operations are underway, and protocols are firmly in place. “The safety of our staff, guests and community continues to be our top priority,” said John McLeod, president and general manager of Mt. Bachelor, a year-round POWDR mountain resort. “The staff of Mt. Bachelor and Sun Country Tours are eagerly preparing and can’t wait to welcome passholders and guests back for summer activities. After months of quarantine, getting back to the adventure lifestyle will be a great relief.”

Mt. Bachelor’s summer activities include the debut of a new zip line, downhill mountain biking, sightseeing, hiking, disc golf, food and beverages and whitewater rafting with Sun Country Tours. “I’m most excited about our new ZipTourZip Line that drops nearly 1,400 vertical feet and is the fastest, steepest and highest zipline in the Northwest,” said McLeod. Rafting trips through Sun Country



Golf Courses *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	CO Year Est.	Manager/ Professional	Course Rating	Slope Index	Par	Length in Yards	Green Fees	Services
Aspen Lakes Golf Course 16900 Aspen Lakes Dr. Sisters, OR 97759	541-549-4653	541-549-6947	www.aspenlakes.com info@aspenlakes.com	1997	Rob Malone	75.4	141	72	5,594 - 7,302	\$45 - \$75 w/cart, Golf Boards \$25	Bentgrass fairways, red sand bunkers, beautiful mountain views. Challenging but fair. Full service bar & restaurant.
Awbrey Glen Golf Club 2500 NW Awbrey Glen Dr. Bend, OR 97703	541-385-6011	541-385-4910	www.awbreyglen.com golf@awbreyglen.com	1993	Tommy Berg	59.2 - 76.9	101 - 143	72	3,707 - 7,019	Call for membership, ask for Barbara Malcom	Private facility. Tree-lined fairways, great scenery, mountain views & rolling hills. Golf groups welcome.
Bend Golf & Country Club 61045 Country Club Dr. Bend, OR 97702	541-382-7437	541-382-4603	www.bendgolfclub.com bgccoffice@bendgolfclub.com	1925	Karen Goodman, Chris Meyer	66.0 to 73.9	120 to 142	72	5,493 to 7,058	Private Membership	Tree-lined, traditional layout set among Ponderosa pines. Private facility. Championship caliber golf course, tennis & athletic facility, indoor saltwater pool, private dining & more!
Big Meadow Golf Course 13020 Hawksbeard PO Box 8000 Black Butte Ranch, OR 97759	541-595-1500	541-595-1293	www.blackbutteranch.com golf@blackbutteranch.com	1970	Tom Baker	68.3 to 73.8	118 to 133	72	7,002 to 5,485	\$44 - \$82	Mountain views, layout through Ponderosa pines offers challenge. Designed by Robert Muir Graves & Damian Pascuzzo. Recent remodel of tees & bunkers. True Mt. Course.
Brasada Canyons Golf Club 16986 SW Brasada Ranch Rd. Powell Butte, OR 97753	541-526-6380	541-526-6291	www.brasada.com kylej@brasada.com	2007	N/A	74.2	145	72	7,295	\$169	Semi-private.
Broken Top Club 62000 Broken Top Dr. Bend, OR 97702	541-383-0868	541-383-1963	www.brokentop.com brokentopclub@brokentop.com	1993	Jack Perkins, Travis Moore	64.5 to 73.5	109 to 131	72	7,161 to 5,281	\$140 Reciprocal	Designed by Tom Weiskopf & Jay Morrish. Varied terrain will test skills. Private facility.
Challenge Course 68397 Cline Falls Rd. Redmond, OR 97756	541-923-5002	541-923-3243	www.eagle-crest.com eagleridge@eagle-crest.com	2001	Ron Burger	59.5 to 61.1	95 to 105	63	3,684 to 4,160	\$44	Tight fairways & lightning fast narrow greens will test your metal. Great for developing mid-iron game.
Crooked River Ranch GC 5195 SW Clubhouse Rd. Crooked River Ranch, OR 97760	800-833-3197	541-548-6356	www.crookedriverranchgc.com crrpat@crookedriverranch.com	1972	Judy Lapora, Pat Huffer, Richard Jensen	Women 67.9 - 70.4 Men 63.6 - 67.4	Women 120 - 126 Men 101 - 116	71	5,000 to 5,818	18 Holes \$30 \$44 weekdays, \$32 - \$52 weekends	Along the rim of the Crooked River Canyon, combines challenge & scenery. Amenities include restaurant, lodging, tennis, swimming.
Crosswater 17600 Canoe Camp Dr. PO Box 4818 Sunriver, OR 97707	541-593-1145	541-593-3449	www.crosswater.com mark.meyer@destinationhotels.com	1995	Mark Meyer	68.0 to 76.6	120 to 146	72	5,213 to 7,683	\$200 (must be lodging with Sunriver Resort)	Heathland Scottish Links style-4,150 elevation
Eagle Crest Resort & Golf Course 1522 Cline Falls Rd. Redmond, OR 97756	541-923-2453	541-923-8822	www.eagle-crest.com info@eagle-crest.com	1986	Ron Burger	69.1 to 75.5	121 to 132	72	6,673 to 5,340	\$76, \$49	Rolling fairways to undulating greens are fast in summer.
Eagle Crest Resort, Ridge & Challenge Courses 1522 Cline Falls Rd. Redmond, OR 97756	541-923-4653	541-923-8822	www.eagle-crest.com info@eagle-crest.com	1986	Ron Burger	69.1 to 75.5	121 to 132	72	6,673 to 5,340	\$76, \$46	Rolling fairways to undulating greens are fast in summer.
Glaze Meadow Golf Course 13525 Ponderosa PO Box 8000 Black Butte Ranch, OR 97759	541-595-1500	541-595-0944	www.blackbutteranch.com golf@blackbutteranch.com	1979	Jeff Fought, Tom Baker	72.9 - 63.4	135 - 110	72	7,007 - 4,909	\$44 - \$82	Mountain views & Ponderosa pines. Designed by Gene 'Bunny' Mason & recently redesigned in 2013 by John Fought (Voted Best Renovation in the country by Golf Inc.)
Juniper Golf Course 1938 SW Elkhorn Ave. Redmond, OR 97756	541-548-3121	541-548-0808	www.playjuniper.com tkane@playjuniper.com	1952	Travis Kane	65.7 to 74	117 to 130	72	7,186 to 5,500	\$67 weekend, \$61 weekdays Afternoon & Twilight & off - season rates avail.	Walkable course wanders through sagebrush, juniper trees & lava rock outcroppings.
Lost Tracks Golf Club 60205 Sunset View Dr. Bend, OR 97702	541-385-1818	541-317-9589	www.lostracks.com info@lostracks.com	1995	Brian Whitcomb	68.6 to 72.7	126 to 136	72	7,003 to 5,344	\$70 - \$85, \$40 - \$50	Every view is a spectacular shot & every shot is a spectacular view.
Meadow Lakes Golf Course 300 SW Meadow Lakes Dr. Prineville, OR 97754	541-447-7113	541-447-7831	www.meadowlakesgc.com zach@meadowlakesgc.com	1993	Steve Reynolds, Zach Lampert	62.8 to 72.1	105 to 127	72	4,858 - 6,783	\$43 peak season weekend	Championship course owned by City of Prineville.
Prineville Golf & Country Club 7120 NE Ochoco Highway Prineville, OR 97754	541-447-7266	541-416-2060	sites.google.com/site/prinevillegolfclub prinevillegcc@questoffice.net	1949	N/A	64	115 to 117	65	4974	\$40, \$15	Well maintained, tricky little nine holes.

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Golf Courses *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	CO Year Est.	Manager/ Professional	Course Rating	Slope Index	Par	Length in Yards	Green Fees	Services
Pronghorn Resort 65600 Pronghorn Club Dr. Bend, OR 97701	541-693-5365	541-693-5496	www.pronghornresort.com ph.golf@pronghornresort.com	2004	Jerrel Grow	70.8	138	72	6,533	Call to ask for current rates.	Golf shop, rentals, Pronghorn Academy.
Quail Run Golf Course 16725 Northridge Dr. La Pine, OR 97739	541-536-1303	541-536-1076	golfquailrun.com tsickles@golfquailrun.com	1991	Todd Sickles	69 to 73.5	132 to 138	72	6,897 to 5,391	\$55, \$35	Regulation course with wide tree-lined fairways & inspiring vistas.
River's Edge Golf Course 400 NW Pro Shop Dr. Bend, OR 97701	541-389-2828	541-389-0249	www.riversedgegolfbend.com troy@riversedgegolf.com	1986	Troy Eckberg	69.6	130	72	5,340 to 6,683	\$59 for 18 holes - \$39 for 9 holes	Spectacular views on a challenging hillside setting, pro shop, practice facility & restaurant.
Sunriver Meadows PO Box 3609 Sunriver, OR 97707	541-593-4402	514-593-4678	www.sunriver-resort.com chris.points@sunriver-resort.com	1999	Chris Points	68.0 to 72.8	119 to 128	71	7,012 - 6,022	\$50 - \$125, depending on season & time of day	Meandering Sun River & directional use of forebunkers serve up ample challenges for all players.
Sunriver Woodlands PO Box 3609 Sunriver, OR 97707	541-593-4402	514-593-4678	www.sunriver-resort.com chris.points@destinationhotels.com	1981	Chris Points	68.8 to 73.0	124 to 131	72	6,880 - 6,068	\$50 - \$125, depending on season & time of day	A Robert Trent Jones Jr. design. Lakes, rock out-croppings & views.
Tetherow Resort 61240 Skyline Ranch Rd. Bend, OR 97702	541-388-2582	N/A	www.tetherow.com golf@tetherow.com	2008	Katie Burnett	75.3 - 69.6	147 - 127	72	7,298	\$110 - 190	18 holes, brand new Finn Scooters & EZ-GO lithium elite golf carts equipped with state-of-the-art Textron GPS systems, driving range including nine-hole short-game course, putting green, golf academy. Hotel, vacation rentals, 3 on-site restaurants, pool, cabanas, fitness center, hike/walk/bike trails, residential community
The Greens at Redmond 2575 SW Greens Blvd. Redmond, OR 97756	541-923-0694	541-548-9816	golfthegreens.com info@golfthegreens.com	1995	Craig Melott	59	100	58	3,554	\$32, \$24 after 1pm. \$22 for 9 holes.	Well-designed & playable 18 hole mid-iron course. Robert Murir Graves design.
The Old Back Nine at Mountain High 60650 China Hat Rd. Bend, OR 97702	541-382-1111	541-382-6750	www.oldbacknine.com info@oldbacknine.com	1985	Dixon Ward	Men - 34.2/125 Women - 33.5/123	N/A	36	2,361 - 2,952	Great 9 hole rates, varies depending on season & time of day.	Reestablished original nine holes at Mountain High in spring 2009. Perfect for beginners, families, groups.
Widgi Creek Golf Club 18707 SW Century Dr. Bend, OR 97702	541-382-4449	541-385-7094	www.widgi.com brad@widgi.com	1991	Brad Hudspeth	60.1 - 74.4	109 - 145	72	6,905 to 3,785	\$29 - \$95	Well-maintained course, 11 lakes, 50+ bunkers, full service club, indoor pickleball & bar.

CBN has made every effort to ensure that all information is accurate and up-to-date. We cannot, however, guarantee it. Please contact us immediately if you know that certain information is not correct or you would like to be added to a list, 541-388-5665 or email [cbn@cascadebusnews.com](mailto:cbn@cascadebusnews.com).

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Tour Companies *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Bend Electric Bikes 869 NW Wall St., Ste. 104, Bend, OR 97703	541-410-7408	N/A	www.bendelectricbikes.com info@bendelectricbikes.com	Courtney Van Fossan	6	2008	Electric bike sales, service & rentals.
Bend Tour Company 550 SW Industrial Way, Ste. 105 Bend, OR 97702	541-480-8477	N/A	www.thebendtourcompany.com Info@TheBendTourCompany.com	John Flannery	3	2012	Bend's One-Stop-Shop for exhilarating adventures, sightseeing, scenic helicopter flights, SEGWAY tours, you drive ATV experiences, the iconic Cycle Pub, eBikes, Slingshots, eCruiser cars, glamping, SUPs, kayaks, snowshoes, escape rooms & more.
Big Mountain Adventures 170 SW Scalehouse Loop, Bend, OR 97702	541-688-7670	N/A	bigmountainadv.com staff@flycascades.com	Patric Douglas	1	2018	Tent trailer rentals.
Big Mountain Heli Tours 63132 Powell Butte Rd. Bend, OR 97701	541-668-7670	N/A	www.flycascades.com staff@flycascades.com	Patric Douglas	20	2016	Bend Oregon's premier helicopter tour company. Join us for helicopter wine tastings, weddings, helicopter home search, corporate & golfing events & amazing scenic helicopter flights throughout Central Oregon & beyond. Now with direct FBO charter flight support & more.
Cascade Cycleboats 340 SE Logsdan St., Ste. 150, Bend, OR 97702	541-848-8442	N/A	www.cycleboats.com kyle@cycleboats.com	Kyle Allen	9	2012	Manufacture custom human powered pontoon boats for the tourism industry.
Cascade Guides & Outfitters Bldg. 23, PO Box 3676, Sunriver, OR 97707	541-593-2358	541-598-4447	www.hookfish.com cascadeguides@gmail.com	Fred Foisset	8	1995	Guided fly-fishing trips on lakes, rivers & streams only. Fly-fishing & tying classes.
Central Oregon Diving LLC 157 NE Greenwood Ave., Bend, OR 97701	541-388-3660	N/A	www.centraloregondiving.com info@centraloregondiving.com	Sarah Clark	3	2005	Scuba diving lessons, equipment shop, rental equipment, service department & dive travel.
Cog Wild Bicycle Tours 255 SW Century Dr., Ste. 201 Bend, OR 97702	541-385-7002	N/A	www.cogwild.com info@cogwild.com	Lev Stryker	6	1999	Guided mountain bike tours including day tours & overnight vacations. Offer daily shuttles to local Bend trailheads & Oakridge. Group & corporate tours available.
DiamondStone Guest Lodges/MotoFantasy Motorcycle Rentals 16693 Sprague Loop, South Of Sunriver, OR 97739	541-536-6263	N/A	www.motofantasy.NET motohead1@motofantasy.net	Doug Watt	4	1992	Motorcycle destination resort outside Sunriver, with unique street bike motorcycle rentals. Overnight lodging, vacation rentals, lodge units, weddings & events.
Fly & Field Outfitters 35 SW Century Dr. Bend, OR 97702	541-318-1616	541-389-7016	www.flyandfield.com info@flyandfield.com	Scott Cook	13	2000	Full service fly shop & outfitter, hunting gear, supplies & fly fishing guide service.
Fly Fishers Place 151 W. Main St., Sisters, OR 97759	541-549-3474	541-549-4871	www.flyfishersplace.com greendrakehatch@gmail.com	Jeff Perin	9	1986	Full service guide & fly equipment shop. Travel specialties: Chile, New Zealand, Argentina & Belize fly fishing schools, casting lessons & fly tying classes.
Imperial River Company 304 Bakeoven Rd., PO Box 130 Maupin, OR 97037	541-395-2404	N/A	www.deschutesriver.com reservations@deschutesriver.com	Susie Miles	30	2001	Lodge, restaurant, professionally guided whitewater rafting & hunting trips.
Let it Ride Electric Bikes 25 NW Minnesota Ave., Ste. 6, Bend, OR 97703	541-647-2331	N/A	www.letitridebend.com Info@letitridebend.com	Kevin Rea, Owner, Scott	5	2010	Electric bicycle sales & rentals. Full service of all bicycles. Guided eBike tours, plus custom & corporate event tours.
Outriders Northwest 61532 SE Lorenzo Dr. Bend, OR 97702	541-688-7433	N/A	www.outridersnw.com mike@outridersnw.com	Mike Willock	10	2015	Off-road tour adventures & on-road rental experiences. Company retreats, family outings & customized group tours, snowmobile rentals.
Ouzel Outfitters - River Trips PO Box 817 Bend, OR 97709	800-788-7238	541-385-0461	www.OregonRafting.com info@oregonrafting.com	Brian Sykes	30	1979	Professionally guided whitewater rafting trips for families, individuals & business/nonprofit organizations. Rivers: Rogue, Deschutes, McKenzie, North Umpqua, John Day, Owyhee & Lower Salmon.
Paulina Plunge Inc. PO Box 8782, Bend, OR 97708	541-389-0562	541-389-0562	www.paulinaplunge.com toddivdz77@gmail.com	Todd Vander-Zwiep	10	1981	Guided downhill waterfall mountain bike tours.
Powdr 531 SW 13 St., Bend, OR 97702	541-382-6277	541-330-2608	www.suncountrytours.com adventures@suncountrytours.com	Dennis Oliphant	80	1978	Four whitewater rafting trips on three Oregon rivers, standup paddle boarding (SUP) lessons, rentals & tours & river float tube rentals.
Timberline Mountain Guides PO Box 1167, Bend, OR 97709	541-312-9242	N/A	www.timberlinemtguides.com info@timberlinemtguides.com	Cliff Agocs, Pete Keane	20	1983	Instruction & guiding in rock climbing, alpine climbing, mountaineering & backcountry skiing, Smith Rock Climbing School & Oregon Ski Guides.
Tumalo Creek Kayak & Canoe 805 SW IndusTrial Way, Ste. 6, Bend, OR 97702	541-317-9407	541-317-9489	www.tumalocreek.com geoff@tumalocreek.com	Geoff Frank	60	2000	Large paddle sports inventory, stand up paddleboards, recreational, sea & whitewater kayaks, canoes, rafts & inflatable kayaks. Lessons & tours, kids summer camps, multi-day paddling trips.
Wanderlust Tours 61535 S Hwy. 97, Ste. 13 Bend, OR 97702	541-389-8359	N/A	www.wanderlusttours.com info@wanderlusttours.com	Dave Nissen	10	1993	Corporate groups, custom events, family reunions & weddings. Guided canoeing, kayaking, snowshoeing, moonlight tours, volcano tours, cave tours, outdoor dinners, bonfire events, GPS Eco-Challenges, Bend Brew Bus brewery tours & more.

Athletic & Fitness Clubs *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Members	Sq. Feet	Services
Anytime Fitness 915 SW Rimrock Way, Ste. 101, Redmond, OR 97756	541-504-2868	N/A	www.anytimefitness.com redmond@anytimefitness.com	Nicole Hatley, Zach Moore	4	2006	N/A	N/A	All facilities offer 24 hour a day key card access & offer free weights, cardio theater, circuit weight training, personal training, pre & post workout supplements.
Anytime Fitness 212 SW Fourth St., Ste. 204, Madras, OR 97741	541-475-7090	N/A	www.anytimefitness.com madrasor@anytimefitness.com	Doug Peterman	3	2008	300	2,800	All facilities offer 24 hours a day key card access, free weights, cardio theater, circuit weight training, personal training & tanning.
Anytime Fitness 1288 SW Simpson, Ste. E, Bend, OR 97702	541-389-6063	N/A	www.anytimefitness.com bendoregon@anytimefitness.com	Justin & Jaden Ritchie	1	2006	500	3,650	All facilities offer 24 hour a day key card access & offer free weights, cardio theatre, circuit weight training, personal training & tanning & more.
Bend Downtown Athletic Club 550 NW Franklin Ave., Ste. 328 Bend, OR 97703	541-323-2322	N/A	www.benddac.com bdac@franklincrossing.net	Kalee Berg, Gary Hughes, David Abramson	5	2007	700	7,000	Adult-only facility strength & cardiovascular training, group fitness classes including body pump, spin, yoga, hitt, piyo & more. Certified personal trainers, small group training. Men's & women's locker rooms & more.
Bend Rock Gym 1182 & 1134 SE Centennial Ct., Bend, OR 97702	541-388-6764	Same as phone	www.bendrockgym.com info@bendrockgym.com	Rich Breuner	36	2010	2,000	30,000 all 3 facilities	Tall, overhanging & vertical walls along with a bouldering gym & 17 autobelays. Full fitness & yoga amenities. Youth after school & summer camp programs & more.
DynaCore Fitness 494 SW Veterans Way, Ste. 1, Redmond, OR 97756	541-526-8244	N/A	www.dynacorefitness.com info@dynacorefitness.com	Denys Middleton	5	2012	325	10,000	24-hour access fitness facility, personal training, group training, supplementation sales.
Fitness 1440 1569 NE Second St., Bend, OR 97702	541-389-2009	N/A	www.fitness1440.com/bendnorth info@fitness1440.com	Steven Moyer	1	2011	N/A	23,000	Weight room, basketball, spinning studio, aqua aerobics, juice bar, personal trainers, Kenpo, boxing, kickboxing, pilates, Super Abs & more.
inMotion Training Studio 1279 NE Second St., Bend, OR 97701	541-382-6313	N/A	www.inmotionbend.com info@inMotionBend.com	Shannon Segerstrom	2	2005	75	3,200	Personal training, bootcamp, corporate training, TPI golf fitness, sports performance, nutrition & weight loss, challenges, supplements.
Juniper Swim & Fitness Center 800 NE Sixth St., Bend, OR 97701	541-389-7665	N/A	www.juniperswimandfitness.com info@bendparksandrec.org	Sue Glenn	150	1949	8,000	80,000	50-meter indoor/outdoor pool, 25-meter indoor pool, indoor children's pool, outdoor family activity pool, fitness center, fit studio & more.
LIFT Fitness Studio 514 NW Franklin Ave., Bend, OR 97703	541-550-7822	N/A	www.schliebeslift.com cornelius@schliebeslift.com	Cornelius Edison	5	1972	250	7,000	Group HIIT training, Cycle & personal training.
Madras Athletic Club 123 SW J St., Madras, OR 97741	541-475-9369	N/A	madrasathleticclub.com madrasathleticclub@yahoo.com	Pedro & Kim Morales	10	1993	850	11,000	24 hr., steam & dry sauna access, free weights, Nautilus fitness center, Sibetz treadmill, kickboxing, aerobics, tanning beds, martial arts, childcare & more.
Norm's Xtreme Fitness Center 120 W Third St., Prineville, OR 97754	541-416-0455	Same as phone	www.normsxtremefitness.com normsxtreme@bendbroadband.com	Norm Smith	1	1999	400	8,000	Fitness center, tanning beds, sauna, aerobics, special rates for seniors & students, veteran specials.
Prineville Athletic Club 211 N Main St., Prineville, OR 97754	541-447-4878	541-447-3692	www.prinevilleathleticclub.com prinevilleathleticclub@gmail.com	Brooke Smith	4	1988	550	10,000	Fitness classes, free weights, circuit training, Nautilus, Climbmax aerobic machines, spinning bikes, treadmills, Stairmasters, yoga, personal training & bikes.
Recharge 550 SW Industrial Way, Ste. 130, Bend, OR 97702	541-306-6541	N/A	www.rechargesport.com info@rechargesport.com	Renee Metivier	10	2013	varies	7,000	Sports rehab & performance center offering physical therapy, massage, acupuncture, chiropractic, personal training & small group training & more.
Redmond Athletic Club 1717 NE Second St., Redmond, OR 97756	541-923-6662	N/A	www.redmondathletic.com redmondathletic@gmail.com	Branegan Dixon	30	1997	2,200	15,000	Group fitness classes, personal training, weight-loss nutrition, programs, supplements, child care, physical therapy, massage therapy & dry sauna.
Sage Springs Club & Spa 17600 Center Dr., Sunriver, OR 97707	541-593-7891	541-593-7899	www.sagespringsspa.com srspa@sunriver-resort.com	Sunshine Willis	60	2004	1,200	35,000	Comprehensive strength & cardiovascular conditioning, indoor & outdoor tennis courts with available USPTA instruction, certified personal trainers & more.
Sisters Athletic Club 1001 Desperado Trail, Sisters, OR 97759	541-549-6878	541-549-6874	www.sistersathleticclub.com tate@sistersathleticclub.com	Tate Metcalf	39	2001	1,900	21,500	Indoor swimming pool, outdoor hot tub, cardio machines, Cybex strength equipment, group spinning, Zumba & step classes circuit body sculpt QClub & more.
Snap Fitness 24/7 2700 NE Fourth St., Ste. 110, Bend, OR 97701	541-382-2348	N/A	www.snapfitness.com/bend bend@snapfitness.com	Jerry Cunningham	2	2008	N/A	4,200	24 hour club access, core weights & cardio, personal training & tanning services.
Snap Fitness in Brookswood Plaza 19550 Amber Meadow Dr., Bend, OR 97702	541-389-2550	N/A	www.snapfitness.com/bendbrookswood bendbrookswood@snapfitness.com	Matt Barrett	3	2009	500	3,700	Cardio & strength equipment, free weights, yoga, tanning, open 24 hours, personal training, bootcamps, free online training center & more.
Snap Fitness in NorthWest Crossing 2753 NW Lolo Dr., Bend, OR 97702	541-749-2015	N/A	www.snapfitness.com/bendnwx bendnwx@snapfitness.com	Matt Barrett	7	2009	950	8,500	See above.
The Athletic Club of Bend 61615 Athletic Club Dr., Bend, OR 97702	541-385-3062	541-385-4774	www.athleticclubofbend.com kip@athleticclubofbend.com	Kip Heilman	200	1993	5,750	110,000	Full service athletic facility. Offers fitness, aquatics, racquet sports, youth & senior programming within a family oriented social atmosphere.
Xcel Fitness 2410 NE Twin Knolls Dr., Bend, OR 97701	541-383-3481	N/A	www.xcelfitnessbend.com xcelfitnessbend@gmail.com	N/A	8	2002	N/A	20,000	Group & personal training, CrossFit, 24 hour access.
Xcel Fitness 61470 S Hwy. 97, Ste. 3, Bend, OR 97702	541-383-3481	N/A	www.xcelfitnessbend.com xcelfitnessbend@gmail.com	Israel Love	8	2018	1,700	12,500	Group & personal training, 24 hour access.

CBN has made every effort to ensure that all information is accurate and up-to-date. We cannot, however, guarantee it. Please contact us immediately if you know that certain information is not correct or you would like to be added to a list, 541-388-5665 or email cbn@cascadebusnews.com.



# Mt. Bachelor Announces Operations Schedule for Summer 2020

Mt. Bachelor, a year-round POWDR mountain resort located at the heart of Bend culture, has announced its summer 2020 operating schedule. After reopening to passholders for nine days of spring skiing, Mt. Bachelor's summer operation activities include the debut of zip lining, in addition to downhill mountain biking, sightseeing, hiking, disc golf, food and beverage and whitewater rafting with Sun Country Tours. Adventures await at the Pacific Northwest's biggest playground!

"The safety of our staff, guests and community continues to be our top priority," said John McLeod, president and general manager of Mt. Bachelor. "The staff of Mt. Bachelor and Sun Country Tours are eagerly preparing and can't wait to welcome passholders and guests back for summer activities in a few short weeks. I'm most excited about our new ZipTourZip Line that drops nearly 1,400 vertical feet and is the fastest, steepest and highest zipline in the Northwest. After months of quarantine, getting back to the adventure lifestyle will be a great relief."

The Mt. Bachelor and Sun Country Tours summer operations include:

- Offering expertly guided trips since 1978, Sun Country Tours rafting trips are available for booking now — options range from two-hour river trips to all-day adventures; trips begin June 19.
- Little Pine Chairlift, for entry-level biking and limited retail and rentals, opens on June 26.
- Pine Marten Chairlift, for activities including downhill mountain biking, ZipTour ziplining, sightseeing, hiking and disc golf begin on July 4.
- Food and beverage service at both Pine Marten Lodge and West Village Lodge begins July 4. Sunset Dinners reservations available now on Open Table, offering an unforgettable dining experience overlooking the Cascades at 7,800 feet.
- Mountain Gateway Building for mountain bike rentals, tickets and retail opens on July 4.
- Gravity Bike Camps, one-week sessions for children 8 to 15 years old and focusing on progression and fun, begin July 6. Camp also includes a Sun Country Tours rafting trip on the Big Eddy.

Summer Bike Park Passes, Outplay 365 — Mt. Bachelor's year-round, multi-sport monthly subscription pass — and Winter 20/21 passes are on sale now for lowest



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pricing through July 15. The Mt. Bachelor Passholder Promise offers assurance and flexibility, allowing passholders to buy with confidence and join us in anticipation of adventure. Zipline, single-day bike tickets, Little Pine Park pass and other summer products will go on sale on June 18. Learn more on passes, pricing and purchasing at [mtbachelor.com](http://mtbachelor.com).

Mt. Bachelor is committed to maintaining our operations responsibly and has developed additional safety policies in response to COVID-19. The policies were created according to the Centers for Disease Control and Prevention (CDC), Oregon Health Authority (OHA) and Executive Orders issued by Governor Brown. As this is a dynamic situation, Mt. Bachelor will be adjusting our safety policies and operations to best protect our employees and guests. For further details on health and safety measures at Mt. Bachelor, please visit [mtbachelor.com/info/covid-19-updates](http://mtbachelor.com/info/covid-19-updates).

[mtbachelor.com](http://mtbachelor.com)



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Mailing Services *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Bend Mail & More 19550 Amber Meadow Dr., Ste. 130 Bend, OR 97702	541-797-0475	541-728-2979	www.bendmailandmore.com info@bendmailandmore.com	Martie King	1	2018	USPS, FedEx, UPS, postal service, mailbox rentals (physical & virtual), mailing & shipping supplies, packaging/shipping, notary public, passport photos, key duplication, faxing, copying, printing, scanning, shredding, laminating, binding, color & b/w copying, large format printer (signs, banners, photo giftwrap, canvasses, blueprints), office supplies, Lovepop, quilling & other greeting cards, unique gifts, computer rental, fingerprinting, cellphone accessories.
BMS Technologies 1036 SE Paiute Way Bend, OR 97702	541-388-0789	541-383-1817	www.bendmailing.com bms@bendmailing.com	Michael Holroyd, Nick Di Spaltro	40	1977	Complete mailing services, statement & document processing, invoicing & statements, automated first class & bulk mail, database management, mailing lists, copying & printing services, online-billpay, electronic payments, graphic design & web development.
Books, Boxes & B.S. (Business Services) 16388 Third St. PO Box 3239 La Pine, OR 97739	541-536-5580	541-536-5673	www.BooksBoxesandBS.com lapinebusinesscenter@gmail.com	Robin Mirrasoul	4	1994	UPS, FEDEX, packaging, services, mail services, mail boxes, books, cards, copies, printing & faxing, signs & banners, vinyl printing, scanning, email, shredding & design.
Mail, Copies & More/Office Express 380 SW Fifth St. Madras, OR 97741	541-475-5656	541-475-5662	officeexpress@gmail.com	Loren Dunten	7	1997	Office supplies & furniture, UPS/FedEx shipping center, full-scale printing, free delivery in Madras.
Moonlight Business Process Outsourcing 2491 NE Twin Knolls Dr. Bend, OR 97701	866-348-9791	N/A	www.moonlightbpo.com brendag@moonlightbpo.com	Ellen Koch	13	1985	Commercial printing both offset & Digital, direct mail, all mailing services, UV coating & bindery. Presort & daily mail pick up, statement & invoice printing, digital printing & variable, personalization & Transpromo data. Lock Box services, return mail services, data archiving, scanning & onsite secure document storage. Certifications: SOC1 Type II, SOC2 Type II, PCI, independently audited yearly for all certifications as well as a HIPAA compliance certificate. Other certifications WBENC, WBE & WOSB. NEW to MBPO services HP Indigo press as well as pressure seal print & mail services.
Pack Ship & More 61535 S Hwy. 97, Ste. 5, Fred Meyer Shopping Center Bend, OR 97702	541-389-9337	541-389-9537	packshipandmore@gmail.com	Trina Robison	4	1990	Post office alternative, mailbox Rentals, copies, packaging, fax services, shipping, UPS, FedEx, postal & DHL. & notaries.

Continued on Page 24▶

NOT ON THE LIST?

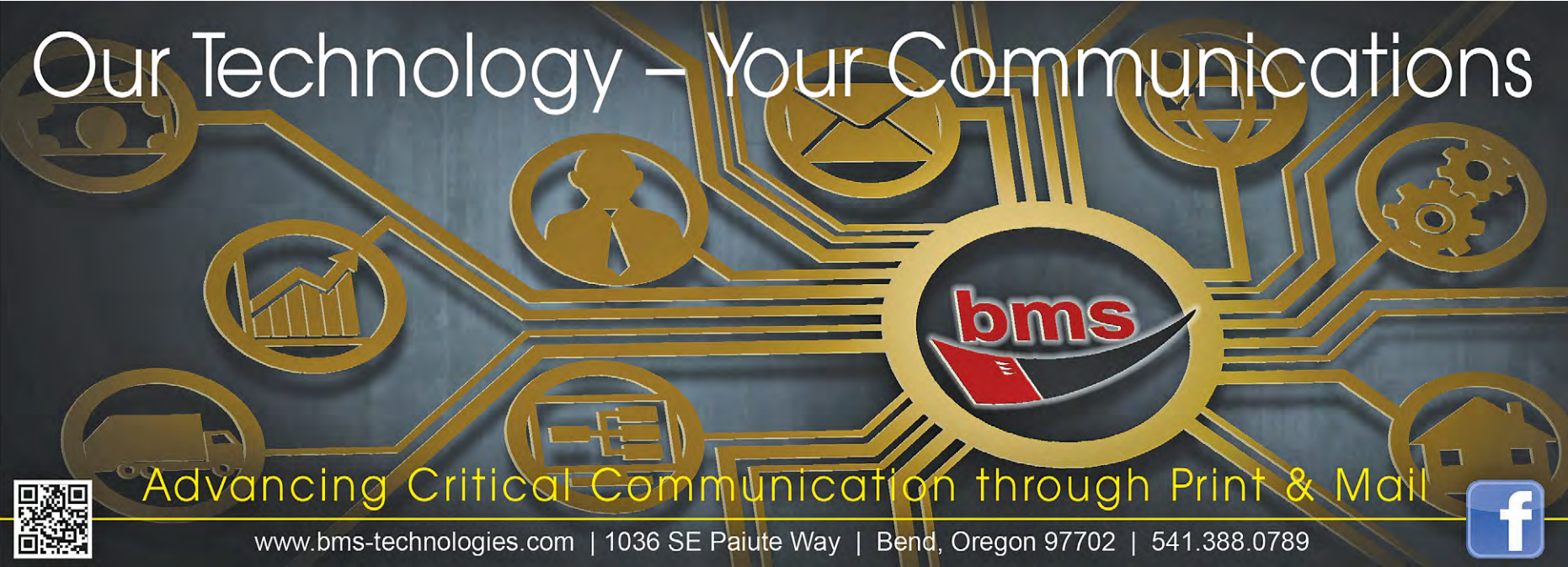
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Moonlight BPO

Continued from page 1

on the belief its experience in investing, managing and growing companies can help others.

“As a privately funded firm, we hold greater flexibility in deal pursuit, structuring and exit timing. We seek to invest in quality businesses and support management teams in creating value for all parties involved.

“We believe successful investments such as this incorporate excellent companies with great management teams, with the opportunity for us to add value through our operating expertise and financial resources.

“Since we prefer to not participate in the daily management, we serve as active advisers for managers to help navigate and grow the business.”

Lakewind will take on a mentorship role, supporting operations, strategy and development of Moonlight BPO, which provides full-service print to mail business solutions for customers in all industries — with a particular focus on services for customers with confidential information in addition to general bulk printing orders.

Ellen Koch, who has been in the print mail outsourcing industry for some 38 years, and has been brought in to oversee operations as vice president of Moonlight BPO, said, “With the new ownership and direction as part of a knowledgeable management team, we want to maximize the company’s potential and also make it more visible than maybe it has been in the past by getting the word out more about the services and support we can offer.

“I have seen a lot of changes in the industry and the idea of what mail is and how it moves is constantly evolving in the face of declining first-class mail numbers and an increase in standard mail usage.”

Standard Mail, also known as “bulk mail,” is processed by the U.S. Postal Service on a “time available” basis and used more for advertisements and mass communication, rather than first class mail, which is more targeted to personal or business correspondence.

Koch added, “This is a fast-paced and deadline oriented industry and there is a constant need to keep up with advancements in the electronic age modifying the line-up of services and we prioritize staying up to speed on the knowledge base and latest technology.

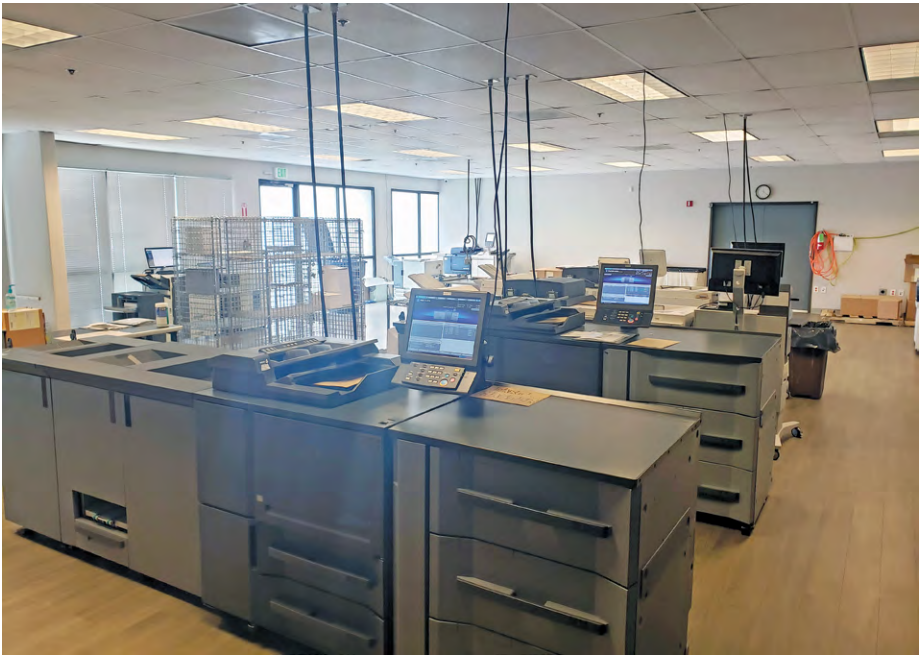


MOONLIGHT BPO'S PRINTING EQUIPMENT

“It is important to stay close to all of the top organizations that keep in the loop on the leading edge of changes through first-hand expertise.

“We plan on further investment in new technology as the industry changes the way things are produced and the how marketing mail moves, including software support and training.”

Koch said Moonlight can help companies’ efficiencies in multiple ways, including offering ‘snap pack’ mailers as a cost-effective direct mail marketing solution. These mailers are pressure sealed and perforated on two or three sides for quick and easy opening, often for important and time-sensitive messages within.



MOONLIGHT BPO'S PRINTING EQUIPMENT | PHOTOS COURTESY OF MOONLIGHT BPO

She added, “We have a lot of bandwidth regarding capacity and are looking to widen exposure to the range of services we can offer, and really revitalize the business platform.

“For instance, companies may not know that we offer a daily mail service which can be of great benefit to local businesses. Rather than the company using, say, a small meter, we can set up a daily mail pick-up timeframe convenient to the customer by adding them to driver routes and we meter, sort and drop off the mail at the post office the same day.

“This helps client productivity and is a cheaper option given we can obtain more competitive rates through our partnership with the Postal Service, and is of special relevance given the current Covid pandemic situation and the prioritizing of remote working scenarios wherever possible.

“We also provide transactional printing and mailing services for companies both locally and nationwide. Monthly invoices, bills and statements are necessary in order to keep any business running; however, managing, printing, designing and mailing such financial statements can consume valuable time and money that could be allocated towards other aspects of one’s business.

“With our cutting-edge equipment and security certifications, we can guarantee an easy and cost-efficient solution to eliminate the hassle and burden of invoice and statement mailing.

“We can also scan data for electronic storage and store the original hard copies or destroy documents on the customer’s behalf once information has been digitally input.

“Currently we are looking at reconfiguring our Bend base and assessing where the value lies in current services, and if it makes sense to continue one service versus another.

“We want to build on, for instance, the amount of daily mail clients and raise our profile regarding the range of services we can offer. Along these lines, we are undertaking assessment regarding selling and marketing logistics, and aim to revitalize the company and take it to the level of where it should be.”

About Moonlight BPO

Moonlight Business Process Outsourcing provides printing, scanning, data processing, high-speed variable laser imaging, folding, inserting and mail presorting services. It processes statements, collection letters, marketing letters and other time-sensitive notices for clients on a weekly or monthly basis. In addition to traditional imaging and mailing, the company offers Electronic Bill Presentment and Payments (EBPP) solutions tailored to meet specific customer needs. Since its inception, Moonlight BPO has been serving print to mail clients nationally and internationally. The wide range of business process outsourcing services offered includes: Personalized direct marketing to statement and document printing; Certified imaging and data processing; Mail reply response services; Medical statement and invoice printing and mailing; Statement printing and mailing; Electronic statement delivery and notifications and TransPromo (transaction promotional) mailings. Whether looking to get a message to a wide range of potential customers with a direct mail campaign, or just to print up some professional documents, the team at Moonlight BPO can provide expert assistance to successfully complete assignments.

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▶ CONTINUED FROM PAGE 22

Mailing Services *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Pack Ship & More #3 70 SW Century Dr., Ste. 100 Bend, OR 97702	541-388-0389	541-388-0218	www.psm3.biz packshipmore3@gmail.com	Richard Ross	5	2000	Mailbox rentals & virtual mailbox rentals. Copies, packaging, fax services, shipping, UPS, FedEx & postal, passport photos, notary services, scanning, document shredding, computer time rental, knife sharpening & textbook buybacks.
Pack, Ship & More 1555 NE Third St., Ste. B4 Prineville, OR 97754	541-416-0228	541-416-0229	www.packship.biz pknship@gmail.com	Trina Robison	2	1994	Post office alternative. Copies, packaging, fax services, notary, shipping, UPS, FedEx & postal.
Pack, Ship & More #2 1900 NE Third St., Ste. 106 Bend, OR 97701	541-389-6165	541-389-4119	www.psm2.biz packshipmore2@gmail.com	Richard Ross	5	1989	Mailbox rentals & virtual mailbox rentals. Copies, packaging, fax services, shipping, UPS, FedEx & postal, passport photos, notary services, scanning, document shredding, computer time rental, knife sharpening & textbook buybacks.
Postal Connections 61149 S Hwy. 97 Bend, OR 97702	541-389-5600	541-389-5678	postalconnections108.com info@pca108.com	Alison Cogen, Drew Cogen	3	1997	UPS, FedEx, DHL, postal service, mailbox rentals, mailing supplies, packaging/shipping, business cards, brochures, greeting cards, gifts, copy services, color copies, notary, keys, faxing, scan to email. Retail mailing & copy center.
Postal Connections 1 2660 NE Hwy. 20, Ste. 610 Bend, OR 97701	541-382-1800	541-382-1888	www.postalconnections101.com pca101@postalconnections.com	Peter Pierce	5	1996	UPS, FedEx, postal service, mailbox rentals, mailing supplies, packaging/shipping, business cards, brochures, greeting cards, stationery, copying, color copies. Retail mailing & copy center.
Postal Connections 3 915 SW Rimrock Way, Ste. 201 Redmond, OR 97756	541-504-2340	541-504-2341	www.postalconnections119.com pca119@postalconnections.com	Joyce Jones	4	1999	UPS, FedEx, postal service, mailbox rentals, mailing supplies, packaging/shipping, business cards, brochures, greeting cards, stationery, copying, color copies, faxing, scanning, notary, retail mailing, copy center & gifts.
The Pony Express 160 S Oak St. PO Box 3500 Sisters, OR 97759	541-549-1538	541-549-1811	www.sisterspony.com sisterspony@gmail.com	Wes & Teagan Johnston	4	1993	USPS,UPS, FedEx, shipping, freight, office & art supplies, cop-ies, faxes & laminating. Secure document shredding. Scanning. Mail box rentals. Mail forwarding.
X-Press Printing Inc. 664 W Hood Ave. PO Box 904 Sisters, OR 97759	541-549-9321	541-549-4142	www.xpressprinting.biz jeff@xpressprinting.biz	Jeff Swales, Tony Meyer	14	1989	Commercial & quick print, full color offset, digital color, digital b/w, computer to plate, business printing, design, direct mail & marketing services, variable data, elactronic file transfer & proofing.

**CBN has made every effort to ensure that all information is accurate and up-to-date. We cannot, however, guarantee it. Please contact us immediately if you know that certain information is not correct or you would like to be added to a list, 541-388-5665 or email [cbn@cascadebusnews.com](mailto:cbn@cascadebusnews.com).**



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# Can Less Be More?

## A Story of Serendipity, Synchronicity & Love

by DAVID ROSELL — Rosell Wealth Management

Before I started my financial firm here in Bend almost 20 years ago, I owned a small business that took a product from recycled car tires that we diligently applied to asphalt driveways to both protect and beautify them with a smooth layer of black rubber. When winter came along it was too cold for the material to adhere so I would travel the globe for six months each year. I was able to create a life for myself that enabled me to spend a month in each of 65 different countries around the world over the following ten years. Most of my sojourns found my one-man tent and I in developing countries throughout South and Central America, Southeast Asia and Africa. This was a time to learn about diverse cultures, political viewpoints and certainly, myself.



to acquire possessions, it is important that we build a gap between the costs of servicing the acquisitions and the income we are earning. This valuable life lesson of what makes true “wealth” is one that I shared with my children at an early age.

At first, I considered the gracious people I encountered in the small, rural villages in developing countries around the world as poor as many lived in diminutive houses with rusted metal roofs, dirt floors and absent of any windows. Families had no cars, televisions, iPods and certainly no IRAs. But it did not take long for me to realize that most of the villagers were undeniably happy, regardless of the items they did not have. I had the sudden, obvious realization that material wealth does not equate to spiritual health and happiness. My perspective began to widen from its narrow focus and although these villagers had very few possessions, I no longer considered them to be poor.

Upon returning to the States I was shocked to compare the difference in standard of living. Grocery markets piled with food flown in from around the world, online shopping that can get you nearly anything with one click, and cars so abundant that they clogged the road and slowed down traffic to the pace of a bicycle. You would think with such abundance we would be equally wealthy in happiness. But I have found that this is often not the case, rather the opposite. How many ‘problems’ we have in the United States may come from having too much, rather than too little? And because of these problems, we have what most call stress, which makes us unhappy. I imagine that the villagers that I met on my trips abroad might consider people in the U.S. rich with an abundance of money and possessions, but would they truly consider us wealthy from a heart perspective?

I am always meeting people who are accumulating for their retirement who have shared with me that they are working harder than ever before and have successfully increased their standard of living and yet they are feeling less fulfilled. Many are working diligently to acquire ‘things’ and build wealth for their family. This is a dignified ambition and my job is to help guide them so they can eventually live the life that they have always imagined. Many of us share similar goals, but I think it is important to ask ourselves if this path of accumulating things is truly leading to a life of abundance and contentment? I will be the first to admit that it is satisfying to have some of the niceties of life, but I also find myself pondering if having more is better. Does it truly bring greater happiness into our lives? I observe people who must work harder and harder to support their acquisitions and this places a great deal of stress on their lives. If we set a goal

Now that my kids are young adults, I’ve had the opportunity to get back into the spirit of my previous travel days. Last November, just before my daughter Sophie left to begin her college studies, we traveled into the lush mountains of Sri Lanka. We had no idea that this trip would make such a profound impact on our lives, and consequently, the lives of 148 children and their families. This story is one of serendipity, synchronicity and love that I’d like to share with you. The beautiful yet very impoverished village of Uda Pussallewa is located amongst tea plantations where women labor in the fields and men process the tea in factories from sunrise till sunset. Their children attend St. Margaret’s Elementary School where all 148 students crowd into three small classrooms and have only two bathrooms, which are just holes in the ground. Like many children across Sri Lanka, many dream of excelling on the scholarship examination, which can enable them to transfer to a national school and have a chance for a good education and the opportunity to build a life of work other than on a plantation. This is very difficult with their limited resources in the poor, rural areas.

I’m still amazed to this day how this story began when I (by chance) met



SORAYA DEEN, SOPHIE AND DAVID ROSELL — SRI LANKA NOVEMBER 2019

Soraya Deen in a shared Uber ride in 2015 heading to LAX in Los Angeles — years before my trip to Sri Lanka. By the time we arrived at the airport, we realized we were both authors, professional speakers and world travelers. We had no idea at that moment that this serendipitous encounter would not only lead to a meaningful friendship, it would take us speaking together in front of televised audiences to share the message of tolerance and understanding and most importantly, we would together change the village of Uda Pussallewa.

In 2017, I invited Soraya to Bend. She traveled over 1,000 miles and met closer



SOPHIE ROSELL WITH CHATURI | PHOTOS COURTESY OF ROSELL WEALTH MANAGEMENT

Continued on Page 31 ►

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who's who who's who who's who who's who who's who who's who



**Central Oregon Community College (COCC)** announces that **Jennifer Abel Kovitz** has been hired as its new director of communications, a position she began on June 8. Kovitz fills the newly restructured role in the college relations office following the retirement of former executive director, Ron Paradis, who served in that capacity for 28 years. The college plans to rebrand and update the structure of its marketing and public relations office later this year.

With a background that incorporates strategic communications and national and international publicity campaigns, Kovitz most recently served as associate publisher and vice president of sales and marketing at Catapult book publishing group and has also been a consultant for arts and literary organizations through ZG Stories, a feminist B Corp agency.

Kovitz spent more than a dozen years on the marketing and publicity side of the publishing industry. She was the first employee hired by Catapult, the now national-bestselling and international award-winning publishing startup. In 2018, she was named a *Publishers Weekly* Star Watch Top Honoree, an award that recognizes emerging publishing leaders and their accomplishments for a global audience.

Kovitz was also the founder and executive director of 45th Parallel Communications, a consulting agency that implemented PR, marketing and operational strategies for independent book publishers.

She has served as an advisory council member for the Portland Book Festival and been a mentor for master's degree candidates in Portland State University's publishing program. She holds a bachelor's degree in English literature and religious studies from McGill University in Montreal, Quebec. She and her family are relocating from Portland.

**Compass Commercial Asset & Property Management** introduces **Gina Broglia** as the newest member of the team. She joins the accounting department to assist with accounts receivable, reconciliations and owner distributions. As a staff accountant, Broglia works closely alongside the property managers and CFO to keep lease information updated in the system.

She comes from a strong background in the real estate industry and has nearly a decade of accounting experience. After graduating from Arizona State University, she began working full time as an accounts receivable specialist for a commercial real estate company out of Phoenix, Arizona. Broglia moved to Bend at the beginning of 2020 to continue to grow in her accounting career and she is sure to make an exemplary addition to the team.



**The Rotary Club of Bend** has grown its membership recently and continues to welcome community members interested in service locally and globally. New members include:

**Ashley Mears**, vice president, commercial banking officer at Columbia Bank. With more than 17 years in the financial services industry and 12 years in banking, Mears provides financial counsel related to starting or purchasing a new business, expanding working capital and purchasing real estate for a business of for investment. Mears is extremely active in her community, including serving in leadership and volunteer positions with the Bend Chamber of Commerce, Leadership Bend, City Club of Central Oregon and Rotary of Bend, among others.

For the past six and a half years, **Kate Shanley** has worked as the chief operating officer at Coachwell, Inc., a leadership coaching and business consulting business headquartered in Bend. Her prior work experience includes nine years in retail banking, as well as years in hospitality and some time spent as a travel agent. She currently serves as the board vice-chair for Bend Redmond Habitat for Humanity and previously served on the Leadership Committee for SMART (Start Making a Reader Today) in Central Oregon.

**Joe Janes**, business development representative at AmeriTitle, is an Oregonian, residing in Bend since 2005. He spent the past 15 years working for AmeriTitle, Navis and Sunriver Resort. He and his wife have two children and a golden retriever named Pendleton Whiskey.

**Nadine McCrindle**, executive director Central and Eastern Oregon, American Red Cross, was born and raised in Australia, has travelled to nearly every corner of the globe and calls Bend her home. Working as a humanitarian came after a long marketing career in travel and outdoor industries and from a passion for helping people.

**Jennifer Stephens**, governmental affairs and advocacy consultant, helps businesses and candidates get their message to the people who need to hear it through digital communication, earned media and grassroots programs. Specializing in governmental affairs, local politics and issue-based advocacy,



More Who's Who Next Page ►

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Stephens takes pride in helping others amplify their efforts. Stephens grew up in Bend, graduated from Mt. View High School and now lives in Redmond with her husband Matt raising three young boys.

**Jack Cogswell**, retired from insurance and real estate industries, moved to Bend with more than four decades of Rotary experience in Great Falls and Boise. A former Air Force pilot in Vietnam, he built a career in family insurance, real estate and investment for more than 30 years. He also served as president of a community concert association and met many world-class performers.



**Capstone Certified Public Accountants, LLC** introduces newest CPA, **Armando Ramos**. Ramos joined the firm as a CPA candidate in January of 2019 when he moved to Bend from Puerto Rico. He works in both Bend and Sisters offices. Ramos attended University of the Sacred Heart in Santurce, Puerto Rico and the Pontifical Catholic University of Rio de Janeiro, Brazil. While working to earn his CPA license in Puerto Rico, he worked in a bank as a loan accountant for two years. After receiving his first CPA license, he rewarded himself with a nine-month backpacking trip in South America. Once moved to Oregon, he had to complete a year working in Oregon to be eligible to apply for his Oregon CPA license, which he just received.

Ramos fell in love with Central Oregon when he and his girlfriend visited her family on a summer vacation here. He likes to play just as hard as he works and enjoys all the outdoor activities Bend has to offer. Adding to his long list of attributes, Ramos is also trilingual — he is fluent in English, Spanish and Portuguese.

After a vigorous application process testing them both mentally and physically, **Brook Parker**, a senior at Redmond High School and **Ethan Reed**, a senior at Summit High School, received notice that they have been awarded an appointment and full scholarships to the **United States Military Academy at West Point**. It is an unusual event to have two appointees in Deschutes County.



Brook Parker



Ethan Reed

The scholarships, valued at over \$250,000, cover all their tuition, room, board and books for four years. West Point, as it is best known, is a highly esteemed university that has been continually rated by the *Princeton Review*, *U.S. News and World Report*, *Forbes Magazine* and other rating groups as being among the very top colleges in the country.

Both students have been outstanding scholars and athletes at their respective schools, finishing high in their class and high on standard tests as well as demonstrating leadership in extracurricular activities. Parker made her marks in 4H, JROTC and Marshall Arts while Reed captained the Rugby Team and is an Eagle Scout. They both, somehow, found time to play in their school orchestras.

The Class of 2024 is scheduled to start their West Point experience in mid-July pending the virus progress in New York state. They start out cramming their orientation and school administrative activities on top of what is the Army basic training program to be completed before they formally join The Corps of Cadets for the academic year in early September.

An international cartographic award has put a **Central Oregon Community College (COCC)** educator on the map. The British Cartographic Society's 2020 Henry Johns Award, an annual recognition that honors the most outstanding mapping work published in the society's peer-reviewed *The Cartographic Journal*, was recently co-presented to **Patrick "Pat" Kennelly**, Ph.D., the director of COCC's geographical information systems (GIS) program.

The British Cartographic Society, founded in 1963, is a leading global academic forum for mapmaking.

The work, titled *Cartographic Symbol Design Considerations for the Space-Time Cube*, proposes a method of stacking a high volume of detailed data into a many-faceted, rotatable column that can be oriented on a map.

Kennelly and his colleague demonstrated the technique's merit by visually sharing, in a compressed 3D format, a century's worth of maximum temperatures from weather stations across the U.S. and a year's worth of New York City subway ridership information taken at four-hour intervals. They employed techniques used in topographical representation, such as applying hue and saturation based on specific attribute values.

Kennelly conducted the research while serving a professorship at Long Island University (LIU). Prior to joining COCC in 2019 as its GIS program director, he taught graduate and undergraduate coursework at LIU, served as a GIS manager with the Montana Bureau of Mines and Geology, and held the role of GIS project manager for David Evans and Associates, a Portland-based engineering firm.



COVER IMAGE | COURTESY OF COCC

## Businesses Serving Community

### FAMILY ACCESS NETWORK

The Family Access Network (FAN) received \$20,000 from Facebook to support COVID-19 relief for Crook County children and families. These funds will help provide struggling families with food, hygiene supplies, clothing and more.

Unique to Central Oregon, FAN began in 1993 and currently employs 25 advocates at 59 public schools in Deschutes, Crook and Jefferson counties. The direct placement of FAN advocates within the schools allows FAN to effectively reach and connect disadvantaged children and families to essential basic needs. During the coronavirus pandemic, FAN advocates are working remotely to get children and families the vital resources they need including food, utilities and rental assistance.

[facebook.com/PrinevilleDataCenter](https://facebook.com/PrinevilleDataCenter)

## HDDFA's 2020 Local Food Champions Announced

The High Desert Food & Farm Alliance (HDDFA) recently recognized food businesses going above and beyond through local food sourcing and contributions to our Central Oregon community. HDDFA considers local food to be food grown, raised and crafted in the Central Oregon's tri-county region of Crook, Deschutes and Jefferson County. HDDFA Farm and Ranch Partners voted for food businesses that purchase products regularly from them and the result is this award. Below is their top picks and 2020 Local Food Champions:

### Grocer:

Central Oregon Locavore

### Restaurants:

Jackson's Corner & Wild Oregon Foods

### Food Truck:

Boone Dog Pizza

### Specialty Food Items:

Busy Izzy Foods

HDDFA's goal is to encourage local consumers to thoughtfully consider the sources of their food, as well as the steps it takes to get it to the market and onto their plates. Try purchasing local products from these local food businesses.

[hdffa.org/find-local-food](https://hdffa.org/find-local-food)



JACKSON'S CORNER



BOONE DOG PIZZA



LOCATORE | PHOTOS COURTESY OF HDDFA

## Think Wild Announces New Beaver Response Team Serving Central Oregon

Think Wild, Central Oregon's new wildlife hospital and conservation center, is excited to announce the launch of its Beaver Response Team. The response team is an integral part of Think Wild's program Beaver Works Oregon, which works to build awareness of beaver as a keystone species, enhance habitat and mitigate beaver conflicts.

Every spring and summer, homeowners in Central Oregon — especially those living along a river or stream — may experience fallen trees, property flooding or culvert blockages. This is thanks to the hard work of a large, tree-gnawing, aquatic rodent — the beaver. While tree chewing and dam building may disrupt one's carefully landscaped yard or pose a risk to a nearby structure, these activities are actually critical to maintaining Central Oregon's watershed health and create essential habitat for native wildlife.

The Beaver Response Team helps homeowners mitigate beaver damage through proven tools and techniques such as exclusion fencing, sand paint, flexible flow devices and culvert protective fencing. People experiencing beaver conflicts — whether on private or public land — can call the Beaver Response Team, and within 24 hours, field technicians trained in beaver mitigation solutions will provide an initial free consultation. Further resources and support are also available to include on-site assessments and field implementation services, for a nominal fee on a sliding scale.

Beavers are valuable to Oregon's high-desert watersheds. Environmental economists estimate that ecosystem benefits of improved water quality, water availability, vegetation and even flood control amount to \$120,000 per beaver. Oregon native wildlife (and many endangered species, including the Oregon Spotted Frog, Redband Trout and Sage Grouse) rely on the favorable habitat conditions created by beavers. By educating individual landowners and land stewards on these benefits and providing viable, alternative solutions to lethal removal, Think Wild hopes the program will help both humans and wildlife alike to coexist and even thrive.

To learn more, visit [beaverworks.org](https://beaverworks.org) or contact the Beaver Response Team (541-362-1024) for a free 30-minute phone consultation.

[beaverworks.org](https://beaverworks.org)



# Summit Medical Group Oregon Establishes Clinic for Diabetic Foot Care, Limb Salvage & General Podiatry

Summit Medical Group Oregon (SMGOR) recently announced the expansion of its Total Care model with the addition of podiatry, creating a first-of-its kind clinic in Central Oregon focused on improving diabetic foot care, limb salvage and general podiatry services. Podiatrist Jamie Paluck, DPM, joins SMGOR's Eastside Clinic, located at 1501 NE Medical Center Drive in Bend, beginning August 3.

Dr. Paluck is a podiatrist who has practiced podiatry in Bend since 2015. Her expertise includes evaluation and treatment of a wide variety of common foot and ankle-related problems including corns and calluses, ingrown toenails, plantar warts, sprains and strains, plantar fasciitis, bunions and hammertoe. She will also provide preventative foot

care for diabetic and other high-risk patients.

"We are thrilled to have Dr. Paluck join our team," states Russell Massine, MD, SMGOR chief physician executive. "Bringing podiatry on board will augment the already robust suite of services offered to SMGOR patients."

Dr. Paluck's inspiration to become a foot and ankle specialist was shaped by her father's below-knee amputation, which took place when she was a young child. Being fascinated by how her father moved with an altered gait, she decided to pursue a degree in biomechanics with a focus on gait mechanics (how joints move when we walk). From there, she went on to get her podiatry degree so she could apply her expertise in a clinical setting. "I'm excited to further my experience at SMGOR. Working in a multi-disciplinary

care clinic will allow more immediate access to other specialties and resources needed to improve the lives and overall mobility of my patients," says Dr. Paluck.

"Summit Medical Group Oregon is very excited to welcome Dr. Paluck to our Group and add comprehensive podiatry services to our Total Care model," said Justin Sivill, SMGOR regional chief operating officer. "Adding this new service and uniting it with our ever-expanding medical home model, endocrinology department and population health services will create a unique clinic in Central Oregon dedicated to improving diabetic foot care, limb salvage, and general podiatry services — all focused on dramatically improving patients' quality of life while lowering the total cost of care."

*smgoregon.com*

# NeighborImpact Offers COVID Rent Relief Programs

NeighborImpact's COVID Rent Relief program is supporting Central Oregonians who cannot afford rent due to circumstances related to COVID-19.

The coronavirus health crisis has had a huge economic impact on the nation. Individuals and families across the region have lost income and jobs as a result of the pandemic. While a moratorium on evictions has prevented homelessness for many, it has not eliminated or reduced the cost of rent, which continues to accumulate each month. When the moratorium lifts, many families will be facing eviction without the funds to pay several months' worth of past-due rent expenses. Through incredible investment by the Oregon Legislature's Emergency Board, Oregon Housing and Community Services and federal CARES Act funding, NeighborImpact is able to help eliminate the financial burden and stress with these rental assistance funds.

To be eligible to receive funds, households must:

- Reside in Crook, Deschutes or Jefferson counties or the Confederated Tribes of Warm Springs -AND-
- Have income at or below 80 percent Area Median Income as defined by their county (details below) -AND-
- Have lost a job or income due to COVID-19 -OR-

- Have compromised health status, elevated risk of infection or vulnerability preventing them from regaining financial stability due to COVID-19

NeighborImpact encourages anyone who needs help paying back rent or rent going forward or both to apply right away, even if you think that you may not qualify. Funds awarded will be paid directly to the landlord or property manager. Citizenship is not required to receive help; these funds will not create a public charge determination.

This program is one of many ways that NeighborImpact continues to support people and strengthen communities.

For more information or to apply for COVID Rent Relief, visit [neighborimpact.org/covid-rent-relief](https://neighborimpact.org/covid-rent-relief).

As an essential business providing essential services to disadvantaged individuals in Central Oregon, NeighborImpact will continue to serve all three counties and the Confederated Tribes of Warm Springs. Those needing assistance may access services via telephone and online or in person in Bend, Redmond and Madras.

For updates on NeighborImpact's response to COVID-19, visit: [neighborimpact.org/coronavirus-response](https://neighborimpact.org/coronavirus-response).

*neighborimpact.org*

Eighty percent Area Median Income per county (income before taxes):

	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
Crook County	\$34,400	\$39,300	\$44,200	\$49,100	\$53,050	\$57,000	\$60,900	\$64,850
Deschutes County	\$42,950	\$49,050	\$55,200	\$61,300	\$66,250	\$71,150	\$76,050	\$80,950
Jefferson County	\$34,400	\$39,300	\$44,200	\$49,100	\$53,050	\$57,000	\$60,900	\$64,850

# St. Charles Supports Local Businesses with Personal Protective Equipment

When St. Charles Health System put out an urgent call for personal protective equipment (PPE) donations in March, communities throughout Central Oregon rallied. Where the health system wasn't able to get critical supplies like N95 masks and nitrile gloves, dentist and veterinarian offices, and many other businesses stepped forward to help.

Within a week, St. Charles' received more than 14,000 items, including N95 and droplet masks, lab coats, gloves, safety goggles, bottles of hand sanitizer and rubbing alcohol, bouffant caps and face shields.

Now that the global supply and distribution of such items has improved, ensuring St. Charles is able to comfortably meet the Oregon Health Authority's PPE requirements for hospitals, the health system is working with Crook, Deschutes and Jefferson counties to re-distribute some of the donated PPE to those businesses that may need it.

"So many individuals and businesses generously spared what they could to make sure our frontline caregivers were able to care for patients during a

time when PPE was incredibly difficult to get," said St. Charles President and CEO Joe Sluka. "It was inspiring to experience that outpouring of support, and now we're happy to give back and help those businesses that may need PPE to stay open."

With the help of the Deschutes County Emergency Operations Center, which was able to distribute the PPE, St. Charles was able to give each county 7,000 latex gloves, 225 KN95 masks, 400 shoe covers, 1,500 surgical masks, 1,000 clear face shields and 150 isolation gowns, said Deschutes County Emergency Services Manager Nathan Garibay.

Local dentists, who needed PPE to reopen but did not meet the Oregon Health Authority's priority criteria for PPE, received most of the supply.

"The county had to prioritize the distribution of PPE we did have to certain medical providers, so St. Charles' donation allowed us to help other users who didn't fall into those priority categories," Garibay said.

In Jefferson County, Emergency Services Manager

David Pond said the PPE has already been divvied up among BestCare Treatment Services, dentist offices, food banks, veterans' services and a number of other nonprofit organizations. Any supplies that were left, he said, were added to the county's mass casualty incident stock.

"It's great that St. Charles is able to give these supplies back to the community," Pond said. "Many of these items are still somewhat difficult to get and are an additional expense to businesses, many of which are experiencing financial stress."

In Crook County, the Emergency Operations Center still has available thousands of nitrile and latex gloves, sizes extra small, small and medium. Some of the boxes have already been opened, so some of the gloves may not be suitable for use depending on the business, said Emergency Services Manager Michael Ryan. Those businesses that are in need of gloves may request them from the Prineville-Crook County Chamber of Commerce.

*stcharleshealthcare.org*



# Heat Precautions for Pets

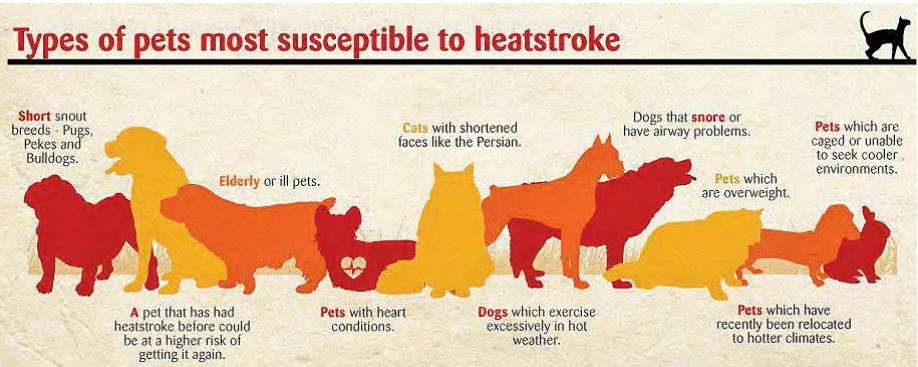
by LYNNE OUCHIDA, Community Outreach Manager — Humane Society of Central Oregon

The Humane Society of Central Oregon (HSCO) would like to offer tips on keeping your pet safe as temperatures rise on the high desert this week. The best spot for your pet is inside a safe, cool house. Dogs and cats cannot cool their body temperatures as efficiently as humans.

- **If your pet is outside during the day**, remember to provide protection from the sun and plenty of fresh, cool water. Remember that older, short muzzle and overweight dogs are more likely to overheat during hot weather. You can provide a wading pool to aid in cooling.



PHOTO | UNSPLASH



GRAPHIC | COURTESY OF HUMANE SOCIETY OF CENTRAL OREGON

- **Leaving your pet in a parked car can be a deadly mistake.** The temperature inside a car can reach over 100 degrees in a few minutes. Even partially open windows won't protect your pet from heatstroke.
- **Exercise your dog in the morning or evening when temperatures and pavement are cool.** The paw pads can get injured from the hot pavement and melted tar can get stuck to pad and hair. Pets need exercise but do it in the cooler hours of the day. Press your hand on pavement for ten seconds, and if it's not tolerable for you, it's too hot for your pets. Hiking trails and dirt also retain the heat.
- **Dogs in truck beds can suffer injury or heat stroke.** Veterinarians know all too well dogs that have fallen out of the truck bed which resulted in severely injured dogs or motor vehicle accidents from people swerving to avoid the dog. If you cannot touch the hot truck bed with your bare hand, your dog should not be on the hot metal. Debris from the road damages eyes.

Every year the Humane Society of Central Oregon warns people to keep their pets safe from the dangers of warm temperatures. Unfortunately, every year we hear of animals needlessly suffering from heat stroke. When summer heat hits, the City of Bend animal control receives four to eight calls per day regarding dogs left in hot cars.

The Humane Society of Central Oregon has posters available for businesses and car windshield flyers that educate people on the dangers of leaving pets in hot cars. The educational flyers list the warning signs of a pet suffering from heat exhaustion or stroke.

[hSCO.org](http://hSCO.org) • 541-382-3537



**CITY CLUB**  
OF CENTRAL OREGON

Conversation  
Creates  
Community

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# CENTRAL OREGON BUSINESS CALENDAR

## VIRTUAL BUSINESS EVENTS

### July 2

Noon City Club Livestream, Racial Injustice and the Tools of Civility, A Central Oregon Perspective. Questions to [info@cityclubco.org](mailto:info@cityclubco.org), watch at [cityclubco.org/live](http://cityclubco.org/live).

### July 23

5pm EDCO In Person AND Virtual PubTalk at McMenamins' O'Kanes Outdoor Patio, and livestreaming at [edcoinfo.com/edcoevents](http://edcoinfo.com/edcoevents).

### September 12

Deschutes County Sheriff's Office Public Shredding, *Prescription Drug Disposal On-Site Event* and *Canned Food Drive*, in Terrebonne. Information at [sheriff.deschutes.org/community/community-programs/events](http://sheriff.deschutes.org/community/community-programs/events).

### September 19

Deschutes Children's Foundation Ripples at Riverhouse on the Deschutes, Bend. Register at [www.deschuteschildrensfoundation.org](http://www.deschuteschildrensfoundation.org).

### September 24

5pm EDCO Virtual PubTalk. Livestream at [edcoinfo.com/edcoevents](http://edcoinfo.com/edcoevents).

### September 30

1-5pm Redmond Chamber Business Expo and Job Fair at Deschutes Fair and Expo Center Middle Sister. [www.visitredmondoregon.com/events/business-expo](http://www.visitredmondoregon.com/events/business-expo).

### November 19

5pm EDCO Virtual PubTalk. Livestream at [edcoinfo.com/edcoevents](http://edcoinfo.com/edcoevents).

## Email Your Upcoming Business Events to

# CBN@CascadeBusNews.com

## Deschutes Historical Museum

*Continued from page 3*

- Researchers MUST schedule an appointment for research; research will be limited to two individuals at a time in the research library to maintain social distancing. Please phone the museum at 541-389-1813 to schedule an appointment.
- Museum Heritage walks and onsite talks will resume at a future date to be determined.
- Our popular History Pub program is moving to an online format for July and August, with information on July to be released soon.

The Museum is following cleaning and sanitation procedures as guided by Deschutes County and Oregon State health authorities. The Board of Directors will continue to monitor the situation carefully and update policies and closures as necessary.

Museum staff are available to accept research requests, photograph orders and book orders via email ([info@deschuteshistory.org](mailto:info@deschuteshistory.org)) or by phone 541-389-1813.

[deschuteshistory.org](http://deschuteshistory.org)

## Kôr Receives Grant

*Continued from page 3*

designed to overcome challenges to board service often encountered by the many individuals who earn less than Bend's median income. The program reimburses expenses — for transportation, child-care, technology purchases and time off from work — that would otherwise preclude an individual from serving on Kôr's Board of Directors or Executive Committee.

The program's intent is to achieve a Board and Executive Committee that is truly representative of those communities that Kôr serves, which include the local Latinx community, seniors, single heads of households and individuals with disabilities. The program aims to affect real and lasting change in the organization's leadership and governance in order to better advance its mission, which is to provide a path to home ownership for all families so that they realize the positive health,

educational, economic and social benefits that homeownership affords.

Those interested in serving on Kôr's Board of Directors or Executive Committee may contact Executive Director Amy Warren at [awarren@Korlandtrust.org](mailto:awarren@Korlandtrust.org) or 541-797-4418.

Kôr Community Land Trust Land was founded in 2014 to provide affordable, sustainable and equitable homeownership opportunities for those who contribute to the fabric of the Bend-area economy and community. Kôr is Central Oregon's only housing provider to use the nationally recognized and successful community land trust model to provide a permanent solution to the housing crisis. Kôr is currently building two, five-cottage communities, one off 27th Street in southeast Bend and one at 2500 NE 8th Street in the Orchard District. Kôr builds homes with the goal of net-zero energy, wedding affordability with sustainability to create vibrant homeowner communities that are attainable to families whose incomes range from very low to middle income.

[korlandtrust.org](http://korlandtrust.org) • 541-904-5145

## Tour Companies Reopen

*Continued from page 17*

began June 19, and most of Mt. Bachelor's other offerings begin the first week in July. In developing its safety procedures surrounding COVID, policies were created following the recommendations of the Centers for Disease Control and Prevention (CDC), Oregon Health Authority (OHA) and Executive Orders issued by Governor Brown ([mtbachelor.com/info/covid-19-updates](http://mtbachelor.com/info/covid-19-updates)).

At this time, there are no capacity constraints on Mt. Bachelor, and no required reservations beyond activities that typically require them, but guests are asked to be aware of the new protocols and to take personal responsibility when visiting the mountain. Those who don't may be asked to leave and could risk future pass suspension. To enhance safety, the new ZipTour zip line is a dual line, with 6 feet 9 inches between them, and there is ample signage to ensure physical distancing. ZipTour guides will wear masks when interacting with guests and gloves when interacting with trolleys. Each Zip line guest helmet, harness and trolley will be cleaned between uses with Terra Nova-approved products.

To further ensure cleanliness, sanitizer will be readily available for guests around the mountain, and payment and ordering practices have changed to enable physical distancing and to minimize contact. Mt. Bachelor's food and beverage outlets follow CDC and State of Oregon guidelines in regard to physical distancing, and each member of the food and beverage staff has obtained state-regulated food handler's certifications and been given training in regard to COVID precautions. In the RV parking area, Powered RV spaces are now staggered, and portable hand-washing stations are located near the plaza for anyone using the garbage bins or the shower token machine.

For mountain bikers and others who want to get out on the trails and carefully

enjoy all that nature has to offer this summer, Stryker provides the following advice. "Know the trail etiquette, ride earlier or later shuttles to avoid peak times and tone it down a bit. Ride within your means; don't do big huge jumps unless you are 100 percent confident. Keep safe to avoid needing health care. Go out prepared: have water, food and tools and be self-sufficient so others don't have to jump into your space and help you."

Although it remains to be seen how tour companies will fare this year, the owners are cautiously optimistic. "We are trying to build up some funds. If we can make it through this summer and pay all our operating costs — and still keep the lights on and get to next season — we'll be OK," said Stryker. Though she and her husband are hoping they can stay open and functional over the summer, she said that as a family-run business, they do worry about getting shut down again should Deschutes County experience a huge outbreak. "We are almost out of PPP funds. We don't want to take a loan out if we may go bankrupt. But that's Plan Z. We are hoping that doesn't come up. I don't think tourism is going to go away in Bend. But we as a family business are questioning if we can continue to do this, and do it safely. We are dealing with some existential questions right now." She added, "But today, we are feeling confident. We are grateful to our season passholders and people who, even in the pandemic, have been coming in and spending money in our business. They don't have to. People have invested in us. They have been very generous. We really appreciate the support of the community."

Nissen said that if there is a silver lining in the COVID situation, it is about reuniting with staff, colleagues and clients, and the support that the Central Oregon community has offered. "Through this experience, I think many in our community have been positively affected by the tightly knit relationships and friendships that we are lucky to have. It is humbling to lean on others, and it is gratifying to be able to give to others."

[cogwild.com](http://cogwild.com) • [wanderlusttours.com](http://wanderlusttours.com) • [mtbachelor.com](http://mtbachelor.com)





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COMMERCIAL PERMITS WEEK ENDING 6-12-2020

Deschutes County

- \$190,000.00 - Commercial Alteration (Elite Soil) at 62870 Johnson Ranch Rd. Bend 97701 OR  
Owner: Elite Soil, LLC 62870 Johnson Ranch Rd. Bend, OR 97701 541-213-4347 Permit # 247-20-001812-STR
- \$20,000.00 - Commercial Detached Accessory Structure (Mt. Bachelor) 218 sf. at 13001 Century Dr. Bend 97702 OR  
Owner: Mt. Bachelor, Inc. PO Box 1000 Bend, OR 97709 Permit # 247-20-003048-STR

City of Bend

- \$211,000.00 - Commercial Alteration (Three Hammocks, LLC) 3,990 sf. at 2680 NE 2nd St. Bend 97701 OR Owner: Three Hammocks, LLC 173 16th Ave. Sea Cliff, NY 11579  
Builder: Compass Commercial Construction Services 541-330-2449 Permit # 19-6209
- \$15,000.00 - Commercial (St. Charles-US Cellular) at 2500 NE Neff Rd. Bend 97701 OR  
Owner: St. Charles Medical Center PO Box 5789 Bend, OR 97708 Builder: Tool Tech, LLC 503-453-7624 Permit # 20-1585

City of Redmond

- \$75,000.00 - Commercial Alteration (Dutch Bros Coffee) at 1990 S Hwy 97 Redmond 97756 OR Owner: Huiyu Cao PO Box 2352 Saratoga, CA 95070  
Builder: Summit Properties and Development Co. Inc. 248-625-4711 Permit # 711-20-000899-STR
- \$28,000.00 - Commercial Addition (Baxter Builders) at 601 E Antler Ave. Redmond 97756 OR Owner: Maynard Alves 500 SW Bond St. #101 Bend, OR 97702  
Builder: Baxter Builders, LLC 541-647-2595 Permit # 711-20-000959-STR
- \$28,000.00 - Commercial Addition (Baxter Builders) at 601 E Antler Ave. Redmond 97756 OR Owner: Maynard Alves 500 SW Bond St. #101 Bend, OR 97702  
Builder: Baxter Builders, LLC 541-647-2595 Permit # 711-20-000960-STR

COMMERCIAL PERMITS WEEK ENDING 6-19-2020

Deschutes County

- \$29,534.00 - Commercial Alteration (World’s Children) at 352 E Hood Ave. Sisters 97759 OR Owner: Peterson Tool Manufacturing Company 8333 SE 17th Ave. Portland, OR 97202  
Builder: John McQuay Stitley 541-390-4670 Permit # 247-20-002953-STR
- \$15,000.00 - Commercial Alteration at 51470 Hwy 97 La Pine 97739 OR Owner: Altra, LLC PO Box 1287 La Pine, OR 97739  
Builder: Bend Originals, LLC 541-280-0456 Permit # 247-20-003159-STR

City of Bend

- \$420,000.00 - Commercial Alteration (Bend Family Dentistry) at 660 NE 3rd St. Ste. 3 Bend 97701 OR Owner: Bend Towne Center Limited Partnership 6770 SW Canyon Dr. Portland, OR 97204  
Builder: Stilson Builders, Inc. 541-419-2556 Permit # 19-6197
- \$372,824.00 - Multi-FD 3,024 sf. at 20138 Flowing Water Wy. Bend 97702 OR  
Owner: Oregon Builders Developers, LLC 3321 NW Panorama Dr. Bend, OR 97703 541-480-9985 Permit # 20-1268
- \$295,509.00 - Commercial Alteration (Belfor) 5,574 sf. at 61563 American Lp. Bend 97702 OR Owner: Bryant Enterprises, LLC 1215 NW Canyon Dr. Redmond, OR 97756  
Builder: Belfor USA Group 503-408-8880 Permit # 20-0417
- \$90,002.00 - Commercial Alteration (Crescent Nails) at 1288 SW Simpson Ave. Ste. J Bend 97702 OR Owner: Forum Westside, LLC PO Box 529 Eugene, OR 97440  
Builder: Graphic D Signs, LLC 503-256-2064 Permit # 20-0249
- \$15,000.00 - Commercial (AT&T Cell Tower) at 2002 NW Glassow Dr. Bend 97703 OR Owner: Benjamin H Gilchrist Revocable Trust 2002 NW Glassow Dr. Bend, OR 97703  
Builder: Mastec Network Soutions, LLC 404-541-1300 Permit # 20-1322

City of Redmond

- \$17,500.00 - Commercial Alteration 736 sf. at 106 SE Evergreen Ave. Redmond 97756 OR Owner: Michael F & Mary A Lantz 323 SW Canyon Dr. Redmond, OR 97756  
Builder: Philgood Contractors, Inc. 541-279-1579 Permit # 711-20-000880-STR

Can Less Be More?

Continued from page 25

to a thousand Oregonians speaking to them about “Being a Muslim in America.”

Today we have together built a network of friendships that believe in a compassionate world, with dignity, equality and human rights for all.

Soraya is Sri Lankan native, living in California. She’s a mother of two children, a talented lawyer, acclaimed author, an international women’s rights advocate and a facilitator for OMNIA Institute for Contextual Leadership, a Chicago-based nonprofit that trains leaders for Interfaith Peacemaker Teams. She has traveled and spoken extensively around the globe.

Our meeting spurred me to wanting to see this beautiful country located adjacent to India and do so while Soraya was visiting her homeland. When Sophie and I visited Sri Lanka, Soraya graciously introduced us to the students and teachers at St. Margaret’s. She mentioned that she was leading the charge to raise the \$14,400 needed to build two new classrooms and their first toilets with running water. It was at that moment that I had an epiphany that I would help with her goal to raise the funds needed for the project. Just last month, I received amazing news that we received a grant that I applied for through the Valmark Global Gift Fund. As a member office we were able to apply, and we received half of the amount to make our vision come true! Next it was my quest to raise the other half, which equates to \$7,200. This amount may seem small, however, to the people of this village, it is an enormous amount and will make a positive impact on the lives of their children. Each day we get closer to our goal and I’ll keep you posted as this new school becomes a reality later this year. You can learn more at [globalgiving.org/projects/running-water-and-top-school-spots-for-tea-farm-kids](http://globalgiving.org/projects/running-water-and-top-school-spots-for-tea-farm-kids).

I believe there are certain keys to life and I’d like to share a few of them with you:

- There is so much strife currently in our country because some people only

want to associate with others who are just like them. Rather than shun, reject and misunderstand people who are different from us, I suggest we welcome, accept and embrace them. In 2020 there are 195 countries, 4,200 religions and roughly 6,500 spoken languages in the world today. I enjoy world travel to experience those who are so very different from me and our culture. I think it would be boring if we were all the same! Let’s not see through each other but help see each other through these challenging times.

- Live below your means to have the time to be happy. It’s an effective way to reduce your stress and increase your joy!
- Let’s face it; the real measure of wealth is our peace of mind, family, friends and the legacy we leave to others. Winston Churchill may have said it best; “We make a living by what we get. We make a life by what we give.”

As we work our way through a summer of COVID, protests, unemployment, a contentious presidential campaign, volatile stock markets, excessively heated real estate markets, tourism, our children who don’t even know if they will be returning to school in the fall and an overall energy of fear — I hope we can all do our best to slow down, breathe, be grateful for what we do have and maybe even learn from the content and gregarious children of St Margaret’s School in Uda Pussallewa, Sri Lanka.

David Rosell is President of Rosell Wealth Management in Bend. RosellWealthManagement.com. He is the creator of Recession-Proof Your Retirement Podcast and author of Failure is Not an Option — Creating Certainty in the Uncertainty of Retirement and Keep Climbing — A Millennial’s Guide to Financial Planning. Find David’s books on Audible and iBooks as well as Amazon.com and Barnes & Noble. Locally, they can be found at Newport Market, Sintra Restaurant, Bluebird Coffee Shop, Dudley’s Bookshop, Roundabout Books and Sunriver Resort.

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*Pictured at the groundbreaking ceremony on June 10 are Jay Battleson of JBattleson Design; Phil Doza and John Kvapil of DKA Architecture; Steve Buettner of SunWest Builders; and CEO Eric Alexander and Board Chair Suzanne Lafky from Partners In Care.*

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Northwest Framing Systems

Cascade Heating & Specialties

Cci Bend, LLC

Vic Russell Construction, Inc.

Botanical Developments

Bend Concrete Services Co

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Bell Hardware

Eagle Roofing Co

Sierra Pacific Windows

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