Bend’s Wahoo Films Celebrating 15 Years of Creativity & Growth

by RONNI WILDE — CBN Reporter

Fifteen years ago, Michelle Alvarado had just come off a year of traveling in a van and compiling videos to produce a documentary when a new phenomenon was emerging. YouTube had launched in 2005, and Alvarado quickly recognized the marketing potential of online videos. At the time, television commercials were the primary means of advertising, but Alvarado saw online videos as an affordable way for companies to reach large national audiences, so she took a leap and opened Wahoo Films in Bend just months after YouTube launched.

“In 2005, YouTube became a company, and so did Wahoo Films,” says Alvarado. “I wanted a business that produces short films with big impact, and YouTube was the perfect platform to do that. At first it was clunky, low-quality technology, so Wahoo Films became unique in producing videos for online. From then on, we continually adapted to the fast-changing technology as other social platforms favored video.”

Right out of college, Alvarado left a job working at National Geographic Feature Films in Los Angeles for a position at the Monterey Bay Aquarium doing video production, she explains. “With experience working with amazing teams including BBC, IMAX and Showtime, now in my mid-20s, I felt I was ready to produce my own documentary. I set off with my boyfriend in a van for about a year. It was a struggle but at the time, you needed to have a long-format documentary that would run on television. Apparently, my best skills were in telling meaningful stories and visual artistry in a short amount of time.”

When Alvarado started Wahoo Films, she had been living in Bend for three years. “I was seeking. “She adds, “I had all of this too siloed and struggled to find the story I was seeking.”

When Alvarado started Wahoo Films, she had been living in Bend for three years. "I was searching for a way to combine my two passions, but at the time, you needed to have a long-format documentary that would run on television. Apparently, my best skills were in telling meaningful stories and visual artistry in a short amount of time."

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Wild Mike’s Pizza Plans Large-Scale Relocation to Redmond

by RONNI WILDE — CBN Reporter

During its meeting on March 9, the Redmond City Council unanimously approved a plan to allow a total relocation of Wild Mike’s Ultimate Pizza from Portland to Redmond. Wild Mike’s, a third-generation frozen pizza manufacturer operating in Clackamas, will move all its operations and corporate headquarters to Redmond — a project that will ultimately bring more than 100 jobs and $40 million in investment money into the region. The Council vote comes after a year of partnership conversations between Wild Mike’s — a dba of SA Piazza & Associates, LLC — and the City of Redmond and Redmond Economic Development Inc. (REDI).

“We are thrilled the Redmond City Council took action to unanimously approve the Long-Term Rural 15-year Enterprise Zone tax abatement incentive, further supporting our sentiment that the Wild Mike’s Project is a big win for the Redmond community, and the type of private-sector investment this program was meant to attract,” says Jon Stark, senior director of REDI. The company’s plan is to purchase the 46-acre parcel located at NE 9th Street and Antler Avenue and invest approximately $40 million to build a new facility of up to 270,000 square feet that will eventually employ at least 114 people. “This is a great example of a public-private partnership to encourage economic development in Redmond,” Stark said.

It’s an exciting time for the tech industry in Central Oregon as companies continue to attract new businesses and those looking to relocate from other areas, and the high-tech sector is part of the influx. Cognito, an identity verification company founded in Palo Alto, California in 2014, moved its headquarters to Sisters about a year ago, and has been on a steady growth path ever since.

“We chose Sisters for our new headquarters in part due to the unpublicized, growing high-tech-knowledge employment base that the community possesses,” says Alain Meier, co-founder and CEO. “Cognito saw the need to grow in a location where we can hire incredible talent that have a variety of different interests and backgrounds.”

Justin Goodkind, Cognito’s director of sales, had formerly worked for the Los Angeles County Economic Development Department and at RUPP, a startup that developed a mobile app for police departments. “Cognito is an example of a company that was built in Silicon Valley, then moved to the high-impact tech community in Bend,” says RUPP’s CEO Stark. “This is a great example of a public-private partnership to encourage economic development in Redmond.”
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Jefferson County Fairgrounds Announces Construction of a New Show Barn

The Jefferson County Commission approved construction of a new Show Barn structure to be built at the Fairgrounds, giving new life and more opportunities for 4H and FFA students to show and sell their animals and new rental opportunities for the fairgrounds. “In 2020, we had to take down the old Livestock Barn, which was in very poor shape and became unsafe to occupy. At the same time, we began dreaming about what we could do to replace that lost structure. Through a coalition between Jefferson County, 4H, FFA, The Jefferson County Livestock Association and the County Fair Board, we started making plans for something new,” said Fairgrounds Coordinator, Brian Crow. The new Show Barn will be the biggest building constructed at the property in the last 70 years, measuring 100’ wide by 140’ deep and will be located in the field just south of the current Show Barn. It will be constructed out of steel to ensure that it lasts for generations. The cost for the project is $376,825, Triple C Contracting, LLC was awarded the contract for construction. “Over the last two years, we have had laser-like focus on what we can do to improve our facilities within our means,” said Fairgrounds Coordinator, Brian Crow. Triple C Contracting, LLC was awarded the contract for construction. The new Show Barn will be the biggest building constructed at the property in the last 70 years, measuring 100’ wide by 140’ deep and will be located in the field just south of the current Show Barn. It will be constructed out of steel to ensure that it lasts for generations. The cost for the project is $376,825, Triple C Contracting, LLC was awarded the contract for construction. Over the last two years, we have had laser-like focus on what we can do to improve our facilities within our means,” said Fairgrounds Coordinator, Brian Crow.
The nonprofit organization was launched in 2006, with City funding, to focus on public engagement, and to take on the role of supporting community members regarding shaping the city’s growth.

Martinez went on to join Bend 2030 from 2014-20 as a Board member, including two years as chair.

Martinez added, “Bend 2030 was created to steward the vision adopted by the community in 2006. Its job was twofold: to sustain momentum towards the community vision and to bridge the gap between aspiration and action, connecting the values, dreams and passion of Bend residents to the public, private and non-governmental organizations with resources that can make the vision reality.

“As an all-volunteer board of advisors, we addressed all aspects of citizen concerns, canvassing opinions and reporting to the City Council.

“The process encompassed reaching out to stakeholders on issues important to the community, such as affordable housing and transportation, collating diverse input and presenting a report to city council as a kind of conduit for the community.

“The City has listened and incorporated such public feedback in policy, including adopting our recommendation to have an elected mayor rather than it being an appointed position, as it was previously.”

Around the same period, Martinez joined the Bend Chamber as a Board Member, becoming Board President in 2019.

He observed, “My goal was to advance the general welfare and economic prosperity for the city of Bend and promote its economic, civic, commercial and cultural interests.

“This fit with my desire to be involved in helping create and continue a collaborative system to help business grow and prosper and be part of a driving force in shaping Bend’s growth as a premier place to live and work.

“My purpose has been to foster a business environment collaborative and supportive both of people already here and those coming.

“There has been a sense of wanting to return the favor to a community that has given me the ability to succeed. I will always be thankful for the opportunities I was presented with and provided to me and my family.

“It is rewarding to be part of an effort to maintain and grow a positive environment for future generations and as a parent you want to give opportunities for our children to succeed here. You do the best you can and see if you can impact how the community moves in a positive direction.

“You can’t really complain about the ramifications of growth and so forth if you are not prepared to get involved and let your voice be heard.”

As for retirement plans, Martinez is looking forward to not having 7am workday starts, as well as exploring travel destinations with his spouse, in what is hoped will be a post-COVID world, and tackling “a lot of projects around the house!”

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With winter beginning to wind down in Central Oregon, the real estate market remains in extremely high demand, regardless of the winter temperatures, which typically indicates a slower-paced real estate environment. The real estate trends continue to escalate due to many homeowner’s abilities for remote working where many are able to upscale their lifestyle as compared to urban metropolitan areas. In our monthly Trend Reports, we offer valuable insights by reviewing last month’s market activity. This information can be a beneficial resource for any upcoming or changing trends we might see as we begin the new year.

March 1 Inventory and February Activity

With only 75 active listings as of March 1, the lowest we have seen over the last few months, the Bend market decreased in available listings on the market. Homes continue to sell at a rapid pace, leaving homebuyers empty-handed and ready to buy on the spot. Now would be an excellent time for a homeowner who might otherwise wait until spring to list a home for sale. Both Bend and Redmond’s current listings are far fewer than previous months and those currently listed will not stick around for long. Redmond’s active listings, as of March 1, showed 50 homes overall. As we gear up for the spring, we see the combined active listings for Central Oregon at only 125 homes.

February numbers for the Redmond market shows us 70 homes sold, 80 new homes on the market and 98 homes pending. The bulk of active homes on Redmond’s market remain in the $525,000-and-up price range, showing 20. The $225,000-$325,000 had three active listings, the $325,000-$425,000 range had 14 active listings and the $325,100-$425,000 price range showed 13 active listings.

For Bend, the numbers in February continued to illustrate a market with low inventory. There were no active listings in the $225,000-$325,000 range, four in the $325,100-$425,000 range, ten in the $425,100-$525,000 range and nine in the $525,000-$625,000 price range. The $625,000-$725,000 had five active listings, the $725,000-$825,000 had six actives and the $825,000-$925,000 showed six active homes listed. As you can see from our Market Trend Report, there was a noticeable decrease in homes available in the higher price ranges, showing 16 homes in the $925,000-and-up price range. For Central Oregon overall, the supply and demand are not equally matched as more out-of-state buyers eagerly attempt to relocate to our beautiful area. It truly is an unmatched seller’s market for those homeowners considering selling their property for top value.

With a fast-paced market, buyers often look for competitive pricing as they consider properties. If you are selling your home and trying to price your property, we encourage you to consult with your trusted Duke Warner Broker for seasoned, expert advice. Our brokers will share their experience, knowledge and excitement while they work for you. Our Duke brokers know how to price properties according to the market trends and current housing competition.

Sold and Pending Listings

Bend had 161 pending homes in January and 166 in February. These numbers showcase the need for more listings to keep up with the demand to buy a new home in Central Oregon. For sold listings, there were 215 in December and 154 in January. In Redmond, we saw 142 sold in October and 70 in February. History in the making as we continue to see real estate needs escalating in the Bend and Redmond real estate market!

Looking Ahead

Many of us know and value this special place we call home. Central Oregon is a beautiful place to live and no matter what stage of life you are in, there is something for everyone in the real estate market. As you consider your housing needs, start to plan and look ahead, whether you want to buy or sell a home, keep us in mind for your real estate ventures. Our professional brokers are here to offer great insights as you navigate your next home experience. Give us a call today and let us help you get started! We can be reached at 541-382-8262 or send us an email at info@dukewarner.com.

DukeWarner.com

Sold and Pending Listings

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Bend Real Estate Market Trend Report

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How to Foster Company Culture in “the New Normal” We Live in Now

by AMY DELANEY, Marketing & Business Development Manager — Kernutt Stokes

Over the past year, the COVID-19 pandemic has redefined “normal” in almost every aspect of our lives, including our work lives.

Many employees have been forced out of the traditional office environment where they’ve always worked and adapted to a new work-from-home model. A big part of the workplace experience is the daily interaction with our work family. Not surprisingly, this personal and social aspect of work has suffered a major blow during the pandemic. This raises some questions: How do we maintain our company culture in this new type of work environment? And what are the keys to staying socially connected even when we have to be physically distant?

Use Technology to Stay Connected

Being apart means we can’t just poke our head into our neighbor’s cubicle for a quick chat about a work problem, upcoming meeting or what we watched on TV last night. Granted, watercooler talk can be a productivity killer if it’s excessive, but when it has been reduced to almost nothing, we lose a bit of our humanity and that personal connection with each other.

Works teams, regardless of how social they might be, still need to maintain human interaction and a collaborative atmosphere. Using apps to chat, video call or talk allows team members to jump in when they want to talk and be social, or disconnect when they need time to focus. There are a variety of technology solutions that offer this capability, and you most likely already have one that you’ve been using for the past year. So, throw on a headset and invite your coworkers to join in! We have virtual coffee chats twice a month, where any employee can join if they want, and we break into small rooms for a quick 15-minute chat to “see” each other and catch up.

Maintain Normal Routines as Much as Possible

The suggestions above are close to what you might normally do at work on a regular basis, just translated to a virtual world. This principle applies to most every aspect of work life. We need to continue doing the things that we would normally do if we’re to maintain our company culture.

Hopefully you have kept traditions such as celebrating your coworkers’ birthdays or handing out praise to teammates for a job well done. Keep doing this! Even if you’re sure your team knows what they are supposed to be doing, consider a weekly or bi-weekly meeting to discuss the work. If nothing else, this keeps you talking and leads to a collaborative effort in reaching your goals. Work must go on whenever possible, so it’s important to find ways to connect your team to the resources that they have when they’re in the office.

Keep the Human Touch

You probably feel like it’s more important than ever to maintain focus on your business priorities. This is critical, especially if you’re in a leadership position, but also make sure your team knows that you care about them personally as well. Check in with your teammates individually to ask how they’re doing and make sure they have what they need to stay productive at work and happy at home.

If your company has an Employee Assistance Program (EAP), now is a great time to remind your employees of this benefit. Many EAPs offer access to mental health assistance, which is probably more important than ever and can be a big factor in how your employee is doing at work and at home.

Perhaps most importantly, we need to give one another some grace in this period where we all continue to adapt to the remote work environment, at least for a little while longer. Nothing is running perfectly for any of us right now, and an extra dose of patience and understanding will go a long way toward reducing some of the stress.

Ask your colleagues how you can help share their load and make life easier. This might not be a common thing in your workplace, and it might feel uncomfortable at first, but it’s a key component of letting others know you care.

With a little luck, these tips will have a positive impact on your company culture that lasts even after we all come back to the office.

KernuttStokes.com
Cognito

Corporation and vacationed in Central Oregon all his life, he says, “I developed a relationship with Roger Lee, (CEO of Economic Development for Central Oregon), and we attempted to collaborate on several things between Los Angeles and Central Oregon. I have always felt very strongly about this region and the opportunities it can afford people. My goal has always been to bring more business here. Moving Cognito to Sisters has been an opportunity to help relocate more high-value business here.”

Cognito was founded by Meier, John Backus and Chris Morton under the name BlockScore, which is still the company’s legal name. “They got their start coming out of Stanford. They were really looking for ways to improve identity verification and what is called watchlist screening,” explains Goodkind. Meier had helped launch the Stanford Bitcoin Group while studying at Stanford University, where he recognized the need for more advanced anti-fraud and compliance tools for businesses. During that time he joined Y Combinator, a Silicon Valley-based seed money startup accelerator that has helped more than 2,000 companies launch since 2005.

While in Y Combinator, the team began supporting companies such as Brex, Coinbase, Current and Nextdoor, helping them to scale onboarding while satisfying regulatory compliance requirements. Today, Cognito has over 500 clients, representing more than 100 million individuals through its platform, and it continues to carve a niche in the financial services industry as a fintech leader.

“Companies have to verify that the people they are working with or providing services to can legally do business. It’s called KYC (know your customer) watchlist screening,” explains Goodkind. This process is primarily needed with individuals, he says, such as when a bank is opening a new account with a customer and needs to ensure that the person is not on a watchlist of any kind and is safe to do business with. “That was the original business we started with, and we’ve iterated on that several times to create a modern solution for businesses. On the identity verification side, we can take a ten-digit U.S. phone number and combine it with just an individual’s name, and from that we can do a complete identity verification.”

Goodkind says that on the watchlist screening side of Cognito, they have several clients with millions of customers. “Our differentiating factor is that we are able to screen on a daily basis and let them know if any of their customers have shown up on a watchlist between yesterday and today. We can do that across 18 languages. You can put someone’s name in with Chinese characters, and get it back in any language, from Latin to Arabic. The languages also include non-Latin sets.”

Notable Cognito customers include Coinbase, Quadpay and Nextdoor. “Primarily, a good percentage of our business is financial companies, but we also service companies that need age verifications, like e-cigarette companies, or address verifications, like Nextdoor,” says Goodkind.

Though Cognito is a fully distributed workforce company with all employees working remotely, Goodkind says that at one point, they maintained an office in Palo Alto, but it was very expensive to do so. In 2018, Goodkind — who had since moved to Central Oregon — was hired by Cognito. "After I was hired, I very quickly wanted to bring on employees for other roles, including our account manager, and she lives in Sisters. Soon after, the company realized there were significant advantages to moving the legal headquarters to Central Oregon." An office space became available in Sisters at the FivePine Lodge complex, he says, so the decision was made to legally move the company there. While the staff all still work from home, the office space in Sisters serves as the legal headquarters and provides a meeting space.

“We have now hired three people who live in Central Oregon for jobs that are highly tech and highly paid. Cognito allows our employees to buy lunch on the company on a daily basis. We also pay for gym memberships, and we are happy to pay for coffee, desks or anything else needed to make the home environment appropriate for work,” says Goodkind. “The company is paying for things that amount to as much as $5,000-$6,000 per employee, and this benefits the local economy in Central Oregon.” He adds, “We brought on our third Central Oregon hire about seven months ago. We are expanding as fast as we can. In fall of 2018 when I came on, we had eight employees; now we are at 18-19. And we are just about to post another position: We hope to find a local hire for a sales development representative. We are on a pretty fast growth track.”

“We have new hire three people who live in Central Oregon for jobs that are highly tech and highly paid. Cognito allows our employees to buy lunch on the company on a daily basis. We also pay for gym memberships, and we are happy to pay for coffee, desks or anything else needed to make the home environment appropriate for work,” says Goodkind. “The company is paying for things that amount to as much as $5,000-$6,000 per employee, and this benefits the local economy in Central Oregon.” He adds.

“Continued from page 1

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Express Employment Professionals Nabs ClearlyRated’s 2021 Service Excellence Awards

The Bend Express Employment Professionals office announced that they have won Best of Staffing Client and Talent Awards for providing superior service to their clients and candidates.

Express also received Best of Staffing Talent Diamond Award for providing superior service to candidates for at least five consecutive years.

In partnership with presenting sponsor CareerBuilder and gold sponsors Indeed and Talent.com, ClearlyRated’s Best of Staffing Award winners have proven to be industry leaders in service quality based entirely on ratings provided by their clients and candidates.

On average, clients of winning agencies are two times more likely to be completely satisfied and candidates who have been placed by winning agencies are twice as likely to be completely satisfied with the services provided compared to those working with non-winning agencies.

“We are honored to receive the Best of Staffing Client and Talent Awards as a recognition from our clients and associates,” said Franchise Manager Chris Petty. “They are the lifeblood of our business and we thankful that we have had the opportunity to serve this amazing Central Oregon region for over 38 years!”

Express received satisfaction scores of 9 or 10 out of 10 from 67.9 percent of their clients, significantly higher than the industry’s average of 38 percent. More than 68 percent of placed job candidates also gave Express a satisfaction score of 9 or 10 out of 10 compared to the industry average of 40 percent.

“After one of the most turbulent years in modern history, winners of the 2021 Best of Staffing award have proven their commitment to go above and beyond in support of their clients and placed talent,” said ClearlyRated’s CEO and Founder, Eric Gregg. “These service leaders have demonstrated their capacity to be agile, to be precise and to prioritize the client and talent experience above all else. It is my honor to celebrate and showcase the 2021 Best of Staffing winners alongside feedback from their actual clients and placed talent on ClearlyRated.com.”

Express is committed to the vision of helping as many people as possible find good jobs by helping as many clients as possible find good people. With its international headquarters based in Oklahoma City, Oklahoma, Express has more than 830 franchises in the U.S., Canada, South Africa, Australia and New Zealand.

The Central Oregon Express Employment Professionals franchise began operation in 1983 and serves the tri-county region with temporary help and direct hire employees in a variety of fields, including administrative, commercial, skilled trades, engineering, accounting/finance, human resources and more.

The Bend office, located at 61379 S Hwy. 97, Bend, OR 97702 is currently accepting applications.

ExpressPros.com/BendOr
The policy should:
- be a standalone document. Like all policies, it must be applied equally to all employees to address this unique work environment.
- address to what extent, for which employees and how to navigate compliance issues.
- whether to allow continued remote work once it is no longer mandated by the state. If you decide to continue allowing remote work, you must determine: to what extent, for which employees and how to navigate compliance issues. Next, it is time to develop appropriate telework policies and agreements to address this unique work environment.

Your remote policy can be included in your company handbook or it can be a standalone document. Like all policies, it must be applied equally to all employees, and in this case, to those employees who seek to work remotely. The policy should:

- Indicate what factors determine the decision to approve a telecommuting arrangement.
  - Factors may include: position, cost, job duties, performance history, related work skills, interrelationship with duties of other persons and the impact on the company.
  - Include language that makes clear that the company retains full discretion to permit an employee to telecommute.
- Indicate that work rules, policies and applicable laws continue to be enforced at the home office.
- Require approval before an employee may begin teleworking in another state.

Before an employee begins, or shifts to a more permanent, remote work arrangement, you should implement a telework agreement to govern the arrangement with each teleworking employee. Use the agreement to set expectations with regards to level of productivity, working hours and home workspace. The agreement should address:

- Work conditions — most likely these stay the same as in the office. Let employees know they can expect the same: Work duties and responsibilities; Compensation and benefits package; Work status, including seniority; and Working hours and the amount of time the employee is expected to work each day or each week, including, for non-exempt employees, when they will take mandatory breaks.
- Equipment — cover what will be provided, and the employee’s responsibility to make every effort to protect company equipment from damage or theft.
- Confidentiality — address extra precautions the employee will need to take in the home office context to maintain client and company confidentiality.
- Workplace policies and laws
  - Leave laws, workers’ compensation and wage and hour laws apply and still need to be followed from home, including meal and rest breaks, minimum wage and overtime.
  - Include a plan to manage compliance remotely.
- Attire and etiquette — you may want to include rules for virtual video conferences.

Liability is another matter to consider when deciding whether to grant telework requests.

Workers’ Compensation: You will likely be liable under workers’ compensation for injury to your employee while working from their home office. Mitigate risk by having a firm policy on remote work hours and location, and by reminding employees to follow company safety guidelines from their home offices. To alleviate risk of injury due to ergonomic issues at the remote employee’s home office, you may want to inspect the home worksite, require employees to complete and sign a checklist or supply necessary equipment.

Discrimination Claim Risks: You risk a discrimination suit if your teleworking policy is not applied in a consistent manner. If an employee who would like to telework believes they have been unfairly denied the opportunity, while it appears that similarly situated employees are allowed to work remotely, the situation could open you up to a claim of unfair treatment or discrimination based on a protected characteristic. Be sure to document the business reasons you weighed in making your decision regarding whether to allow each employee to telework. Allowing telework for some but not others will likely result in a lawsuit by the employee you denied. Be sure to have a telework agreement that covers all employees.

Third-Party Liability: If your remote employee sees clients at their home office, you could face potential liability for injury to third parties. Make clear that employees are not to meet with clients from their home offices, and that you assume no responsibility for injuries occurring to persons aside from your remote employee, or outside the agreed-upon remote work hours or workspace.

Confidentiality: It may be more difficult to ensure that trade secrets remain protected. It will also take more precautions to ensure that confidential client information remains protected at remote employees’ home offices. The telework agreement should address how this information should be safeguarded.

Get in touch with employment counsel for help crafting a telework policy that makes sense for your company and telework agreements that fit your business needs.

Julie Preciado is an attorney at Barran Liebman LLP, where she represents employers in a variety of employment law matters. Contact her at 503-276-2126 or jpreciado@barran.com.

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by TERRY WALKEY

The COVID-19 pandemic is perhaps the greatest threat to team connectedness we have ever seen,” noted authors Michael Lee, INSEAD assistant professor of Organizational Behavior, and Koen Veltman, founder of Organization Builders in The Great COVID-Driven Teamwork Divide. The article reported on the authors’ recent survey which found 45 percent of respondents reported a decline in teamwork while one-third reported improved team connectedness. The survey of more than 500 professionals worldwide revealed the vulnerability team relationships have during pandemic times and that the effort to build team connectedness must begin with leadership.

“Many ways, company culture has been lost,” said Ali Cammelletti, founder of Spark Your Mindset, a hospitality management consultancy, and creator of the Snack Leadership podcast. “For many businesses, this past year has been a feast or famine. It has wreaked havoc on company culture.”

Studies for years have linked team building to more cohesive and productive workplaces. But if you’re grimacing at the thought of trust exercises and outdated afterwork company socials, there’s a better way to begin.

Growing from Good to Great

To build back connection and team trust, Cammelletti recommends taking stock of your team’s individual talents through easy but proven online personality assessments like Clifton Strengths Finder. Doing so helps teams identify their stock of your team’s individual talents through easy but proven online personality assessments like Clifton Strengths Finder. Doing so helps teams identify their own talents and those of their teammates. Teams then more deeply understand each other and learn which co-workers they can lean on for help.

“It’s something that can be completed online and discussed either remotely through team breakout rooms on Zoom or in person and socially distanced,” said Cammelletti.

Knowing one’s own strengths and what feeds excitement in the workplace is supported by the much-acclaimed Hedgehog Concept by Jim Collins. Collins asserted companies that grow from good to great focused less on skillset and more on what individuals were deeply passionate about, what they can be best at, and how that intersects with their economic engine.

Reduce Stress with Laughter

This past year has been extremely stressful both at work and at home. Laughter is the best medicine as it reduces stress, according to The Harvard Business Review. Fun while working boosts productivity and reduces absenteeism. Many of the biggest corporations know this is true, including Google and IBM.

For some organizations adding laughter or fun is as simple as supporting a friendly sports rivalry or hosting fun contests to win a small prize. For others, offsites create an excellent opportunity to engage differently with coworkers outside of the office.

In Central Oregon, there are a large number of activities that can be great team building events and still be COVID safe. At Zero Latency Bend, annihilating zombies in a mind-blowing virtual world provides a great way to really get to know your coworkers and stay socially distant. For our clientele, nothing says team building like working together to save the world from nasty, brain-eating zombies. Teams strategize, protect each other, and have so much fun they forget the stress of their day or week. The games are played in a safely ventilated arena where players can jump, scream and freely roam wherever needed to win. The game is programmed to keep players six feet apart and all equipment is sanitized with medical-grade LED lights.

Whether team building is done virtually or in-person, experts agree that team building absolutely should occur during the workday. Hosting a fun exercise online or offline is best practiced while employees are still at work.

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Back to Work? Team Building is Essential Now More Than Ever

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Chief Executive Officer Craig Wanichek. “That said, we’d like to do more to help was very important to the communities where we operate, “ said President and their workforces during the Coronavirus (COVID-19) pandemic. Earlier in 2021, with Community LendingWorks’ mission as a CDFI including:

communitylendingworks.org/apply-now.

Development Financial Institutions Fund (CDFI) to create the microloan in all three of its markets including Eugene/Springfield, Central Oregon and

BasX and others. “ When the facility is completed, Piazza says there will likely be such as Nosler, PCC Schlosser, Medline, Eberhard’s, McConnel Labs, FuelSafe, Endicott. “They are a powerhouse, and fit in nicely with the existing lineup manufacturing and distribution sectors, “ says Redmond Mayor George

when you want to purchase a pizza for future consumption, try Wild Mike’s Pizza.”

Wild Mike’s specializes in high-quality pizza with fresh ingredients, and distributes products to school districts and grocery retailers across 46 states.

The company has a significant growth trajectory, requiring a larger, consolidated and more efficient production facility in a cost-effective location. “I was born and raised here, our roots are here, it’s a growth and we’ve outgrown Clackamas, so we were looking to expand,” says Wild Mike’s Ultimate Pizza President and CEO Steve Piazza. “We needed a property to do that, and we needed a lot of help in doing that.

We are competing against gigantic companies, but we are small and family-run.”

Piazza says his family has vacationed in Central Oregon for decades, and they saw the 46 acres in Redmond while visiting the area. “At the end of the day, I visit Central Oregon almost every weekend. I golf there, boat there and had a place in Sunriver; we know the area well. I’ve been going over there for 55 years.”

In considering the move to Central Oregon, Piazza says he and his team did some research, and were surprised and pleased to learn that the cost of shipping and freight are no more expensive in and out of Redmond than they are in Portland. Piazza and his team also asked their associates how they felt about moving to Central Oregon, and he says 80 percent responded favorably. “Some of our previous employees even called and said that if we moved to the Bend area, they’d come back,” he says with a laugh. “This move is not a negative; it might even be a recruiting tool.”

“Wild Mike’s Ultimate Pizza enhances the strong constellation of Redmond’s manufacturing and distribution sectors,” says Redmond Mayor George Endicott. “They are a powerhouse, and fit in nicely with the existing lineup manufacturing and distribution sectors,” says Redmond Mayor George Endicott. “They are a powerhouse, and fit in nicely with the existing lineup manufacturing and distribution sectors.”

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in all three of its markets including Eugene/Springfield, Central Oregon and the Portland Metropolitan area.

Summit Bank is partnering with Community LendingWorks, a Community Development Financial Institutions Fund (CDFI) to create the microloan program, which launched March 15. Applications are available at communitylendingworks.org/apply-now.

The program will be made available to the following groups, in alignment with Community LendingWorks’ mission as a CDFI including:

- Minority-owned businesses
- Women-owned businesses
- Service-disabled veteran-owned businesses
- Emerging small businesses
- Existing small businesses

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“Providing access to capital is more important than ever, as the small business

of PPP SBA Loan Income to Make Microloans to Underserved Members of the Oregon Community

Summit Bank (OTC Pink: SBKO), in conjunction with Community LendingWorks, is donating $150,000 of its CARES Act PPP SBA loan income to make microloans to underserved members of the community in all three of its markets including Eugene/Springfield, Central Oregon and the Portland Metropolitan area.

Summit Bank is partnering with Community LendingWorks, a Community Development Financial Institutions Fund (CDFI) to create the microloan program, which launched March 15. Applications are available at communitylendingworks.org/apply-now.

The program will be made available to the following groups, in alignment with Community LendingWorks’ mission as a CDFI including:

- Minority-owned businesses
- Women-owned businesses
- Service-disabled veteran-owned businesses
- Emerging small businesses, particularly those operating out of low income areas in Oregon.

Last year, Summit Bank made $119 million in loans for small business relief efforts to 440 Oregon based small businesses and nonprofits to help maintain their workforces during the Coronavirus (COVID-19) pandemic. Earlier in 2021, the bank made $1,000,000 in loans to small businesses in Oregon. The injection of cash was very important to the communities where we operate,” said President and Chief Executive Officer Craig Wanichek. “That said, we’d like to do more to help minority-owned businesses, women owned businesses, disabled veterans and small businesses in low income areas succeed. Our partnership with Community LendingWorks enables small business owners in our communities to start, grow or enhance their business.”

According to Community LendingWorks Executive Director Lynn Meyer, “Providing access to capital is more important than ever, as the small business community looks to stabilize during these concerning times. Partnership like ours with Summit Bank is so impactful in providing needed support to the communities we serve.”

Summit Bank’s microloan program will also offer financial education as a key long term focus. Some primary goals for the program include breaking down barriers to banking and lending education for business owners on how to access various types of funding and capital and raising awareness for business owners about how they acquire and manage their loans and cash flows.

Summit Bank is a certified SBA lender. The Bank’s SBA Division is consistently recognized as one of the top SBA lenders in the State of Oregon. With offices in Eugene, Central Oregon and Portland, Summit Bank is a business bank that specializes in providing high-level service to professionals and medium-sized businesses and their owners. Summit Bank is quoted on the NASDAQ Over-the-Counter Bulletin Board as SBKO.
New Program Helps Oregon Contractors Take Advantage of Energy-Efficiency Opportunity

There’s a new program offering free tools to residential contractors in Oregon following research that shows helping homeowners with energy-saving weatherization and HVAC projects could be a major business opportunity in the coming years.

The Bonneville Power Administration (BPA), a provider of wholesale electrical power to more than 140 utilities across the Pacific Northwest, recently launched Comfort Ready Home, which provides contractors with no-cost training, marketing materials and other services to help them reach and serve area homeowners in need of weatherization projects.

Research conducted by BPA found that in recent years, only 6 percent of homeowners in the Northwest made weatherization improvements such as duct sealing, installing high-quality insulation or updating inefficient water heaters and HVAC systems. The research also shows that with the right support, home weatherization could increase tenfold over the next four years.

“Our research shows there is a major opportunity for people to see significant energy savings through simple and affordable home upgrades,” said Rob Burr, Residential program manager at BPA. “The goal of Comfort Ready Home is to make it as easy as possible to make that happen. These types of projects don’t just help individual customers; they can help contractors grow their business and help entire communities cut their energy use.”

Comfort Ready Home gives contractors the following:

- A marketing toolkit with social media guides and templates for energy-efficiency webpages.
- Sales resources and homeowner-friendly product guides.
- A technical Field Guide to support qualifying installations.
- An online learning center with training resources and information about events.
- Dedicated Field Specialist support.

According to BPA, the program also offers free training and support specifically for multifamily projects — a critical opportunity for reducing energy use in the region. In the coming months, the program is also planning to introduce a searchable contractor database allowing homeowners to find and connect with contractors in their area.

Some of the most common weatherization projects recommended by BPA and Comfort Ready Home include the installation of high-performance insulation, air and duct sealing and professionally installed windows and doors. These upgrades help keep temperatures constant, reduce drafts and preserve air quality.

It also recommends that homeowners and facility managers consider ductless heat pumps, which use as much as 50 percent less energy than typical electric-resistance heating and heat pump water heaters, which use a fraction of the energy of standard electric water heaters. The program also offers similar support services for utilities.

“We hope this effort draws contractors back to weatherization,” said Burr. “More and more people are looking for ways to improve comfort, save energy and reduce their utility bills, and they’re looking for trusted, experienced professionals to help them do it. Comfort Ready Home brings everyone — customers, contractors and utilities — to the same place.”

Visit ComfortReadyHome.com to see all available resources. You can also sign up for the Comfort Ready Home email newsletter at ComfortReadyHome.com/email.

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Age is something we have been redefining for many years as a human race. In the ‘40s children were seen and not heard, today children are brought to work and meetings and expected to be kept entertained by their 8x12 screens that they are constantly glued to. When I was a teenager, I knew all the latest tech, but now I’m (slowly) slipping behind. My mother-in-law though, not tech-savvy, picks up things as fast as ever. She is, I presume, sharper than most people her age. My beautiful wife does not keep up with technology and prefers to be outside. Due to this, she has much better eyesight than I do. However, I have better hearing. It’s a two-way street of what we choose to invest our time in.

As we get older and more mature, the brain changes drastically. Most people are aware of this, it’s called cognitive decline. It’s a sad thing to go through and to see others go through; when things that are so drastically important to us like hearing, seeing, our ability to learn and our memory slowly worsen with every year. It can be hard as a parent, friend, loved one or business owner to know how to properly help people experiencing this. Age is something not a lot of people take into account when doing custom work for clients. It’s something that’s overlooked but is extraordinarily important.

It’s important to understand at what ages different needs need to be met. As someone reaches the age of 60, they have a hard time keeping things organized, remembering things and hearing and seeing things. If you have someone over the age of 60 for a client, you want to make sure that you’re catering to these needs. For example, in audiovisual, if you have an older client, it is important that you are making sure that the speakers in an in-home speaker system are arranged properly so they can hear it. Checking that older clients’ technology you might be installing is easy for them to use, and that they understand what you’re putting in their home, is another important thing you can consider. Solve organization problems and make sure that your clients know how to properly use what you’re installing and understand its function. Just because somebody comes to you with a problem, doesn’t necessarily mean that they understand the solution.

When it comes to this in audiovisual, it’s important to take into account age with any client you have. For example, if you are installing soundproof panels into a nursery, something that is professional, business style and chic probably wouldn’t cater to that age or audience. You need to take into account the problems that you are solving while also considering the age of the client — installing something that is more childproof and childlike is more likely to leave the customer satisfied. If you are installing a meeting room for a business whose employees are young and tech-savvy, you can keep that in mind when integrating the latest and smartest technology. You can’t necessarily integrate a Zoom Room into a company with older employees who don’t know how to use technology but are going to rely on Zoom calls. You can use technology that’s more straightforward, organized and easy to use. It’s very easy to cater to a client’s age if you just consider the problem that they need to solve and how their age affects that problem.

by TONY SPRANDO and KATE COUCH — Audio Visual Bend

“Age appears to be best in four things — old wood best to burn, old wine to drink, old friends to trust and old authors to read.”

~Alonso Of Aragon

April is Earth Month
Celebrate Your Green Business in the April 7 Edition

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DEADLINE TO SUBMIT your LANDSCAPING, ENVIRONMENTAL OR RECYCLING SERVICES STORY IS MARCH 11
Do You Need a Marketing Director?

by GRACE AVILEZ — zö agency

uch of the success of a company’s products or services relies heavily on marketing. The commander in chief of the department holds the title of Marketing Director. This professional is tasked with the development and implementation of marketing strategies and with overseeing the team who carries them out.

Thank a director of marketing as a super-human, like your very own ‘Clark Kent’. They save the world in the company, daily: it’s no exaggeration to say that a great marketing director matches the workload of about ten people and finding one who will fulfill the role with efficiency and grace might closely compare to that of spotting Superman himself. Don’t let them go once you’ve secured them!

Hiring a marketing director should come with the expectation that they’ll take on the responsibility of interacting with the different departments, leaders and partners of your organization. That means effective communication and problem-solving skills are critical. Ideally, they will have a Masters in Marketing and five to ten years of experience in one or both digital marketing and marketing management.

Marketing directors carry a lot on their shoulders. They must deeply understand their offering and their target audience. They need to make sure that projects are completed on time and remain on budget. They’re in charge of creating weekly, monthly and annual reports as well as budget management. Not to mention they also oversee content creation and implementation.

Due to the constantly changing nature of the many initiatives they’ll be handling, you’ll want a marketing director who will be calm under pressure, do well with change and thrive with situations that require critical thinking. This will be a well-organized individual that can roll with change and be able to handle overseeing all the varying aspects of marketing management.

Those who hold this position always have to be on the lookout for the company’s image and reputation and regularly be assessing its marketplace standing. This tells us that the art of reputation management is yet another highly developed skill you’ll want to be sure your marketing director understands inside and out.

While the list of responsibilities is vast, it’s safe to say that the top-most important responsibilities of a marketing director are those that revolve around translating a company’s short- and long-term goals into actionable marketing activities, while creating a clear vision for the company’s marketing strategy.

Marketing directors aren’t just creatives, they’re in command. When you have a dedicated leader in this role they can add focus to your overall marketing strategy and help to strengthen collaboration between creative partners. The short list of responsibilities of your marketing director:

- Oversees the marketing department
- Demonstrates excellent communication and interpersonal skills
- Requires and utilizes strategic thinking
- Must have analytical, technical and project management skills
- Competent in using complex software and quickly learning new ones in a pinch
- Evaluates, develops and implements the marketing strategy for an organization
- Supervises the marketing team, including hiring, training, workloads, schedules, meetings and deadlines
- Coordinates marketing projects from start to finish
- Oversees campaigns and branding techniques
- Stays up to date on the latest marketing trends
- Researches demand for similar products and services being offered
- Facilitates reputation management
- Regularly runs through competitor research
- Researches the marketplace to identify potential customers

Creating marketing reports to update executives
- Builds brand awareness and positioning
- Oversees all content going out for online marketing
- Evaluates social media strategy and implementation
- Manages and refines social media presence
- Supervises the operation of the company’s website and provides analytics review
- Oversees email marketing program
- Holds regular meetings with account managers to review pipeline, uncover any issues and present possible solutions
- Offers ongoing training to ensure team consistently performs above standard
- Works with sales department to develop pricing strategies to maximize profits while balancing customer satisfaction
- Provides tools and materials to enable the sales team to function effectively
- Supports sales and lead generation efforts
- Organizes company conferences, trade shows and major events
- Takes courses and attends conferences to further marketing knowledge
- Negotiates with media agencies to secure agreements on the production of promotional materials
- Develops promotions, plans new product introductions and other marketing projects
- Understands and develops budgets and finance, including expenditures, research and development appropriations, ROI and profit-loss projections
- Sets and administers an annual marketing budget

A marketing agency sometimes does all that and more and let’s you take home the prize!

An organization that hires a Marketing Director often finds themselves in a vulnerable position, relying so heavily on one individual. With such a demanding role, burnout

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<td>Rose</td>
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<tr>
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<td>Kelly</td>
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<td>N/A</td>
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<td>Tim</td>
<td>3</td>
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<tr>
<td>Studio Absolute</td>
<td>541-728-0550</td>
<td>N/A</td>
<td><a href="http://www.theberrygroup.com">www.theberrygroup.com</a></td>
<td>Tenley</td>
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<td>2009</td>
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<td>Tim Green</td>
<td>N/A</td>
<td>National</td>
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</table>
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When you join our tribe, you can enjoy the sweet, sweet freedom that comes from shifting your marketing to an experienced team who can do it all. Websites, events, social media, branding, digital advertising, SEO...there’s nothing our full-service agency can’t handle.

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zöagency
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<table>
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<th>Company/Address</th>
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<th>Fax</th>
<th>WebSite/Email</th>
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<td>541-389-0257</td>
<td></td>
<td><a href="http://www.bullseye@email.com">www.bullseye@email.com</a></td>
<td>Mark McCutchen</td>
<td>2001 Screen printed &amp; embroidered apparel, promotional products, signs &amp; banners.</td>
</tr>
<tr>
<td>RK Advertising &amp; Promotions</td>
<td>541-388-1546</td>
<td>541-388-1527</td>
<td><a href="mailto:sales@rkadvertising.com">sales@rkadvertising.com</a></td>
<td>Terry Debo</td>
<td>1999 Promotional &amp;勃红话务台, shopper, 激励, 广告, 标识, 发布, 贸易展览, 宠物产品, 安全装备, 高尔夫产品, 健康与 wellness, 最新的饮料, 包装 &amp; more.</td>
</tr>
<tr>
<td>Rainbow Threads</td>
<td>541-389-5906</td>
<td>541-388-0748</td>
<td>bend@bend@tobin@<a href="mailto:sun@rc.com">sun@rc.com</a></td>
<td>Bob &amp; Jerry Harrington</td>
<td>1978 Screen printing &amp; embroidery. Custom decorated garments.</td>
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<tr>
<td>Greatname Promotions</td>
<td>541-549-3700</td>
<td>541-549-3701</td>
<td>greatnamepromotions.com</td>
<td>Cheryl McDowell</td>
<td>2015 Commercial &amp; architectural photography, marketing, corporate media content development, market research, business marketing, graphic design.</td>
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<tr>
<td>Centroregon Flag &amp; Banner</td>
<td>541-382-3145</td>
<td>541-385-0942</td>
<td><a href="mailto:Sales@centroregon.com">Sales@centroregon.com</a></td>
<td>Johnna Taylor</td>
<td>2001 Customized full service printing &amp; print management solutions such as business forms, marketing collateral, digital design, corporate promotional products, decorated apparel, warehouse, delivery &amp; dedicated account representatives.</td>
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<tr>
<td>Displayitbig.com</td>
<td>541-384-4842</td>
<td></td>
<td><a href="mailto:centro@centroprint.com">centro@centroprint.com</a></td>
<td>Lisa Malmkist</td>
<td>2007 Print &amp; marketing solutions, commercial, ornamental, forms, direct mail, digital labels, monogrammers, publications, thermal, variable imaging, barcodes. Marketing materials, canopies, pegboards, personalized products &amp; apparel. Graphic &amp; advertising design, print &amp; supply chain management, fulfillment &amp; reporting.</td>
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<td>2001 Customized full service printing &amp; print management solutions such as business forms, marketing collateral, digital design, corporate promotional products, decorated apparel, warehouse, delivery &amp; dedicated account representatives.</td>
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The Kitting Crazy

by DINABARKER, CEO — Brilliance in Branding

With the lockdowns of 2020 came the rise of Zoom meetings, virtual lunches, virtual parties and getting our work done from home. This new reality meant we had to think of unique ways to get in front of our clients, peers and executives to share our ideas and products all while providing the human experience without being together.

The rise of kitting helped bridge the distance we were feeling from being isolated and re-engaged all our senses with a new way to communicate and share ideas in this crazy virtual reality. Being part of a Zoom conference now means having the ability to share thoughts and feelings without saying a word. We can hold up mini signs with a thumbs up, smiley face, heart, frown or light bulb to tell everyone what’s on our mind. But where did this all come from?

If you have not heard about the kitting crazy, do not feel alone. Simply put, it’s the latest name for swag boxes with a great message.

Here are some ideas for using a small gift with a great message:

• Restaurants — add a note card with a webcam cover to your deliveries going out once each week. The message being we care about your experience with us and want you to be safe.

• Hotel and Travel — a simple mailer with a sunscreen tube and a note letting past patrons know you are open and ready for them to come back and have fun.

• Health Care and related fields — a pillow pack mailer with custom mask inside and news about treatments and therapies your clientele will be interested to hear about.

• Health Care and related fields — a pillow pack mailer with custom mask inside and news about treatments and therapies your clientele will be interested to hear about.

• A journal with pen is a great way to encourage your audience to write down the thoughts and feelings without saying a word. We can hold up mini signs with a thumbs up, smiley face, heart, frown or light bulb to tell everyone what’s on our mind. But where did this all come from?

If you have not heard about the kitting crazy, do not feel alone. Simply put, it’s the latest name for swag boxes with a great message. The kit does not have to be over-the-moon expensive to be effective. Here are some ideas for using a small gift with a great message.

• Restaurants — add a note card with a webcam cover to your deliveries going out once each week. The message being we care about your experience with us and want you to be safe.

• Hotel and Travel — a simple mailer with a sunscreen tube and a note letting past patrons know you are open and ready for them to come back and have fun.

• Health Care and related fields — a pillow pack mailer with custom mask inside and news about treatments and therapies your clientele will be interested to hear about.

Now you may be asking — where do I start? Here are a few simple tips for planning your own kit to execute a new marketing campaign or host an event.

1. Know your audience.
2. Make sure your message is clear.
3. Set a budget — keeping in mind the cost of goods, shipping and fulfillment.
4. Be creative and make it fun.
5. Get help — there are options to take the load off your shoulders so you can focus on getting results.

Staying relevant means standing out and finding fun ways to reach clients with tangible products that inspire and get the results you need to keep business moving. brillianceinbranding.com 541-408-7991 • dina@barkergroupnw.com

MISSION: BRIGHTENING THE WORLD PAGE 20/21

New Location and Showroom

Brilliance in Branding
Best in Bend

March 17, 2021 • Cascade Business News • 19
## Sign Companies (Listed Alphabetically)

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<th>Company / Address</th>
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<th>Types of Signs</th>
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<td>Ray Woodmansee</td>
<td>1</td>
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<td>Carlson Sign Co.</td>
<td>541-382-2192</td>
<td>N/A</td>
<td><a href="http://www.carlsonsign.com">www.carlsonsign.com</a></td>
<td>Peter Carlson</td>
<td>24</td>
<td>1948</td>
<td>All types of signs, awnings &amp; billboards</td>
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<td>Cascade Graphics</td>
<td>541-382-8087</td>
<td>N/A</td>
<td><a href="http://www.cascadegraphics.com">www.cascadegraphics.com</a></td>
<td>Bill Worton, Wendy Marlin</td>
<td>15</td>
<td>1979</td>
<td>Large format digital printing, commercial screen printing w/UV inks, die-cutting, decals, lettering, merchandise, displays, bumper stickers, signs, banners, fleet graphics, custom product imprinting, instrument panels, specialty signs &amp; materials &amp; fulfillment</td>
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<td>Juan Gironas</td>
<td>2</td>
<td>1990</td>
<td>All types of signs</td>
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<td>Comprehensive LLC Landscape Maintenance</td>
<td>541-280-3523</td>
<td>N/A</td>
<td><a href="http://www.comprehensive.com">www.comprehensive.com</a></td>
<td>Drew Logan</td>
<td>1</td>
<td>2004</td>
<td>Installation of residential colonial crossbars; commercial signs for land/acreage, offices; commercial street signs</td>
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<tr>
<td>Dana Signs</td>
<td>541-548-7226</td>
<td>N/A</td>
<td><a href="http://www.danasigns.com">www.danasigns.com</a></td>
<td>Rick &amp; Laurie Hetherington</td>
<td>4</td>
<td>1992</td>
<td>Custom exterior &amp; interior signs &amp; graphic design services. Vehicle graphics, decals, Monogrammed boards, banners. Full service custom direct to garment printing &amp; embroidery service to add your logo to a complete line of wearables</td>
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<td>Dealers in Signs, Inc.</td>
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<td>Chad &amp; Stephanie Zink</td>
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<td>2011</td>
<td>Vehicle wraps, signs, banners &amp; large format printing</td>
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<td>Display It Big</td>
<td>541-318-0352</td>
<td>N/A</td>
<td><a href="http://www.displayitbig.com">www.displayitbig.com</a></td>
<td>John Minor</td>
<td>2</td>
<td>1998</td>
<td>Indoor &amp; outdoor signs &amp; banners, stickers, fans, wrinkled reproductions, digital output machine for flyers &amp; brochures. Your favorite picture on canvas, pillow cases, graphics, giclee printing on canvas &amp; paper</td>
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<td><a href="http://www.andyandrews.net">www.andyandrews.net</a></td>
<td>Andy Andrews</td>
<td>1</td>
<td>1967</td>
<td>Sand-carved, dimensional, foam &amp; illuminated</td>
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</table>

Continued on Page 22
Creativity & Customer Service Are the Cornerstones of Sign Pro of Bend

by KRISTINE THOMAS — CBN Feature Writer

Elvis Presley, a six-foot ruler, three ladders, direction dots and more were signs of the creativity of Sign Pro of Bend employees Jace Tuttle, Shawna Clair and Gracie Bales — owner Susie Decker has clearly met her goal to provide a workplace that is productive, efficient and a fun environment, so her employees enjoy coming to work every day. Their goal is to work with their clients to create memorable signs, banners, sandwich boards and more to promote their clients’ products and services.

Sign Pro was founded in 1992 by Decker, Tess Tompos and John Larkin. In December of 2020, Tompos and Larkin retired and sold their shares of the business to Decker.

Sign Pro was originally owned by a local television station where Larkin was the manager. He realized the need for signs and banners for their clients and advertisers. Tompos was hired to be the manager of Sign Pro and Decker to handle sales.

“In 1998, when the television station sold to a company from out of the area, it was the perfect opportunity for the three of us to purchase Sign Pro,” Decker said. “There was still a great need for signage, and we were a solid, growing company in the community.”

Looking back, Decker is honored to have worked with Tompos and Larkin to build their small sign shop to one of the top sign companies in Central Oregon.

Decker said while there have been changes in management and technology, one thing remains the same. “At Sign Pro, we are committed to providing our Central Oregon clients with highly personalized products and excellent customer service,” Decker said. “We treat our customers like they are family.”

Even after almost 30 years in the sign business, Decker still feels honored when a customer orders a vehicle graphic, sign or banner. She enjoys seeing her customers’ excitement about their finished product. “I love that we get to help them with the branding of their business.”

Decker said COVID-19 has changed everything from how the business operates to the products being requested. “We are offering a larger variety of...”

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SIGN UP WITH

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OF CENTRAL OREGON

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www.SignProOregon.com
541.382.7446
products now, from floor graphics to wayfinding signage to help businesses inform their clients of new procedures and processes that are necessary to keep business going,” she said.

Sign Pro continues to create traditional signs such as banners and sandwich boards and has expanded its product line to include ADA signs, three-dimensional signage, custom flags and event signage, just to name a few.

Decker said she has been asked why signs and banners are still relevant in today’s advancing technological arena of advertising and marketing. She explained that many businesses cannot fully advertise and market online.

“Signs and banners are used to highlight products and services and to create brand awareness. They are reusable and create great impact for our clients,” she said. “Vehicle graphics are one of the most effective methods to get your name out in the world to be seen.”

The advancement of full-color digital printing, signs, banners and vehicle graphics are much more exciting and memorable than they were back in 1992. “People are very visual, and our brains will remember a picture or graphic more easily than a printed ad, and signs and banners generally cost less than other types of advertising,” she added.

As she looks ahead, Decker envisions a continued strong growth for Sign Pro by continuing to stay up-to-date with technology and advancements in the industry.

“We will continue to offer excellent customer service and offer a quality product at a fair and reasonable price,” Decker said. “We will continue to take the time to talk with our clients to help them develop their brand awareness.”

Thankful for the support she receives from the business community, Decker said Sign Pro has a tradition of paying it forward. “Sleep in Heavenly Peace, The Giving Plate, Bethlehem Inn, Grandma’s House, Quota in Central Oregon and the Bend Spay and Neuter Project are some of the nonprofit organizations Sign Pro supports.

“We have always felt strongly that it is important to give back to the community. The businesses and people here have supported us over the years and it’s our responsibility to help give back as much as possible,” Decker said. “It’s good for the morale of our team, and it’s good for the soul.”

Cascadia Business News • March 17, 2021

2021 Marketing Guide

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<th>CO Year</th>
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<td>541-389-2471</td>
<td>N/A</td>
<td><a href="http://www.mccsignsign.com">www.mccsignsign.com</a></td>
<td>Rick &amp; Leah Hollemon</td>
<td>7</td>
<td>1974</td>
<td>Custom interior &amp; exterior signs &amp; graphic design services. Vehicle graphics, decals, window clings, decals. Monogram, license plates. Full service digital to garment printing &amp; embroidery services to add your logo or message to a complex list of materials.</td>
<td></td>
</tr>
<tr>
<td>Mitz Coops &amp; Muck/Office Express 380 SW Fifth St. Bend, OR 97701</td>
<td>541-475-5636</td>
<td>541-475-5662</td>
<td><a href="http://www.mitzcoopsmuck.com">www.mitzcoopsmuck.com</a></td>
<td>Leon Danner, Rick Allen</td>
<td>4</td>
<td>1997</td>
<td>All types.</td>
<td></td>
</tr>
<tr>
<td>Northeast Sign Recycling LLC 1433 NE 28th Ave. Bend, OR 97701</td>
<td>541-279-0386</td>
<td>541-583-2072</td>
<td><a href="http://www.northeastsignrecycling.com">www.northeastsignrecycling.com</a></td>
<td>Wendie Every, Tony Wilson, Penny Eddington</td>
<td>5</td>
<td>2004</td>
<td>Using 36,000 pounds per square inch of water, no noxious odors, plastics, adhesives, paper, backings, etc., burned in fire. Full-service digital to garment printing &amp; embroidery services to add your logo or message to a complex list of materials.</td>
<td></td>
</tr>
<tr>
<td>One Day Signs of Oregon 703 NW 12th St. Bend, OR 97703</td>
<td>541-385-6335</td>
<td>541-385-6347</td>
<td><a href="http://www.onedaysign.com">www.onedaysign.com</a></td>
<td>Michelle Babione, Dan Babione</td>
<td>2</td>
<td>1993</td>
<td>All types of signs: Real estate, banners, vehicles, decals, magnets, ADA, digital printing &amp; logo design.</td>
<td></td>
</tr>
<tr>
<td>Redmond Sign Company 1230 NE Railroad Blvd. Redmond, OR 97756</td>
<td>541-923-3966</td>
<td>541-548-3966</td>
<td><a href="mailto:kjw421@gmail.com">kjw421@gmail.com</a></td>
<td>Kevin Wendler</td>
<td>4</td>
<td>1993</td>
<td>All types of signs, electric, LED, neon, signs, lighting, back-lit, neon, signs, custom, computer design, painting, gold leaf, vinyl, mask creating, hard painting &amp; pin stripping.</td>
<td></td>
</tr>
<tr>
<td>Sign Pro 1228 NE Chemeketa Bend, OR 97701</td>
<td>541-622-7446</td>
<td>541-589-5864</td>
<td>signprooregon.com</td>
<td>Susie Decker</td>
<td>4</td>
<td>1992</td>
<td>All types of signs - ADA signs &amp; digital printing.</td>
<td></td>
</tr>
</tbody>
</table>

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.
Revised 2021 Marketing Guide
March 17, 2021 • Cascade Business News • 23

Publishers (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Parent Company</th>
<th>Publishing Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cascade Publications Inc.</td>
<td>541-388-5665</td>
<td>N/A</td>
<td><a href="http://www.cascadiamag.com">www.cascadiamag.com</a></td>
<td>Jeff More</td>
<td>10</td>
<td>1984</td>
<td>Cascade Publications Inc.</td>
<td>Full service publishing from editorial to design to layout of newspapers, magazines, special guides, annual reports of exclusive subscription &amp; e-blasts.</td>
</tr>
<tr>
<td>Cascade Magazine Company</td>
<td>541-388-5665</td>
<td>N/A</td>
<td>wwwCASCADEmagazine.com</td>
<td>Jeff More</td>
<td>10</td>
<td>1984</td>
<td>Cascade Publications Inc.</td>
<td>Full service publishing from editorial to design to layout of newspapers, magazines, special guides, annual reports of exclusive subscription &amp; e-blasts.</td>
</tr>
<tr>
<td>Solid Group Productions</td>
<td>541-287-5574</td>
<td>541-287-5574</td>
<td><a href="http://www.hilland">www.hilland</a> associations</td>
<td>Marcus Hillman, McGrath, Brian McGrath</td>
<td>2</td>
<td>2017</td>
<td>Solid Group Productions</td>
<td>Full service publishing, design, layout of all types of publications, print media, and more.</td>
</tr>
<tr>
<td>One Stop Writing Shop</td>
<td>541-317-1535</td>
<td>N/A</td>
<td><a href="http://www.onesopstopwritingshop.com">www.onesopstopwritingshop.com</a></td>
<td>Lindor Gross</td>
<td>1</td>
<td>2006</td>
<td>One Stop Writing Shop LLC</td>
<td>Writing, writing coach, editorial &amp; self-publishing services.</td>
</tr>
<tr>
<td>Visalia</td>
<td>541-583-1488</td>
<td>N/A</td>
<td><a href="http://www.visaliabizvisaliabiz">www.visaliabizvisaliabiz</a></td>
<td>Michael Granthom</td>
<td>5</td>
<td>2000</td>
<td>Granthom Ltd.</td>
<td>Produces online maps in Bend &amp; Redmond. Wildlife of Central Oregon journal. Book publishing &amp; coordination of on-premises throughout the SOR.</td>
</tr>
</tbody>
</table>

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CASCADE PUBLICATIONS INC. & Cascadia Magazine Co., LLC
Family Owned Since 1994

Cascade Business News
Enhancing & Promoting the Economy Vitality of Central Oregon

Book of Lists
CBNBookofLists.com
#1 “Business to Business” Marketing tool

Cascade Arts & Entertainment Magazine
Dedicated to Arts & Culture in Central Oregon

E-Headlines: Every Tuesday & Thursday, 8,500+ subscribers for free.

AE Weekly
Every Wednesday
8,500+ subscribers for free.

Combing Traditional Print with Superior Digital Services
• Print Newspaper & High Gloss Magazine Formats
  • Eblasts for arts & business 3 times weekly, 8,500+ subscribers.
  • Digital flip publications online.
• Comprehensive searchable, easy-to-use, real-time websites with high tech visitor tracking.
• Online Book of Lists
# 2021 Marketing Guide

## Multi-Media Production Services (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio Tango</td>
<td>541-226-7878</td>
<td>N/A</td>
<td><a href="http://www.audiotango.com">www.audiotango.com</a></td>
<td>Tom Underwood</td>
<td>2</td>
<td>1993</td>
<td>Voice talent &amp; audio production services for radio/TV commercials, multimedia, on-hold/IVR, e-Learning &amp; interactive applications. ISDN &amp; Source-Connect equipped facility &amp; award-winning work.</td>
</tr>
<tr>
<td>Camp Creative, Inc.</td>
<td>541-622-5636</td>
<td>N/A</td>
<td><a href="http://www.campcreative.net">www.campcreative.net</a></td>
<td>Richard Camp, Mike West, Ashley Case</td>
<td>10</td>
<td>2015</td>
<td>Interactive content, interactive touch-screens, video production, branding, graphic design, copywriting, Web application development.</td>
</tr>
<tr>
<td>Head In Hand Productions</td>
<td>541-788-0786</td>
<td>N/A</td>
<td><a href="http://www.headinhandproductions.net">www.headinhandproductions.net</a></td>
<td>Matt Head</td>
<td>3</td>
<td>2004</td>
<td>Multimedia from scriptwriting to completion, event coordination, event audio visual support, media duplication, live event web streaming.</td>
</tr>
<tr>
<td>SED Communication</td>
<td>541-382-1212</td>
<td>N/A</td>
<td><a href="http://www.sedcommunication.com">www.sedcommunication.com</a></td>
<td>Mike McKinnell</td>
<td>3</td>
<td>1977</td>
<td>Digital video production, print brochures, video documentation, how-to videos, promotional CDs, DVD's, CD-ROM, commercial advertising photography, interactive &amp; CD-ROM development &amp; CD photography.</td>
</tr>
<tr>
<td>Sun Mountain Video Productions/Event Vision</td>
<td>541-480-6669</td>
<td>N/A</td>
<td><a href="http://www.eventvisionav.com">www.eventvisionav.com</a></td>
<td>Phil Poole</td>
<td>1</td>
<td>1990</td>
<td>Live event multi-media production services.</td>
</tr>
<tr>
<td>Wilson Film LLC</td>
<td>541-382-1010</td>
<td>Call first</td>
<td><a href="http://www.wilsonfilm.com">www.wilsonfilm.com</a></td>
<td>Scott Winkler, Matt Hunt, Michelle Avacold, Henry Kus</td>
<td>4</td>
<td>2005</td>
<td>Wilson Films drive meaningful change for your company &amp; your community through thoughtful storytelling &amp; visual artistry -- our SHORT FILMS have a BIG IMPACT!</td>
</tr>
</tbody>
</table>

---

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## NOT ON THE LIST?

Central Oregon’s Most Effective B2B Marketing Tool

GET ON IT!

ads@cascadebusnews.com
wanted to live in a small town versus the city. In 2003, my boyfriend at the time moved to Bend, so I looked for work here. Most of the local video production companies didn’t have employees. When I saw the opportunity to teach video and television at Bend High School, I jumped on it and got hired.”

In 2005, video was just becoming available online and publishable by the average person. YouTube was one of the first sites to provide this innovation. Its first video, “Me at the Zoo,” was published on April 23, 2005, and currently has more than 143 million views. In 2006, Facebook — which had been launched as Facemash in 2004 by Harvard University student Mark Zuckerberg and his roommates Eduardo Saverin, Dustin Moskovitz and Chris Hughes — introduced video onto its growing platform. At that time, Alvarado says, a company could spend anywhere from tens of thousands to millions of dollars to produce a professional video advertisement. Now, however, video is integrated into just about everything viewers do online. It is used for entertainment, education and to fill down time, and has become a dominant marketing tool with ads running 24/7. Alvarado says online video has become increasingly affordable, typically costing somewhere in the thousands to have a video produced professionally, and is free for do-it-yourselfers using their cell phones.

As the years progressed, newer video platforms emerged. From 2010 to 2020, Snapchat, Instagram, Twitter, LinkedIn and others joined the online video trend. “With the growth of these platforms, Wahoo Films also grew,” says Alvarado. “It took a lot of convincing at first for companies to consider online videos, but as the popularity grew, so did our company. I was often consulted to move to a larger city for more growth, but I knew I wanted to live in a smaller, outdoor town.”

Fast-forward 15 years, and Wahoo Films now has four staff members, as well as freelancers throughout the U.S. “Ironically, the Bend community connected me with so many amazing people who are incredibly smart and successful. Through our network in Bend, we were able to work with local and large companies like Google, Facebook, Sony and Chey, as well as many nonprofits and government agencies like High Desert Museum, Habitat for Humanity and the U.S. Fish and Wildlife Service. I’m most proud that we’ve seen growth in the millions for many of our clients, and have helped numerous nonprofits exceed their fundraising goals.”

At Wahoo Films, Alvarado says the team members are social media pros, but they also have a following audience when their films play at festivals or events. “We have this amazing synergy going on that I credit for the rise in our storytelling ability, as well as the successful results for our clients. A few years ago, it was one of my team members who realized we had to shift our thinking toward a more strategic approach that focuses on the customer journey.” She adds, “We also wanted to execute running the media campaigns for our customers as a way to provide measurable results. It’s becoming increasingly challenging to rise above the noise; meaningful stories combined with strategic video platforms are the keys to successful media campaigns.”

To celebrate its 15th anniversary, Wahoo Films is creating a campaign that includes a blog post, newsletter, social media drive and a video. Looking forward, Alvarado notes that predictions indicate online video will become even more integrated into our society over the next five years, citing a Forbes article titled Video Advertising Trends Going Into 2021. The articles states, “The golden age of video is upon us, and it looks as though video advertising is poised to become a marketing juggernaut. In today’s increasingly digital world, video advertising will likely continue to be an important part of marketing plans well into the future.”

zo agency

is common and finding a replacement for this highly skilled individual in a pinch is nearly impossible. This is one common reason why many companies find that hiring a marketing agency is a smarter choice. zo agency consists of a team of artsy creatives, charming writers, techy digital marketing pros, sharp project managers and is run by a nimble leader who enjoys nothing more than to finish the day by looking back at the magic the team conjured. Many times there is a spontaneous end of the day team whoohoo, where everyone joins together with their comrades to go over the day’s successes and anything pressing that may need priority of attention.

We have several departments here at zo agency and each get nerdily into their specialized skill. Nothing goes out unless it’s been combed through a few times by themselves and then passed to a project manager to have a look with fresh eyes before the finishing product lands in the happy client’s lap.

Diving into things, the project managers keep everything on task. They are in charge of making sure that everything is staying on time and remaining on budget. They communicate everything between the client and the creatives, scheduling client meetings and projecting the timeline of each project.

Our creatives will take a deep look into the vision and branding of a client, go into their chamber for a while and emerge with a flawless and unique-to-the-branding marketing strategy that speaks volumes to the client about just how much they love their jobs — they’re paying attention and they care very much about helping each client make a huge impact on their annual return.

No matter what the goals and needs are in a company’s marketing department, zo agency has it covered. We can help supplement current strategies or bring to light an entirely new plan. We are a Clark Kent. Besides, no company can be expected to do it all in-house. We work closely with our clients to drive the results they want!

“Marketing is not an event, but a process… It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.” — Jay Conrad Levinson, Author of Guerrilla Marketing

A Marketing Director median salary is between $95,000-$185,000 per year.

Or… You can put that money into your projects (the marketing!) and use zo instead. Wow, imagine how much you can accomplish with that extra money going straight into the actual work you need. zoagency
## Web Designers & Social Media Services

*Listed Alphabetically, please see full-service Advertising Agencies for more companies.*

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Binary Star Systems</td>
<td>541-643-3509</td>
<td>N/A</td>
<td><a href="mailto:nancy@bstarits.com">nancy@bstarits.com</a></td>
<td>Nancy Leach</td>
<td>5</td>
<td>1999</td>
<td>Website design, search engine optimization, social media marketing, graphic design, IT &amp; more.</td>
</tr>
<tr>
<td>Snyder &amp; Sons Unlimited</td>
<td>541-678-3889</td>
<td>N/A</td>
<td><a href="mailto:info@snyderandsons.com">info@snyderandsons.com</a></td>
<td>Tim Jones</td>
<td>4</td>
<td>2012</td>
<td>Strategy-driven branding &amp; design for the outdoor industry &amp; nonprofit worldwide.</td>
</tr>
<tr>
<td>Litehouse Technology, LLC</td>
<td>541-678-3618</td>
<td>N/A</td>
<td><a href="mailto:info@lulish.com">info@lulish.com</a></td>
<td>Lynnette Braillard</td>
<td>2</td>
<td>2005</td>
<td>Web design, search engine optimization, social media marketing, graphic design.</td>
</tr>
<tr>
<td>applesauce Creative, Inc.</td>
<td>541-622-3030</td>
<td>N/A</td>
<td><a href="mailto:mark@applesaucecreative.com">mark@applesaucecreative.com</a></td>
<td>Richard Campbell</td>
<td>10</td>
<td>2015</td>
<td>Full-service UX design, customer journey development, web application design &amp; development, community outreach services, customer development, storytelling, social media strategy &amp; management: Web application development.</td>
</tr>
<tr>
<td>Ceres Dot Digital &amp; Creative Agency LLC</td>
<td>541-597-7757</td>
<td>N/A</td>
<td><a href="mailto:info@cedardigitalagency.com">info@cedardigitalagency.com</a></td>
<td>Michelle Hart</td>
<td>10</td>
<td>2019</td>
<td>Graphic design, brand identity, website design, social media, reputation management &amp; ROI.</td>
</tr>
<tr>
<td>Shewer Web Design LLC</td>
<td>541-595-2075</td>
<td>N/A</td>
<td><a href="mailto:info@shewerwebdesign.com">info@shewerwebdesign.com</a></td>
<td>Karen Devany</td>
<td>5</td>
<td>2007</td>
<td>Content strategy, mobile solutions, search optimization, content management, domain &amp; hosting, 24/7 free product support.</td>
</tr>
<tr>
<td>WebTakes Software, an Effektiv Systems Company</td>
<td>541-622-5042</td>
<td>N/A</td>
<td><a href="mailto:info@effektivsystems.com">info@effektivsystems.com</a></td>
<td>Steven Callahan</td>
<td>15</td>
<td>2008</td>
<td>Build-to-suit custom applications such as enterprise web apps, mobile apps, E-Learning &amp; enterprise solutions; content strategy &amp; digital marketing; strategic consulting for digital product &amp; service strategies &amp; Amazon web services (AWS) advanced partner.</td>
</tr>
<tr>
<td>JF Possibilities, Inc.</td>
<td>541-645-3240</td>
<td>N/A</td>
<td><a href="mailto:info@possibilities.com">info@possibilities.com</a></td>
<td>Jon Fever</td>
<td>2</td>
<td>2015</td>
<td>Service Management, website &amp; application development, consulting &amp; computer security.</td>
</tr>
<tr>
<td>Sisters Branding</td>
<td>541-550-7277</td>
<td>N/A</td>
<td><a href="mailto:info@sistersbranding.com">info@sistersbranding.com</a></td>
<td>Paul Burcham</td>
<td>2</td>
<td>2000</td>
<td>Brand strategy, graphic design, user experience, SEO CMS, E-Commerce, advertising, packaging design, print design.</td>
</tr>
<tr>
<td>Endless Technology, LLC</td>
<td>541-589-3302</td>
<td>N/A</td>
<td><a href="mailto:info@endlesstechnology.com">info@endlesstechnology.com</a></td>
<td>Zack Jonas</td>
<td>1</td>
<td>2007</td>
<td>Website development &amp; support.</td>
</tr>
<tr>
<td>Lulik Design</td>
<td>541-591-0004</td>
<td>N/A</td>
<td><a href="mailto:info@lulik.com">info@lulik.com</a></td>
<td>Lynette Baird</td>
<td>2</td>
<td>2015</td>
<td>Marketing agency offering web design &amp; development, search engine optimization, search marketing, social media, marketing communications &amp; creative campaigns.</td>
</tr>
<tr>
<td>Muzima Media</td>
<td>541-728-0558</td>
<td>N/A</td>
<td><a href="mailto:info@muzima.media">info@muzima.media</a></td>
<td>Sarah Turner</td>
<td>25</td>
<td>2013</td>
<td>Result-driven social media management, web design, search engine optimization, graphic design.</td>
</tr>
<tr>
<td>Organic Wonders</td>
<td>541-617-8574</td>
<td>N/A</td>
<td><a href="mailto:info@organicwonders.com">info@organicwonders.com</a></td>
<td>Michelle Schola</td>
<td>5</td>
<td>2002</td>
<td>Content/Wordpress theme &amp; plugin, user experience, user experience, search engine optimization, Facebook ads, YouTube optimization, SMM, graphic design &amp; more.</td>
</tr>
<tr>
<td>Posidón Firestorms</td>
<td>541-618-4048</td>
<td>N/A</td>
<td><a href="mailto:alexandra@firestorms.com">alexandra@firestorms.com</a></td>
<td>Alexandra McCrea</td>
<td>5</td>
<td>2020</td>
<td>Full-service social media partner providing photography, web design, social media, reviews, influencer management, content creation, logo &amp; business card design, banner &amp; signage design &amp; consulting services.</td>
</tr>
<tr>
<td>Selkirk &amp; Associates</td>
<td>541-388-7342</td>
<td>N/A</td>
<td><a href="mailto:info@selkirkassociates.com">info@selkirkassociates.com</a></td>
<td>Lauren Schierer</td>
<td>1</td>
<td>1985</td>
<td>Website design for nonprofits, online learning using the Canvas LMS.</td>
</tr>
<tr>
<td>SMARTZ</td>
<td>541-588-4080</td>
<td>N/A</td>
<td><a href="mailto:info@smartz.com">info@smartz.com</a></td>
<td>Mark Knowles</td>
<td>10</td>
<td>2015</td>
<td>SMARTZ can help your business with paid marketing, creative web design, search engine optimization, SEO, user experience, Facebook ads, YouTube optimization, SMM, graphic design &amp; more.</td>
</tr>
<tr>
<td>Spangler Creative</td>
<td>541-728-5672</td>
<td>N/A</td>
<td><a href="mailto:info@spanglercreative.com">info@spanglercreative.com</a></td>
<td>Mike Spangler</td>
<td>5</td>
<td>1993</td>
<td>Graphic design, website design &amp; printing.</td>
</tr>
<tr>
<td>The Garage, Inc.</td>
<td>541-799-9113</td>
<td>N/A</td>
<td><a href="mailto:info@thecoreagency.com">info@thecoreagency.com</a></td>
<td>Mat Spangler</td>
<td>5</td>
<td>1993</td>
<td>Brand identity, graphic design, web design, web development, all campaign design, print collateral from business cards to annual reports, outdoor billboards &amp; signage, apparel imprint design.</td>
</tr>
<tr>
<td>WebMentors</td>
<td>541-330-1803</td>
<td>541-382-6927</td>
<td><a href="mailto:info@webmentors.com">info@webmentors.com</a></td>
<td>Marie Wirtz</td>
<td>10</td>
<td>2015</td>
<td>Website design, search engine optimization, social media marketing, graphic design, IT &amp; more.</td>
</tr>
<tr>
<td>SMARTZ</td>
<td>541-588-4080</td>
<td>N/A</td>
<td><a href="mailto:info@smartz.com">info@smartz.com</a></td>
<td>Mark Knowles</td>
<td>10</td>
<td>2015</td>
<td>SMARTZ can help your business with paid marketing, creative web design, search engine optimization, SEO, user experience, Facebook ads, YouTube optimization, SMM, graphic design &amp; more.</td>
</tr>
<tr>
<td>Spangler Creative</td>
<td>541-728-5672</td>
<td>N/A</td>
<td><a href="mailto:info@spanglercreative.com">info@spanglercreative.com</a></td>
<td>Mike Spangler</td>
<td>5</td>
<td>1993</td>
<td>Brand identity, graphic design, web design, web development, all campaign design, print collateral from business cards to annual reports, outdoor billboards &amp; signage, apparel imprint design.</td>
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<td>The Garage, Inc.</td>
<td>541-799-9113</td>
<td>N/A</td>
<td><a href="mailto:info@thecoreagency.com">info@thecoreagency.com</a></td>
<td>Marie Wirtz</td>
<td>10</td>
<td>2015</td>
<td>Website design, search engine optimization, social media marketing, graphic design, IT &amp; more.</td>
</tr>
<tr>
<td>WebMentors</td>
<td>541-330-1803</td>
<td>541-382-6927</td>
<td><a href="mailto:info@webmentors.com">info@webmentors.com</a></td>
<td>Marie Wirtz</td>
<td>10</td>
<td>2015</td>
<td>Website design, search engine optimization, social media marketing, graphic design, IT &amp; more.</td>
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<tr>
<td>SMARTZ</td>
<td>541-588-4080</td>
<td>N/A</td>
<td><a href="mailto:info@smartz.com">info@smartz.com</a></td>
<td>Mark Knowles</td>
<td>10</td>
<td>2015</td>
<td>SMARTZ can help your business with paid marketing, creative web design, search engine optimization, SEO, user experience, Facebook ads, YouTube optimization, SMM, graphic design &amp; more.</td>
</tr>
</tbody>
</table>
It's clear that the pandemic has changed how companies of all sizes do business. How many of these changes are temporary and how many are permanent? The exact answer depends upon the type of business you're in and who your customers are. But in general, we won't be going back to the way things were.

For the past decade, digital marketing concepts and implementations have grown in importance every year. Digital marketing is now, and will continue to be, critical to the survival of your small business. Embrace it.

At SCORE Central Oregon, we work with hundreds of small businesses every year. More and more, we see the positive results when owners plan and grow their digital marketing efforts. So here are seven tips to implement and maintain your digital marketing strategy.

1. Review Your Mission Statement
You may not have looked at your mission and goals statements for a while. Are they still appropriate? Are you still executing on them? Take a fresh look at what your company stands for. Ask someone you trust for their objective input. This is a great time to revisit why your company exists and what it stands for.

2. Perform a SWOT Analysis on Your Company
Identifying your company's Strengths, Weaknesses, Opportunities and Threats will help you tailor your marketing efforts to your customers and their needs.

- Strengths are things you do well compared to your competitors. Marketing to your strengths can help customers and potential customers see your key differentiators and understand where/how you can help them.
- Weaknesses provide you with an opportunity to improve your performance. You may be able to turn some of them into strengths if you focus on them. Or you can make sure your marketing channels and messages stay away from your weak areas.
- Opportunities are external positive factors which you're not currently addressing. If some of them align with your Strengths, you can choose to pursue them.
- Threats are external negative factors which you may or may not be able to plan for. Spending some time examining the potential threats to your business may help you see things you didn't know that you didn't know.

3. Act Like the Digital Age is Here to Stay
Because it is here to stay. And your future depends upon it. On-line marketing, on-line selling, working from home, virtual connections, social media as a life line, smaller group sizes and increased emphasis on personal health are all here to stay. Maybe not to the degree we've experienced them for the past year, but they're not going back to the way they were in 2019. Embrace these news ways of doing business and adapt your marketing strategy accordingly.

4. Be Available On-Line Every Hour of Every Day
No, you don't need to sleep with your phone on and your laptop open so you can respond to inquiries in real time. But your digital presence should be open for business whenever your customers want to reach out to you and in the ways they want to interact with you. Constantly tweak your website so that it's always SEO friendly. Measure and assess your website's performance every week. Your social media sites should all link back to your website. Emails and blogs should be 80 percent informational/inspirational and only 20 percent oriented toward selling. But everything needs to include a Call to Action. Keep your content fresh. Yes, it's a lot of work and many business owners don't enjoy doing it. If that's the case for you, consider outsourcing to a service.

5. Enhance Your Customers’ Engagement Through Interaction
Digital marketing can often feel like a one-way street to both you and your customers. Look for ways to encourage interaction through live streaming, video conferencing and podcasts. Provide content in the channels your customers want to use, not necessarily the ones you're most comfortable with. Use customer and employee testimonials to provide authenticity to your messages and trigger empathy in your customers.

6. Provide Marketing Campaigns Which Have a Purpose
In these crazy times, individuals want to support small, local businesses whenever they can. They also want to do business with companies which address specific issues. Make sure your marketing campaigns tell stories which can cause customers to feel pride in buying from you.

7. Ask for Guidance
There are many local resources that can help you on your journey. In addition to free SCORE mentoring, consider SBDC, EDCO, Opportunity Knocks, the Deschutes Public Library and the Chamber of Commerce. You don't have to go it alone!

Ed Weiser has been a local SCORE mentor since 2014. He also volunteers for Deschutes County Search And Rescue and is an Interpretive Ranger for Deschutes National Forest. Contact Ed at linkedin.com/in/edweiser centraloregon.score.org
<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
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<td>Centro Print Solutions</td>
<td>541-386-1035</td>
<td>541-386-1035</td>
<td><a href="mailto:centroprintsolutions@gmail.com">centroprintsolutions@gmail.com</a></td>
<td>John Minor</td>
<td>2 1998</td>
<td>Design &amp; printing services.</td>
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<tr>
<td>Connexion Print Consultants</td>
<td>541-375-7287</td>
<td>541-375-7287</td>
<td><a href="mailto:info@connexionprint.com">info@connexionprint.com</a></td>
<td>J.C. Nore</td>
<td>3 2009</td>
<td>A small, nimble agency focused like a Zen master on printing intelligently. Complete ‘soup to nuts’ commercial printing solutions.</td>
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<td>Cascade Graphics</td>
<td>541-752-6057</td>
<td>541-752-6057</td>
<td>CascadeGraphics.com</td>
<td>Loren Dunten</td>
<td>4 1997</td>
<td>Graphic design, layout, flyers, brochures, business cards, copies 36 inch wide, color copies, b/w copies, vehicle lettering.</td>
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<td>Central Oregonian</td>
<td>541-382-7121</td>
<td>541-382-7121</td>
<td>centraloregonian.com</td>
<td>Mark &amp; Susan Fields</td>
<td>4 1988</td>
<td>Office &amp; digital printing, copy services, design &amp; typesetting, fax, letterheads &amp; binding.</td>
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<td>Central Oregonian</td>
<td>541-388-5580</td>
<td>541-388-5580</td>
<td>centraloregonian.com</td>
<td>Bill Sherritt, Wendy Martin</td>
<td>11 1979</td>
<td>Large format digital printing, commercial/industrial printing w/UV ink, die cutting, scoring, kitting, mailing, mailers, direct mail, deposits, shipping, machine sizes, signs, banners, flyers, custom product imprinting, promotional panels, specialty ink &amp; materials.</td>
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<td>Cascade Rubber &amp; Printing</td>
<td>541-389-3600</td>
<td>541-389-3600</td>
<td>cascadebusinessnews.com</td>
<td>Michael Morgan</td>
<td>6 2016</td>
<td>Everything needed to enhance your corporate identity through promotional products &amp; apparel. Need long term, fast or on demand, we’re here for you! We feature several options for your next project. In house fulfillment. No minimums or set up charges. We offer same day printing two dimensional, high volume digital, business cards, banners, design, shipping, deposits, business cards &amp; pre-press services. Your one-stop shop.</td>
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<td>541-382-8107</td>
<td>541-382-8107</td>
<td>cascadebusinessnews.com</td>
<td><a href="mailto:trausch@highcascadeprinting.com">trausch@highcascadeprinting.com</a></td>
<td>Renee Mansour</td>
<td>4 1994</td>
<td>UPS, FEDEX, packaging, services, mail services, mail boxes, books, cards, printing, copying, scanning, faxing, business cards.</td>
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<td>Cascade Rubber &amp; Printing</td>
<td>541-389-7440</td>
<td>541-389-7440</td>
<td>cascadebusinessnews.com</td>
<td>Gale Stegner</td>
<td>1 2007</td>
<td>Prints &amp; marketing solutions, commercial, envelopes, forms, direct mail, digital, labels, reprints, magazines, publications, thermal variable imaging, dedicated, Marketing materials, campaigns, packaging, promotional products &amp; apparel. Graphic design, advertising design, print &amp; supply chain management, fulfillment &amp; reporting.</td>
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<td>Cascade Rubber &amp; Printing</td>
<td>541-389-7622</td>
<td>541-389-7622</td>
<td>cascadebusinessnews.com</td>
<td>Wendy Mahlin</td>
<td>13 1979</td>
<td>Large format digital printing, commercial/industrial printing w/UV ink, die cutting, scoring, kitting, mailing, mailers, direct mail, deposits, shipping, machine sizes, signs, banners, flyers, custom product imprinting, promotional panels, specialty ink &amp; materials.</td>
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<td>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 <a href="mailto:cbn@cascadebusnews.com">cbn@cascadebusnews.com</a>.</td>
<td>541-617-9899 N/A</td>
<td><a href="mailto:print@skylinerprint.com">print@skylinerprint.com</a></td>
<td><a href="mailto:print@skylinerprint.com">print@skylinerprint.com</a></td>
<td>Todd O’Rourke</td>
<td>4</td>
<td>2021</td>
<td>PROMOTIONAL ITEMS</td>
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Alexandra McCrea, 25, is responsible for a client’s web design, content creation and social media management. Sean McCrea, 29, manages logo design, branding and photography.

Combining their talents to start Parallel Forty Four last fall, Alexandra and Sean McCrea have the experience and expertise to guide their clients in having an edge over their competition. “We are constantly staying abreast of the latest media trends, and the services we offer have solid knowledge and research behind them,” Alexandra said.

Located in Bend and Redmond, Parallel Forty Four is a full-service social media partner providing their West Coast clients with photography, web design, social media, reviews and influencer management, content creation, logo and business card design, banner and signage design and consulting services.

Their current client portfolio includes restaurants, salons, insurance agencies and nonprofits.

As Oregon reaches the one-year milestone of the shifts brought forth by the pandemic, Alexandra said many of the changes in how people conduct business and personal tasks will continue.

“Face-to-face transactions have reduced dramatically over the past year, and in turn, online shopping has seen an explosion of growth and businesses have had to adapt to that,” she said. “In addition, trends are showing the online shopping boom isn’t going to slow down, it’s become an integral part of our economy, and it’s here to stay.”

Alexandra said social media platforms have proven to be an asset to businesses seeking to keep in contact with their customers. Platforms such as Instagram and Facebook have shopping tools built in, allowing customers to shop from a business’ social media page. The McCreas are dedicated to providing Central Oregon businesses with the online presence they deserve to keep and attract new followers.

A graduate of WP Carey School of Business at Arizona State University, Alexandra said her decision to start Parallel Forty Four with her husband stems from her personal experience selling her artwork on Etsy. She noticed the artists who did well financially had set themselves apart with a strong online presence and strategy.

“Six years ago, social media management began as my side interest, but then these accounts started growing, and I realized that not only did I love engaging with people through a brand and making a connection, but I was really good at it, too,” she shared. “We have helped our clients have successful campaigns.”

Before she meets with a potential client, she does extensive research, so she clearly understands the business’ mission, products and their industry. “My understanding of your industry, your audience and what you do is my first priority. Once I’ve gotten to know you, I’m able to gauge your needs as a brand and write a social strategy, which is basically a proposal of what I think needs to be implemented for Parallel Forty Four to help you reach your goals,” she explained.

One of her challenges is explaining to her clients that social media is more than a game of numbers. “The biggest misunderstanding I’ve seen in this industry is how obsessed people can get with the number of followers they have or want,” she said.

She advises clients not to buy followers, especially when their money could be better spent in other areas. While having a following is important, she stresses businesses want to have a relevant following. A business could have 100,000 followers, but if none of the followers are local to a business’ storefront or aren’t interested in buying what the business sells, the numbers do nothing for a business’ brand.

“Making sure you’re getting the right followers with the potential of turning into clients or customers is far more important than numbers,” Alexandra said, adding that’s where Parallel Forty Four assists its clients.

Alexandra shared it’s a full-time job for a company to create and manage social media accounts, photograph new products, respond to reviews and engage with potential and current customers.
## Media - Cable (Listed Alphabetically)

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<th>WebSite/Email</th>
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<th>CO Year Est.</th>
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<td>BendBroadBand</td>
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<td>N/A</td>
<td><a href="mailto:bendbroadband@bendbroadband.com">bendbroadband@bendbroadband.com</a></td>
<td>Bheti Walters</td>
<td>280</td>
<td>1955</td>
<td></td>
<td></td>
<td>TDS Telecom, Medford, OR</td>
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<tr>
<td></td>
<td>541-385-3217</td>
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## Media - Magazine (Listed Alphabetically)

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<td>N/A</td>
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<td>Russ Johnson</td>
<td>14</td>
<td>2015</td>
<td>20,000 monthly</td>
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<td>Bend, Oregon Media Group</td>
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<td>Canada’s Arts &amp; Entertainment</td>
<td>541-588-5605</td>
<td>N/A</td>
<td>canadaartsentertainment.com</td>
<td>Jeff Marti</td>
<td>10</td>
<td>1995</td>
<td>10,000 to 15,000 monthly, weekly E-Broadcast every Wednesday</td>
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<td>Art Magazine, Canada Publications Inc., Bend, OR</td>
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<td>Central Oregon Rancher LLC</td>
<td>541-488-7010</td>
<td>N/A</td>
<td>centraloregonrancher.com</td>
<td>Mark Howard, Scott Johnson</td>
<td>2</td>
<td>1955</td>
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<td>Fans &amp; Ranch Trade News Magazine, Sun River Orchestra, Mark Howard, Publisher, Bend, OR</td>
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<td>Red Box Press</td>
<td>541-500-9617</td>
<td>N/A</td>
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<td>Debbie Agnew</td>
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<td>5,000 per quarter</td>
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<td>Coral Publications, Debbie Agnew, Bend, OR</td>
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<td>Silver Magazine</td>
<td>541-475-2275</td>
<td>541-475-5710</td>
<td>silversunmagazine.com</td>
<td>Tony, Mimi, Kyle Gill</td>
<td>8</td>
<td>1999</td>
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<td>Jefferson County lifestyle magazine, Purple Media Group, Portland, OR</td>
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<td>Small Farmers Journal</td>
<td>541-553-2453</td>
<td>N/A</td>
<td>smallfarmersjournal.com</td>
<td>Lynn M. Miller</td>
<td>4</td>
<td>1976</td>
<td>4,000 quarterly</td>
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<td>Small Farmers Journal, Sisters, OR</td>
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<td>Sunriver Magazine</td>
<td>541-384-5603</td>
<td>N/A</td>
<td>sunrivermagazine.com</td>
<td>Jeff Martin</td>
<td>10</td>
<td>2010</td>
<td>50,000 annually</td>
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<td>Sunriver Weekly magazine, Oregon Media LLC, Bend, OR</td>
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## Media - Newspaper (Listed Alphabetically)

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<th>Circulation</th>
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<tr>
<td>Cascade Business News (CBN)</td>
<td>541-384-5603</td>
<td>N/A</td>
<td>cascadebusnews.com</td>
<td>Jeff Martin</td>
<td>10</td>
<td>2004</td>
<td>4,000 to 6,000 Printed twice monthly, twice weekly E-Headlines</td>
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<td>Bend, OR</td>
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<td>Central Oregonian</td>
<td>541-447-6205</td>
<td>541-447-174</td>
<td>centraloregonian.com</td>
<td>Teresa Tockey, Tony Aben</td>
<td>10</td>
<td>1982</td>
<td>4,000 weekly</td>
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<td>Nonpap</td>
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<td>541-475-5710</td>
<td>madraspioneer.com</td>
<td>Tony, Mimi, Kyle Goli</td>
<td>8</td>
<td>1994</td>
<td>5,200</td>
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<td>Nonpap</td>
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<td>Newberg Eagle</td>
<td>541-513-5663</td>
<td>541-513-7803</td>
<td>newbergeagle.com</td>
<td>Sandra L. Jones</td>
<td>5</td>
<td>2011</td>
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<td>541-349-0940</td>
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<td>Jim Carnall, Kiki Dellos</td>
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<td>Pendleton Pioneer</td>
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<td>pendletonpioneer.com</td>
<td>Steve Hazen, Kyle Kelley</td>
<td>5</td>
<td>2010</td>
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<td>Tillamook County Observer</td>
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<td>541-353-5555</td>
<td>tillamookcountyobserver.com</td>
<td>Dino McManus</td>
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<td>1976</td>
<td>2,000 monthly</td>
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<td>Nonpap</td>
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<td>Sweet Home News &amp; Observer</td>
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<td>541-593-5669</td>
<td>sweethomenews.com</td>
<td>Susan Berger</td>
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<td>1974</td>
<td>6,000 to 11,000 monthly</td>
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<td>Holly Brooks</td>
<td>100</td>
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Note: 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.
### Media - Other (Listed Alphabetically)

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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. 541-388-3665 or email ccbn@cascadebusnews.com.
You want to retire comfortably when the time comes. You also want to help your child go to college. So how do you juggle the two? The truth is, saving for your retirement and your child's education at the same time can be a challenge. But take heart — you may be able to reach both goals if you make some smart choices now.

Know what your financial needs are
The first step is to determine your financial needs for each goal. Answering the following questions can help you get started:

For retirement:
• How many years until you retire?
• Does your company offer an employer-sponsored retirement plan or a pension plan? Do you participate? If so, what's your balance? Can you estimate what your balance will be when you retire?
• What standard of living do you hope to have in retirement? For example, do you want to travel extensively, or will you be happy to stay in one place and live more simply?

For college:
• How many years until your child starts college?
• Will your child attend a public or private college? What's the expected cost?
• Do you have more than one child whom you’ll be saving for?

Many online calculators are available to help you predict your retirement income needs and your child's college funding needs.

Figure out what you can afford to put aside each month
After you know what your financial needs are, the next step is to determine what you can afford to put aside each month. To do so, you'll need to prepare a detailed family budget that lists all of your income and expenses. Keep in mind, what you can afford to put aside each month. To do so, you'll need to prepare a detailed family budget that lists all of your income and expenses. Keep in mind, what you can afford to put aside each month.

Retirement takes priority
Though college is certainly an important goal, you should probably focus on your retirement if you have limited funds. With generous corporate pensions mostly a thing of the past, the burden is primarily on you to fund your retirement. But if you wait until your child is in college to start saving, you'll miss out on years of potential tax-deferred growth and compounding of your money. Remember, your child can always attend college by taking out loans (or maybe even with scholarships), but there’s no such thing as a retirement loan!

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Money & Investment

Saving for Retirement & a Child’s Education at the Same Time
by ED WETTIG, CFP — Wettig Capital Management

If you're unsure about how to allocate your funds between retirement and college, a professional financial planner may be able to help. This person can also help you select appropriate investments for each goal. Remember, just because you're pursuing both goals at the same time doesn't necessarily mean that the same investments will be suitable. It may be appropriate to treat each goal independently.

Help! I can’t meet both goals
If the numbers say that you can’t afford to educate your child or retire with the lifestyle you expected, you’ll probably have to make some sacrifices. Here are some suggestions:

• Defer retirement: The longer you work, the more money you’ll earn and the later you’ll need to dip into your retirement savings.
• Work part-time during retirement.
• Reduce your standard of living now or in retirement: You might be able to adjust your spending habits now in order to have money later. Or, you may want to consider cutting back in retirement.
• Increase your earnings now: You might consider increasing your hours at your current job, finding another job with better pay, taking a second job or having a previously stay-at-home spouse return to the workforce.
• Invest more aggressively: If you have several years until retirement or college, you might be able to earn more money by investing more aggressively (but remember that aggressive investments mean a greater risk of loss). Note that no investment strategy can guarantee success.
• Expect your child to contribute more money to college: Despite your best efforts, your child may need to take out student loans or work part-time to earn money for college.
• Send your child to a less expensive school: You may have dreamed your child would follow in your footsteps and attend an Ivy League school. However, unless your child is awarded a scholarship, you may need to lower your expectations. Don’t feel guilty — a lesser-known liberal arts college or a state university may provide your child with a similar quality education at a far lower cost.

Can retirement accounts be used to save for college?
Yes. Should they be? That depends on your family’s circumstances. Most financial planners discourage paying for college with funds from a retirement account; they also discourage using retirement funds for a child’s college education if doing so will leave you with no funds in your retirement years. However, you can certainly tap your retirement accounts to help pay the college bills if you need to. With IRAs, you can withdraw money penalty free for college expenses, even if you’re under age 59½ (though there may be income tax consequences for the money you withdraw). However, with an employer-sponsored retirement plan like a 401(k) or 403(b), you’ll generally pay a ten percent penalty on any withdrawals made before you reach age 59½ (age 55 or 50 in some cases), even if the money is used for college expenses. There may be income tax consequences, as well. (Check with your plan administrator to see what withdrawal options are available to you in your employer-sponsored retirement plan.)

Provided by Ed Wettig, CFP, Wettig Capital Management which offers investment management, financial planning and retirement income strategies. Securities, insurance and investment advisory services offered through Royal Alliance Associates, Inc. Member FINRA/SIPC. Wettig Capital Management is a marketing designation. wettigcapital.com

34 • Cascade Business News • March 17, 2021
Gunnar Haugan has been hired as the new senior tax manager at Kernutt Stokes’ Bend office. Haugan has experience in tax planning and compliance for private and public companies, with a particular focus on acquisitions, dispositions and restructurings of U.S. companies with international operations and foreign companies with operations and real estate investments in the U.S. He works closely with a number of industries, including technology, manufacturing, real estate and life sciences.

Prior to joining Kernutt Stokes, Haugan, who was raised in Bend, worked in the national tax department of Ernst & Young in Chicago, Illinois, providing tax consulting services related to cross-border mergers and acquisitions and international operations. He also spent time at a Chicago law firm where he provided income tax planning related to real estate investments, as well as time at Moss Adams in Portland, providing tax compliance and planning services for privately held corporations and partnerships.

Brooks Resources Corporation has hired Chrissy Christoferson to run its newly formed property management division, Heartwood Commercial Management. Christoferson will apply her extensive experience as a property manager, as well as her customer service and entrepreneurial skills, to her new role.

As head of Heartwood Commercial Management, Christoferson will oversee and direct the management of Brooks Resources’ income properties, including managing each property’s day-to-day needs. She will act as a primary point of contact and provide expert service to all tenants.

Prior to this new role, Christoferson served as the property manager and office manager for Veracity Property Management, where she managed both residential and commercial real estate, as well as working closely with the company’s CFO on accounting strategies and tasks. Prior to this, she worked in operations for Valentine Ventures and co-owned and operated a number of businesses. She holds a bachelor of arts from Washington State University and lives in Bend.

Masson-Forsythe’s thesis research centers around the nucleocapsid protein of SARS-CoV-2, the coronavirus responsible for 300,000 deaths in the United States as of the December completion of her 300-second dance video for the contest. The length of the video was determined to meet the contest’s requirements, and the U.S. death toll now exceeds 313,000.

The contest format is simple: Entrants make a dance video interpreting their research, post it to YouTube and send the link to the contest organizers. Entries are judged by a panel of expert scientists. Masson-Forsythe’s COVID-19 research is funded by a National Science Foundation grant.

When a resilient community like Central Oregon finds itself in need, service-minded community members answer the call. On March 2, 2021, 25 new Court Appointed Special Advocates (CASA) volunteers were sworn in remotely by Judge Bethany Flint and Judge Annette Hillman after completing 40 hours of distance training.

Redmond’s annual Desert Rose Golf Tournament took place in May 2021. In honor of Hayden Homes, the tournament raised $45,000 for charity.

Hayden Homes recognizes Daniel Schmidt of Sisters High School as the recipient of the 2020 Hayden Homes $2,500 Art Scholarship. A committee composed of Hayden Homes team members and the Sisters Arts Association selected Schmidt’s artwork as the winning concept. His artwork showcases a beautiful wood sculpture that depicts motions of nature and the patterns of a snow drift.

Schmidt is a 2020 graduate of Sisters High School. He chose to take a gap year after graduation due to COVID-19, but is considering Colorado College, University of British Columbia, CU Boulder or Whitman as options for his college career.

The 2021 Hayden Homes $2,500 Art Scholarship winner will be selected in May. Applications were managed through Sisters Gro, a graduate resource organization with a mission to raise, receive and distribute charitable scholarship funds, support the scholarship selection process and support graduate resource programs to help Sisters High School graduates obtain higher education or training.

Schmidt’s artwork is on display at the Hayden Homes McKenzie Meadows Village model home through May of this year. If community members are interested in seeing Schmidt’s artwork, call 541-904-0060 for an appointment.

Businesses Serving Community

Redmond’s annual Desert Rose Golf Tournament. In a normal year, the district currently hosts about 20 sports tournaments over 20 weekends each year. The new lighting will allow the district to host evening and night games, as well as to expand tournament opportunities.

Hayden Homes’ incredible donation means our community will have a more functional sports complex for our students and families to gather and recreate.

In addition to its lighting project donation, this month Hayden Homes handed out $10,000 in mini grants to teachers and staff around the district. Grant funding ranged from $75 to $1,400 per project.

A few examples: Vern Patrick Elementary third-grade teacher Bryan Bahn received $450 to purchase a 3D printer, which he will use to expose his students to cutting-edge technology. Hugh Hartman PE teacher Rachel Smith received $1,400 for PE equipment, while Kari Kampert received $1625 for Life Skills class supplies. With the grant, she bought cooking supplies for her cooking demonstrations. Both Ridgeview and Redmond high school bands received funding to purchase or repair instruments. Elton Gregory Middle School librarian, Pia Alliende, received $500 to update the school library collection to add diverse representation and voices.
The intensive weekly training process includes a background check and an interview with a Judge before being sworn-in as an officer of the court and assigned a child or sibling group currently in foster care. The CASA volunteer then becomes the voice to represent the child's best interest in court and to help secure services the child may need, usually over a two-year time span. CASA of Central Oregon, which has offices in Bend, Madras and Prineville, serves the needs of all abused and neglected children in foster care.

Last year, 427 children spent time in foster care in Central Oregon. More than 360 of these children had their own individualized CASA volunteer. It is anticipated that an influx of children will enter foster care as children return to in-person schooling. Abuse and neglect increases as families face stressors caused by COVID-19, including parental stress and economic uncertainty. The goal of CASA of Central Oregon is to recruit, train and support enough volunteers so that every child in foster care has an advocate to be their voice in the courtroom and to secure the services children need.

The next training will be held entirely online on Saturdays, April 3-May 22, from 9:30am-12:30pm.

Redmond Proficiency Academy (RPA) junior Lillian Caldwell has been accepted into the Execute Big Fellowship, a six-week virtual program designed to introduce beginner students to the interdisciplinary world of computer science. Execute Big seeks to provide opportunities and access to computer science training that students might not otherwise have.

Throughout the fellowship, Caldwell will have the opportunity to learn from high-level engineers from prominent companies like Tesla, Chan Zuckerberg Initiative and Quizlet. Topics covered throughout the program include computational thinking, debugging and active problem solving, ethics, various career opportunities and more.

According to Execute Big, they shape the fellowship around the students, introducing students to acquisition both professional and technical knowledge for their future. Caldwell will participate in the fellowship from March through April 2021, concurrently with her RPA courses.

Got new hires, promotions, people ‘On The Move’?
Send your Who’s Who for the next edition of Cascade Business News to CBN@CascadeBusNews.com
Believes "when access is equal, potential is limitless." the OAS Ski For All Strava Club and begin tracking and
registration fee or committing to raise at least $50 per
can register individually or as a team by paying a $50
click on the Ski For All link for easy instructions. You
outdoor recreation, regardless of ability. "This is usually an event held at Mt. Bachelor to
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of Central Oregon

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Continued from page 3

believes "when access is equal, potential is limitless." "This is usually an event held at Mt. Bachelor to
challenge participants to ski or ride as much as you can
in one day while raising funds to support OAS. At the
end of the day, we all gather afterwards to celebrate,"
said Pat Addabbo, executive director of OAS. "This year
we decided to be more inclusive, to remain COVID-safe
and to challenge the entire community to get moving.
No matter what your ability or how you like to exercise,
this is an opportunity to get outdoors, break barriers and
showcase the OAS mission in action. It's a challenge to
have fun and help others to experience the benefits of
outdoor recreation, regardless of ability."

To register, go to oregonadaptivesports.org and
click on the Ski For All link for easy instructions. You
can register individually or as a team by paying a $50
registration fee or committing to raise at least $50 per
person. Download a free app called Strava, then join
the OAS Ski For All Strava Club and begin tracking and
sharing your experiences, or you can choose to submit
your activities directly to OAS. Each participant who
raises $50 and completes the 24-mile challenge will
receive a custom event neck gaiter or an OAS trucker
hat. Plus, there are many other prizes including the most
creative, most overall miles, top fundraiser, most variety
of activities, and more.

The 4th Annual Ski For All is once again made possible
by the support of many local businesses, including GS,
who is the title sponsor for the fourth consecutive year.
Additional sponsors include Ascent Capital Management,
Inovia Vein Specialty Centers, 10 Barrel Brewing, Bend
Broadband and the St Charles Foundation.

Prize Updates
The fourth annual Ski For All campaign is off to a fast
start! Thanks to our donors and matching dollars from
Mountain Supply and many other OAS supporters.

Four fundraising prizes this year: Hydro Flask packs,
Top Fundraiser Prize Announcement: $500 Gift
Card to Mountain Supply
Our friends at BendBroadband are sponsoring this
year’s top fundraising prize, a $500 gift card to Mountain
Supply. The top individual fundraiser as of 3pm on March
28 will win this gift card, along with a boatload of swag
from Mountain Supply and many other OAS supporters.

Double Your Fundraising
Thanks to our Summit Sponsor, GS, and Northwest
Sponsor, Inovia Vein Specialty Centers, the first $7,500 of
donations to the Ski For All are being matched dollar for
dollar! Help us meet this match: double your impact by
making a contribution today.

How to Sign Up and Participate:
• Head to the Ski For All webpage.
• Sign up or donate.
• Get moving! Ski, bike, run, push, however you can.
• Share with the world your love for OAS and
outdoor recreation.

We’ve reached our goal of $75,000 and to showcase the
OAS mission in action.

Find out more and sign up at support.oregonadap-
tivesports.org

Support families disproportionately affected by the pandemic. We could not do this
important work without the generosity of local donors, like the Bend Foundation,
helping to fill in the gaps and make our community a great place to live." bendfoundation.org • brooksresources.com

Bend Foundation, a philanthropic organization established by Brooks-Scanlon, Inc. and shareholders of Brooks-Scanlon and Brooks Resources, is donating $400,000 in grants to Central Oregon nonprofit organizations. A total of $200,000
was granted to Bend-Redmond Habitat for Humanity to support its goals for providing
decent and affordable housing for Central Oregonians in need. The other half of the
total amount was granted primarily to organizations in Bend that are addressing
pandemic-related food, clothing, shelter, support and economic issues.

Robin Cooper Engle, vice president of resource development for Bend-Redmond
Habitat for Humanity, said, “With Bend Foundation’s support for our Humanity In
Action campaign, Bend-Redmond Habitat for Humanity takes a big step forward in
delivering greater opportunity for working families to become homeowners. Health
care providers, teachers, small business owners and others deserve the opportunity
to own a home and build a brighter, more stable future for their families.

The $200,000 grant to Bend-Redmond Habitat for Humanity Habitat for
Humanity will be used to build affordable homes for working families in Bend.
Specifically, most of the funds will directly support building costs for future
single-family and cottage homes.

While extremely difficult to narrow the list of additional recipients, as there are many
providing important services throughout the Central Oregon community, the trustees
carefully considered a number of critical factors in their decision-making process. The
following organizations were selected to receive grant money: Bethlehem Inn, Boys
& Girls Clubs of Bend, Family Kitchen, Family Access Network, Giving Plate, Hunger
Prevention Coalition, KIDS Center, MountainStar Family Relief Nursery, Saving Grace,
Central Oregon FUSE, Latino Community Foundation and National Alliance of Mental
Health (Central Oregon). To help ensure cultural and arts recovery, the grant also
encompassed donations to the Tower Theatre and High Desert Museum.

Julie N. Lyche, executive director of Family Access Network, said, “The generous
support of the Bend Foundation could not come at a better time, as we continue to
support families disproportionately affected by the pandemic. We could not do this
very important work without the generosity of local donors, like the Bend Foundation,
helping to fill in the gaps and make our community a great place to live.” bendfoundation.org • brooksresources.com

Oregon Adaptive Sports
Jefferson County Fairgrounds

Continued from page 3

our operating budget and fundraising efforts,” said Crow. “We started with the complete rebuilding of our hog wash station. We extended the beef wash racks to accommodate more livestock, rehabilitated the Sheep Barn and current Show Barn with new LED lighting and structural repairs. We also installed new gates for the Small Animal Barn. Last summer we completed the construction of our new picnic pavilion. As you can see, we are working hard to keep the Fairgrounds a vital part of our community by continuing to upgrade and replace our aging facilities.”

The upgrades and the new Show Barn are being supported substantially through sponsorships and donations. The first two organizations to donate to the new Show Barn were the Jefferson County Livestock Association and the Law Office of Jered Reid.

“We also have some donations from businesses that want to remain anonymous for now, but will be revealed during our grand opening,” Crow stated. “We still need additional funds to complete the project and are open to donations of any size as well as sponsors for the building. I am astonished by our community and the generosity we have seen so far.”

“To keep up with the construction progress, follow the Fairgrounds’ Facebook page at facebook.com/JeffersonCountyFairComplex.

jeffco.net/fairgrounds

The Environmental Center

Continued from page 3

implement a sanitary refillable container share and trade program
• Let’s Act Bend — a pilot project to perform waste audits to opt-in businesses to educate them on how they can reduce their waste including single use disposables and food waste
• OSU-Cascades — to help implement an on-site composting program for use in the campus landscaping and gardens

Another round of Rethink Waste community grants applications will open fall of 2021 or spring of 2022.

The Rethink Waste Project, a program of the Environmental Center, provides waste prevention and reduction education for Deschutes County residents, businesses and organizations through a partnership with Deschutes County Department of Solid Waste and local garbage and recycling service providers. They offer free presentations around waste reduction, recycling, food waste prevention and more.

RethinkWasteProject.org

Watch for Upcoming Editions of CASCADE BUSINESS NEWS

2021 EDITORIAL CALENDAR

ISSUE DATE SPECIAL SECTIONS INDUSTRY LISTS
April 7
Deadline Mar 31 Environmental Special Landscaping Businesses, Environmental Companies, Recycled Products & Services
April 21
Deadline Apr 14 Real Estate Report Realtors, Title Companies, Mortgage Companies, Property Managers
May 5
Deadline Apr 28 Custom Home Builders Banks, Credit Unions
May 19
Deadline May 12 Business of Pets Custom Homes, Log Homes, Building Designers, Interior Designers, Fine Furniture
June 2
Deadline May 26 PRINEVILLE Profile Grooming, Boarding, Pet Services, Vets
June 16
Deadline Jun 9 SUNRIVER Profile/Summer Recreation Special Employment Resources, Largest Employers, Office Supplies
July 7
Deadline Jun 30

Pole Pedal Paddle

Continued from page 3

participation, we believe the race would be extremely hard to produce given the current state guidelines,” said Race Director, Molly Cogswell-Kelley.

“One of the most unique features of the SELCO Pole Pedal Paddle is the transition exchange area where fans, teammates and support crew gather. Not being able to gather in these areas would seriously diminish the overall experience of the race.”

MBSEF is a nonprofit race training organization that relies on income generated from this and other events to offset the company’s operating costs. The PPP allows MBSEF to subsidize race and program training fees for over 650 youth athletes every year. It is MBSEF’s largest fundraiser and a financial hardship on the organization to postpone the SELCO Pole Pedal Paddle. “We understand the disappointment of the competitors and our volunteers; however, MBSEF wants to ensure that the community, volunteers, racers and all other entities that are involved in the event are kept safe and healthy,” in closing, Ms. Cogswell-Kelly said. “We look forward to holding the race next May, when conditions for this unique multisport event will be more conducive to gathering.”

MBSEF will roll over all paid 2020 registrations to the 2022 race. If you would like to donate to MBSEF, please visit our website at mbsef.org and click on the Donate button. As a 501(c)(3), MBSEF will send all donors a donation receipt. mbsef.org

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Central Oregon Business Calendar
Email Your Upcoming Business Events to CBN@CascadeBusNews.com

**BUSINESS EVENTS**

March 17

March 17

March 18

March 19
8:30am Redmond Chamber Virtual Coffee Clatter. Facebook Live.

March 26
8:30am Redmond Chamber Virtual Coffee Clatter. Facebook Live.

March 27
10am Neil Kelly Bath Remodeling Webinar. Details and registration at https://us02web.zoom.us/webinar/register/WN_4ZnYxWuJQLGAbIEAG_TyQw.

April 7

April 12

April 21

April 26

**WORKSHOPS & TRAINING**

February 16

February 17

March 7

March 17

March 23 & 25

March 23

March 31

**COMMERCIAL PERMITS WEEK ENDING 2-26-2021**

City of Redmond
$1,750,000.00 - Commercial (Juniper Living) 12,990 sf. at 701 NW Spruce Ave. Bldg A-2 Redmond 97756 OR Owner: Juniper Canyon Investment, LLC PO Box 1410 Bend, OR 97709 Builder: Havner Construction, LLC 541-389-4141 Permit # 711-20-001536

City of Sisters
$30,000.00 - Commercial Alteration (AT&T Cell Tower) at 178 S Elm St. Sisters 97759 OR Owner: AT&T Mobility 3612 SE 168th Ave. Vancouver, WA 98683 Permit # 247-21-000552

**COMMERCIAL PERMITS WEEK ENDING 3-05-2021**

Klamath Co. & City of Klamath Falls
$10,000.00 - Commercial Alteration (Dr.Merrill Office) 1,400 sf. at 531 6th St. Klamath Falls 97601 OR Owner: Jeffery & Alisha Merrill 1050 Wild

Crook County & City of Prineville
$150,000.00 - Commercial (Crook County Landfill) 252 sf. at 110 SW Landfill Rd. Prineville 97754 OR Owner: Crook County 300 NE Third St. Prineville, OR 97754 Builder: Andersen Construction Company of Oregon, LLC 503-283-6712 Permit # 217-21-000732

Deschutes Co.
$40,739.00 - Commercial Alteration (Sawmill) at 16868 Finley Butte Rd La Pine, OR Owner: Scott Investments, LLC 21420 Dale Rd, Bend, OR 97701 Permit # 247-20-000987

$10,000.00 - Commercial (Prairie Crossing Mail Enclosure) 246 sf. at 4297 SW Canal Blvd. Redmond 97756 OR Owner: Canal Boulevard Land Company, LLC 10444 NE Vineyard Wy. Terrebonne, OR 97760 Builder: Grandir, LLC 541-520-8375 Permit # 711-21-000386

City of Bend
Due to system changes at the City of Bend we are temporarily unable to provide Bend permits at this time.
Celebrate Your Green Business in the April 7 Edition

April is Earth Month

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