

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



WAHOO FILMS CREW ON LOCATION IN 2017 | PHOTO COURTESY OF WAHOO FILMS

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 both financially and emotionally. I was too siloed and struggled to find the story I was seeking." She adds, "I had all of this beautiful footage with lots of short stories 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

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Tech Company Cognito Announces its Official Move to Sisters

by **RONNI WILDE — CBN Reporter**

Central Oregon continues 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



PHOTO | BY ANETE LUSINA

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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



THE PLANNED SITE OF THE NEW WILD MIKE'S ULTIMATE PIZZA HEADQUARTERS | PHOTO COURTESY OF REDMOND ECONOMIC DEVELOPMENT INC.

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

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RECENT TRANSACTIONS

Brokers **Peter May, CCIM** and **Robert Raimondi, CCIM** of **Compass Commercial Real Estate Services** represented both the landlord, **Glen Una**, and the tenant, **Entre Prises, Inc.**, in the lease of a 21,800 SF industrial suite located at 63085 NE 18th Street in Bend.

Compass Commercial Real Estate Services broker **Howard Friedman, CCIM** represented the buyer, **Charles McGrath**, in the purchase of 200 SE Combs Flat Road in Prineville. The 6,758 SF office building on 1.03 acres was purchased for \$750,000.

Broker **Graham Dent** of **Compass Commercial Real Estate Services** represented the seller, **Robert R. Claridge**, in the sale of 2120 SW Badger Avenue in Redmond. The 0.81-acre industrial parcel sold for \$180,000.

Compass Commercial Real Estate Services brokers **Jay Lyons, SIOR, CCIM** and **Grant Schultz** represented the landlord, **Vision Plaza LLC**, in the lease of a 1,007 SF office suite located at 404 SW Columbia Street in Bend.

Broker **Robert Raimondi, CCIM** of **Compass Commercial Real Estate Services** represented both the seller, **Aero Facilities, LLC**, and the buyer, **William Muzio**, in the sale of 63205 Gibson Air Road in Bend. The 1,430 SF industrial hangar sold for \$120,000.

OAS Ski For All Announcements, Prizes & Matching Gifts

Spring is around the corner, but COVID is still hanging around. Oregon Adaptive Sports (OAS) wants to invite the entire community to a challenge: from March 5-28, move your body 24 miles over 24 days and do it your way. You can walk, run, hike, bike, ski, snowboard, snowshoe, handcycle or some of each, you choose. You can take the challenge individually or as a team, you choose. This is a challenge to get your body moving and ready for spring, have fun doing it safely, and showcase the mission of a great organization. Oregon Adaptive Sports



PHOTO | COURTESY OF OREGON ADAPTIVE SPORTS

Continued on Page 37 ►

The Environmental Center Awards Community Entities \$7,000 for Waste Reduction Projects

Four organizations/businesses have won a grant from The Environmental Center's Rethink Waste Community Grants Program to support waste reduction efforts in four categories: increased diversion through recycling, expanded reuse, education in single-use waste reduction and increased food waste diversion through composting.

Funded projects include:

- **Desert Sky Montessori** — to build and develop a recycling collection facility for various materials not collected in our curbside carts
- **Central Oregon Locavore** — to help with infrastructure needed to

Continued on Page 38 ►

The SELCO Pole Pedal Paddle Canceled for 2021

The Mt. Bachelor Sports Education Foundation, a nonprofit entity that owns and operates the SELCO Pole Pedal Paddle, has made the decision to cancel the event for a second year in a row. The event has been held the third week in May in Bend for 43 years. "Out of abundance of caution, we believe it

is appropriate to postpone the SELCO Pole Pedal Paddle until May 21, 2022. Over half of the participants travel from outside of Central Oregon to compete in the event. Even with limiting

Continued on Page 38 ►

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

Continued on Page 38 ►



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Bend Business Booster Bids Farewell

Retiring Former Chamber Board Chair Proud of Role in Advancing Local Economy

by **SIMON MATHER** — CBN Feature Writer

A leading light in the local business community and former Bend Chamber chair is heading into retirement leaving a lasting legacy of advocacy for the city's continuing evolution.

Vic Martinez is saying farewell to the insurance industry after 25-years-plus as a valued agent — most recently as a commercial account executive with PayneWest — bookending a stint in commercial real estate.

But he is also particularly proud of his involvement in advancing Bend's economic prosperity over the last couple of decades and being a proponent for wider public input regarding shaping the city's growth.

Martinez relocated to Bend from the Bay Area in 1993, partly drawn by the healthy environment for raising he and his wife Deborah's two sons, but also attracted by the area's lifestyle attributes and potential for new business opportunities.

By 1995 he had acquired an independent insurance agency, building up the business as CEO — with an emphasis on nurturing relationships and garnering numerous referrals — before selling in 2008.

Evidence of his desire to serve the Bend community was apparent in the early 2000's when Martinez joined the board of the Boys & Girls Club, and, as a budding entrepreneur, he also became involved with renowned peer-to-peer mentorship group Opportunity Knocks (OK).

Originally launched by Jim and Mary Schell, the nonprofit helps businesses and organizations achieve excellence by matching industry and community leaders with a trusted, facilitated group of peers who act as mentors to provide expert advice and insight to help propel business and professional growth.

Martinez said, "This is an illustration of one of the things that is great about this community, and which I wanted to help continue to cultivate, in creating a collaborative, mutually beneficial ecosystem.

"Opportunity Knocks provided a safe, confidential environment to share experiences and look for guidance by airing questions and getting the benefit of others' experience and expertise.

"I both received information as a business owner and then later became a facilitator myself, as part of giving back and building on foundations previously put in place."

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

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 to come together around their shared solutions for shaping the future of Bend.

Martinez added, "Bend 2030 was created to steward the vision adopted by



Vic Martinez

our 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.

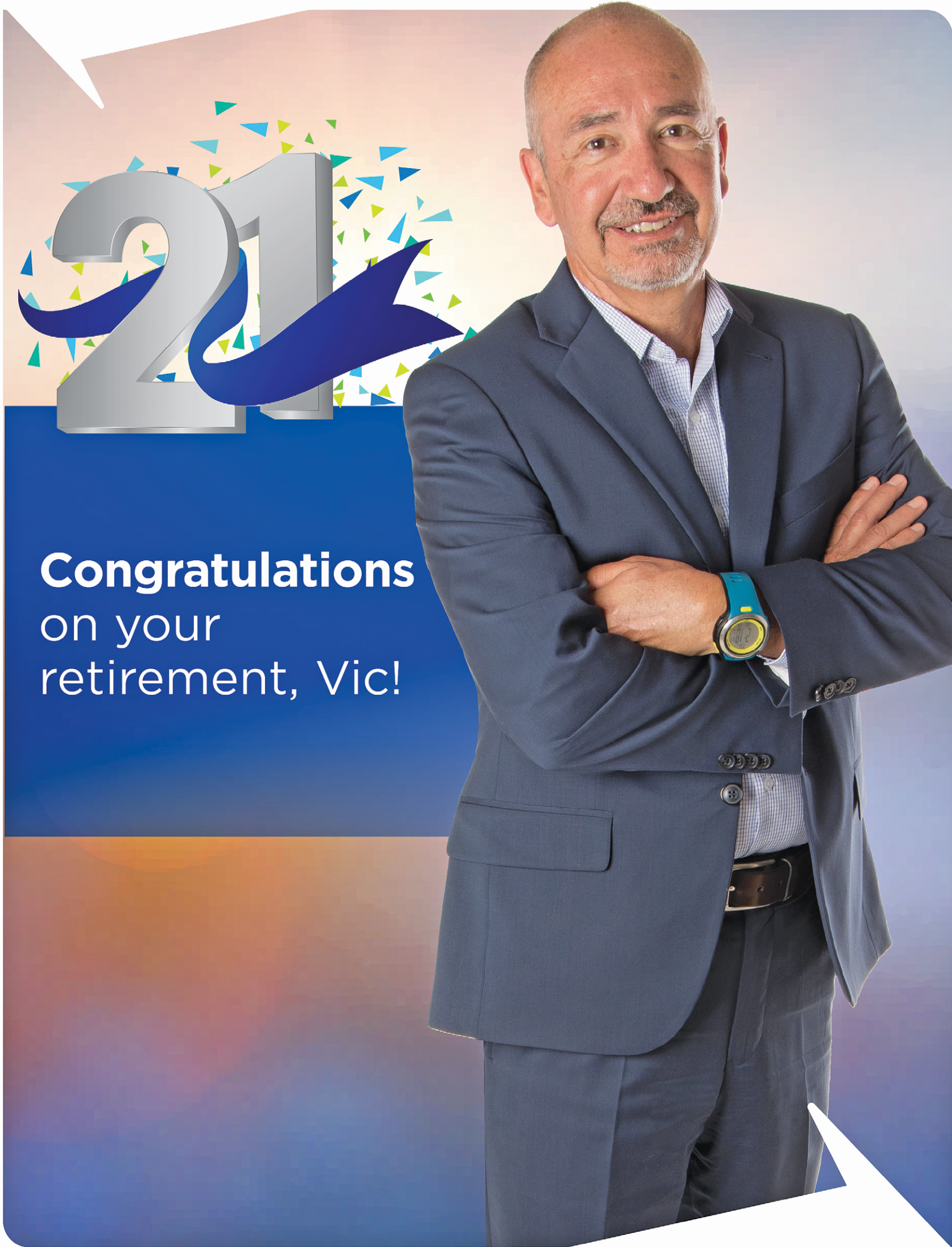
"You can't really complain about the ramifications of growth and so forth if you are not prepared to get involved and let your voice be heard."

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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Duke Warner Real Estate Market Trend Report

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 homebuyer'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.

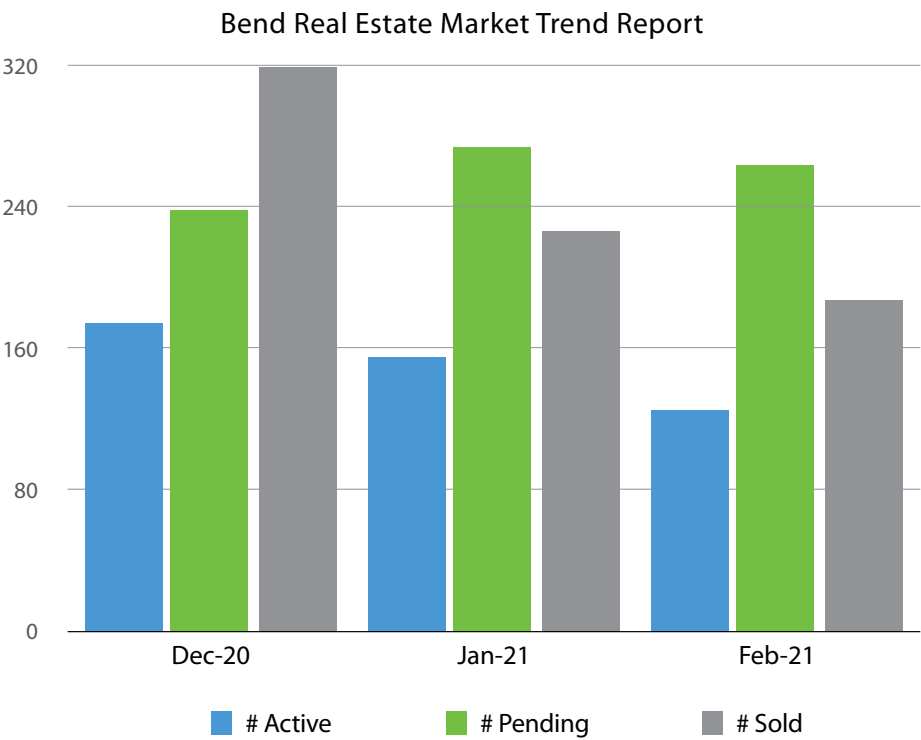
March 1 Inventory and February Activity

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 \$425,000-\$525,000 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 \$525,100-\$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 36 homes in the \$925,100-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.

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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.

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Cognito
Continued from page 1

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)



PHOTO | PEXELS

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.”

He continues, “It’s great here. We love it. EDCO is tremendously supportive. They have helped us find skilled employment, offered many introductions and offered to help us navigate tax incentives and hiring credits. These are all things we are looking into. This is an exciting time of growth for us; we have some really exciting projects coming up.”

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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



(L-R) BEND EXPRESS TEAM — SHAYLIN CHEVEREZ, JACLYN EGAN, CHRIS HARRIS, NATASHA CAGLE, KAREN TURNER, CHAD RHOADES AND CHRIS PETTY | PHOTO COURTESY OF EXPRESS EMPLOYMENT PROFESSIONALS

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.

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Is it Time to Implement a Telework Policy & Remote Work Agreement?

by JULIE PRECIADO — Barran Liebman LLP

As more individuals are vaccinated against COVID-19, we can see the light at the end of the stay-at-home tunnel. With that said, it is still important for employers to proceed with caution. Recent guidance from the Centers of Disease Control (CDC) suggests that even fully vaccinated people should continue to wear masks and follow prior guidance.



In the meantime, many workers will continue teleworking from home. As we pass the year mark of trading “clocking in” at work for “logging in” from home, remote work has proven to be a viable option in meeting business needs. As an employer, you face the question of 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 ergonomics 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 also makes it more likely that you may need to consider telework as a viable option for a reasonable accommodation request for certain employees under the ADA.

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.

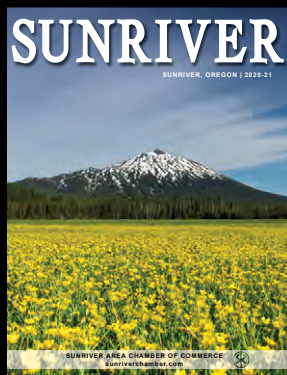
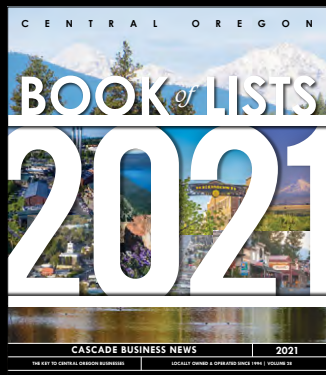
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Back to Work? Team Building is Essential Now More Than Ever

by **TERRY WALKEY**

2020 upended just about everything, especially how companies like ours do business. Teams that once worked side by side are now scattered across locations, states or countries. Working from home has its perks (blazer on top, pajamas on the bottom), but team shakeup and separation has also created disconnects.

“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 OrganizationBuilders 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.

“In 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 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 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 *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.

Terry Walkey, co-owner of Zero Latency Bend, the Northwest’s only free-roam Virtual Reality gaming arena. It’s a brand new addition to Bend and located in the Wagner Mall. Walkey is a former project engineer for Draper, Inc. and in the past, has worked as a lead special effects engineer for Walt Disney Studios, Warner Brothers Studios and Universal Studios.

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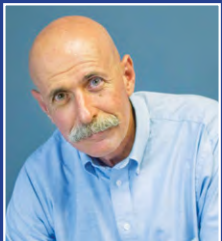
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Wild Mike's

Continued from page 1

projects in the Redmond community,” says Stark. “The company was looking at multiple locations both in and out of state, and selected Redmond due to land availability, staff responsiveness, access to the Long-Term Rural Enterprise Zone program and the quality of life that Central Oregon has to offer.”

“Compass Commercial had the opportunity to represent the Redmond School District and to sell the 46 acres to a manufacturing company that will be extremely prosperous for all of Central Oregon,” says Pat Kesgard of Compass Commercial Real Estate. “This was a team effort between the school district and Wild Mike’s Pizza, but it would not have happened if it were not for The City of Redmond, Jon Stark at EDCO and the Redmond City Council. The estimated 114 initial jobs that will be created continues to broaden the employment base in Central Oregon and will help insulate our economy from downturns in the future.” She adds, “Mike’s long-term plans would be to employ an additional 300 or so individuals. The economic multiplier will make a significant impact on the Redmond economy, growth that Redmond is able to support. Let’s face it, we all LOVE pizza, and Wild Mike’s Pizza makes a great product. So 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 business is growing 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 lot of 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 that costs of shipping and freight are no more expensive going 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 such as Nosler, PCC Schlosser, Medline, Eberhard’s, McConnel Labs, FuelSafe, BasX and others.” When the facility is completed, Piazza says there will likely be as many as 300-400 employees. “There will be a four-story office, bakery and a touring facility like at Tillamook Cheese,” he says. “It will be a destination. We

will eventually have our own trucking company to haul our products as well.” He adds, “The City’s job incentive program will help us realize our ambition of becoming one of America’s largest pizza manufacturers, without having to the leave the state where my family was born and raised. We are excited to build this dream in Redmond and hire hundreds of new associates to join our team.”

As part of the recruitment, Wild Mike’s sought the 15-year tax exemption (on the value of the improvements, taxes on the land are not exempted). To receive the 15-year exemption, eligible projects must create a minimum of 50 jobs within three years of occupancy at a compensation rate of 150 percent of the county wage average, and invest at least \$12.5 million dollars — which this project exceeds. The Enterprise Zone program is a locally sponsored, statutorily governed program that has been in existence in Redmond since 1988. However, this is the first project eligible to receive the Long Term Rural 15-year tax abatement. “We are excited. The pay range of 150 percent of the going rate doesn’t bother us,” says Piazza. “We like it. That’s what we’ve tried to build our whole lives. It’s about the team, not one person.”

Recognizing the length of the exemption, Wild Mike’s has also agreed to pay an annual Community Investment Fee (CIF) equal to \$618 per full-time-equivalent job, adjusted annually starting January 1, 2022. The CIF is expected to generate approximately \$70,000 per year.

City staff is recommending to City Council that the CIF be directed toward public safety. Keeping public safety services (officers per thousand) at pace with population growth has been an identified goal for City Council and staff for many years. With the estimated cost to the General Fund for each new officer at around \$144,000 (salary, benefits, equipment), the ability to offset this through the CIF would free up an equal amount of General Fund dollars for other eligible services and investments.

Now that the Long-Term Rural Enterprise Zone agreement for Wild Mike’s has been approved by the Redmond City Council, it will next be up for approval by the Deschutes Board of County Commissioners and the City of Sisters (which are also co-sponsors of the zone).

Stark says the goal for completion of the new Wild Mike’s facility is late 2022 or early 2023. “We hope construction can begin as soon as permits are applied. As with any project, especially one of this magnitude, there will be hurdles, but the Redmond team (the City of Redmond and REDI) is well-versed at helping companies navigate them,” he says. So far, there haven’t been any delays or challenges, Stark says, but the land is undeveloped, which requires significant site, infrastructure and road improvements typical with larger publicly owned undeveloped parcels.

“This is a substantial project for Redmond,” says Stark. “These larger projects don’t happen in our region on a regular basis. Given Redmond’s significant inventory of 50-plus-acre industrial parcels, we hope the project will help set the stage for other larger companies to consider Redmond, and we are thrilled that Wild Mike’s selected our community for their investment.”

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Summit Bank Donates \$150,000 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 an additional \$61 million in PPP loans. “The injection of cash was very important to the communities where we operate,” said President and Chief Executive Officer Craig Wanichkek. “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 businesses.”

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.

sbko.bank

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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Like a Fine Wine

by TONY SPRANDO and KATE COUCH — Audio Visual Bend

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



PHOTO | COURTESY OF 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

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.

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Do You Need a Marketing Director?

by GRACE AVILEZ — zö agency

Much 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.

Think of 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



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- Creates 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

Advertising Agencies

(Listed Alphabetically, providers of full-service advertising, graphic design, marketing, public relations & web services.)

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Media Director	Creative Director	Production Director	Clients
Astir Agency 920 NW Bond St., Ste. 203 Bend, OR 97703	514-678-5889	N/A	www.wearcastir.com hello@astiragency.com	Tim Jones	4	2015	N/A	Erik Bergstrom	Tim Jones	Nike, United Nations Foundation, Therapeutic Associates Inc., Neighbor Impact, EarthCruiser, Thump Coffee, Cog Wild Mtn. Bike Tours, Tour des Chutes, Travel, Southern Oregon, Trucks for Travel, BendFilm, Bend Design Conference, Big Island Bike Tours, Big Mountain Heli Tours, Horizon Charters, Bend Fly Shop, Fancywork Yarn Shop, Catto's Graphics, Bend Kids Personal Pediatrics, Dr Emma Baker, The Environmental Center, Homeless Leadership Coalition, Bend Montessori School, Cascade Lakes Brewing, Giant Loop Moto, Magic Number, Warm Springs Community Action Team, Zero Energy Project, Sunlight Solar, Thomas Deatherage, Home System Solutions, Central Oregon LandWatch, Base Camp Studio, Mission Facilitators
BN Branding 61178 Forest Meadow Pl. Bend, OR 97702	541-815-0075	N/A	www.bnbranding.com JohnF@BNBranding.com	John Furgurson	3	2005	N/A	John Furgurson	N/A	Organic 3 - Smidge Brand vitamins & supplements. Superior Foods - Eathos brand frozen foods. Liv Bar. COPA. Sharp's Pig & Pet. K3 Construction. GNL Golf. Incentive Health. Leslie's Organics - Coconut Secret Brand. Slayman Cinema. Echoic Golf.
Creative Bend 3044 Lansing Ct. Bend, OR 97701	541-241-8977	N/A	www.creativebend.com	Andy Gray	8	2012	N/A	Paul Davis	N/A	Various local, regional & national.
DVA Advertising & Public Relations 109 NW Greenwood Ave., Ste. 103 Bend, OR 97703	541-389-2411	541-389-1208	www.dvaadv.com mary@dvaadv.com	Justin Yax, Mary Angelo, Gary Fulkerson, Desi Bresler	14	1990	Desi Bresler	Gary Fulkerson	Daniel O'Neil	Bandon Dunes Golf Resort, Chambers Bay Golf Course, SELCO Community Credit Union, Visit Walla Walla, Visit the Santa Ynez Valley, Snohomish County Parks, Recreation & Tourism, Visit Hood River, Tetherow Resort, Doubleback Winery, Explore Whitefish, Mt. Bachelor, Visit Leavenworth, Visit Lynnwood, The Resort at Rock Creek, Summit Medical Group, Best Care Treatment Services, Audio Tango, Grace Bio-Labs.
Every Idea Marketing 355 NE Lafayette Ave. Bend, OR 97701	541-383-2669	541-383-2072	www.every-idea.com ideas@every-idea.com	Wendie Every, Penny Eddington	5	1991	N/A	N/A	N/A	Rudy's Markets, Inc. - Newport Avenue Market, Oliver Lemon's Sisters & Terrebonne, Rohrer Mfg, Eastlake Framing, All Aspects Fencing, Bend-LaPine Schools, Bend Park & Recreation, Charlie Every Trucking, CO Haulers (CAN Cancer), Crooked River Roundup, Dry Canyon Salt, Hames Corporation (Sitka, AK), Jacobs, K Bar Z Guest Ranch & Outfitters, Klamath Basin Junior Rodeo, Northwest Grocery Association, Northwest Sign Recycling, Superior Garage Floors, Redmond Community Concert Association, Redmond Dental Group, Redmond Vet Clinic, Umatilla Electric Cooperative.
Faceout Studio 414 W Washington Ave. Sisters, OR 97759	541-323-3220	541-323-3221	www.faceoutstudio.com torrey@faceoutstudio.com	Torrey Sharp	11	1996	N/A	Tim Green	N/A	Penguin/ Random House, Simon & Schuster, Harper Collins, Rodale, MacMillan, Hachette, Disney, Amazon, Patagonia, Hallmark, Time Inc. Home Entertainment, Hearst, Cato Institute, Princeton, Yale, Harvard, Columbia, Cambridge, Oxford, Notre Dame, Georgetown, American Management Association, Ubisoft, Netflix
Mandala 320 SW Century Dr., Ste. 405, Pmb #375 Bend, OR 97702	541-389-6344	N/A	www.mandala.agency laury@mandala.agency	Matthew Bowler, Laury Benson	5	1980	Matthew Bowler	Paul Grignon	N/A	Sky Lakes Medical Center, Washington Federal Bank, Energynering Solutions, EDCO, Stratos, The Haven, Business Air, High Plateau Capital, Signal Ventures, Signature Bend, Visit Central Oregon, Sullivan Gloves
Mazama Media 920 SW Emkay Dr., Ste. 104 Bend, OR 97702	541-728-0558	N/A	www.mazamamedia.com info@mazamamedia.com	Sarah Turner	25	2013	N/A	Drayson Helberg	N/A	120
Molt Brands 414 W Washington Ave. Sisters, OR 97759	503-816-6584	N/A	www.moltbrands.com torrey@moltbrands.com	Torrey Sharp, Tim Green	2	2020	N/A	Tim Green	N/A	Various local, regional & national
Relativity Agency (formerly GB2 Agency) 1950 NW Jack Lake Ct. Bend, OR 97703	541-410-6965	N/A	www.relativity.com www.gbtwoagency.com georell.bracelin@gmail.com	Georell Bracelin	2	2009	N/A	Georell Bracelin & Tenley Sutton	Tenley Sutton	ASI Wealth Management, Bend Park & Recreation District, Brooks Resources, Bend Outdoor Worx, Cairn, Cascades East Transit, Deschutes Public Library, Discovery West, Embark, East Cascades Women's Group, The Environmental Center, Family Access Network (FAN), InFocus Eye Care, Partners In Care, ReThink Waste, Tokyo Starfish, Neal Huston & Associates Architects & more.
Savy Agency 550 SW Industrial Way, Ste. 105 Bend, OR 97702	541-283-6566	541-359-3068	www.savyagency.com rob@savyagency.com	Rob Brown	12	2007	Christina Brown	Christina Brown	Lauren Kirchhoff	Local, national, international, varied clients.
Six-Three Marketing 20464 Klahani Dr. Bend, OR 97702	541-390-8058	N/A	www.sixthreemarketing.com kelly63@bendcable.com	Kelly Hardgrave	1	2003	Kelly Hardgrave	Kelly Hardgrave	Kelly Hardgrave	High Lakes Health Care, Desert Orthopedics, Praxis Health, Lynch Conger LLP, Hickman Williams & Assoc., JD Steel Co.,Iron Inc., U.S. Steel Stairs, Bend-LaPine Schools
SMARTZ 450 SW Powerhouse Dr., Ste. 429 Bend, OR 97702	541-388-4398	N/A	www.smartz.com info@smartz.com	Mark Knowles	19	1987	N/A	N/A	N/A	N/A
SocialSuite Public Relations 70 SW Century, Ste. 100-475 Bend, OR 97702	541-639-5002	N/A	www.socialsuitepr.com andrea@socialsuitepr.com	Andrea Wasilew Larson	2	2004	Andrea Wasilew Larson	N/A	N/A	(Select past/present - PR consulting services) Synergy Health & Wellness, Cascade Lakes Relays, Zensmith Technology Consulting, Nashelle Jewelry, Tetherow Resort, Dave's Killer Bread, Bend-Broadband Vault, Coresite, IDW Publishing, One Earth Recycling, Hopscotch Kids, along with many other consumer, lifestyle, travel, professional services, telecom & high-tech companies.
Studio Absolute 61165 Snowbrush Dr. Bend, OR 97702	541-280-6836	N/A	www.studioabsolute.com russ@studioabsolute.com	Russ McIntosh	3	2009	Cheryl McIntosh	Russ McIntosh	Russ McIntosh	Abilitree, Brasada Ranch, Bernhardt Coffee, Cascade Culinary Institute, Coachwell, City of Sisters, Cuppa Yo Frozen Yogurt, CS Construction, Element 1, Expressway Market, Groza Construction, Gerdes Financial, High Lakes Healthcare, Lenity Architecture, New Era Homes, Pacific Equity Partners, Sunriver Resort, The No-Bake Cookie Co., Trevin Duey Construction, TILT Cosmetics
Sublime Creative Agency 1001 SW Emkay, Ste. 100 Bend, OR 97702	541-390-2009	N/A	www.sublimcreativeagency.com molly@sublimcreativeagency.com	Molly Renner	1	1996	Molly Renner	Molly Renner	N/A	Pine Tavern, Nail Magic, Bend Garbage Companies, Oregon Body & Bath, The Center Foundation, Touchmark, IHR Search Experts, Seven Peaks Ventures, COCC Cascade Culinary Institute, Zolo Media, Touchmark, Central Oregon Dermatology, Guardian Group, Golf Board, Bend Hoops, Mama Ts Pet Products, Cycle Pub, Destination Designworks, Awbrey Glen, Juniper Pediatrics, Shared Future Coalition, MC Smith Signs, Saving Grace, Cascade Financial Strategies, PhotoLounge, Streamline Solar.
The Garage, Inc. PO Box 8531 Bend, OR 97708	541-330-5950	N/A	www.thegarageinc.com art@thegarageinc.com	Marie Wirtz, Art Wirtz	5	1996	Art Wirtz	Marie Wirtz	Art Wirtz	Bennington Properties, Bend Brewfest, Millsite Landscape Services, CAS Group, Entre Prises USA, Summit Supply, The Shelter Studio, Oregon Music Educators Assoc, Bend Furniture & Design, New Leaf Academy, Pro Outfitters
Wordplay Creative Copy & Campaigns 61010 River Buff Trail Bend, OR 97702	541-408-1998	N/A	www.camdavis.com cam@camdavis.com	Cam Davis	1	2002	N/A	Cam Davis	Cam Davis	AdvenChair, Arrowood Development, Baked-Best Trays, Century Insurance, Cross Dot Digital + Creative, EVOS Smart Tools, Kinetic Branding, Oregon Trail of Dreams, Pierce Footwear, RRD, Wahoo Films, Your Garden Companion
z6 agency 70 SW Century Dr., Ste. 1100 Bend, OR 97702	541-350-2778	N/A	www.zo.agency connect@zo.agency	Sonja Anderson, Rachel Rice	8	2013	Sonja Anderson	Sonja Anderson	Sonja Anderson	Local, regional, national.

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.



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Advertising Specialties *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Accolades 1244 NE Second St., #2 Bend, OR 97701	541-389-3229	541-389-5585	www.accoladesus.com accoladesus@gmail.com	Terri Defoe	2	1974	Trophies, engraving, signage & awards of all kinds, custom logos & glass etchings, ADA signs, laser engraving.
Alliance Supply Co./Bend Embroidery 2275 NE Doctors Dr., Ste. 4 Bend, OR 97701	541-241-5582	541-382-0537	www.alliancesupplyco.com jeanie@alliancesupplyco.com	Jeanie Dumont	11	2004	Custom embroidery, spirit wear, medical scrubs, career apparel, mat service & sales.
Bear Prints 2550 NE Second St. Bend, OR 97701	541-388-1274	541-388-1596	www.bearprints.us sales@bearprints.us	Bob & Joyce Harrington	4	1978	Screen printing & embroidery. Custom decorated garments.
Bend Awards & Engraving 642 NE First St. Bend, OR 97701	541-389-9300	541-389-1758	www.bendawards.com	Roy Larsen	6	1976	Complete engraving, awards & advertising, graphics & promotional specialties.
Bend Promotional Products PO Box 5879 Bend, OR 97708	541-389-9806	541-388-6744	www.bendad.com bendad@bendcable.com	Lisa Lindgren, Robert Sandberg	2	1982	Promotional items, safety awards, grand openings, customer gifts & one million items with your logo.
Brilliance In Branding, LLC 1320 SE Armour Rd., Ste. B-3 Bend, OR 97702	541-389-0257	888-839-7103	www.brillianceinbranding.com dina@barkergroupnw.com	Dina Barker	6	2016	Everything needed to showcase your corporate identity through promotional products & apparel. Need Swag boxes for your virtual events, we have in-house fulfillment & all the products you want for any occasion. In-house embroidery for apparel & caps, or custom headwear options. We offer screen printing too. Giveaways, awards, banners & signage, tradeshow displays, pet products, safety gear, golf products, health & wellness, the latest tech, drinkware & more. Make an appt. to visit our large showroom full of great ideas.
Bullseye LAPP LLC 3180 NW Gumpert Rd. Prineville, OR 97754	541-416-0434	541-416-0436	www.bullseyelapp.com bullseye@bendnet.com	Mark McCutchen	2	2001	Screen printed & embroidered apparel, promotional products, signs & banners.
Buzztag 48 SE Bridgeford Blvd., Ste. 110 Bend, OR 97702	541-318-7081	N/A	www.buzztag.co hello@buzztag.co	Brenda Speirs	10	2007	Branded merchandise, promotional products, corporate gifts, e-commerce company stores, company store product management, warehousing & fulfillment, imprinted apparel & caps, in-house embroidery & heat press, screen printing, global shipping.
Central Oregon Flag & Banner 1291 SE Wilson Ave. Bend, OR 97702	541-382-1415	541-385-0902	www.centormall.com/FlagandBanner flagandbanner@bendbroadband.com	June Gowens	2	1990	Flags, flag poles & custom flags.
Centro Print Solutions 34 SE Bridgeford Blvd. Bend, OR 97702	541-382-3534	541-385-3225	www.CentroPrintSolutions.com info@centroprintsolutions.com	Rick Lawrence	8	1971	Customized full service printing & print management solutions such as business forms, marketing collateral, graphic design, imprinted promotional products, decorated apparel, warehousing, delivery & dedicated account representative.
Cheryl McIntosh Photography PO Box 1393 Bend, OR 97709	541-280-0086	N/A	www.greatthingsaredone.com cheryl@greatthingsaredone.com	Cheryl McIntosh	1	2015	Commercial & architectural photography, marketing, copywriting, social media content development, market research, business naming, graphic design.
Coriant 745 NW Mt. Washington Dr., Ste. 108 Bend, OR 97702	541-306-4842	N/A	www.e-coriant.com gale@e-coriant.com	Gale Slaughter	1	2007	Print & marketing solutions; commercial, envelopes, forms, direct mail, digital, labels, newsprint, magazines, publications, thermal, variable imaging, barcodes. Marketing materials, campaigns, packaging, promotional products & apparel. Graphic & advertising design, print & supply chain management, fulfillment & reporting.
Dana Signs 615 SW Umatilla Ave. Redmond, OR 97756	541-548-7226	541-548-5312	www.danasigns.com sales@danasigns.com	Rick & Laurie Hetherington	4	2001	Custom interior & exterior signs & graphic design services. Vehicle graphics. Decals. Menu cards. Message boards. Banners. Full service custom direct to garment printing & embroidery service to add your logo or message to a complete line of wearables.
Display It Big 61580 American Ln., Ste. 5 Bend, OR 97702	541-318-9392	N/A	www.displayitbig.com makeitbig@displayitbig.com	John Minor	2	1998	Full-color graphics & promotional advertising. Indoor & outdoor signs & banners, stickers, fliers, artwork reproduction, digital output machine for flyers & brochures. Your favorite picture on canvas, tradeshow graphics, giclee printing on watercolor paper.
DONE Photography + Marketing PO Box 1393 Bend, OR 97709	541-280-0086	N/A	www.greatthingsaredone.com cheryl@greatthingsaredone.com	Cheryl McIntosh	1	2015	Commercial & architectural photography, marketing, copywriting, social media content development, market research, business naming, graphic design.
DT Enterprises PO Box 4036 Sunriver, OR 97707	541-598-0707	541-598-0707	www.dtpromo.com dollymealey@gmail.com	Dolly Mealey	1	2011	Promotional products & custom apparel.
Greatname Promotions PO Box 1254 Sisters, OR 97759	541-549-3700	541-549-3701	www.greatnamepromo.com help@greatnamepromo.com	Tom Showalter	1	2004	Advertising specialties, promotional products, corporate gifts, decorated apparel & event support.
Identity Zone 43 NW Cherry Ln., Ste. 105 Madras, OR 97741	541-475-8700	541-475-8703	www.theidzone.com Kelly@theidzone.com	Kelly Simmelink	7	2005	Embroidery, screen-printing & promotional products.
Momentum Promo Inc. 597 Sisters Park Ct. Sisters, OR 97759	541-549-0807	541-549-6017	www.momentumpromo.com	N/A	1	1996	Screen printing, sign-making, embroidery, promotional products & fleece-wear.
N the Zone Ink & Eye of the Needle 62958 NE Layton Ave., Ste. 4 Bend, OR 97701	541-728-9663	N/A	www.ntzink.com info@ntzink.com	Josh Love, Deanna Smith	11	1999	Custom decorated apparel & headwear. Screen printing, embroidery, heat press vinyl, branded promotional products, stickers, banners, graphic design & large showroom of product samples & catalogs for business, personal, sports & clubs.
Progressive Screen Printing 20756 High Desert Ct., Ste. 4 Bend, OR 97701	541-385-0931	N/A	www.progressivescreenprinting.com sales@progressivescreenprinting.com	Sean McAllister	5	1986	Wholesale T-shirt specialist, screen-printing on garments, stickers w/ 14 & 8 color automatic presses. Full-service art department & art reproduction.
Rainbow Threads 147 SE McKinley Bend, OR 97702	541-382-8441	541-330-2199	www.rainbowthreads.biz sales@biboregon.com	Dina Barker	2	1990	Everything needed to showcase your corporate identity through promotional products & apparel. Quality control & new in-house embroidery. Embroidery & screen printing for uniforms, corporate & casual apparel, caps or custom headwear. Giveaways, awards, banners & signage, tradeshow displays, pet products, safety gear, golf products, health & wellness, the latest drinkware, packaging & more.
RK Advertising & Promotions 2660 NE Hwy., Ste. 610-116 Bend, OR 97701	541-312-4658	541-312-5190	www.rkadvertising.com terry@rkadvertising.com	Terry MacMillan	2	1999	Corporate branding & promotional products firm.
Send Out Cards - TLC Makes a Difference PO Box 4631 Bend, OR 97707	541-390-4841	N/A	www.sendoutcards.com/tlcmake-sadifference tlcmakesadifference@gmail.com	Paula Frame	1	2009	An online system (available 24/7) that provides a simple & professional way for businesses to follow-up with their clients, vendors & associates.
Spangler Creative 516 SE Glenden Place Bend, OR 97702	541-799-9113	N/A	www.spanglercreative.com matt@spanglercreative.com	Matt Spangler	1	1993	Brand identity, graphic design, web design, web development, ad campaign design, print collateral from business cards to annual reports, outdoor billboards & signage, apparel imprint design. Over 25 years experience with global nonprofit organizations.
T-Shirts -R Us 619 NE Greenwood Ave. Bend, OR 97701	541-382-3180	541-330-0257	www.facebook.com/pages/T-SHIRTS-R-US t_shirtsrus@msn.com	Paul Reichert, Robert Reichert	4	1980	Retail, business logos, outerwear, embroidery & silk-screening, photo shirts & mugs. Player names & numbers.
Zolo Media - KOHD-TV & KBNZ-TV 63090 Sherman Rd. Bend, OR 97703	541-749-5151	541-749-4633	www.zolomedia.com advertising@zolomedia.com	Matt McDonald, Amy Witt, Shawn Wilcox	15	1955	Television in Central Oregon including advertising for ABC-KOHD, CBS-KBNZ, & 30 cable networks along with Community Channel 11 & commercial broadcast production. Original content for CO Daily, COTV & CO4 Visitor's Network.

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.

The Kitting Crazy

by DINA BARKER, 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 lightbulb 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 in these days of COVID and Zoom meetings. Not a new concept but let me share what's new and inventive in the world of kitting and why it might be something you want to learn more about for promoting your business and products.

For companies looking for that wow factor, there are amazing fully custom package options that will showcase your product (or gift) to undoubtedly impress the toughest client. The sky is the limit.

Others may opt for a simple folded cardstock or pillow pack mailer with a thoughtful product and targeted message (coupon included) that says you care. The kit does not have to be over-the-moon expensive to be effective. Here are some specific 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.



RECENT KITTING PROJECTS



If you are planning a conference, educational presentation or online event — there are tons of great ways for you to generate excitement leading up to the event and hit it out of the ballpark with the actual kit you send out.

Planning a golf or annual event? Think about creating a gift that can be updated from year to year with the course being played or location being visited. These can evolve into a series of collectables that anyone will be excited to receive and reminisce.

A couple of my favorite kitting ideas: Schedule a Zoom lunch meeting with a potential client. Send them a custom-printed retro lunch box with information about your products, samples, snacks and a thank you gift packed inside — with a note not to open until the lunch date. This same concept can go wide and long for many online meetings and lunch time events with a handful or hundreds of attendees.

Hosting an interactive meeting — make sure to include the fun mini handheld signs that participants can use to voice their thoughts during the

event. Don't be afraid to get a little crazy and have fun too. This past holiday season we included festive mini light strings and cheesy bulb necklaces in a Winter Retreat kit. Add streamers and end of meeting celebration confetti.

Here are some thoughts so everyone will get the best experience from the kit you send.

- Customize a note card to let people know what to expect. Don't overlook this simple way to acknowledge sponsors, keep people engaged and informed of the presentation and or speakers along the way.
- Add a healthy treat, never underestimate the power of food to provide a bump in attention span and energize the brain.
- A water bottle and reminder to stay hydrated will also increase retention.
- A fidget toy, stress reliever or something to do with your hands while learning can help attendees relax and focus during the event.
- A journal with pen is a great way to encourage your audience to write down the things that resonate and help them remember key points.
- Bring the outdoors in with flavored lip balm, air fresheners, plantable seed paper, dancing flowers or a Postcard. Sign the postcard — thanks for being here with me (us).

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.

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Sign Companies *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Types of Signs
Blue Barrel Signs 63056 NE Lower Meadow Dr., Ste. 170 Bend, OR 97701	541-306-4518	N/A	www.bluebarrelsigns.com ray@bluebarrelsigns.com	Ray Woodmansee	1	2015	All types of signs
Carlson Sign Co. 1605 NE Forbes Rd. Bend, OR 97701	541-382-2182	541-382-2196	www.carlsonsign.com pcarlson@carlsonsign.com	Peter Carlson	24	1948	All types of signs, awnings & billboards.
Cascade Graphics 475 SE Bridgeford Blvd. Bend, OR 97702	541-389-7622	541-382-8187	www.cascadegraphics.com billy@cascadegraphics.com	Billy Sherritt, Wendy Marlin	13	1979	Large format digital printing, commercial screen printing w/UV inks, die-cutting, decals, laminating, merchandisers, displays, bumper stickers, signs, banners, fleet graphics, custom product imprinting, instrument panels, specialty inks & materials & fulfillment.
Central Oregon Flag & Banner 1291 SE Wilson Ave. Bend, OR 97702	541-382-1415	541-385-0902	www.centormall.com/FlagandBanner flagandbanner@bendbroadband.com	June Gowens	2	1990	All types of signs.
Cornerstone LLC Landscape Maintenance PO Box 1908 Bend, OR 97709	541-280-3523	N/A	Cornerstonelogan@gmail.com	Drew Logan	1	2004	Installation of residential colonial crossbars; commercial signs for land/ acreage, offices; commercial street signs.
Dana Signs 615 SW Umatilla Ave. Redmond, OR 97756	541-548-7226	541-548-5312	www.danasigns.com sales@danasigns.com	Rick & Laurie Hetherington	4	1992	Custom interior & exterior signs & graphic design services. Vehicle graphics. Decals. Menu cards. Message boards. Banners. Full service custom direct to garment printing & embroidery service to add your logo or message to a complete line of wearables.
Dealin' in Signs, Inc. 63018 Plateau Dr., Ste. 1 Bend, OR 97701	541-312-3001	N/A	www.dealinsigns.com dealinsigns@gmail.com	Chad & Stephanie Zirkle	6	2011	Vehicle wraps, signs, banners & large format printing.
Display It Big 61580 American Ln. Ste.5 Bend, OR 97702	541-318-9392	N/A	www.displayitbig.com makeitbig@displayitbig.com	John Minor	2	1998	Indoor & outdoor signs & banners, stickers, fliers, artwork reproduction, digital output machine for flyers & brochures. Your favorite picture on canvas, tradeshow graphics, giclee printing on watercolor paper.
Distinctive Signing Inc. 62570 Dodds Rd. Bend, OR 97701	541-383-1869	N/A	www.andyandrew.net andy@andyandrews.net	Andy Andrews	1	1967	Sand-carved, dimensional, foam & illuminated.

Continued on Page 22 ►



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Bend Location
M.C. Smith Signs
541.389.2471
mcsmithsigns.com

Redmond Location
Dana Signs
541.548.7226
danasigns.com

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



(L-R) SIGN PRO OF BEND EMPLOYEES SHAWNA CLAIR, JACE TUTTLE AND GRACIE BALES, BACK ROW; FRONT: OWNER SUSIE DECKER | PHOTO BY KRISTINE THOMAS

Continued on Page 22 ▶



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Sign Pro

Continued from page 21

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, not to mention they allow for a high return on investment,” 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.”

signprooregon.com

CONTINUED FROM PAGE 20

Sign Companies (Listed Alphabetically)

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Types of Signs
Driving Force Graphics 62980 Boyd Acres Rd., Ste. E1 Bend, OR 97701	541-385-5049	541-617-1265	www.drivingforcegraphics.com sales@drivingforcegraphics.com	Darren Coffell	6	1995	All types.
Impact Graphix & Signs, Inc. 106 SE Evergreen Ave., Ste. M Redmond, OR 97756	541-548-8544	541-548-4920	www.impactgraphixandsigns.com info@impactgraphixandsigns.com	Diane Poindexter, Virgil Carnahan	5	1987	All types of signs; oversized scanning, digital printing, laminating & mounting, trade show, dimensional (CNC router), vehicle wraps, logo development & much more.
M.C. Smith Signs 1515 NE Second St. Bend, OR 97701	541-389-2471	N/A	www.mcsmithsigns.com sales@mcsmithsigns.com	Rick & Laurie Hetherington	7	1974	Custom interior & exterior signs & graphic design services. Vehicular graphics, decals. Menu cards. Decals. Message boards. Banners. Full service direct to garment printing & embroidery service to add your logo or message to a complete line of wearables.
Mail Copies & More/Office Express 380 SW Fifth St. Madras, OR 97741	541-475-5656	541-475-5662	www.madrasofficeexpress.com officeexpress@gmail.com	Loren Dunten, Rick Allen	4	1997	All types.
Northwest Sign Recycling LLC 1415 NW Murphy Ct. Prineville, OR 97754 PO Box 2424 Redmond, OR 97756	541-279-0386	541-383-2072	www.nwsignrecycling.com tory@nwsignrecycling.com	Wendie Every, Tory Allman, Penny Eddington	5	2004	Using 36,000 pounds per square inch of water, we remove old sign laminates without chemicals & without harming the integrity of the aluminum. We recycle existing aluminum signs into clean, reusable, sign blanks ready for new sign faces. We also offer refacing services & new aluminum signs.
One Day Signs of Oregon 550 NW 12Th St. Bend, OR 97703	541-385-6535	541-385-6547	www.1daysigns.com sales@1daysigns.com	Michelle Richwine, Dan Richwine	2	1990	All types of signs. Real estate, banners, vehicles, decals, magnetic, ADA, digital printing & logo design.
Redmond Sign Company 124 SE Railroad Blvd. Redmond, OR 97756	541-923-3966	541-548-3966	kjw421@gmail.com	Kevin Wendler	4	1950	All types of signs, electric UL, neon, awnings, sandblasting, stone, concrete, computer design, painting, gold leaf, vinyl, truck lettering, hand painting & pin striping
Sign Pro 512 SE Glenwood Bend, OR 97702	541-382-7446	541-389-5464	www.signprooregon.com signpro@signprooregon.com	Susie Decker	4	1992	All types of signs - ADA signs & digital printing.

Publishers (Listed Alphabetically)

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Parent Company	Publishing Offered
Bend Magazine 974 NW Riverside Blvd. Bend, OR 97701	541-948-5200	N/A	www.bendmagazine.com ross@oregon-media.com	Ross Johnson	14	2015	Oregon Media LLC	Lifestyle magazine.
Cascade Publications Inc. 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.cascadebusnews.com jeff@cascadebusnews.com	Jeff Martin	10	1994	Cascade Publications Inc. Bend, OR	Full service publishing from editorial to design & layout of newspapers, magazines, resource guides, annual reports & online e-newsletters & e-blasts. Publishes <i>Cascade Business News</i> , <i>Cascade A&E</i> .
Cascadia Magazine Company 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.cascadepublications.com jeff@cascadebusnews.com	Jeff Martin	10	1994	Cascade Publications Inc. Bend, OR	Full service publishing from editorial to design & layout of newspapers, magazines, resource guides, annual reports & online e-newsletters & e-blasts. Publishes <i>Sunriver Magazine</i> .
Central Oregonian 558 N Main St. Prineville, OR 97754	541-447-6205	541-447-1754	www.centraloregonian.com news@centraloregonian.com	Tony Ahern, Teresa Tooley	16	1881	Pamplin Media Group	Newspapers to business cards & forms & full web press.
Madras Pioneer 345 SE Fifth St. Madras, OR 97741	541-475-2275	541-475-3710	www.madraspioneer.com hgill@madraspioneer.com	Tony Ahern, Holly Gill	8	1904	Pamplin Media Group	Newspaper, yearly <i>SageLand Magazine</i> , Central Jefferson Co. phone book, newspaper, various jobs & printing out-sourced.
Maverick Publications 63324 Nels Anderson Rd. PO Box 5007 Bend, OR 97701	541-382-6978	N/A	www.maverickbooks.com moreinfo@maverickbooks.com	Gary Asher	6	1968	Maverick Publications Bend, OR	Full service self-publishing.
MoeGang Productions PO Box 1874 Bend, OR 97709	541-280-3337	N/A	www.HomeSpunMagazine.com ryan@HomeSpunMagazine.com	Marcee Hillman Moeggenberg, Ryan Moeggenberg	2	2017	MoeGang Productions, Bend, OR	Full-service publishing, design & layout of all types of publications, print media & more.
Nugget Newspaper 442 E Main Ave. PO Box 698 Sisters, OR 97759	541-549-9941	541-549-9940	www.nuggetnews.com editor@nuggetnews.com	Kiki Dolson, Jim Cornelius	8	1978	The Nugget Newspaper, Inc. Sisters, OR	General interest community paper & other publications: <i>The Nugget Newspaper</i> , <i>Sisters Oregon Guide</i> & <i>Discover Sisters Country</i> .
One Stop Writing Shop Bend, OR 97701	541-317-1509	N/A	www.OneStopWritingShop.com linden@OneStopWritingShop.com	Linden Gross	1	2006	One Stop Writing Shop LLC, Bend OR	Writing, writing coach, editorial & self-publishing services.
The Bulletin/EO Media Group & Central Oregon Media Group 320 SW Upper Terrace Dr., Ste. 200 PO Box 6020 Bend, OR 97702	541-617-7839	N/A	printdrop@bendbulletin.com	Holly Rouska	100	1903	Western Communications, Inc. Bend, OR	Daily newspaper & commercial printing.
Visuality 21050 Young Ave., Ste. 1 Bend, OR 97703	541-280-1488	N/A	www.visuality.biz michael@visuality.biz	Michael Grabenhorst	1	2000	Grabenhorst Ltd.	Produces street maps & Bend & Redmond. Wildflowers of Central Oregon poster. Book publisher & coordinator of print projects throughout the NW.

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.

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Multi-Media Production Services *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Audio Tango PO Box 7812 Bend, OR 97708	877-284-7876	N/A	www.audiotango.com welcome@audiotango.com	Tim Underwood	2	1993	Voice talent & audio production services for radio/TV commercials, multimedia, on hold/IVR, e-Learning & internet applications. ISDN & Source-Connect equipped facility & award-winning work.
Camp Creative, Inc. 1005 SW Disk Dr., Ste. 104 Bend, OR 97702	541-622-3636	N/A	www.campcreative.net rcamp@campcreative.net	Richard Camp, Mike West, Amber Caisse	10	2015	Interactive content, interactive touch screens, video production, branding, graphic design, copy-writing, Web application development.
Flick Five Films 20810 Sockeye Pl., Ste. 200 Bend, OR 97701	541-317-5055	N/A	www.flickfive.com hans@flickfive.com	Hans Skjersaa	2	1997	Television commercials, informational & sales videos, web videos, websites, video brochures, biographies, documentaries & films.
Hand in Hand Productions 61535 S Hwy. 97, #9-374 Bend, OR 97702	541-788-0336	N/A	www.handinhandproductions.net info@handinhandproductions.net	Matt Hand	3	2004	Media production from scripting to completion, event consultation, event audio visual support, media duplication, live event web streaming.
MEI Communications 61562 American Lp., Ste. 2 Bend, OR 97702	541-382-3232	541-382-7848	www.forphoto.com mike@forphoto.com	Mike McMurray	3	1977	Digital video production, print brochures, video documentaries, how-to's, promotional CD's, DVD's, CD-ROM, commercial advertising photography, interactive & streaming video, website development & stock photography.
Rage Productions Bend, OR	541-382-1001	Call first	www.rageproductions.com sky@rageproductions.com	Sky Pinnick	1	1994	Commercial production, film & video production, post-production, DVD authoring, motion design, special effects & interactive media.
SoundSmith Studios 63556 Bridle Ln. Bend, OR 97703	541-389-0584	N/A	www.recordingstudiobendoregon.com soundsmithstudiosclay@gmail.com	Clay Smith	1	1990	BY APPOINTMENT ONLY - recording & audio production, jingles, demos, album projects, teleconferences, music scores, audio mastering & video production & editing.
Strada Unlimited Pmb 189 PO Box 3500 Sisters, OR 97759	541-420-3788	N/A	www.stradaproductions.com rickstradacranes@gmail.com	Rick Johnson	2	1990	Film/video production with Strada Productions, Strada Camera Crane specialists, ultra-widescreen video advertising/digital signage platforms & content development.
Studio 7 20125 Marsh Rd. Bend, OR 97701	541-350-4097	Call first	www.studiosevenmusic.com dave@studiosevenmusic.com	Dave Turnbull	2	2003	Multi-track digital recording, jingle production, mobile DJ, live sound & lighting.
Sun Mountain Video Productions/Event Vision PO Box 5801 Bend, OR 97708	541-480-6609	N/A	www.eventvisionav.com eventvisionbend@gmail.com	Phil Pierce	1	1990	Live event multi-media production services.
Visual Thinking Northwest 20257 Knightsbridge Pl., Ste. E-8 Bend, OR 97702	541-317-0619	N/A	www.visual-thinking.com kr@visual-thinking.com	Kevin Raichl	3	1997	Video & audio production: 4K, HD & web video. Excellent equipment including 4K aerials. Veteran shooters & editors, known for crisp, clean images, edited sweetly. Terrific customer service.
Wahoo Films LLC 888 NW Hill, Ste. 5 Bend, OR 97703	541-585-3456	N/A	www.wahoofilms.com contact@wahoofilms.com	Kevin Watkins, Maria Hunt, Michelle Alvarado, Henry Kim	4	2005	Wahoo Films drives meaningful change for your company & your community through thoughtful storytelling & visual artistry — our SHORT FILMS have a BIG IMPACT!

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.

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Wahoo Films

Continued from page 1

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 Chevy, 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 love an 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 follows 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 execution in distribution 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



WAHOO FILMS DIRECTOR AND FOUNDER MICHELLE ALVARADO



CARLENE ORSILLO, WAHOO FILMS PRODUCTION MANAGER ON WHYCHUS CREEK RESTORATION PRODUCTION



WAHOO FILMS CREW ON LOCATION IN 2017 | PHOTOS COURTESY OF WAHOO FILMS

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."

wahoofilms.com

zö agency

Continued from page 15

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.

zö 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 hoorah, 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 zö 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.



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"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*.

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SONJA ANDERSON — DIRECTOR AND CEO



RACHEL RICE — PROJECT DIRECTOR



MITJA KADOW — SALES DIRECTOR

Web Designers & Social Media Services
(Listed Alphabetically, please see full-service Advertising Agencies for more companies.)

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Alpine Internet 838 NW Bond St., Ste. 2 PO Box 31 Bend, OR 97703	541-312-4704	N/A	www.alpincinternet.com hello@alpincinternet.com	Brian Cash	5	1999	Website & app development, hosting, cloud services, support & devops, data-driven results, WordPress development, email & social marketing, webmaster services, webdatabases, consulting services, Apple developer, certified Google Apps partner, certified Google AdWords partner.
Astir Agency 920 NW Bond St., Ste. 203 Bend, OR 97703	541-678-5889	N/A	www.wearcastrir.com hello@astiragency.com	Tim Jones	4	2012	Strategy-driven branding & design for the outdoor industry & nonprofits worldwide.
Bend Web Design 63109 Turret Ct. Bend, OR 97701	541-678-3668	N/A	www.bendwebdesign.co info@bendwebdesign.co	Jason Morgan	1	2014	Web design, search engine optimization, social media marketing, graphic design, IT & more.
Binary Star Systems Bend, OR 97701	541-316-8027	N/A	www.BinaryStarSystems.com hello@binarystarsystems.com	Lisa Sipe, Jim Sipe	2	2003	Website design, software development, mobile app development, email marketing, branding & graphic design.
Camp Creative, Inc. 1005 SW Disk Dr., Ste. 104 Bend, OR 97702	541-622-3636	N/A	www.campcreative.net rcamp@campcreative.net	Richard Camp, Mike West, Amber Caisse	10	2015	Full service UX design, customer journey development, web application design & development, interactive touch screens, content development, copywriting, SEO, social media strategy & management. Web application development.
Cross Dot Digital & Creative Agency LLC 1001 SW Emkay Dr., Ste. P Bend, OR 97702	541-977-7797	N/A	www.crossdotdigital.com human@crossdotdigital.com	Michelle Hart	10	2019	Graphic design, brand identity, website design, social media, copywriting & content marketing, digital marketing services, reputation management.
Druery Web Design LLC 390 SW Columbia St., Ste. 120 Bend, OR 97702	541-390-2676	N/A	www.druerywebdesign.com karen@druerywebdesign.com	Karen Druery	3	2007	Custom websites, mobile websites, search optimization, content management systems, domains & hosting, 24x7 free product support.
Five Talent Software, an Effectual Inc. Company 2738 NW Potts Ct., Ste. 110 Bend, OR 97703	541-362-1868 x102	N/A	www.Effectual.com Preston.Callicott@Effectual.com	Preston Callicott	170	2004	Build-to-suit custom applications such as enterprise web apps, mobile apps, IoT, AI/ML, & responsive websites; content strategy & digital marketing; strategic consulting for digital product/ service strategies & amazon web services (AWS) advanced partner.
JF Possibilities, Inc. PO Box 1214 La Pine, OR 97739	541-410-2760	N/A	www.jfpossibilities.com info@jfpossibilities.com	Jon Foster	2	2003	Server Management, website & application development, consulting & computer security.
Kinetic Branding 780 NW York Dr., Ste. 204 Bend, OR 97703	541-550-7272	N/A	www.kineticbranding.com paul@kineticbranding.com	Paul Ruettggers	2	2000	Brand strategy, graphic design, web design, SEO, CMS, E-Commerce, advertising, packaging design, print design.
Litehouse Technology, LLC 740 NE Third St., Ste. 3 Pmb 152 Bend, OR 97701	541-589-3362	N/A	www.lighthouse.tech.com contact@lighthouse.tech.com	Zack Jenks	1	2007	Web development & support.
Lulish Design 3720 NW 25th St. Redmond, OR 97756	541-350-0594	N/A	www.LuLish.com lynnette@lulish.com	Lynnette Brailard	2	2005	Marketing agency offering web design & development, search engine optimization, search marketing, social media, marketing communications & creative campaigns.
Mazama Media 920 SW Emkay Dr., Ste. 104 Bend, OR 97702	541-728-0558	N/A	www.mazamamedia.com info@mazamamedia.com	Sarah Turner	25	2013	Result-driven social media management, web design, search engine optimization, graphic design.
Organic Webs 204 NW St. Helens Pl. Bend, OR 97701	541-617-8574	N/A	www.organicwebs.com mas@organicwebs.com	Michelle Sobala	3	2002	Custom Wordpress themes & websites, user conversion, user experience, search engine optimization, Facebook ads, YouTube optimization, APPS, graphic design & more.
Parallel Forty Four Bend & Redmond, OR	541-604-8484	N/A	www.parallelfortyfour.com alexandra@parallelfortyfour.com	Alexandra McCrea, Sean McCrea	2	2020	Full-service social media partner providing photography, web design, social media, reviews, & influencer management, content creation, logo & business card design, banner & signage design & consulting services.
Schloer & Associates 61835 Walter Ct. Bend, OR 97702	541-388-7342	N/A	in2dtp@gmail.com	Harriett Schloer	1	1985	Website design for nonprofits, online learning using the Canvas Platform.
SMARTZ 450 SW Powerhouse Dr., Ste. 429 Bend, OR 97702	541-388-4398	N/A	www.smartz.com info@smartz.com	Mark Knowles	19	1987	Smartz can help your business with paid marketing, creative web design, smart development & disciplined web marketing principles, to deliver bright, meaningful results & ROI. Certified Google Premier Partner, over 25 years of service.
Snyder & Sons Unlimited 521 NE Seward Ave. Bend, OR 97701	541-330-1803	541-382-6927	www.snyderandsons.com info@snyderandsons.com	Lori Pintok-Snyder	1	1996	Graphic design, website design & printing.
Spangler Creative 516 SE Glenden Place Bend, OR 97702	541-799-9113	N/A	www.spanglercreative.com matt@spanglercreative.com	Matt Spangler	1	1993	Brand identity, graphic design, web design, web development, ad campaign design, print collateral from business cards to annual reports, outdoor billboards & signage, apparel imprint design. Over 25 years experience with global nonprofit organizations.
The Garage, Inc. PO Box 8531 Bend, OR 97708	541-330-5950	N/A	www.thegarageinc.com art@thegarageinc.com	Art Wirtz, Marie Wirtz	5	1996	Website design, web marketing, Wordpress CMS, custom CMS development, SEO/user experience.
Web Mentors 160 S Oak St., Ste. 414 PO Box 3500-414 Sisters, OR 97759	541-323-2932	N/A	www.webmentors.com michael@webmentors.com	Michael Curry	3	2002	eBusiness solutions for strategic direction, new websites, updated branding, logo & search engine optimization.
WebBlox 780 NW York Dr., Ste. 204 Bend, OR 97703	541-848-7749	N/A	www.webblox.com paul@webblox.com	Paul Ruettggers	3	2012	Custom Web Design, Web Development, Content Management System, Search Engine Optimization, Social Media, E-Commerce.

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.

Seven Digital Marketing Pro Tips for Small Business Owners

by ED WEISER — SCORE Central Oregon

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](https://www.linkedin.com/in/edweiser) or centraloregon.score.org

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Printers (Listed Alphabetically)

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Abracadabra Printing & Design 1441 SW Chandler Ave., Ste. 102 Bend, OR 97702	541-388-4760	541-388-0208	www.abracadabrabend.com print@abracadabrabend.com	Mark & Jeanette Fairlee	4	1988	Offset & digital printing, copy services, design & typesetting. Fax, lamination & bindery.
Bear Prints 2550 NE Second St. Bend, OR 97701	541-388-1274	541-388-1596	www.bearprints.us sales@bearprints.us	Bob & Joyce Harrington	4	1978	Screen printing & embroidery. Custom decorated garments.
Bend Mapping & Blueprint 137 NE Greenwood Ave. Bend, OR 97701	541-389-7440	541-382-4220	www.bendmapping.com orders@bendmapping.com	Rob Butler	2	2004	Large format xerox, blueprinting, color copying, scanning & plotting, lamination, mounting & aerial photography.
Bend Rubber Stamp & Printing 1320 SE Reed Market Rd., Ste. 180 Bend, OR 97702	541-389-2110	541-389-2110	www.bendstampandprinting.com brsp@bendcable.com	Mike Guest	3	1973	Printing, copying, rubber stamps, graphic design, promotional items.
Books, Boxes & B.S. (Business Services) 16388 Third St. PO Box 3239 La Pine, OR 97739	541-536-5580	541-536-5673	www.Lapinebusinesscenter.com lapinebusinesscenter@gmail.com	Robin Mirrasoul	4	1994	UPS, FEDEX, packaging, services, mail services, mail boxes, books, cards, printing, coping, scanning, faxing, banners & signs.
Brilliance In Branding, LLC 1320 SE Armour Rd., Ste. B-3 Bend, OR 97702	541-389-0257	888-839-7103	www.brillianceinbranding.com dina@barkergroupnw.com	Dina Barker	6	2016	Everything needed to showcase your corporate identity through promotional products & apparel. Need Swag boxes for your virtual events, we have in-house fulfillment & all the products you want for any occasion. In-house embroidery for apparel & caps, or custom headwear options. We offer screen printing too. Giveaways, awards, banners & signage, tradeshow displays, pet products, safety gear, golf products, health & wellness, the latest tech, drinkware & more. Make an appt. to visit our large showroom full of great ideas.
Cascade Graphics 475 SE Bridgeford Blvd. Bend, OR 97702	541-389-7622	541-382-8187	www.cascadegraphics.com billy@cascadegraphics.com	Billy Sherritt, Wendy Marlin	13	1979	Large format digital printing, commercial screen printing w/UV inks, die-cutting, decals, laminating, merchandisers, displays, bumper stickers, signs, banners, fleet graphics, custom product imprinting, instrument panels, specialty inks & materials & fulfillment.
Central Oregonian 558 N Main St. Prineville, OR 97754	541-447-6205	541-447-1754	www.centraloregonian.com news@centraloregonian.com	Teresa Tooley, Tony Ahern	16	1882	Layout, design, prepress & quality webpress printing on a variety of sizes, colors & stocks.
Centro Print Solutions 34 SE Bridgeford Blvd. Bend, OR 97702	541-382-3534	541-385-3225	www.CentroPrintSolutions.com info@centroprintsolutions.com	Rick Lawrence	8	1971	Customized full service printing & print management solutions such as business forms, marketing collateral, graphic design, imprinted promotional products, decorated apparel, warehousing, delivery & dedicated account representative.
CL Printing & Copy Center, Inc. 1210 SW Highland Ave. Redmond, OR 97756	541-504-9334	541-504-9335	clprintingredmond.com carl@clgraphicsredmond.com	Carl Taulbee, Linda Taulbee	3	1997	Full service printing, copying, blueprints & design. UPS shipping. Wide format printing & laminating.
Connexion Printing Consultants 2330 NE Division St., Ste. 5 Bend, OR 97703	541-550-7287	541-550-7287	www.connexionprint.com info@connexionprint.com	J.C. Nore	3	2009	A small, nimble agency focused like a Zen master on printing intelligently. Complete ‘soup to nuts’ commercial printing solutions.
Corbynite Printing & Design Bend, OR 97701	541-480-5198	541-306-3207	www.centraloregonprinting.com jake@corbynitesteel.com	Ronni Herrold, Jake Herrold	3	2000	Design, production, printing.
Coriant 745 NW Mt. Washington Dr., Ste. 108 Bend, OR 97702	541-306-4842	N/A	www.e-coriant.com gale@e-coriant.com	Gale Slaughter	1	2007	Print & marketing solutions; commercial, envelopes, forms, direct mail, digital, labels, newsprint, magazines, publications, thermal, variable imaging, barcodes. Marketing materials, campaigns, packaging, promotional products & apparel. Graphic & advertising design, print & supply chain management, fulfillment & reporting.
DeLeone Corp. 1258 SW Lake Rd. Redmond, OR 97756	541-504-8311	541-504-8411	www.cascadelabels.com orders@deleone.com	Michael De Leone	12	1972	Pressure sensitive label printing.
Display It Big 61580 American Ln., Ste. 5 Bend, OR 97702	541-318-9392	N/A	www.displayitbig.com makeitbig@displayitbig.com	John Minor	2	1998	Indoor & outdoor signs & banners, stickers, fliers, artwork reproduction, digital output machine for flyers & brochures. Your favorite picture on canvas, tradeshow graphics, giclee printing on watercolor paper.
FedEx Office 61 NW Oregon Ave., Ste. 102 Bend, OR 97701	541-317-5915	541-317-5937	www.fedex.com/us/office/online-printing.html usa0540@fedex.com	Megan Parker	5	1998	Digital printing, b/w & color copying, oversize color, computer rental & blueprint copies. Sony digital photo printer, binding & lamination, banners, posters & shipping.
High Cascade Printing 1375 SE Wilson Ave., Ste. 130 Bend, OR 97702	541-389-0213	N/A	www.highcascadeprinting.com trausch@highcascadeprinting.com	Tim & Patti Rausch	2	1982	Digital full color, general commercial printer, business/color printing & bindery, computerized typesetting & copy preparation.
Mail Copies & More/Office Express 380 SW Fifth St. Madras, OR 97741	541-475-5656	541-475-5662	www.madrasofficeexpress.com officeexpress@gmail.com	Rick Allen, Loren Dunten	4	1997	Graphic design, layout, flyers, brochures, business cards, copies 36 inch wide, color copies, b/w copies, vehicle lettering, shipping services, office supplies & full-service sign shop.
Minuteman Press 235 SE Wilson Ave., Ste. 100 Bend, OR 97702	541-749-2900	541-749-2901	www.bend.minutemanpress.com mmpbend@minutemanpress.com	Renee Mansour	6	2003	Commercial printing, graphic design, branded apparel, full service mailings with discounted postage, brochures, FDDM, flyers, business cards, business forms, letterheads, envelopes, invitations, newsletters, promotional products, labels, large format printing & dye sublimated products & apparel, blueprinting/large format & more.
Moonlight Business Process Outsourcing 2491 NE Twin Knolls Dr., Bend, OR 97701	866-348-9791	541-617-1831	www.moonlightbpo.com ellen@moonlightbpo.com	Ellen Koch	13	1985	Commercial printing both offset & Digital, direct mail, all mailing services, UV coating & bindery. Presort & daily mail pick up, statement & invoice printing, digital printing & variable, personalization & Transpromo data. Lock Box services, return mail services, data archiving, scanning & onsite secure document storage. Certifications: SOC1 Type II, SOC2 Type II, PCI, independently audited yearly for all certifications as well as a HIPAA compliance certificate. Other certifications WBENC, WBE & WOSB. NEW to MBPO services HP Indigo press as well as pressure seal print & mail services.



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Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
More Ink 1245 S Hwy. 97, Ste. C-1 Bend, OR 97702	541-317-5577	541-317-5575	www.moreinkbend.com info@moreinkbend.com	Michael O'Rourke	3	1994	Printing, black & white copies, color copies, type-setting, blueprint services, bindery & fax service.
Premier Printing Solutions 63052 Layton Ave., Ste. 170 Bend, OR 97701	541-617-9899	N/A	www.ppsbend.com pps@ppsbind.com	Brent Davis	6	1999	Single to multi-color traditional offset printing, full color digital printing, color copies, b/w high speed copies & bindery. Equipped for Mac or PC files via Internet, e-mail or diskette. Mailing service & poster/banners.
Press Pros Printing Company 20798 High Desert Lane Bend, OR 97701	541-389-7767	541-389-4872	www.presspros.com debra@presspros.com	Larry & Debra Peterson	16	1982	Full service printer, digital copies, mailing services & promotional products.
Progressive Screen Printing 20756 High Desert Ct., Ste. 4 Bend, OR 97701	541-385-0931	N/A	www.progressivescreenprinting.com sales@progressivescreenprinting.com	Sean McAllister	5	1986	Wholesale T-shirt specialist, screen-printing on garments, stickers w/ 14 & 8 color automatic presses. Full-service art department & art reproduction.
Ryder Graphics 370 SW Columbia St. Bend, OR 97702	541-382-5934	541-382-5908	www.rydergraphics.net scott@rydergraphics.net	Scott Ryder	15	1990	Full commercial printing, specializing in four-color process & election printing.
Skyliner Print & Design 1151 SE Centennial Ct., Ste. 3 Bend, OR 97702	541-749-2151	N/A	www.skylinerprint.com print@skylinerprint.com	Travis Waltz, Tor Hanson	4	2019	Full service printing including blueprints, small & large format documents, mylar, spec books, document management, binding, large format laminating & mounting services, graphic design & installation services. Local pickup & delivery available. *Business formerly known as ARC Document Solutions.
Snyder & Sons Unlimited 521 NE Seward Ave. Bend, OR 97701	541-330-1803	541-382-6927	www.snyderandsons.com info@snyderandsons.com	Lori Pintok-Snyder	1	1996	Graphic design, website design & printing services including single to four color process & other promotional media. Consulting.
The Bulletin/EO Media Group & Central Oregon Media Group 320 SW Upper Terrace Dr., Ste. 200 PO Box 6020 Bend, OR 97702	541-617-7839	N/A	printdrop@bendbulletin.com	Holly Rouska	100	1903	High quality, high volume print & distribution. Daily newspaper & commercial printing. Advertising, marketing, digital, design, printing, distribution.
The Printing Post 498 SW Sixth St., Ste. 101 Redmond, OR 97756	541-548-7101	541-548-6093	www.theprintingpost.com debra@theprintingpost.com	Bern Thiesen, Debra & Larry Peterson	4	1978	Commercial printing, digital copies, graphic design, promotional products, mailing services.
Visuality 21050 Young Ave., Ste.1 Bend, OR 97703	541-280-1488	N/A	www.visuality.biz michael@visuality.biz	Michael Grabenhorst	1	2000	Coordinator of print & design projects throughout the Northwest.
X-Press Printing Inc. 664 W Hood Ave. PO Box 904 Sisters, OR 97759	541-549-9321	541-549-4142	www.xpressprinting.biz jeff@xpressprinting.biz	Tony Meyer, Jeff Swales	14	1989	Commercial & quick print, full color offset, digital color, digital b/w, computer to plate, business printing, design, direct mail & marketing services, variable data, electronic file transfer & proofing.

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

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Public Relations & Marketing Professionals

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

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Clients	Services
Campbell Consulting Group, Inc. Bend, OR 97701	541-410-9113	N/A	www.campbellconsulting.com judy@campbellconsulting.com	Judy Campbell	5	1996	Root Engineers, ColeBreit Engineering, Urban South Brewery, Old Mill District, GasHouse, Brooks Resources, Discovery West, Alter Agents, Bend Factory Stores & more.	Strategic media relations, public relations, media training, influencer marketing, social media.
Deschutes Gift Baskets, LLC 632 SW Sixth St., Ste. 1 Redmond, OR 97756	541-977-1036	N/A	www.deschutesgiftbaskets.com david@deschutesgiftbaskets.com	David Thorne	3	1999	Orion Eye, BMC, Savy Agency, St. Charles Medical Group, Labor Ready, Alpine Real Estate & Directors Mortgage.	Gift baskets for all occasions, personalized gift programs, branded gift baskets for business events.
Eclipse Marketing 1900 NE Third St., Ste. 106-290 Bend, OR 97701	541-318-0900	541-318-0901	www.eclipsemarketingagency.com lisa@eclipsemarketingagency.com	Brian Canady, Lisa Canady	2	2001	N/A	Media planning/buying, broadcast production, copy writing, print & web design, account management.
FelCom, LLC 64295 Schibel Rd. Bend, OR 97703	541-306-4815	N/A	www.felcomllc.com felcom@pobox.com	Rick Felde	4	1991	Martin Engineering, Dow Corning Corporation, BossTek, Martin Vibration Systems	Public relations, marketing communications, technical writing, trade press media relations. Specializing in feature articles, press releases & professional writing of all kinds.
Global Strategies International 19785 Village Office Ct. Bend, OR 97702	541-639-3055	N/A	www.globalstrategies.com jeremy.sanchez@globalstrategies.com	Jeremy Sanchez	46	2004	Adobe, Cisco, Ford, IBM, Intel, Nestle, Purina, Thomson Reuters, DuPont, TD Ameritrade, Career Education Corporation, Philips & The Australia Post.	Specializing in data driven marketing for global enterprise clients. Focus on search & content marketing, consulting services span market insights, strategy & execution.
Hubbell Communications PO Box 2221 Bend, OR 97709	541-420-8603	N/A	www.ThinkHubbell.com erin@thinkhubbell.com	Ward Hubbell, Erin Foote Morgan	9	2018	Pacific Power, Oregon State Sheriffâ€™s Association, Jeld-Wen, Oregon Dental Association, Fred Meyer, Columbia Sportswear, Oregon Health Sciences University, Oregon Trout, Amazon	Public relations, public affairs, communications, crisis management, issue advocacy services, grassroots activation, coalition management, internal communications, media relations & more.
Lulish Design 3720 NW 25th St. Redmond, OR 97756	541-350-0594	N/A	www.Lulish.com lynnette@lulish.com	Lynnette Brailard	2	2005	Visit Bend, Old Mill District, Tenth Month, Bend Ale Trail	Web design & development, SEO, SEM, marketing consulting & strategy, graphic design & creative campaigns.
MarketMotif Consulting, Inc. Bend, OR 97703	541-318-8602	N/A	www.marketmotif.com Marketing@MarketMotif.com	Penny Bartels	2	1999	AppDirect, Armanino, Figma, New Relic, Palo Alto Networks, Trend Micro, WhereScape.	Technology content planning & development; white papers, eBooks, case studies, web copy, articles & more.
Off The Front Marketing Bend, OR 97701	541-312-2151	N/A	www.offthefront-marketing.com tracys@offthefront-marketing.com	Tracy Smith	1	2002	Autodesk, Verity, Inktomi, Pine Mountain Ranch, Cascade Cycling Classic, InsideRide, Toyota-United Pro Cycling Team, Wool Town, Autonomy Inc., Intel & more.	Full service marketing.
SMARTZ 450 SW Powerhouse Dr., Ste. 429 Bend, OR 97702	541-388-4398	N/A	www.smartz.com info@smartz.com	Mark Knowles	19	1987	N/A	Offering paid marketing, creative web design, smart development & disciplined web marketing principles & more. Certified Google Premier Partner.
SocialSuite Public Relations 70 SW Century, Ste. 100-475 Bend, OR 97702	541-639-5002	N/A	www.socialsuitepr.com andrea@socialsuitepr.com	Andrea Wasilew Larson	2	2004	(Select past/present - PR consulting services) Synergy Health & Wellness, Cascade Lakes Relays, Zensmith Technology Consulting, Nashelle Jewelry, Tetherow Resort, Dave's Killer Bread, BendBroadband Vault & more.	Public + media relations, digital + social media marketing, campaign launches.
StingRay Communications Bend, OR	541-390-6411	N/A	www.hellostingray.com shanrae@hellostingray.com	ShanRae Hawkins	1	2014	City of Bend, City of Prineville, Deschutes Basin Board of Control, Central Oregon Irrigation District, Parametrix, Arnold Irrigation District & Gallatin Public Affairs	Communications, public involvement, marketing strategy, public relations, reputation & crisis management, brand management, leadership development & training.
SWPR Group, LLC Bend, OR 97703	503-349-3548	N/A	www.swpr-group.com sarah@swpr-group.com	Sarah Williamson	1	2012	Apex Learning, Xello, Beable, Entrepreneurial Learning Initiative.	PR & marketing communications for the education industry.

Graphic Designers

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

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Brand Rocket Partners 19699 Mountaineer Way, E222 Bend, Oregon 97792	206-947-0683	N/A	brandrocket@outlook.com	Daniel P. Smith, Darlis J. Smith	2	2016	Graphic Design, Marketing, Social Media & Copywriting
Bright Light Graphics 1712 NE 12th St. Bend, OR 97701	503-501-6031	N/A	www.brightlightgraphics.com lieve@bnghtlightgraphics.com	Lieve Maas	1	2011	Book design, graphic design, self-publishing, brand identity design.
Impact Graphix & Signs, Inc. 106 SE Evergreen Ave., Ste. M Redmond, OR 97756	541-548-8544	541-548-4920	www.impactgraphixandsigns.com info@impactgraphixandsigns.com	Diane Poindexter, Virgil Carnahan	5	1987	All types of signs; oversized scanning, digital printing, laminating & mounting, trade show, dimensional (CNC router), vehicle wraps, logo development & much more.
Kate Miller Design 200 SW James Dr. Bend, OR 97702	541-390-5853	N/A	www.katemillerdesign.com kate@katemillerdesign.com	Kate Miller	1	2000	Logo/brand identity design + website design/custom WordPress development.
Kinetic Branding 780 NW York Dr., Ste. 204 Bend, OR 97703	541-550-7272	N/A	www.kineticbranding.com paul@kineticbranding.com	Paul Ruettgers	2	2000	Brand strategy, graphic design, web design, SEO, CMS, E-Commerce, advertising, packaging design, print design.
Mazama Media 920 SW Emkay Dr., Ste. 104 Bend, OR 97702	541-728-0558	N/A	www.mazamamedia.com info@ttmarketinggroup.com	Bud Torcom	25	2014	Result-driven social media management, web design, search engine optimization, graphic design.
McGregor Design PO Box 736 Sisters, OR 97759	541-549-1128	N/A	www.dennismcgregor.com dennis@dennismcgregor.com	Dennis McGregor	1	1989	Graphic design & illustrations.
MoeGang Productions PO Box 1874 Bend, OR 97709	541-280-3337	N/A	www.HomeSpunMagazine.com ryan@HomeSpunMagazine.com	Marcee Hillman Moeggenberg, Ryan Moeggenberg	2	2017	Full-service publishing, design & layout of print media & more.
Parallel Forty Four Bend & Redmond, OR	541-604-8484	N/A	www.parallelfortyfour.com alexandra@parallelfortyfour.com	Sean McCrea, Alexandra McCrea	2	2020	Full-service social media partner providing photography, web design, social media, reviews, & influencer management, content creation, logo & business card design, banner & signage design & consulting services.
Perez Design PO Box 1087 Bend, OR 97709	541-322-9768	N/A	www.perezdesign.com carlos@perezdesign.com	Carlos Perez	2	2001	Creative solutions for forward thinking businesses & organizations.
Sexton Design, LLC 301 NW Greyhawk Ave. Bend, OR 97701	541-382-1055	Same as phone	www.sextonhomedesign.com vernsextondesign@gmail.com	Ian Sexton, Vernon Sexton	2	1974	Graphic design services, vinyl decals, vehicle lettering, signs, computer illustration, screen print design, custom illustrations & architectural design.
Smiley Design 443 NW Delaware Ave. Bend, OR 97703	541-382-8406	N/A	www.facebook.com/SmileyDesign smileyhowe@bendbroadband.com	Barbara Smiley	1	1980	Graphic design, logos & branding, lettering & calligraphy, painting & illustration, private art classes.
Snyder & Sons Unlimited 521 NE Seward Ave. Bend, OR 97701	541-330-1803	541-382-6927	www.snyderandsons.com info@snyderandsons.com	Lori Pintok-Snyder	1	1996	Graphic design, website design & printing.
Spangler Creative 516 SE Gleneden Place Bend, OR 97702	541-799-9113	N/A	www.spanglercreative.com matt@spanglercreative.com	Matt Spangler	1	1993	Brand identity, graphic design, web design, web development, ad campaign design, print collateral from business cards to annual reports, outdoor billboards & signage, apparel imprint design. Over 25 years experience with global nonprofit organizations.
Studio Absolute 61165 Snowbrush Dr. Bend, OR 97702	541-280-6836	N/A	www.studioabsolute.com russ@studioabsolute.com	Russ McIntosh	3	2009	Brand identity design, graphic design, packaging design, collateral + brochure design, signage design, advertising design, website design + build.
Tor Naerheim Brand Design LLC 806 NW Brooks, Ste. 210 Bend, OR 97701	541-550-7217	541-633-7362	www.tnbd.net tor@tnbd.net	Tor Naerheim	4	1995	Brand solutions: identity, strategy, naming, messaging, brand guidelines, collateral, product design. Digital solutions: interface design, desktop + mobile + tablet, user experience, user interface, CMS development, mobile applications, e-commerce.
Whitten Design 2894 NE Baroness Pl. Bend, OR 97701	541-241-6469	N/A	www.whittendesign.com results@whittendesign.com	Darius Whitten	1	1999	Branding, advertising,marketing communication. Logos, ad campaigns, publication design, brochures, annual reports, direct mail, trade show booths, book design, web design, email marketing, press kits, billboard & transit, newsletters, menus.
X-Press Printing Inc. 664 W Hood Ave. PO Box 904 Sisters, OR 97759	541-549-9321	541-549-4142	www.xpressprinting.biz jeff@xpressprinting.biz	Jeff Swales, Tony Meyer	14	1989	Commercial & quick print, full color offset, digital color, digital b/w, computer to plate, business printing, design, direct mail & marketing services, variable data, electronic file transfer & proofing.

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

Parallel Forty Four Successfully Guides Its Clients’ Online Success

by KRISTINE THOMAS — CBN Feature Writer

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.



ALEXANDRA AND SEAN MCCREA | PHOTO COURTESY OF PARALLEL FORTY FOUR

Parallel Forty Four manages a business’ social media, website and online platforms, ensuring everything is cohesive and consistent. “We are small-business owners ourselves, so we can relate on both a personal and professional level with our clients,” Alexandra said. “We allow businesses to focus on what they do best.”


parallelfortyfour.com

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2021 Marketing Guide

Media - Cable *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Audience	Format	Owner / Headquarters
BendBroadband 63090 Sherman Rd. Bend, OR 97703	541-382-5551	541-385-3271	www.bendbroadband.com	Britt Wehrman	280	1955	(Bend, Sisters, Black Butte Ranch, Terrebonne & Redmond, Sunriver, Prineville, Madras, La Pine) Residential/Commercial.	Digital cable TV, Internet, phone, wireless phone & internet. Local programming & production by Zolo Media provides local programming & production, operates KBNZ-CBS & COTV11, sells advertising on these channels as well as 27 cable networks on BendBroadband.	TDS Telecom, Madison, Wisconsin.

Media - Magazine *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Circulation	Format	Owner / Headquarters
Bend Magazine 974 NW Riverside Blvd. Bend, Or 97701	541-948-5200	N/A	www.bendmagazine.com ross@oregon-media.com	Ross Johnson	14	2015	20,000 quarterly	Lifestyle Magazine	Oregon Media LLC
Cascade Arts & Entertainment 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.CascadeAE.com jeff@cascadebusnews.com	Jeff Martin	10	1995	10,000 to 15,000 monthly, weekly E-Broadcast every Wednesday.	Arts Magazine	Cascade Publications Inc., Bend, OR
Central Oregon Rancher, LLC PO Box 1 Powell Butte, OR 97753	541-408-7010	N/A	www.centraloregonrancher.com rancher@reagan.com	Mark Howard, Scott Johnson	2	1953	16,000 monthly	Farm & Ranch Trade News Magazine.	Scott Johnson & Mark Howard, Publisher, Powell Butte, OR.
Red Bee Press PO Box 1981 Bend, OR 97709	541-306-9611	N/A	redbeepress.com debbie@redbeepress.com	Debbie Agnew	4	2012	Over 100,000 per quarter	Coupon publication.	Debbie Agnew/ Bend, OR
Sageland Magazine 345 SE Fifth St. Madras, OR 97741	541-475-2275	541-475-3710	www.madraspioneer.com tahern@madraspioneer.com	Tony Ahern, Holly Gill	8	1999	10,000 annually	Jefferson County lifestyle magazine.	Pamplin Media Group, Portland, OR.
Sisters Oregon Guide 442 E. Main Ave. PO Box 698 Sisters, OR 97759	541-549-9941	N/A	www.sistersoregonguide.com vicki@nuggetnews.com	Vicki Curlett	8	1995	40,000 printed 5,000 electronic	Comprehensive guide to Sisters, Oregon & surrounding areas including Camp Sherman & Black Butte Ranch. Official Sisters guide distributed by Sisters Area Chamber.	The Nugget Newspaper Inc., 442 E Main Ave., Sisters, OR.
Small Farmers Journal 215 N Cedar, Ste. 2 PO Box 1627 Sisters, OR 97759	800-876-2893	N/A	www.smallfarmersjournal.com agrarian@smallfarmersjournal.com	Lynn R. Miller	6	1976	4,000 quarterly	Farmers Journal Quarterly Magazine.	Small Farmers Journal, Sisters, OR.
Sunriver Magazine 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.cascadebusnews.com jeff@cascadebusnews.com	Jeff Martin	10	2010	30,000 annually	Sunriver lifestyle magazine.	Cascadia Magazine Company LLC, Bend, OR.

Media - Newspaper *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Circulation	Format	Owner / Headquarters
Cascade Business News (CBN) 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.cascadebusnews.com jeff@cascadebusnews.com	Jeff Martin	10	1994	6,000 to 10,000 Printed twice monthly. Twice weekly E-Headlines.	Business Newspaper	Cascade Publications Inc. Bend, OR
Central Oregonian 558 N Main St. Prineville, OR 97754	541-447-6205	541-447-1754	www.centraloregonian.com news@centraloregonian.com	Teresa Tooley, Tony Ahern	16	1882	4,400 twice weekly	Newspaper	Pamplin Media Group, Portland, OR.
Madras Pioneer 345 SE Fifth St. Madras, OR 97741	541-475-2275	541-475-3710	www.madraspioneer.com hgill@madraspioneer.com	Tony Ahern, Holly Gill	8	1904	3,200	Newspaper	Pamplin Media Group, Portland, OR.
Newberry Eagle PO Box 329 La Pine, OR 97739	503-910-0284	541-536-7803	www.newberryeagle.com sales@newberryeagle.com	Sandra L. Jones	3	2001	8,000 monthly	Nonprofit newspaper	Sandra Jones, La Pine OR
Nugget Newspaper 442 E. Main Ave. PO Box 698 Sisters, OR 97759	541-549-9941	541-549-9940	www.nuggetnews.com editor@nuggetnews.com	Jim Cornelius, Kiki Dolson	8	1978	7,400 weekly	Tabloid	The Nugget Newspaper, Inc. Sisters, OR
Redmond Spokesman 226 NW Sixth St. PO Box 788 Redmond, OR 97756	541-548-2184	541-548-3203	www.redmondspokesman.com news@redmondspokesman.com	Steve Hawes, Kyle Killen	5	1910	5,200 weekly	Newspaper	Western Communications, Bend, OR
Spilyay Tymoo Newspaper PO Box 489 Warm Springs, OR 97761	541-553-3274	541-553-3539	www.wsnews.org	Dave McMechan	3	1976	2,500 twice monthly	Newspaper	Confederated Tribes, Warm Springs, OR
Sunriver Scene 57455 Abbot Dr. PO Box 3278 Sunriver, OR 97707	541-585-2937	541-593-5669	www.sunriverowners.org susanb@srowners.org	Susan Berger	3	1974	8,000-11,000 monthly	Newspaper; hardcopy & electronic editions.	Sunriver Owners Association Sunriver, OR. 57455 Abbot Drive, Sunriver, OR 97707
The Bulletin/EO Media Group & Central Oregon Media Group 320 SW Upper Terrace Dr., Ste. 200 PO Box 6020 Bend, OR 97702	541-382-1811	N/A	printdrop@bendbulletin.com	Holly Rouska	100	1903	N/A	Newspaper	Western Communications, Inc., Bend, OR
The Source Weekly 704 NW Georgia Ave. Bend, OR 97703	541-383-0800	541-383-0088	www.bendsource.com info@bendsource.com	Aaron Switzer	13	1997	15,000 weekly	Tabloid	Aaron Switzer, Bend, OR

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Media - Other *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Circulation	Format	Owner / Headquarters
MyCentralOregon.com 854 NE Fourth St. Bend, OR 97701	541-383-3825	541-383-3403	www.mycentraloregon.com kshipman@horizonbroadcastinggroup.com	Keith Shipman, Bill Baker, Dave Clemens	11	2009	N/A	Local news from KBNW-AM/FM news team; national, international, political, sports, health & entertainment news from ABC Network, comprehensive Central Oregon weather & traffic information, event calendar.	Horizon Broadcasting Group, LLC

Media - Radio *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Format	Owner / Headquarters
107.7 The Beat 63088 NE 18th St. Bend, OR 97701		541-382-5263	541-388-0456 www.1077TheBeat.com Jeremy@combinedcommunications.com	Jeremy Groh	25	1986	Top 40	Combined Communications Bend, OR
Cowan Broadcasting LLC, KNLR 97.5 & KNLX 104.9 30 SE Bridgeford Bend, OR 97702		541-389-8873	541-389-5291 www.knlr.com info@knlr.com	Terry Cowan	5	1985	Adult Contemporary Christian. KNLR 97.5 HD-2 & 106.1 FM are programming Spanish Christian called La Luz Radio.	Terry Cowan
KBND AM 1110, FM 100.1 63088 NE 18th St., Ste. 200 Bend, OR 97701		541-382-5263	541-388-0456 www.KBND.com Jeremy@combinedcommunications.com	Jeremy Groh	17	1938	News Talk	Combined Communications, Bend, OR
KBNW-AM (1340 AM & 104.5 FM) 854 NE Fourth St. Bend, OR 97701		541-383-3825	541-383-3403 www.kbnwnews.com kshipman@horizonbroadcastinggroup.com	Keith Shipman	11	2008	News/Talk	Summit Broadcasting Group, LLC (operated by Horizon Broadcasting Group, LLC)
KLRR FM 101.7 63088 NE 18th St., Ste. 200 Bend, OR 97701		541-382-5263	541-388-0456 www.1017.fm Jeremy@combinedcommunications.com	Jeremy Groh	17	1986	Adult Alternative	Combined Communications Bend, OR
KLTV FM 95.7 FM -Playing Whatever- 854 NE Fourth St. Bend, OR 97701		541-419-0141	541-383-3403 www.bend957fm kshipman@horizonbroadcastinggroup.com	Keith Shipman	11	1999	Adult Hits	Horizon Broadcasting Group, LLC Central Oregon
KMGX FM 100.7 345 Cyber Dr., Ste. 101-103 Bend, OR 97702		541-388-3300	541-388-3303 backyardbend.com/themix1007 mflanagan@bendradiogroup.com	James Gross, Mike Flanagan, Andy Hilmes	30	1983	Adult Contemporary	GCC Bend, LLC. (Bend Radio Group)
KPOV, High Desert Community Radio, 88.9 FM 501 NW Bond St. Bend, OR 97703		541-322-0863	N/A www.kpov.org jill@kpov.org	Jill Mahler	3	2005	Eclectic music & talk, volunteer produced	N/A
KQAK FM 105.7 854 NE Fourth St. Bend, OR 97701		541-383-3825	541-383-3403 www.kqak.com kshipman@horizonbroadcastinggroup.com	Keith Shipman	11	1986	Classic Hits	Horizon Broadcasting Group, LLC Central Oregon
KRCO AM 854 NE Fourth St. Bend, OR 97701		541-383-3825	541-383-3403 www.krcoam.com kshipman@horizonbroadcastinggroup.com	Keith Shipman	11	1950	Classic Country	Horizon Broadcasting Group, LLC Central Oregon
KRDM AM 1240 PO Box 817 Redmond, OR 97756		541-548-7621	N/A www.radiolabronca.com sales@radiolabronca.com	Juan Zendejas	5	2006	Spanish	Red Mountain Broadcasting, LLC
KRXF 92.9 FM 345 SW Cyber Dr., Ste. 101-103 Bend, OR 97702		541-388-3300	541-388-3303 backyardbend.com/929online mflanagan@bendradiogroup.com	James Gross, Mike Flanagan, Andy Hilmes	30	1978	Modern Rock	GCC Bend, LLC. (Bend Radio Group)
KSJJ FM 102.9 345 SW Cyber Dr., Ste. 101 Bend, OR 97702		541-388-3300	541-388-3303 backyardbend.com/ksjj1029 mflanagan@bendradiogroup.com	James Gross, Mike Flanagan, Andy Hilmes	30	1980	Today's Country	GCC Bend, LLC. (Bend Radio Group)
KTWS FM 98.3 63088 NE 18th St., Ste. 200 Bend, OR 97701		541-382-5263	541-388-0456 www.TheTwins.com alvarez@thetwins.com	Ron Alvarez	17	1996	Classic Rock	Combined Communications Bend, OR
KWPK FM 104.1 854 NE Fourth St. Bend, OR 97701		541-383-3825	541-383-3403 www.thepeak1041.com kshipman@horizonbroadcastinggroup.com	Keith Shipman	11	2001	THE PEAK 'Hot Adult Contemporary' (KWPK-FM)	Horizon Broadcasting Group, LLC Central Oregon
KXIX FM 94.1 345 Cyber Dr., Ste. 101-103 Bend, OR 97702		541-388-3300	541-388-3303 backyardbend.com/power94 mflanagan@bendradiogroup.com	James Gross, Mike Flanagan, Andy Hilmes	30	1994	Top 40	GCC Bend, LLC. (Bend Radio Group)
New Country 99/7 The Bull 63088 NE 18th St., Ste. 200 Bend, OR 97701		541-382-5263	541-388-0456 www.997thebull.com Jeremy@combinedcommunications.com	Jeremy Groh	17	2000	Contemporary Country	Combined Communications Bend, OR

Media - Television *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Audience	Format	Owner / Headquarters
KFXO FOX TV 62990 OB Riley Rd. Bend, OR 97703	541-383-2121	541-382-1616	www.foxcentraloregon.com ktvz@ktvz.com	Bob Singer	60	1996	18% In-Market Share Sun-Sat 6a-2a, November 2014 Nielsen	Local news, entertainment & sports programming FOX affiliate.	News & Press Gazette, St. Joseph Missouri
KOHD-TV ABC- KBNZ-TV CBS - Zolo Media 63090 Sherman Rd. Bend, OR 97703	541-749-5151	541-749-4633	www.zolomedia.com advertising@zolomedia.com	Shawn Wilcox, Juliane Reed, Matt McDonald	53	1955	120,000 Bend DMA (Bend, Sisters, Black Butte Ranch, Terrebonne & Redmond) residential/commercial.	KOHD-TV ABC - KBNZ-TV CBS, 30 national cable networks on BendBroadband & Crestview Cable, Local Community Channel COTV11 & CO4 Visitors Network.	TDS Broadcasting, LLC Madison, WI
NewsChannel 21 NBC / FOX / CW / Telemundo 62990 OB Riley Rd. Bend, OR 97701	541-383-2121	541-617-6255	www.ktvz.com stories@ktvz.com	Ron Parodi, Danette Kelly	60	1977	70% In-Market Share Sun-Sat 6a-2a, ComScore/Marshall Marketing 2019	Local news, entertainment, sports & Hispanic programming. NBC, FOX, CW & Telemundo affiliate.	News & Press Gazette (NPG) St. Joseph, Missouri.
Para-tech Satellite Systems 361 NE Franklin Ave., Bldg. E #15 Bend, OR 97701	541-389-1514	541-385-7120	www.paratechsatellite.com paratechsat@gmail.com	Nancy Baker	5	1983	Direct TV & Dish Network Satellite TV.	N/A	Para-Tech Satellite systems.
Zolo Media - KOHD-TV ABC- KBNZ-TV CBS - COTV11 - CO4 63090 Sherman Rd. Bend, OR 97703	541-749-5151	541-749-4633	www.zolomedia.com advertising@zolomedia.com	Matt McDonald, Amy Witt, Shawn Wilcox	53	1955	120,000 Bend DMA (Bend, Sisters, Black Butte Ranch, Terrebonne & Redmond).	KOHD-TV ABC - KBNZ-TV CBS, 30 national cable networks on BendBroadband & Crestview Cable, Local Community Channel COTV11 & CO4 Visitors Network CO4.	TDS Broadcasting, LLC Madison, WI

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Saving for Retirement & a Child's Education at the Same Time

by ED WETTIG, CFP — Wettig Capital Management

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, though, that the amount you can afford may change from time to time as your circumstances change. Once you've come up with a dollar amount, you'll need to decide how to divvy up your funds.

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!



If possible, save for your retirement and your child's college at the same time

Ideally, you'll want to try to pursue both goals at the same time. The more money you can squirrel away for college bills now, the less money you or your child will need to borrow later. Even if you can allocate only a small amount to your child's college fund, say \$50 or \$100 a month, you might be surprised at how much you can accumulate over many years. For example, if you saved \$100 every month and earned eight percent annually, you'd have \$18,415 in your child's college fund after ten years. (This example is for illustrative purposes only and does not represent a specific investment. Investment returns will fluctuate and cannot be guaranteed.)

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). But 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.)

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EDCO's Central Oregon PubTalk March 25 at 5pm

Forget Spring Break and join us in-person or virtually for a stellar March PubTalk.

Cascade Business News' Who's Who

As appeared in the March 3 CBN, see what your colleagues, friends and competitors are up to [CLICK HERE](#).

Business Valuations Pre- & Post-COVID

Several people have asked how business valuations differ before and after COVID. I recently co-presented with Kelly McCann, Esq., of Burrande Law Group to the Oregon Society of CPAs on the topic to more than 50 attendees. It is an important question! (by Laura Lemco, Certified Valuation Analyst — Capstone Valuations)

February 2021 Notable Commercial Transactions — First Half

TRANSACTIONS closed during the first half of the

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



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 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 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 Bend children's shop Stone Soup. Christoferson holds a bachelor of arts from Washington State University and lives in Bend.



Heather Masson-Forsythe, a fifth-year graduate student in the Oregon State University College of Science, is a winner in the 13th annual Dance Your Ph.D. contest organized by *Science Magazine*.

Masson-Forsythe, part of Elisar Barbar's lab group in the Department of Biochemistry and Biophysics, earned \$500 for placing first in the newly created COVID-19 category of the competition sponsored by Primer, a San Francisco-based machine intelligence company.

The contest triumph builds on her TikTok videos (@heycurllytop), in which she uses trending dances and trending songs to communicate her science. Those videos have made her "mildly famous," she said, garnering her a following of more than 40,000 people on the app.

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 intentional, and the U.S. death toll now exceeds 513,000.

The contest format is simple: Entrants make a dance video interpreting their doctoral research, post it to YouTube and send the link to *Science*, the flagship journal of the American Association for the Advancement of Science, for judging in one of five categories (physics, chemistry, biology and social sciences are the others).

But producing a winning entry such as Masson-Forsythe's is complex and time consuming.

Over several weeks, Masson-Forsythe and her wife and videographer, Margaux Masson-Forsythe, visited different locations for shooting — the beach at Waldport, OSU's Linus Pauling Science Center, the forest near Marys Peak and downtown Corvallis — and then spent several more weeks editing.

Masson-Forsythe chose ballet, "the basis of all dance," for the video's opening chapter, which presents background material necessary for understanding the meat of the story.

For Masson-Forsythe, who earned an undergraduate degree in biology at the University of Central Arkansas, creativity is obviously not limited to the *Science Magazine* competition or her high school dance career.

At Oregon State (OSU), she's also been involved with the Inspiration Dissemination podcast — graduate students interviewing other graduate students about their work — and as she nears the end of her time at OSU is eyeing future possibilities in science communication.

Masson-Forsythe's COVID-19 research is funded by a National Science Foundation Early-concept Grant for Exploratory Research (EAGER) through the NSF's Division of Molecular and Cellular Biosciences.

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.

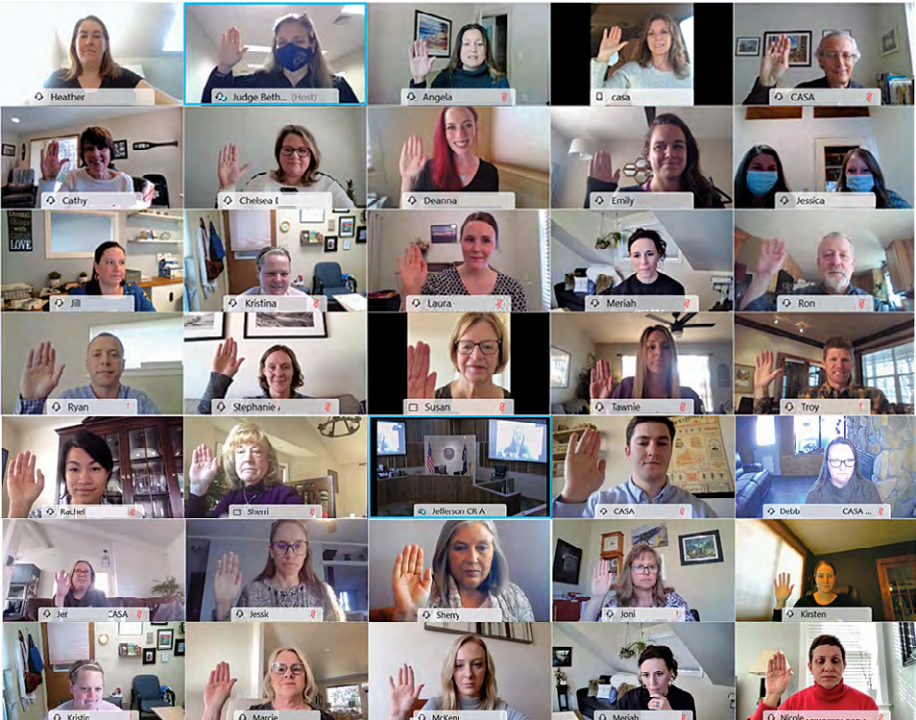
The 2021 Hayden Homes \$2,500 Art Scholarship winner will be selected in May. Applications were managed through Sisters Gro, a graduate resource organization with a mission to raise, receive and distribute charitable scholarship funds, support the scholarship selection process and support graduate resource 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.



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.

More Who's Who Page 36 ▶



VOLUNTEERS BEING SWORN IN | PHOTO COURTESY OF COURT APPOINTED SPECIAL ADVOCATES

Businesses Serving Community



PHOTOS | COURTESY OF REDMOND SCHOOL DISTRICT

REDMOND SCHOOL DISTRICT

Thanks to the generosity of Hayden Homes, the Redmond School District has been able to fund a variety of school projects through mini-grants and has partially funded a large-scale athletic facility lighting project.

In December, Hayden Homes donated \$50,000 to help the Redmond School District transform the Rotary Fields at David M. Jaqua Complex, adjacent to Redmond High School. The donation will be part of a \$250,000 investment in outdoor lighting. Additional funding will come from the Rotary Club of

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 Bahns received \$450 to purchase a 3D printer, which he will use to expose his students to cutting-edge technology. Hugh Hartman P.E. teacher Rachel Smith received \$1,400 for P.E. equipment, while Kari Kampert received \$625 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.

Who's Who
Continued from page 35

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.



Lillian Caldwell

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, providing a nuanced computer science curriculum with the goal of enabling

students to acquire both professional and technical knowhow for their future. Caldwell will participate in the fellowship from March through April 2021, concurrently with her RPA courses.



Melanie Kebler

Attorney and Bend City Council member **Melanie Kebler** joins the probate team at **Two Spruce Law** in Bend, after 12 years of public service — first as a deputy district attorney, then as a victims' rights attorney at the nonprofit Oregon Crime Victims Law Center. Kebler graduated from Lewis and Clark Law School in 2008. Before attending law school, Kebler graduated from the University of Michigan with a bachelor's degree in English and classic civilizations. Kebler grew up in Bend, graduating from Bend Senior High, where she enjoyed participating in team sports and student government. Kebler also serves her community as an elected member of the Bend City Council, board president of Camp Fire Central Oregon and a member of the Oregon Commission on Judicial Fitness and Disability. In her free time, Kebler enjoys getting outside with her family, working on creative projects and traveling to new places.

Bend Pops Orchestra announces that Bend conductor and musician **Eddy Robinson** will lead the group beginning with the 2021-2022 season.

Robinson has been very involved in Central Oregon's music community since his arrival here in 2012. He is an experienced music educator, currently working with students at Pilot Butte and Sky View Middle Schools and at Mountain View High School. He is a co-conductor of the Central Oregon Youth Orchestra, has been involved in numerous school district special events and festivals and teaches string students at the Cascade School of Music.

Robinson is a successful musician in his own right. He plays bass with the Central Oregon Symphony in the full ensemble and in the Chamber Orchestra. He has joined Bend Pops for several concerts in the past with his bass.

Due to COVID-19 restrictions, the orchestra has been unable to rehearse or perform since March of 2020, but the group is setting its sights on a Fall 2021 startup if conditions allow. Robinson will assume leadership of the group at that time.



Eddy Robinson

Got new hires, promotions, people 'On The Move'?
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Bend Foundation Donates \$400,000 to Local Organizations

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

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 G5, 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 our sponsors, we have already raised nearly \$9,000.

Read on for exciting news about our top fundraising prize, sponsor matching and how to get signed up. Sign up or donate here: support.oregonadaptivesports.org/event/4th-annual-ski-for-all.

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 5pm 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, G5, 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.

Help us reach our goal of \$75,000 and to showcase the OAS mission in action.

Find out more and sign up at support.oregonadaptivesports.org/event/4th-annual-ski-for-all.

Four fundraising prizes this year: Hydro Flask packs, Blackstrap neck tubes, ski socks and mugs. Visit the site to learn more.

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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

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 areas 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 mbesef.org and click on the Donate button. As a 501(c)(3), MBSEF will send all donors a donation receipt.

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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		Banks, Credit Unions
May 19 Deadline May 12	Custom Home Builders	Custom Homes, Log Homes, Building Designers, Interior Designers, Fine Furniture
June 2 Deadline May 26	Business of Pets	Grooming, Boarding, Pet Services, Vets
June 16 Deadline Jun 9	PRINEVILLE Profile	Employment Resources, Largest Employers, Office Supplies
July 7 Deadline Jun 30	SUNRIVER Profile/Summer Recreation Special	Travel Agencies, Athletic Clubs, Spas, Tour Companies, Mailing Services, Golf Courses



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Central Oregon Business Calendar

Email Your Upcoming Business Events to CBN@CascadeBusNews.com

BUSINESS EVENTS



- March 17**
5pm City of Bend Virtual Southeast Area Plan Work Session. Information and viewing at <https://www.bendoregon.gov/government/city-council/city-council-meeting-agendas-video>.
- March 17**
7-8pm ConnectW Virtual Speaker: Nurturing Your Professional Network with Tarena Barker. <https://connectw.org/event/march-virtual-meeting-2021/>.
- March 18**
Noon-1pm City Club of Central Oregon Virtual March Forum, WILDFIRE: The Human Cost of Disaster. <http://www.cityclubco.org/live>
- 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**
7pm City of Bend Virtual Southeast Area Plan Public Hearing, First Reading of Adopting Ordinance. Information and viewing at <https://www.bendoregon.gov/government/city-council/city-council-meeting-agendas-video>.
- April 12**
5:30pm City of Bend Virtual Planning Commission Meeting. Agendas at <https://www.bendoregon.gov/government/committees/planning-commission>.
- April 21**
7pm City of Bend Virtual Southeast Area Plan Public Hearing, Second Reading of Adopting Ordinance and Council Vote. Information and viewing at <https://www.bendoregon.gov/government/city-council/city-council-meeting-agendas-video>.
- April 26**
5:30pm City of Bend Virtual Planning Commission Meeting. Agendas at <https://www.bendoregon.gov/government/committees/planning-commission>.

WORKSHOPS & TRAINING



- February 16**
11am-1pm Well-Being in the Workplace Workshop for Employers, led by Moe Carrick, Building Resilience from the Inside Out. Information and registration at <https://bendchamber.org/bend-event/building-resilience-from-the-inside-out/>.
- February 17**
11am-1pm Well-Being in the Workplace Workshop for Employees, led by Moe Carrick, Self-Care & Work After 2020. Information and registration at <https://bendchamber.org/bend-event/self-care-and-work-after-2020/>.
- March 17**
6-8pm COCC Small Business Development Center Virtual Workshops, QuickBooks Pro, Intermediate, Desktop Version. \$99, register at <https://www.enrole.com/cocc/jsp/session.jsp?sessionId=WI21QB18INTER.1&courselId=QB18INTER&categoryId=10205>.
- March 17**
11am-1pm COCC Small Business Development Center Virtual Workshops, Launch! Launch Your Business with SBDC Instructors & Business Advisor Maureen Quinn. Registration and course information at <https://www.enrole.com/cocc/jsp/session.jsp?sessionId=WI21LAUNCH-NEW.1&courselId=LAUNCH-NEW&categoryId=10205>.
- March 23 & 25**
2-4pm COCC Small Business Development Center Virtual Workshops, Digital Marketing for Small Businesses. \$89, register at <https://www.enrole.com/cocc/jsp/session.jsp?sessionId=WI21DIGITALMKTG.2&courselId=DIGITALMKTG&categoryId=10205https://www.enrole.com/cocc/jsp/session.jsp?sessionId=WI21HR2021.1&courselId=HR2021&categoryId=>.
- March 23**
6-7:30pm COCC Small Business Development Center Virtual Workshops, Re-engineering Your Business for the COVID-19 World. \$129, register at <https://www.enrole.com/cocc/jsp/session.jsp?sessionId=WI21RE-ENGINCOVID.1&courselId=RE-ENGINCOVID&categoryId=10205>.
- March 31**
11am-1pm COCC Small Business Development Center Virtual Workshops, Launch! Launch Your Business with SBDC Instructors & Business Advisor Maureen Quinn. Registration and course information at <https://www.enrole.com/cocc/jsp/session.jsp?sessionId=WI21LAUNCH-NEW.1&courselId=LAUNCH-NEW&categoryId=10205>.

Building Permits

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: Havnier 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 # 247-20-005987
- \$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.

April is Earth Month

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the **April 7** Edition

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jeff@cascadebusnews.com**

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