Bend Entrepreneur Brings the Love of Reading to Children Around the World

— Page 19

Enhancing & Promoting the Economic Vitality of Central Oregon Since 1994

## **Celebrating Women in Business**

# Cascade Business News Founded by an Incredible Woman



Have a dreamsicle kind of day.

by JEFF MARTIN, President/CEO — Cascade Publications Inc.

ascade Business New (CBN) was founded by the late Pamela Hulse Andrews in 1994. She was told by many advisors that starting a business journal was going to be difficult and was advised against the endeavor. She did it anyway. Relying upon her past experiences in marketing and owning an advertising agency, she secured a small business loan and went to work.

Pamela was tireless, feisty and incredibly smart, but most of all, she had grit, and her will wouldn't let the doubters stand in the way of her vision.

CBN, A&E Magazine and the annual Book of Lists were the core publications. In 1998 I joined the team, and we created Cascade Publications Inc., expanding the business and adding new products — Cascade Discovery and Sunriver Magazine, to name a couple — as well as helping others with their own publications such as the Rotary Sports Programs, annual Wedding Planning Guide, Redmond Visitors guide and so on. Some of these have come and gone, but the core remains solid.

Pamela was never one to rest. She had just launched *Bend Fashion Quarterly (BQ)* in 2017; a quarterly, slick magazine that no one thought possible in little Bend, Oregon. The magazine had celebrated it's one-year anniversary when at 72 years old she got cancer and passed away not long after diagnosis.

Pamela loved a good party. Her

**Women Excelling in Business** 

hank you, Cascade Business
News (CBN) team, for this annual
feature on Women in Business.

by ANN GOLDEN EGLÉ, MCC

feature on Women in Business. Throughout the year, CBN does an excellent job of highlighting the incredible, brilliant and powerful female forces in our tech, service and business industries.

Who composes the multitude of women excelling in business? Over one-third (31 percent) of all U.S. small-business or franchise owners are women, up from 27 percent last year.

Their ages vary:

- 50 percent are Gen X (born between 1965 and 1980)
- 31 percent are Baby Boomers (1946 — 1964)
- 17 percent are Millennials (1981 — 1996)
- 1 percent are Gen Z, born in or after 1997

They're educated:

- 8 percent have earned their doctorate
- 27 percent have earned a master's degree
- 34 percent have earned a bachelor's degree
- 11 percent have an associate degree

Why did these bold women start their own businesses? There are many reasons, yet a survey by Small Business



PHOTO | BY FAUXELS FROM PEXELS

Trends indicates that 29 percent started their own business because they were ready to be their own boss. Twenty percent wanted to make an impact by pursuing their passion. Thirteen percent were dissatisfied with corporate America and 13 percent found the confidence to bravely accept an opportunity that was presented to them.

What will the coming year bring for these small business owners? Eighty-three percent plan to invest

# Pioneering Project for Bend Central District

Third Street Marketplace Features
Starbucks & Washington Trust Bank Flagship

by SIMON MATHER — CBN Feature Writer



THIRD STREET MARKETPLACE | PHOTO BY CASCADE BUSINESS NEWS

ne of the only new central Third Street retail developments in Bend in over a decade has been unveiled as a model project within the city's Central District Overlay — an initiative aiming to transform the area into a vibrant, healthy and inclusive mixed-use neighborhood with safe connections between east and west in close proximity to downtown.

The former church site at 1203 NE Third has been reinvented as a sleek new retail building housing a 2,000-square-foot Starbucks with drive through — taking advantage of the high traffic counts in that corridor — while the balance of the building spanning approximately 5,000 square feet will be the flagship location for Washington Trust Bank.

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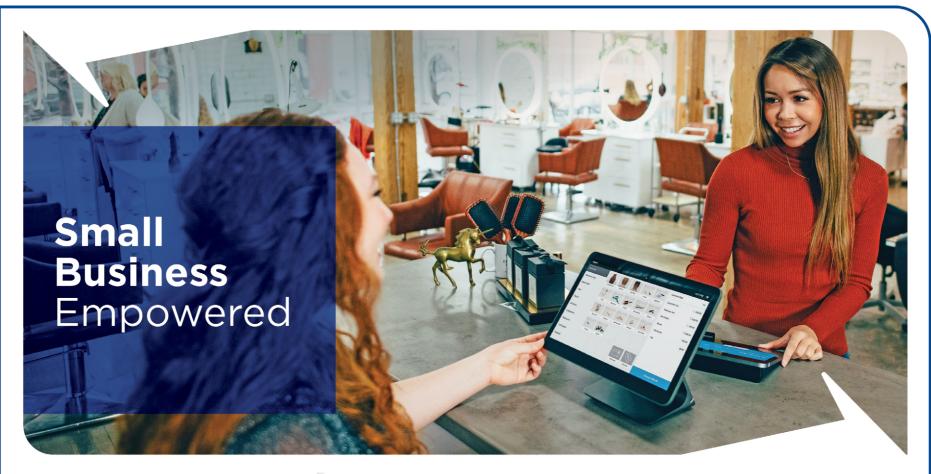
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Bend, Oregon

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experienced an attack that got past their intrusion detection system.\*



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\*Ponemon Data Breach Study

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## Capstone Certified Public Accountants Expands to Eugene, Oregon

CapstoneCertifiedPublicAccountants, LLC has acquired the Eugene, Oregon firms Jerry W. Boyce, CPA, PC and the tax practice of Laura Pickering, enrolled agent. Over the last 17 years, Capstone Certified Public Accountants, LLC has grown from a single CPA working at one location with no clients to seven CPAs working at three locations in Central Oregon with over 3,000 clients. Over the last year, Capstone has experienced a rapid growth spurt adding a Sandpoint,

CapstoneCertifiedPublicAccountants, LC has acquired the Eugene, Oregon firm spreading their footprint across the Pacific Northwest. Capstone will now have a total of six offices, nearly 50 gent. Over the last 17 years, Capstone

"Eugene is the perfect entrance to the Willamette Valley," said Lance Brant, managing partner at Capstone CPAs. "Not only is it a busy town with plenty

Continued on Page 38 ►

### Mid Oregon Credit Union Grows to 40,000 Members

Mid Oregon Credit Union, the only financial institution headquartered in Central Oregon, has announced that it has grown to 40,000 members as of July 31, 2021. In the last two and half years, the credit union has added 5,000 additional members.

"We continue to attract new members who prefer a local partner to help them achieve their financial goals. Our credit



PHOTO COURTESY OF MID OREGON CREDIT UNION

Continued on Page 38 ►

# SBA Announces Plan to Open Supplemental Grants for Shuttered Venue Operators Grant Applicants

Encourages All Potential SVOG Applicants to Apply

Recently, the U.S. Small Business Administration (SBA) is announcing a call to all eligible Shuttered Venue Operators Grant (SVOG) applicants seeking economic aid for live entertainment, small businesses, nonprofits and venues. New applications will be accepted until 11:59pm PT on Friday, August 20, 2021. The SVOG program has so far awarded

\$8.4 billion in grants to more than 10,800 businesses to assist in getting the nation's cultural institutions, which are critical to the economy and were among the first to shutter, back on track. While the application portal will close

ontinued on Page 38

## High School, OSU-Cascades Students Producing Real-Time Data Solutions for Oregon Manufacturers

by CHRISTINE COFFIN — OSU-Cascades

Manufacturers depend on machinery to operate at specific temperatures and speeds for optimal production and minimum waste. But they often lack technology to measure or respond quickly to changes in these critical functions.

That may change thanks to the work of OSU-Cascades student Andras Mihaly, who is leading a team of local high school students in the Innovation Co-Lab to build and configure sensors that can provide manufacturers the real-time data and alerts to optimize production, save downtime and limit product loss.

Mihaly is coaching ten high school students from Crook County High School in Prineville, Redmond High School and Summit High School in Bend through the sensor development process, which includes packaging the sensors in kits in protective foam cases and branded boxes for shipment.

"Connecting with the high school students is great. It feels good to help



A TEAM OF CENTRAL OREGON HIGH SCHOOL STUDENTS LED BY AN OREGON STATE UNIVERSITY — CASCADES COMPUTER SCIENCE JUNIOR ANDRAS MIHALY ARE BUILDING SENSORS THAT OREGON FIRMS CAN USE TO ADVANCE MANUFACTURING PROCESSES AND EXTEND THE LIFE OF THEIR EQUIPMENT. THE PROJECT IS A PARTNERSHIP OF THE OSU-CASCADES INNOVATION CO-LAB, OREGON MANUFACTURING EXTENSION PARTNERSHIP, CENTRAL OREGON STEM HUB AND OREGON DEPARTMENT OF EDUCATION CTE PROGRAM | PHOTO BY JOE KLINE

facilitate and see them get excited about their work," said Mihaly.

The project came about when

— ontinued on Page 38 
 —

#### RECENT TRANSACTIONS

Compass Commercial Real Estate Services brokers Jay Lyons, SIOR, CCIM, Ron Ross, CCIM and Grant Schultz represented the landlord, Deschutes Properties, in the lease of a 23,600 SF office suite located at 20310 Empire Avenue in Bend.

Brokers Dan Kemp, CCIM, Peter May, CCIM, Jay Lyons, SIOR, CCIM and Grant Schultz with Compass Commercial Real Estate Services represented the seller, City of Bend, in the sale of a 5.04-acre industrial parcel located at 62995 Boyd Acres Road in Bend. Compass Commercial Real Estate Services broker Russell Huntamer, CCIM represented the buyer, Alpine Investment Group. The property sold for \$1.825.000.

Brokers **Graham Dent** with **Compass Commercial Real Estate Services** represented the tenant, **Fowler & Co., Inc.**, in the lease of a 1,239 SF office suite located in the Box Factory at 550 SW Industrial Way in Bend. **Compass Commercial Real Estate Services** brokers **Russell Huntamer**, **CCIM**, **Jay Lyons**, **SIOR**, **CCIM** and **Grant Schultz** represented the landlord, **Old Mill Retail**, **LLC**.



#### FOR SALE



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#### • FOR SALE •



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Bill Pon 541.815.4140

#### BUILD TO SUIT •



Build to suit opportunity on Bend's south side in front of Walmart. Four commercial retail spaces, one with drive thru.

Rent determined on deal by deal basis depending on construction costs. Construction is slated to begin in fall of 2021 with completion estimated to be spring of 2022. Two spaces are leased, two more still available for lease.

Contact Paula Van Vleck 541,280,7774



Al Eastwood 541.350.0987 eastwood@bendnet.com



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COLDWELL BANKER BAIN COMMERCIAL 541.382.4123

BROKERS LICENSED IN THE STATE OF OREGON



♦ The Bend Metropolitan Planning Organization (MPO) Policy Board will consider amendments to the 2021-24 Metropolitan Transportation Improvement Program (MTIP) upon a 21-day public comment period.

Summary of Amendments can be found at bendoregon.gov/Home/Components/ News/News/4657/?medium=email&source=govdelivery.

23 CFR § 450.316 requires explicit consideration and response to public comment received during the program development process. Public, staff, agency and other interested party comments received prior to the adoption hearing are first reviewed by staff. Comments requiring minor revisions are addressed by staff. Such comments might include requests for additional information or clarification of information. Comments on policy issues or specific projects will be considered by the Policy Board at the public hearing. Comment received during the public hearing will be discussed at the public hearing. The Policy Board and staff will determine the most appropriate manner to respond to comments received. If significant changes to the proposed MTIP are recommended as a consequence of comments received, a revised final draft document will be resubmitted to the public for an additional review and comment period. Copies are free

of charge and, upon request, will be made available in CD, print and accessible formats. Upon request, in advance of the meeting, through any of the means listed above, every effort will be made to prepare materials in other formats and in languages other than English, and to provide interpreters in American Sign Language and other languages. Assistive listening devices and large-print materials will be

available at the meeting upon request. The Central Oregon Intergovernmental Council (COIC), which is the FTA Section 5307(c) applicant, has consulted with the MPO and concurs that the public involvement process adopted by the MPO for the development of the MTIP satisfies the public hearing requirements that pertain to the development of the Program of Projects for regular Section 5307, Urbanized Area Formula Program, grant applications, including the provision for public notice and the time established for public review and comment.

For More on the MTIP, visit bendoregon.

The MTIP lists federally funded and locally funded projects anticipated by local agencies and the Oregon Department of Transportation (ODOT).

The MTIP contains a three-year listing of anticipated expenditures for locally funded projects drawn from the capital improvement programs of Bend and Deschutes County. It also lists projects from the ODOT Statewide Transportation Improvement Program (STIP). The MTIP lists projects for which application of specific federal funds will be made in the next three years. Projects in the MTIP must be consistent with the Metropolitan Transportation Plan (MTP). Additionally, projects proposed for year four are included for informational purposes.



## FROM THE LEGISLATIVE DESK...



#### **PORTLAND**

◆ U.S. Sen. Ron Wyden recently announced he will have a live on-line town hall hosted by People's Town Hall on Tuesday, August 31 beginning at 1pm for rural Oregonians about his River Democracy Act — legislation that would designate about 4,700 miles of rivers and streams as wild-and-scenic as well as expand access to jobs-creating recreation statewide, reduce wildfire risks and protect existing property, grazing and irrigation rights.

The virtual town hall is the latest public outreach on the bill introduced by Wyden and U.S. Sen. Jeff Merkley in February 2021. That public process began with three town halls in 2019 about public lands and river protections that prompted Wyden to ask Oregonians to send in their nominations of rivers and streams worthy of consideration under the Wild and Scenic Rivers Act. More than 2,500 Oregonians submitted about 15,000 nominations by January 2020.

Wyden also sought comments last year from county commissioners and updated them about how he worked to address their concerns before introducing the bill this year. In addition, Wyden staff has continued to meet individually with commissioners to refine and develop the list of protections.

Wyden has held 970 in-person town halls statewide in fulfillment of his pledge to hold at least one town hall each year in each of Oregon's 36 counties. Wyden has postponed in-person town halls until there are clear-cut public health guidelines that a large open-toall public meeting poses no unusual health risk for Oregonians. After the pandemic in March 2020 required Wyden's town halls to go virtual, he has continued to hold regional and county virtual town halls.

The link to watch this virtual town hall on August 31 about the River Democracy Act can be found at facebook.com/ events/244904110829033/. The link for rural Oregonians who want to submit questions for Wyden about the legislation is support. google.com/drive/answer/6283888.

The River Democracy Act builds on legis-

lation Congress passed in 2019 that added more than 250 miles of Wild and Scenic rivers in Oregon. The state now has 2,173 miles designated in the Wild and Scenic Rivers system, but that total remains only a small fraction of Oregon's 110,994 miles of rivers and streams.

The River Democracy Act would achieve the

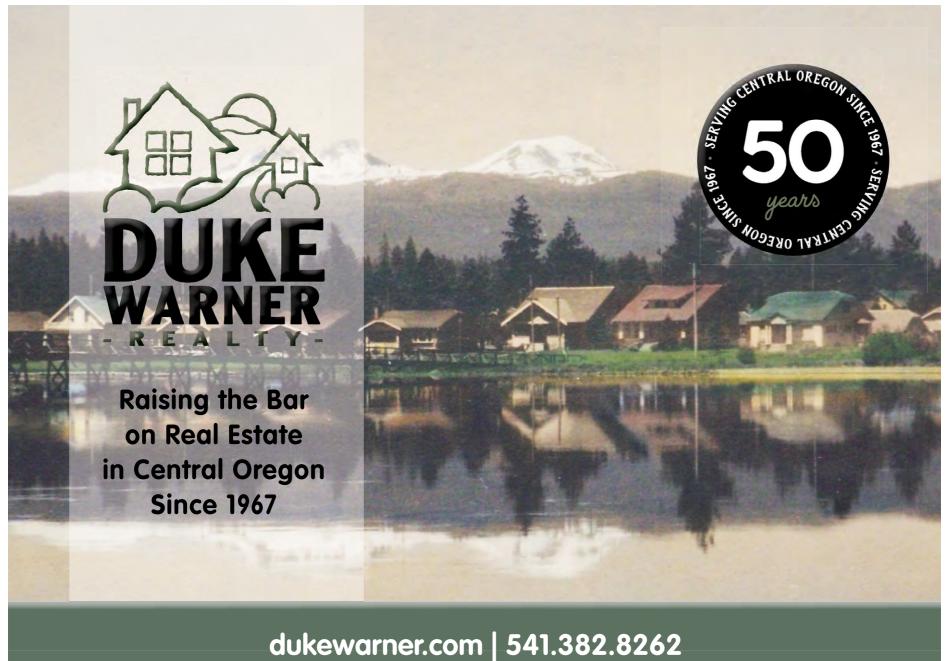
- · Designate nearly 4,700 miles of rivers in all corners of Oregon as "Wild and Scenic Rivers" to expand recreation access and boost local economies, protect drinking water for families, reduce wildfire threats and sustain endangered fish and wildlife species;
- Require federal land managers to assess wildfire risks in Wild and Scenic River corridors, implement a plan to reduce wildfire risks to homes and businesses near Wild and Scenic Rivers, assist local governments mitigate wildfire risks and restore water quality should a fire strike near a Wild and Scenic River;
- Encourage federal land managers to develop river management plans in collaboration with Native American tribes and ensures Native American tribes have a voice in how rivers are managed; and
- · Ensure that only federal lands are affected by Wild and Scenic designations, while protecting private property rights, water rights and existing permits and rights of way on federal lands.

A one-page summary of the River Democracy Act can be found at wyden.senate.gov/ imo/media/doc/River%20Democracy%20 Act%20of%202021%20One%20Pager.pdf.

A section-by-section summary of the legislation can be found at wyden.senate. gov/imo/media/doc/River%20Democracy%20Act%20of%202021%20Section%20 by%20Section.pdf.

Legislative text can be found at wyden. senate.gov/imo/media/doc/River%20 Democracy%20Act%20of%202021%20 Bill%20Text.pdf.

A map of proposed rivers can be found wyden.senate.gov/news/press-releases/ wyden-will-hold-online-town-hall-for-ruraloregon-on-river-democracy-act.



## Oregon Businesses Show Signs of Optimism, Growth

Half of Oregon Mid-size & Small Businesses Surveyed Expect Overall Economic Conditions in the U.S. to Improve in the Next 12 Months

hile businesses continue to face headwinds and some uncertainty with the pandemic, approximately half of Oregon businesses surveyed (49 percent) express optimism that overall economic conditions in the U.S. will improve, according to a new study from Umpqua Bank, a subsidiary of Umpqua Holdings Corporation (NASDAQ: UMPQ).

The Umpqua Bank 2021 Business Barometer is an in-depth study into the mood, mindset and strategic priorities of nearly 1,200 leaders at small and middle market companies across the United States.



Mike Sventek

In large part, Oregon responses mirrored those of businesses nationally. A stunning 95 percent of Oregon businesses who responded anticipate digitizing new areas of their business to improve efficiency. Many Oregon business leaders say they are either very or somewhat likely to consider acquiring another business (48 percent) or increase their real estate footprint (42 percent), slightly above respondents nationally but lower than their Washington and California counterparts.

 $\hbox{``Oregon businesses who weathered challenges of the past year are emerging'}$ more adaptable and more efficient, with a surprising number — 95 percent planning to digitize even more new areas of their business to improve efficiency," shared Mike Sventek, greater Oregon commercial banking market director at Umpqua Bank. "Two of the top challenges on Oregon business leaders' minds are workforce and supply chain issues. Those with a positive outlook, renewed strategic focus and continued nimbleness are poised for success in the short- and long-term."

Nearly all (98 percent) of Oregon businesses said they had dealt with supply chain issues in the past 12 months, as opposed to 88 percent nationally.

Western states also expect an increase in demand over the next 12 months, with 83 percent of Oregon business leaders saying so, compared with 66 percent in Washington and 63 percent in California. When asked about annual revenues and profitability, companies in the Western U.S. anticipated both to increase, trending more optimistic than the average responses nationwide.

umpquabank.com

## amela Hulse Andrews

Continued from page 1

Christmas parties were legendary. Her last party — her celebration of life — was attended by hundreds, and for good reason. Not only was Pamela a huge part of the Central Oregon business community, she had also become an advocate for the arts and culture. But most of all, she had become a mentor to many, especially women. Through her business and her women's group, she inspired so many to reach for the stars, get out of their

comfort zones and just go for it!

I could go on and on about her, but really, I just wanted to say, "Cheers mom! You are missed and won't be forgotten!"

In this edition of CBN, we celebrate ALL the nanas, moms, sisters and daughters who make up Central Oregon's women in business!

Cheers to you!

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## Duke Warner Real Estate Market Trend Report

Record high temperatures are heating up the real estate market in Central Oregon as demand remains robust even as new listings in Bend increased significantly since last month. The real estate trends continue to escalate due to many homebuyer's abilities for remote working and 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 during the third quarter of the new year.

**August 1 Inventory and July Activity** 

With 237 active listings as of August 1, the Bend market saw a 52 percent increase in available listings, up from 156 from the previous month. Pending homes were at 243, down from 289 from the previous month, but homes still continue to sell at a blistering pace, leaving homebuyers empty-handed and ready to buy on the spot. Now is an excellent time for a homeowner who might otherwise wait until later this summer to list a home for sale. Both Bend and Redmond's current listings, although beginning to recover, are being snapped up very quickly. Redmond's active listings as of August 1, showed 83 homes, up 22 percent from 68 in the previous month. As we are beginning to gear up for the fall selling season, we see the combined active listings for Central Oregon at 320 homes.

July numbers for the Redmond market shows us 125 homes sold, 113 new homes on the market and 107 homes pending. The bulk of active homes on Redmond's market remain in the \$525,000-and-up price range, showing 43. The \$225,000-\$325,000 had only one active listings, the \$425,000-\$525,000 range had 24 active listings and the \$325,100-\$425,000 price range showed 15 active listings.

For Bend, the numbers in June continued to illustrate a market with relatively low inventory. There were two active listings in the \$225,000-\$325,000 range, and one in the \$325,100-\$425,000 range, 23 in the \$425,100-\$525,000 range and 59 in the \$525,100-\$625,000 price range. The \$625,000-\$725,000 had 33 active listings, the \$725,000-\$825,000 had 29 actives and the \$825,000-\$925,000 showed 16 active homes listed. As you can see from our Market Trend Report, there was an increase in homes available in the higher price ranges, showing 73 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.



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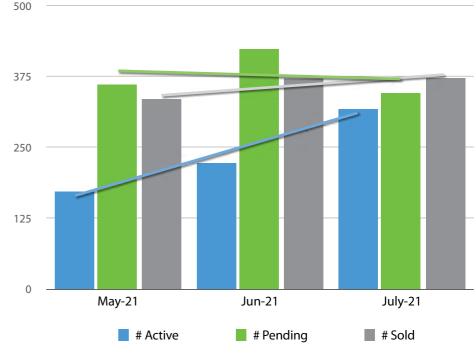
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Our Mission: Consistently provide client experiences focused on what they value most.

#### Bend Real Estate Market Trend Report



#### **Sold and Pending Listings**

Bend had 289 pending homes in June and 243 in June. 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 255 in June and 250 in July. In Redmond, we saw 120 in June and 125 in July. 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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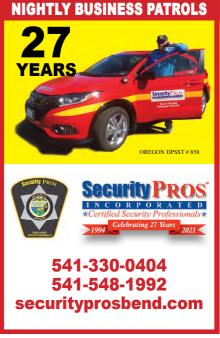


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## Why Your Job Offers Are Being Turned Down

#### by QUINN HANSON, Division Manager — G.A. Rogers & Associates

inding the best candidate is hard enough in Central Oregon. Then, employers have to convince the candidate to accept the job offer. But what if the top picks keep turning the offer down? It creates a frustrating (and costly) recruiting bottleneck.

According to Glassdoor, more than one in every six job offers

(17 percent) get rejected. And that figure represents a pre-COVID statistic. In the tight labor market that has followed the pandemic, employers are seeing even more challenges landing the preferred candidate.

At the same time, remember that those rejection figures aren't distributed equally among candidates. Sure, there are plenty of people who would jump at an offer. But when employers approach the top tier of talent, they will likely face stiffer competition.

How do employers overcome this challenge? What things can they change to make sure they have the best chance of landing the chosen candidate? Here are some common mistakes organizations make that cause their offers to be rejected:

#### **Problems with the Hiring Process**

Sometimes, employers lose their favorite candidate before they've even sent an offer. The way they handled the recruitment process has doomed their chances.

Why does this happen? There are a few factors that can come into play. Here are three of the most common:

- **1.** It takes too long to render an offer. By stretching out the hiring process, time opens the door to a competitor.
- **2.** Hampered by limited or bad communication. A confusing or unpleasant set of interactions could

send a prime candidate looking for other possibilities.

**3. Failed to sell the position effectively.** Remember: employers aren't just looking for the best candidate. They also need to sell the position and company.

#### Compensation

At its basic level, compensation represents the core of any job offer. If there are not competitive levels of pay and benefits, the other factors around a position won't matter much. Employers will have a hard time landing top talent.

Remember to consider all parts of a compensation package. Keep in mind things like:

- Pay Level and Bonuses
- Health Insurance
- · Other Benefits
- Sick Days/Vacation

#### **Challenges with Work-Life Harmony**

Yes, we'd all love a 24/7 employee, someone completely dedicated to driving our business forward. But that's not a realistic ask when looking to fill a position. Instead, look for ways to underline what the organization does to nurture a strong worklife harmony.

If employers see their offers constantly getting turned down, here are a few culprits to look into:

- Long Hours
- · Shift Not a Good Fit for Candidates
- The Office Location
- Lack of Schedule Flexibility
- Position Has Too Much Stress

#### Organizational Issues

The job itself might not be the problem. The issue might come with the organization. If an employer develops a bad reputation within their industry, top talent will be reluctant to sign on.

#### **No Growth Opportunities**

Top employees will want to drive their careers



PHOTO | COURTESY OF G.A. ROGERS & ASSOCIATES

forward. Which employers offer those kinds of opportunities? If there is no opportunity for career growth, then an organization will have trouble luring ambitious people into their company.

#### **Management Style**

The mismatch may be more personal in nature. Some management styles don't mesh well with certain employees. In many cases, this is just a matter of personal preference. But a reputation as a "difficult" boss can make recruitment more challenging.

#### Lackluster Employer Brand

In the modern age, everything gets a review. That's as true with employers as it is with restaurants or movies. Online presence helps the recruitment cause.

#### Culture

Is the organization inclusive? Is there value on work-life harmony? Does the organization listen to its employees? What are the larger missions beyond making a profit?

The answers to these questions could play a key role in a candidates' decision-making process. Articulate an enticing culture and take steps to make that vision a reality. What's more, learn how to communicate those values to incoming job applicants.

ga-rogers.com



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Presented by Kirby Nagelhout Construction Company

Saturday, September 25, 2021 | 5:30pm Riverhouse on the Deschutes



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Tickets \$100 | deschuteschildrensfoundation.org













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## hird Street Marketplace

Continued from page 1

Newer Bend arrivals will remember the former property on the corner of Third and Lafayette as home to the Platypus Pub and Brew Shop, while longer-term residents will recollect it as the location of popular French and Italian restaurants, but it began life as a Nazarene church in the 1950's.

Project Architect Andy Harmon, with Steele Associates, said the developers, Third Street Marketplace, LLC, looked at trying to retain and rehabilitate the old church but it was found to be structurally deficient and needing demolition.

The project underwent an extensive design review and public comment process that began in 2018 and concluded with a conditional use permit in September 2019.



(L-R) KRISTY THOMPSON, PROJECT MANAGER — SUNWEST BUILDERS ND ANDY HARMON, SENIOR ASSOCIATE, PROJECT MANAGER — STEELE ASSOCIATES ARCHITECTS

LLC co-owner Jake Ertle said his group had been working on the project for six years, adding, "It took us 42 site plan revisions and \$175,000 just to get the application ready for City permitting, but we are very pleased with the final product, and I must pay tribute to Steele Associates and general contractor SunWest Builders who were part of an outstanding team.

"We have done a lot of development on the West Coast including long-term relationships with national tenants, and our experience with Central Oregon indicated there is pent-up demand along the Third Street district, which has the potential for many new projects.

"The city has articulated a vision for pedestrian and

ontinued on Next Page



FLAGSHIP LOCATION FOR WASHINGTON TRUST BANK | PHOTOS BY CASCADE BUSINESS NEWS



## Congratulations

to all the contractors, the subcontractors & all the suppliers for helping to build the

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### hird Street Marketplace

Continued from page 8

bike-friendly connectivity for the area, and it would be good to see more redevelopment occur around our project."

The Central District overlay covers an area to the east of Highway 97, from Revere Avenue to the north down to the rail tracks at the south, bounded east by Fourth Street and incorporates zone changes aimed at encouraging more housing opportunities in a mixed-use type area, alongside shops and businesses.

Planning officials say allowing for mixed uses and creating a walkable neighborhood is something the city feels can help accommodate growth.

A spokesman said, "The Bend Central District (BCD) is in the



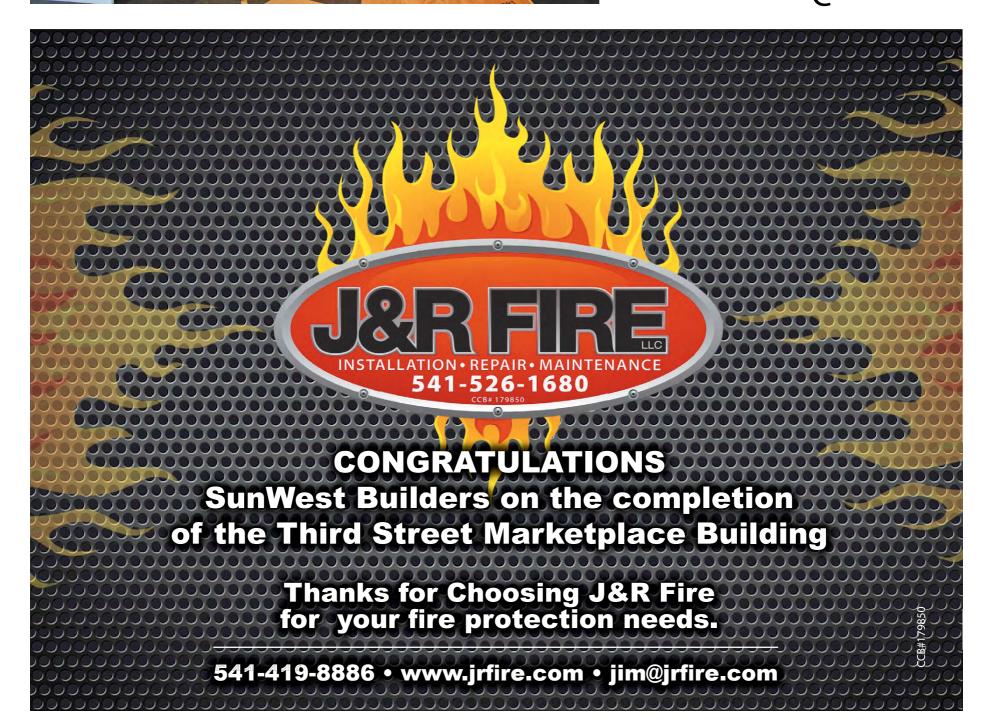
very heart of our rapidly growing city and has enormous potential to provide more housing and jobs near existing businesses, services and activities that make up a livable community while protecting Central Oregon's natural beauty from sprawl.

"The zoning has already been changed to allow apartments and four- to six-story mixed-use buildings, but missing sidewalks, limited crosswalks, few trees and insufficient lighting have made the streets in the BCD unwelcoming and unsafe for customers, families and potential residents.

"By 2040, the Bend Central District could be a bustling neighborhood where people live, work and play within walking distance of local businesses, grocery stores, parks, schools, Hawthorne Transit Station and Historic Downtown Bend."

ontinued on Page 10 🕨







THE NEW STARBUCKS FEATURES A DRIVE-THROUGH | PHOTO BY CASCADE BUSINESS NEWS

hird Street Marketplace

Continued from page 9

The BCD was created in December 2016 to encourage denser redevelopment, allowing taller buildings and a wide range of commercial uses, including hotels, restaurants and clinics. Residences are permitted as part of mixeduse buildings.

Harmon said the custom shell for the coffee shop was designed to be warm and inviting with expansive windows. The drive-through has been pushed to the rear, and bike parking is available as well as sidewalks and a flanking 20foot decorative patio with mountain views.

The highly visible "clean, contemporary" style building also features custom cedar siding, mechanical units hidden under roof, canopies and planters disguising the grade change. The space to be occupied by the bank tenant has been designed so that it could accommodate three in-line suites.

The parking area actually required a lot line adjustment and sits on its own parcel as a dedicated commercial permitted use.

Describing themselves as "long-term hold" in philosophy, Ertle and his father Rusty typically acquire property along primary arteries and have developed several retail and commercial centers in Bend and Redmond.

They have most recently been approved by Jefferson County as the developer for the new "Madras Gateway" project at the southern entrance to town.

THIRD STREET MARKETPLACE

1219 NE Third Street, Bend, OR 97701

STEELE Associates Architects, LLC

STEELE Associates Architects, LLC

**Principal Architect:** 

**Structural Engineer:** 

Ashley & Vance

Landscaping:

**Civil Engineer: HWA** 

**Homeland Design** 

Scott Steele,

**Property Owner/Developer:** Third Street Marketplace, LLC

**Contractor:** SunWest Builders

**Square Footage:** 7,045 sq. ft.

**Project Manager:** 

**Supervisor:** 

Sitework Completion: June 30, 2021

Amenities: Outdoor Patio, Drive-thru

Kristy Thompson, SunWest Builders

David Mata, SunWest Builders

#### THIRD STREET MARKETPLACE **BUILD OUT**

1219 NE Third Street, Suite 100, Bend, OR 97701

#### **Property Owner/Developer:**

Third Street Marketplace, LLC **Contractor:** SunWest Builders **Sitework Start:** 

November 2020 (Shell) Completion: August 4, 2021 **Square Footage:** 2,070 sq. ft. Amenities: Coffee Bar, Dining Area, Restrooms, Workroom,

Patio, Drive-thru **Project Manager:** 

Kristy Thompson, SunWest Builders

#### **Supervisor:**

Kevin Harris, SunWest Builders

#### **Engineer:**

**GPD Engineering and Architecture** 

#### Architect:

**GPD Engineering and Architecture** 

#### **Principal Architect:**

Mark S. Salopek,

**GPD** Engineering and Architecture

#### **Mechanical Engineer:**

**GPD** Engineering and Architecture

#### **Subcontractors and Suppliers:**

7 Peaks Paving, A+ Cleaning & Sanitation, Ashley & Vance Engineering, B2 Concrete Construction, Bend Commercial Cleaning Services, Bend Commercial Glass, Bend Concrete Services, Co., Bryan Young Plumbing, Carlson Sign, Cascade Insulation, CCI Bend, LLC, Central Oregon Builders Association (COBA Prints), ColeBreit Engineering, Dimar Siding Company, Eagle Roofing, ECI, Elite Electric, Hickman Williams & Associates, HWA Inc., J & R Fire Protection, Jo-C Lea Detailing, K & R Sheetmetal Inc, Marc Riverman Painting, LLC, Newport Ave Landscaping LLC, Northwest Framing Systems, Quality Heating, Roger Langeliers Construction, Shamrock Northwest Construction, Solid Rock Masonry Con., Steele Associates Architects LLC, Sunburst Fabrications, Inc., Sunset Stucco & Exteriors, SunWest Builders, T.V.M Waterproofing, Wallace Group, Western Protective Coatings

#### **Subcontractors and Suppliers:**

A+ Cleaning & Sanitation, All County Electric LLC, Bend Commercial Glass, Black Sheep Paper Hanging, Bryan Young Plumbing, Carlson Sign, CCI Bend, LLC, Central Oregon Builders Association (COBA Prints), ECI, Ei Dynamics Inc, Elite Electric, Energy Conservation Insulation, Fabulous Floors, LLC, GPD Engineering and Architecture Professional Corporation, Havern Cabinetry Design, J & R Fire Protection, J. Helm Enterprises, Marc Riverman Painting, LLC, Quality Heating, Skyliner Print & Design, Starbucks, SunWest Builders, Superior Garage Floors



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# Fall 2021: Employment Laws & Policy Updates to Know & Consider

#### by CHRIS MORGAN — Barran Liebman LLP

and many welcome an increased number of employees back to the office, now is a great time to review and update internal policies and to ensure compliance with new laws.

Here are four main legal and policy updates to be aware of and consider heading into fall of 2021:

#### **Vaccination Policies & Procedures**

Many employers are considering, or have already implemented, mandatory vaccination policies for employees. Prior to doing so, and based upon the specific industry that an organization is in, employers are encouraged to consult with employment counsel to ensure the legality of any mandatory policy, as well as any applicable exemptions which might apply.

To the extent that an organization does choose to promulgate and implement a policy requiring vaccinations, a written notice should go out to employees that clearly outlines the policy, the timing associated with the policy (such as a timeline for required vaccination), any exceptions (such as required accommodations for disabilities and sincerely held religious beliefs) and consequences for non-compliance (such as termination).

In addition to ensuring legality, employers should also consider the potential human resource consequences associated with a mandatory vaccination policy, including the possibility that employees may choose to leave the organization as a result. These are decisions that should be made carefully and with the advice of counsel.

## Presumption of Retaliation Following Workplace Safety Complaints

SB 483, a new law just passed by the Oregon State Legislature and signed into law by Governor Brown, will presume as a matter of law that an employer is guilty of whistleblower retaliation if the employer discharges or otherwise takes adverse action against that individual within 60 days of them raising health or safety workplace complaints.

Employers should be extremely careful, and consult employment counsel prior to taking disciplinary action against an employee who has raised concerns about health and safety in the workplace. This includes a wide range of potential issues, ranging from minor inquiries related to mask wearing and compliance with state

and local requirements, to larger concerns related to OSHA's general duty clause.

This is a great time for employers to review and update their reporting procedures to ensure that complaints are adequately addressed. Employers should also be sure to create and preserve documentation related to the non-discriminatory, non-pre-textual reasons for taking action against an employee after they have raised a complaint. This documentation will be the best defense an employer has to rebut an inference of whistleblower retaliation created under the new law.

#### **Non-COVID-19-Related Leave Considerations**

For now, voluntary paid medical leave under the American Rescue Plan Act is set to expire on September 30, 2021. Under the current program, employers may (but are not required) to provide paid leave for COVID-19-related reasons in exchange for refundable tax credits. It remains to be seen what, if any, extension there will be at the federal level — or whether the federal government may reinstitute additional mandatory paid leave for employees as they did through the original Families First Coronavirus Response Act (FFCRA).

However, employers should remember that COVID-19 potentially implicated a number of federal and state laws — including the Americans with Disabilities Act (ADA), the federal Family Medical Leave Act (FMLA) and the Oregon Family Leave Act (OFLA). Even if an employer is not offering paid leave

to an employee who is dealing with a situation related to COVID-19, employers should be careful to explore what, if any, other laws may entitle that employee to paid leave under the circumstances. This is typically an individualized inquiry that will involve providing the employee with an opportunity to show that their condition qualifies them for leave under the ADA, FMLA or OFLA. If it does, the employee could be entitled up to 12 weeks of unpaid leave.

#### **Telework Considerations**

Even with many companies welcoming employees back to work, odds are that at least *some* employees will continue to work remotely. Remember, although employers can require employees to return to the office, accommodations (including potential remote work) still need to be made where an employee requires reasonable accommodations under the ADA, OFLA or FMLA. For the time being, allowing remote work as an accommodation is highly recommended unless the employer has very strong evidence that allowing such an accommodation would present an undue hardship under the circumstances.

When it comes to telework, there are a number of more detailed, nuanced considerations to take into account. Your telework policies should be thorough, specific and detailed. For example, if your company has individuals who are working remotely in another state, there may be tax and workers' compensation considerations that must be addressed and accounted for. Employers should also implement best practices to ensure that non-exempt employees who are working remotely are still taking required rest and meal breaks.

Taking affirmative steps to develop comprehensive telework policies can help avoid potential legal pitfalls for employers moving forward.

Chris Morgan is an attorney at Barran Liebman LLP, where he specializes in the defense of complex and high-profile employment matters. Contact him at 503-276-2144 or cmorgan@barran.com.

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# New OSU-Cascades TRIO Program Provides Support Services for Students in Need

#### by CHRISTINE COFFIN — OSU-Cascades

new program at Oregon State University - Cascades is aiding first-generation students and students with financial need or documented disabilities to earn a bachelor's degree.

The TRIO Student Support Services program launched in 2020 with a grant from the U.S. Department of Education. The grant provides \$262,000 annually for five years to enhance student retention and graduation rates.

To date, 60 students have been accepted into the TRIO program and campus leaders expect more participants.

"More than a third of OSU-Cascades students demonstrate financial need and 28 percent are first in their family to attend college — and they can struggle to stay in college," said Jane Reynolds, executive director of student success at OSU-Cascades. "These are students who can most benefit from TRIO's dedicated staff and services, and be more likely to progress at OSU-Cascades, earn a degree and launch a successful future."

TRIO provides participating students a weeklong summer orientation that introduces them to fellow TRIO participants and campus life. During the academic year, participants take a free, two-credit course devoted to student success topics; have access to academic counseling with a dedicated advisor; join one-on-one and small group peer tutoring and peer mentoring sessions; attend seminars focused on social or cultural topics; and can borrow laptops, calculators and other equipment at no charge.

Participating students are also notified of financial scholarship opportunities. At OSU-Cascades participants also were offered eye examinations at no cost



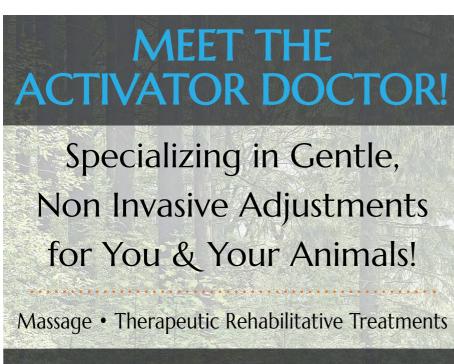
PHOTO | COURTESY OF OSU-CASCADES

during the past year.

"I wasn't prepared for how hard I'd find college as a first-generation student," said Erich Barthelmes, a veteran of the U.S. Navy and energy systems engineering major. "The extra academic advising and the additional scholarships available through TRIO have really helped."

Oregon State's Corvallis campus has supported a TRIO program for students from disadvantaged backgrounds since 2000. The Corvallis campus also launched a STEM-focused TRIO program in 2015.

osucascades.edu









## Local Businesswomen Share Their Experiences & Journeys

#### by RONNI WILDE — CBN Reporter

hey are mentors, moms, managers and CEOs. They work hard, play hard and inspire those around them. They are women who possess ingenuity and creativity, and have climbed the ranks through their careers to achieve top-level positions, or started their own businesses and hung in there no matter what to achieve success. In this edition of *Cascade Business News*, we celebrate women in business, and in so doing, we queried a number of Central Oregon leaders to find out how they got where they are, and what keeps them going.

Please provide a brief background on your work/business and how you got started:



Brenda Potampa

Brenda Potampa, Nursery Manager, McPheeters Turf, Inc. mcpheetersturf.com • 541-546-9081

I was actively involved in FFA in high school and along with my sister, began — what is now — the nursery at McPheeters Turf. We began with one-gallon juniper shrubs and slowly expanded the varieties of shrubs as the venture grew. I came home after graduating from Washington State University with a vision of redoing the nursery in order to accommodate larger quantities of the trees and shrubs that were able to be wintered here one year and ready to use first

thing in the spring. I left the farm/nursery when I got married. Then my husband, Jason Potampa, and I returned about three years later and are both managing the different aspects of the farm alongside my parents, Butch and Sharon McPheeters.



Katy Brooks

Katy Brooks, CEO/President, Bend Chamber bendchamber.org • 541-382-3221

I've been with the Chamber for five years. My mission has been to identify outcome-based work on behalf of Bend businesses and build our organization to deliver. We've updated our leadership programs, resources for businesses, grown our business healthcare group to insure more than 15,000 Oregonians and raised Bend's profile in the Oregon legislature and locally. We've taken on the childcare shortage and worked with community

partners to start new programs that will serve Bend and the region.

Our next initiative is housing, with emphasis on building capacity for the middle class/market — our workforce.



Ienn Limoges

Jenn Limoges, CCIM, NAI Cascade Commercial Real Estate, Partner/Principal Broker naicascade.com • 541-706-9370

I worked as an admin for Central Oregon Leasing and Management in the early 1990s and met Maxine Ribera-Card, the owner of a successful commercial property management company in Central Oregon at the time. After college, I worked throughout the Northwest and Southwest in corporate America for +/- 15 years managing facilities, operations and admissions in higher

ed. In 2013, I moved back to Bend and started shadowing Maxine to see if I wanted to continue in commercial real estate. About a year later, I met Andie Edmonds, co-founder of NAI Cascade Commercial Real Estate at a Realtor Association event. I became the firm's first non-partner broker in 2014, and in January 2021, I purchased NAI Cascade Commercial Real Estate with my now partner, Walt Ramage.



T T D '

Laura J. Breit, PE, LEED AP, Principal and CEO, ColeBreit Engineering colebreit.com • 541-728-3293

ColeBreit Engineering provides Mechanical, Electrical and Plumbing (MEP) Engineering services. We provide the design and engineering drawings for construction, mainly commercial projects. I have been in Bend for 15 years, and was working for another firm when I decided, eight years ago, that I wanted to branch off on my own and create a community-oriented firm and a team that

intentionally chooses to live, work and play in the communities we serve. So, I took my last paycheck, bought a computer and AutoCAD, and sent a few emails from my dining room table. We currently have 16 employees and two offices (Bend and Corvallis).

Continued on Page 20 ►

# We take everything personally...



Katy Haines

Managing Principal Broker
Director of Operations



Jenn Limoges, CCIM

Partner

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Karen Koppel

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## omen Excelling in Business Continued from page 1

in digital and/or traditional marketing, 44 percent will expand or remodel their business and 43 percent intend to increase their staff. Irrespective of 2020's challenges, female business owners have and will continue to move forward vigorously.

Female business owners and leaders continue to make waves in corporate America as well. Our nation's richest self-made women increased their 2020 income by 31 percent according to *Fortune Magazine*, notwithstanding 2020's obstacles.



Ann Golden Eglé

A record 26 female entrepreneurs have now joined the *billionaire* club, including pop star mogul Rihanna and 23andMe's Anne Wojcicki. Two-thirds founded or co-founded their company and 26 are CEOs. Fifteen newly named billionaires are newcomers, including singer and investor Dolly Parton and former model Cindy Crawford.

To what do these brilliant women attribute their success? What can women in all levels of business learn from their philosophies on business and leadership? Let's look at a few.

YouTube CEO Susan Wojcicki, with an estimated net worth of over \$500 million, says a large part of her success was in being open to feedback. Wojcicki used to be defensive when she was told what she was doing wrong or what people disliked about her performance. But she cites changing this approach as valuable lessons learned, adding that "As you get more senior, your job is to hear what's not working so you can make it better. Business always feels personal, but you can learn from criticism, and it's often more well-intentioned than you might think."

Rihanna's key to success was in focusing upon diversity and inclusivity. When Rihanna launched Fenty Beauty in 2017, she sought to create a cosmetics company that made "women everywhere feel *included*."

According to General Motors CEO Mary Barra, her key to success also includes diversity. "You need the right people, the right culture and the right strategy. To be truly great your team must have a diversity of thought and be willing to

collaborate constructively."

Additionally — and this is a challenge for many of my female clients — Barra learned early in her career to speak up in meetings, not let men interrupt her and to stop saying 'sorry' about things she shouldn't be sorry about.

Arianna Huffington, co-founder of *The Huffington Post*, which sold to AOL for \$315 million, suggests: "If our primary goal is to be approved of, then we are not going to take risks, we are not going to speak out, we are going to try and blend in." Fearless is one of Huffington's favorite words. She considers fearlessness as a muscle, the more you use it — the stronger it becomes.

Carol Tomé, the first female CEO for UPS, describes her leadership philosophy as an Inverted Management Pyramid. Leaders are at the bottom of the pyramid, bearing the weight of the company so that they can empower their employees to serve customers better. Thus, servant leaders work on the frontlines rather than sitting at the top of the corporate ladder removed from the company base.

Why do women excel in business and leadership? As you can see from small-business owners, they are visionary, willing to take risks and are enthusiastic about creating a better life for themselves, their employees, customers and their families.

Women in business at all levels are emotionally intelligent, socially adept, superb listeners, decisive, intuitive and skillful at sizing people and situations up for what they truly are and need. They make a difference by pursuing their passion, knowing the money will follow.

For those of you women in local businesses, I congratulate you for all that you've created. I encourage you to take whatever you've learned from these inspiring women to make your business and thus our world a little better.

And for you men smart enough to hire women on your leadership teams, congratulations to you as well. A very smart and lucrative move on your part. You have much to learn from your female business counterparts.

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

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## Women in the Oregon Workforce

Then & Now

#### by RONNI WILDE — CBN Reporter

n Oregon and in our local region, women continue to play a pivotal role in the workplace, despite the pandemic's toll.

In an article published on the State of Oregon Employment Department (OED) website in March of this year (based on pre-pandemic statistics), it is reported that more than 930,000 jobs in Oregon businesses or state and local governments were held by women in 2019. Women represent 49 percent of employment in Oregon, but the share of jobs held by women varies considerably by industry.

The report goes on to state that women's average earnings were \$3,846 per month in 2019, an inflation-adjusted growth rate of 2.4 percent from 2018. This

Source: Quarterly Workforce Indicators, U.S. Census Bureau

	/ale	Female	Ma	le Fei	male
2000	25160	24363	2000	1.00	1.00
2001	25411	24907	2001	1.01	1.02
2002	25418	25441	2002	1.01	1.04
2003	26146	26022	2003	1.04	1.07
2004	27990	27350	2004	1.11	1.12
2005	30141	29417	2005	1.20	1.21
2006	32777	31517	2006	1.30	1.29
2007	33496	32882	2007	1.33	1.35
2008	32028	32903	2008	1.27	1.35
2009	27807	30511	2009	1.11	1.25
2010	26515	29485	2010	1.05	1.21
2011	27132	29811	2011	1.08	1.22
2012	27750	30006	2012	1.10	1.23
2013	29528	31416	2013	1.17	1.29
2014	31879	33074	2014	1.27	1.36
2015	34409	34933	2015	1.37	1.43
2016	36717	36757	2016	1.46	1.51
2017	38636	38603	2017	1.54	1.58
2018	39943	39843	2018	1.59	1.64
2019	40934	41153	2019	1.63	1.69
2020	40101	39677	2020	1.59	1.63
019-2020 Change	-833	-1476			
ercent Change	-2.0%	-3.6%			



PHOTO | BY RODNAE PRODUCTIONS FROM PEXELS

continues a trend of growth in women's average wages that has exceeded the growth of total average wages throughout the United States. The report adds that earnings for women, just like employment, vary by industry.

The OED article reports that the industries where women earned the highest average income were management of companies and enterprises (\$6,713), utilities (\$6,334) and finance and insurance (\$5,716). These industries have a higher average wage, overall. Industries where women earned the least in terms of average income were arts, entertainment and recreation (\$1,900), accommodation and food services (\$1,952) and other services (\$2,197). Similarly, these industries tend to have a lower average wage, overall.

ontinued on Page 16

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> Jacob L Fain Vice President Financial Advisor Wealth Management (541) 617-6013



From left to right: Jacob Fain, Jennifer Payer, Jay Fain, Chris Schroeder-Fain, Sarah Hall

Sarah K Hall Financial Advisor Wealth Management (541) 617-6015

Jennifer Payer Senior Registered Associate (541) 617-6002

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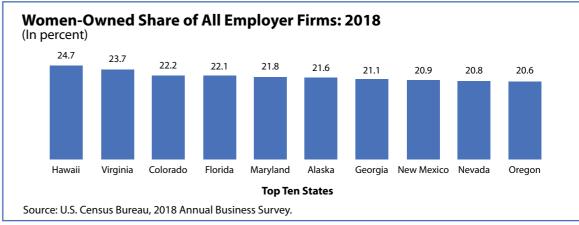
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# omen in OR Work Force Continued from page 15

Women outnumbered men in seven of Oregon's 20 major industry sectors, the report states, and the biggest difference between women and men in industry sectors is in health care and social assistance, where three out of four jobs are held by women. Other noticeable majorities of women in the workplace are in educational services (66 percent) and finance and insurance (62 percent). In contrast, women are noticeably missing from mining (15 percent) and construction (19 percent) worksites.



According to this U.S. Census Bureau chart, Oregon is in the top ten states (as of 2018) in most women-owned businesses.

Although the figures reported in the OED article represent the Oregon economy at peak, prior to the one

represent the Oregon economy at peak, prior to the onset of the pandemic recession in early 2020, statistics for the rest of 2020 and 2021 are beginning

to emerge. Damon Runberg, Regional Economist with the OED who serves the East Cascades region, says that although the numbers from the 2020 census are not available for analysis just yet (they are coming soon), there are patterns and trends the OED is seeing as a result of the pandemic.

"Employment losses during the pandemic hit female workers harder than males," says Runberg. "Much of that is likely a reflection of the composition of the industries hit hard by COVID layoffs. Females account for a higher share of the workforce in health care, leisure and hospitality, and other services. Some of the disproportional impact could also be related to school and daycare closures." He adds, "Many working parents were forced to exit the workforce due to lack of childcare options during the pandemic. That burden often falls hardest on moms."

In Deschutes County, Runberg says there is an interesting takeaway in terms of a long-term trend. (See accompanying chart.) "Female workers have seen faster rates of job growth than males in Deschutes County going back to 2000. Levels were up 63 percent for female workers in 2020 relative to the 20 years prior, compared to 59 percent for male workers. The divergence happened during the last recession, where male workers were much harder hit by layoffs due to construction losses. Male workers made up some of the lost ground through 2014, then the two groups grew largely at the same pace up until the pandemic in Spring 2020.

oregon.gov • qualityinfo.org

#### Women Outnumber Men in Seven of Oregon's Major Industries **Average Quarterly Employment in 2019** Employment\* Percent Female Male **All Sexes** Industry Female All Industry Sectors 930,959 977,091 1,908,050 49% Health Care and Social Assistance 209,119 68,547 277,667 75% **Educational Services** 100,482 50,949 151,431 66% Finance and Insurance 35,806 62% 21,561 57,368 Other Services (except Public Administration) 45,381 36,627 82,009 55% **Accommodation and Food Services** 54% 100,606 86,073 186,680 51% Arts, Entertainment, and Recreation 16,593 15,890 32,483 Management of Companies and Enterprises 26,193 25,494 51,688 51% **Public Administration** 37,526 38,771 76,298 49% Professional, Scientific, and Technical Services 49,624 51,686 101,311 49% 98,576 106,450 205,027 48% Real Estate and Rental and Leasing 14,323 29,976 48% 15,653 Administrative and Support and Waste Mgmt and Remediation Svcs 43,441 60,440 103,882 42% 13,857 36% 24,350 38,208 Information Agriculture, Forestry, Fishing and Hunting 16,721 33,857 50,579 33% Transportation and Warehousing 21,192 48,003 69,196 31%

\*Does not include federal jobs, student workers, real estate agents or the self-employed.

Source: Oregon Employment Department and U.S. Census Bureau, QWI Explorer



Mining, Quarrying, and Oil and Gas Extraction

Utilities

Wholesale Trade

Manufacturing

Construct ion



2.295

22,098

54,675

22,148

5,509

53,649

139,935

91,985

1,652

7,804

75,747

194,611

114,132

1,949

29%

29%

28%

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## Women in Business

How Do the Numbers Stack Up Nationally?



PHOTO | BY RODNAE PRODUCTIONS FROM PEXELS

#### by RONNI WILDE — CBN Reporter

here is no question that women represent a huge portion of the American workforce. But just what does that look like? Here are some interesting facts and statistics about women in business on the national level.

Guidant Financial, a company that provides small-business and franchise financing, participated in a survey of more than 2,400 small-business and franchise owners nationwide in December 2020 to ask current and aspiring women business owners in America to share what their businesses look like, how they responded to the COVID-19 pandemic and what they expect in 2021. Here are some of the findings as reported in an article on the Guidant Financial website:

Thirty-one percent of all small-business or franchise owners are women — up from 27 percent the previous year. Over half of those women business owners are Gen X (born between 1965 and 1980). Baby Boomers (1946-1964) account for 31 percent, while 17 percent are Millennials (1981-1996). Gen Z, born in or after 1997, make up one percent of respondents. They are also highly educated: The largest share, at 34 percent, holds a bachelor's degree, while 27 percent have a master's and eight percent a doctorate. Eleven percent of respondents have an associate's degree and 20 percent a high school diploma or GED.

The survey results cite the reasons these women became business owners as varied, but the plurality of 29 percent said they were ready to be their own boss; the next-most common response at 20 percent was a desire to pursue their passion, followed by a dissatisfaction with corporate America and the presentation of an opportunity, each with 13 percent.

The top four industries in which women own businesses are health, beauty and fitness services; food and restaurant; retail; and business services, the report states. The amount each spent to launch their business differs, though over half spent less than \$50,000. Seventeen percent spent between \$50,000 and \$100,000 and nine percent spent up to \$175,000. The remaining 22 percent spent between \$175,000 and over \$1 million, though only two percent fell into the \$1 million+ rank.

Here are additional findings offered in the report:

- 30 percent of respondents have owned their business for ten years or more; 17 percent had just launched the previous year, 20 percent have been open two to three years and 13 percent for four to five years. In total, businesses that have been open for five years or less account for exactly 50 percent of respondents. Fifteen percent of these women-owned businesses have been open six to nine years.
- The large majority of women business owners employ at least one person other than themselves: 46 percent employ two to five people, while another 19 percent have between six and ten employees. Fourteen percent of respondents employ between 11 and 50+ employees, and the business owner is the only employee in the remaining 20 percent.
- The number of people employed by women-owned businesses is increasing: The survey indicated that 32 percent of owners were the only employee, and the two-to-five range has also increased year-over-year by 23 percent.
- Fifty-eight percent of women-owned businesses were profitable. Profitability is down 18 percent from the prior year, though the report states that this is not surprising given the upheaval of 2020.
- The top challenges women business owners faced in the last year were marketing and advertising, with 24 percent of the share, lack of capital/cashflow at 17 percent and recruiting/retaining employees at 15 percent. Other common challenges included managing/providing benefits (14 percent), administrative work (13 percent) and time management (nine percent).
- When asked which party best represented their own political views, 33 percent of women business owners answered Democrat and 24 percent Republican. Seven



### Women in Business

## omen in Business Nationally Continued from page 17

percent answered either Libertarian, Green or other. But 36 percent — more than one-third of all respondents — said they do not belong to or feel represented by any political party. Women business owners also indicated in the survey that they are not feeling confident about small business in today's political climate. Just 37 percent reported feeling somewhat or very confident, 21 percent are neutral and 42 percent said they are somewhat or very unconfident. This is a dramatic drop from the previous year's responses, where 58 percent were somewhat or very confident, 22 were neutral and only 19 percent somewhat or very unconfident.

- Looking ahead, the survey reported that things are looking up for womenowned businesses in 2021: Nearly half of women business owners said they planned to grow their current location, while a third planned to sustain it. Nine percent planned to sell, and eight percent planned to open a second location. They also have plans to invest. In a question where respondents could select as many options as applied to them, 83 percent said they plan to invest in digital and/or traditional marketing, 44 percent plan to expand or remodel their business and 43 percent intend to increase their staff.
  - A full 76 percent of women business owners report being somewhat or very happy, while just 14 percent report being very or somewhat unhappy.

Despite all the recent challenges, women business owners have generally weathered the storm well.

#### Fast Facts About Women Business Owners in the U.S.

The National Association of Women Business Owners reports the following statistics about women-owned businesses in the United States:

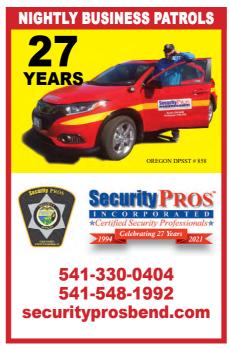
- More than 11.6 million firms are owned by women, employing nearly 9 million people and generating \$1.7 trillion in sales as of 2017.
- Women-owned firms (51 percent or more) account for 39 percent of all privately held firms and contribute 8 percent of employment and 4.2 percent of revenues.
- 5.4 million firms are majority-owned by women of color in the U.S., and they employ 2.1 million people and generate \$361 billion in revenues annually.
  - One in five firms with revenue of \$1 million or more is woman-owned.
  - 4.2 percent of all women-owned firms have revenues of \$1 million or more.

The United States Census Bureau offers these statistics:

- There were 6,861 more women-owned firms in 2018 than in 2017, up 0.6 percent to 1.1 million, according to the Census Bureau's most recent Annual Business Survey (ABS).
- Women-owned employer firms reported nearly \$1.8 trillion in sales, shipments, receipts or revenue and employed over 10.1 million workers with an annual payroll of \$388.1 billion in 2018.
- Women-owned firms in the Arts, Entertainment and Recreation sector rose 10.5 percent, from 22,219 in 2017 to 24,542 in 2018.
- Demographic characteristics of the nation's women-owned firms are similar to their male-owned firm counterparts.
- Most women-owned businesses are run by White women (82.8 percent of all women-owned firms), non-minority (74.6 percent), non-Hispanic (92.4 percent) and non-veteran (98.9 percent).
- Women-owned firms tend to be more concentrated in certain sectors than all firms overall. According to the ABS, 191,230 or approximately 16.8 percent of the nation's total 1.1 million women-owned firms in 2018, were classified in the Professional, Scientific and Technical Services sector, compared to 14.3 percent for all firms in the sector.
- Employees of women-owned firms were also concentrated in certain sectors. Nearly 2.0 million or approximately 19.4 percent of the 10.1 million employees of women-owned firms worked in the Health Care and Social Assistance sector in 2018, compared to 14.9 percent of all firm employees.
- Average annual earnings of employees of women-owned firms lag behind the national earnings average of the workers of all firms: \$38,238 in average annual payroll per employee compared with \$54,114.
- Women-owned firms in nine of the 20 sectors the ABS covered had average annual payroll per employee statistically lower than the total for all firms in those sectors.
- The lack of sex parity was also visible in average annual sales, shipments or revenue.
- In 2018, women-owned firms earned an average of \$1.6 million in sales, shipments or revenue; male-owned firms' earnings were double that at \$3.2 million.

guidantfinancial.com • nawbo.org census.gov/newsroom/press-releases/2021/annual-business-survey









# Bend Entrepreneur Brings the Love of Reading to Children Around the World



SHANNON BEX, VOOKS CO-FOUNDER AND CHIEF COMMUNICATIONS OFFICER, SITS AMONGST ANIMATED FRIENDS, CINDERELLA, IZ AND NORB | PHOTOGRAPHY: BENJAMIN EDWARDS, IZ & NORB ILLUSTRATIONS: JONATHAN SUNDY AND CINDERELLA ILLUSTRATIONS: NATASHA HIRTZEL

#### provided by VOOKS

Shannon Bex graduated from Mountain View High School, she had a passion for entertainment and performing. From reality television to traveling the world as a member of the chart-topping pop group Danity Kane, Bex has accomplished just that and now so much more as one of the co-founders of Vooks.

Bex, along with her older brother, Marshall, and professional colleague Russell Hirtzel, are the co-founders of Portland/Bend-based company Vooks. Vooks is the world's first and only Subscription Video on Demand (SVOD) streaming platform, bringing storybooks to life through animation. The two-yearold startup is committed to instilling a deep love for books and reading in children from an early age. As co-founders, Marshall Bex also is chief executive officer, Hirtzel is the chief content officer and Shannon Bex serves as chief communications officer.

In her role as chief communications officer, Bex seamlessly translates her extensive knowledge of the music industry, marketing, branding and contracts into the world of publishing, evolving her expertise as she builds strong networking connections and tackles publishing rights, licensing and more, to help the Vooks brand reach new heights. Under her guidance, Vooks has enjoyed notable collaborations with landmark properties, as well as iconic figures such as Academy Award-winning actress Kate Winslet, whom Bex was able to secure to voice over the popular pandemic-themed book And The People Stayed Home for the platform.

Bex first became enthralled by entertainment and performance at the age of six, when she began dance training in Portland and then in Bend. She would continue to develop this passion into high school, making it her focus and taking advantage of any outlet she could. Dancing ultimately led to singing, spurred on, in part, by her aunts who comprised the Country duo Oregon Lace, who wrote

hen longtime Bend resident and recorded their own songs. Bex grew up watching her aunts perform, even on a national singing competition television show, which she says showed her that "the world is attainable, because I saw my own family members pursuing something and having their own success. I think that planted that seed."

Following high school, she joined the NBA's Trailblazers Dance team, where she met her husband, who was serving as choreographer. From there, Bex would go on to become a multi-platinum recording artist with Danity Kane, which she performed with from 2005-2019 after being handpicked for the group as a contestant on Season 3 of MTV's Making The Band. Under the guidance of mogul and mentor Sean "Diddy" Combs, Bex gained hands-on experience in the business side of the music industry, reviewing licensing deals and contracts, completing PR training through Atlantic Records and managing brand development. Her other entertainment credentials include performing as onehalf of the Rolling Stone-acclaimed indie duo Dumblonde, and finishing as the top female finalist on NBC's 2003 music competition series Fame.

Though her career has taken her across the globe and supplied her with a wide variety of "bucket list moments," Bex's heart has remained firmly in Bend, where she and her family moved during her freshman year of high school. "When I come home, it's my soul time," she says. "That's my time to put my feet on the ground, that's my time to reconnect with reality."

The Central Oregon enclave has held a special meaning for Bex throughout her life, and she is proud to call Bend home to this day. "My dad is from Prineville and a lot of my family lived in the Central Oregon area, so when we would go on vacations or have family reunions, this was always part of my family base," she explains. "I love everything about Bend and I always knew my roots would be here."

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#### ocal Businesswomen

Continued from page 13



Katy Haines

## Katy Haines, Director of Operations, NAI Cascade Commercial Real Estate naicascade.com • 541-706-9370

I started as a residential broker's assistant right out of college in the Columbia Gorge and worked my way up to director of operations for that firm. It traded hands during the recession, and I moved into commercial real estate in Portland. We moved here six years ago, and a connection of mine from Portland introduced me to Andie Edmonds, who owned NAI Cascade at the time.



Monica Elson

Monica Elsom, President, Prineville Insurance Agency -Insure Pacific - Gerald Ross Agency Inc. prinevilleins.com • 541-447-6372

I have two Oregon insurance agencies, and we have grown to be licensed in 11 states. One agency is in Prineville, and one is in Brookings. Both have stayed strong through the ups and downs and have thankfully grown every year. Prineville Insurance Agency has been in business since 1935. Gerald Ross Agency has been in business since 1949.

We are 100 percent owned and operated by women at this time. We chose to move to Central Oregon for a better way of life for our family. We invested in our future with the two agencies and have built a stable business and are proud to be part of the Central Oregon community. In the beginning, I was fortunate enough to be home with my kids, working remotely to help with the businesses. My husband worked in the office daily. He sadly ended up passing away in 2015, and I stepped in and took the two agencies over. Since we have a strong team, it has been an amazing journey.



Karen Smuland

Karen Smuland, Architect, Leed AP, Karen Smuland Architect, LLC ksmulandarchitect.com • 541-788-4357

I moved here with my family in 2003 from Colorado, where I had previously practiced architecture.



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Georell Bracelin

#### Georell Bracelin, Founder/Strategist, GB2 Agency Branding/Marketing/Advertising gb2agency.com • 541-410-6965

Starting out as a writer in Billings, Montana, I've worked in advertising, marketing and branding my entire career, and interestingly enough, I was employed by female-owned agencies at every job — very unusual in a male-dominated industry. In 1993, after years of working in Montana and Portland, I was fortunate enough to move to Bend and take a job with the RalstonGroup agency. Over the years to follow, I also worked as a brand manager for a snowboard

company, wrote copy for numerous action sports and fashion businesses, did some freelance PR work and partnered in a branding agency called 14 Hands.

When the recession hit Bend in 2008, I decided to start a virtual agency (unheard of at the time!) and assemble super talented designers, writers, photographers, etc. for individual projects rather than hire full-time employees. This strategy helped me move into a smaller office space, keep my prices reasonable, be super responsive — and work with businesses that were trying to weather the challenging economic times, including community start-ups whose budgets weren't huge. It worked! We built great relationships with clients we still work with today, got to work on creative projects with entrepreneurs, maintained that elusive work/life balance — and most importantly, I've loved every moment of doing things a little differently. Today, my agency isn't an anomaly, and I think this new way of doing businesses continues to spur innovation, attract talent and ignite imagination.



Sharon Calhoun

Sharon Calhoun, SVP, Retail Regional Manager, Greater Eugene/Central Oregon, Columbia Bank columbiabank.com • 541-322-4442

As bankers, it's our responsibility to help our clients with their current and future financial needs. I think, as with all bankers, it was a little by mistake that we got into banking! (And, by seeking out ways to not work on the weekends or holidays!) In seriousness, I got started mostly by a desire to help others. I've been incredibly lucky to have a career as a banker!

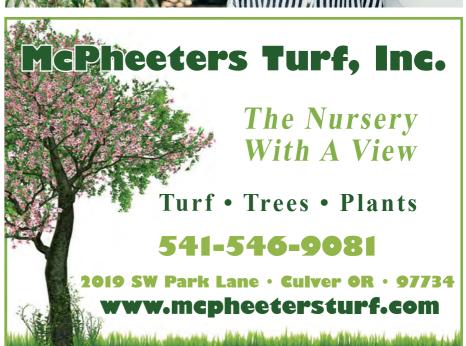
Who and what most inspires you in your business?

#### **Brenda Potampa**

My parents inspire me most in the business. I grew up watching and learning firsthand about hard work, diligence, loyalty, perseverance and more hard work. There are always a lot of ups and downs in any business/economy over

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## Young Entrepreneur Vaults to Success

#### by KRISTINE THOMAS — CBN Feature writer

end resident Makenli Plagmann was 18 years old when she started The Beer Vault, a mobile bar with bartending services.

Now 21 years old, Plagmann said her path to being the sole proprietor of The Beer Vault was one paved with the priceless lessons she learned in her teens. At 15, she left Marshall High School in Bend and began working as a dishwasher at a local restaurant. "I was a bit of a rebellious kid in the sense I was free-spirited," she said. "I was labeled as academically gifted, and high school was incredibly boring for me."

For the next three years, she honed her customer service skills working as a personal shopper and the manager at a coffee shop, while earning her GED at age 18.

An old delivery truck sparked her curiosity, spurring her to buy it in 2018 and researching what to do with it. "I thought about starting a moving company, then a food truck," she said. "The more research I did, the more I realized I wanted to do something else, so that's where the idea of The Beer Vault came."

Along with her boyfriend, Nicholas Lane, she spent more than two months converting the truck into storage space for beer kegs and dry goods. "If it wasn't for Nicholas' support and his belief in me, I wouldn't have been able to do this," she said. "His love and faith in me make me strive to do better every day."

Still working as a personal shopper, she would share her vision for The Beer Vault with her clients, saying she learned that if she wanted her business to succeed, she had to promote it. Her first event was the last weekend of August in 2018. She had seven events in 2018, 21 in 2019 and four in 2020 because everything was canceled due to the pandemic. "This year, we are booked every weekend May to October with some events being booked in November and December. We already have 12 events booked for 2022," she said.

Plagmann said this is the first year she is not working two jobs, adding she's planning to hire a full-time bartender and two servers for 2022 to manage the beer truck and the beer trailer.

"I take pride in knowing I am running a successful business where I can pay my bills every month and save for my next goal to open a coffee shop," she said. "I like waking up every morning knowing the choices I make determine what happens with my business."

An ambassador for the Redmond Chamber of Commerce, Melanie Hirata recalls seeing The Beer Vault in Redmond's Fourth of July parade in 2019. "I started following Makenli on social media, really impressed with what she was doing to promote her business," said Hirata, who is an independent consultant for Mary Kay and the owner and yoga teacher of Silver Fenix LLC. "I met her at Music on the Greens to welcome her to the chamber. She has a natural drive to succeed and is goal oriented. What makes her a successful businesswoman is she truly understands the importance of hospitality and providing great customer service. She loves what she does, and it shows."

Plagmann has worked at weddings, reunions, corporate events, festivals



MAKENLI PLAGMANN IS THE SOLE PROPRIETOR OF THE BEER VAULT | PHOTO COURTESY OF THE BEER VAULT

and more. Pamela Myhre and Adam Settell separately hired Plagmann for their individual events. "Makenli was amazing to work with," Settell said. "She is extremely organized, friendly and a great person to have on your big day."

Myhre said Plagmann was the best vendor that she hired for her daughter's wedding. "Makenli brings a sense of whimsy and happiness," Myhre said. "She's extremely professional but also super fun and nice. We loved having them help celebrate my daughter's special day."

Plagmann said her Monday-through-Wednesday tasks include scheduling social media posts, double checking details and permits with the OLCC, answering emails and phone calls, ordering supplies and going over the details for the events on Thursdays through Sundays.

The most challenging part of having her own business is when someone tells her they are not interested in what she does. "I think that is what pushes me to provide exceptional service every time someone does hire us for an event. It's my way of saying thank you for their support," she said. "I love working with people and doing things that make them happy or make their day special."

bendbeervault.com • 541-300-1067



#### ocal Businesswomen

Continued from page 20

the period of 42 years, but my parents have devoted their lives to this business and doing what they love, and they do it very well.

#### **Katy Brooks**

What inspires me are people who see the connection between their business success and that of our community. There are so many business leaders in Bend who have done amazing things for the greater good.

#### Laura J. Breit

My dad and my daughters are my greatest inspiration. My dad built his own mechanical engineering firm and has been my greatest mentor, I am so lucky to have him to bounce things off of. I am also inspired by my daughters. They think nothing of the fact that I am a woman business owner and engineer, which I believe helps to normalize that role for society. I am hopeful that by the time they are building their careers, being a woman in business or a woman engineer will not be remarkable at all.

#### **Katy Haines**

I am inspired daily by the brokers I work with, but especially, Jenn (Limoges, see above). It's no secret that commercial real estate can be a bit of a boys' club, and I am always impressed by the way she lets her business acumen and experience do the talking without feeling like she needs to prove herself.

#### Monica Elsom

I am inspired by all the ladies in both of my offices. They work hard, support each other and are a strong team. When one has something they are trying to figure out, we all pitch in with ideas. "Team work makes the dream work." I know how lucky I am!

#### **Karen Smuland**

The amazing setting that we have here in Central Oregon, and trying to capture its essence into each home, while integrating nature and the outdoors. Also, the incredible carpenters and other tradesmen, whose skills I have learned a lot from. I enjoy collaborating with them.

#### **Georell Bracelin**

Although I've been immensely inspired and supported by several pioneering women in my industry who gave me the confidence to found my own business, including Jennifer Blair, founder of the RalstonGroup and Pamela Hulse Andrews, Cascade Business News publisher, I'm regularly inspired by my clients whose enthusiasm, intellect and originality are really at the heart of all of the branding work we do. Because we dig deep to learn about the magic of each

brand we work with, we learn so much about the spirit, values and character behind every successful business — I'm constantly inspired!

#### Sharon Calhoun

The team that I work with and the clients we serve. It inspires me how hard people work to create an experience for others and to see others succeed. Our teams work tirelessly to provide that for each other and for our clients. In turn, our clients do the same for their families and businesses, and we're honored to help support them along the way.

What are business tips you live by?

#### **Brenda Potampa**

Attention to details. Being honest. Work hard.

#### **Katy Brooks**

Collaborate whenever you can. Don't do something that someone else can do better. Be genuine. Believe in yourself and don't put up your own roadblocks.

#### **Jenn Limoges**

Relationships are everything. Take care of your staff. Protect and invest in your company culture.

#### Laura J. Breit

Oh so many, pick what you like.

- Hire for attitude and aptitude, and teach skill.
- Get professional help: Don't do your own taxes, bookkeeping or even mow your own lawn. Anything you do yourself is time away from your business, and experts can do it faster and better than you can.
- Get a line of credit when things are good, because you will want it in place when things are bad (and will not be able to get it).
- Similarly, you need to be marketing when you are busiest.
- Take time to find the right team members, and when you have found that you have a team member who does not fit, get rid of them quickly. It is not worth the brain power and culture erosion that goes with having the wrong team.

#### **Katy Haines**

Say yes to (almost) every opportunity, but know when to walk away if it

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## Business Owner Shares Six Steps to Running Two Successful Businesses

by KRISTINE THOMAS — CBN Feature Writer

uring a work week, Dina Barker's responsibilities could include pulling weeds, meeting with clients, packing swag boxes and pouring wine. The variety of her tasks reflect the two Bend businesses she owns with her husband, Duane Barker.



Dina Barke

Established in 2016, Brilliance in Branding serves more than 500

clients by providing promotional items varying from baseball caps to water bottles. In 2012, the Barkers planted a vineyard on their five-acre property, and they started selling their wines last year in Central Oregon retail stores, wine and liquor establishments and on website. "I think being in business for myself is incredibly rewarding because every day I get to make decisions on how I want to represent my businesses, the type of work we do and how we operate," she said.

Her passion for her work propels her to complete her "to do lists" for both businesses. And while the two businesses highlight different products, Dina said they share the common foundation of providing exceptional customer service and high-quality products. "Everything we do is a labor of love," she said. "We truly love helping others succeed with their business, and we love sharing our story of growing grapes and making wine. Doing something you enjoy every day empowers you to grow your skills and your business."

Dina shared six things she does to successfully manage her days and her businesses.

#### 1. Teamwork

Owning two businesses with varying needs requires Dina and Duane to "divide and conquer."

Dina focuses on the operations of Brilliance in Branding while Duane manages the vineyard and wine sales. "I help him and he helps me and at the end of the day, we talk about what we accomplished and what needs to be done tomorrow," she said.

They enjoy working together on projects, each

lending their unique talents. Duane is more the creative one with a thousand ideas going at once, while she tends to be more practical about an idea's feasibility and profitability.

#### 2. Customer Service

Dina is amazed when a client tells her another business failed to return a phone call or email. "I think one of the biggest mistakes any business makes is not providing exceptional customer service," she said. "Clients want to know you care, and they appreciate a phone call or email to answer their questions. Personal connections are key to successful business relationships."

Dina shared her clients' success depends on the work Brilliance and Branding does for them. "We have to make sure we provide exactly what our clients are seeking to market their own business or their client's business," she said.

Too often, a business starts with talking about the pricing. "I start by asking questions so I understand what a client needs and how we can meet that need," she said.

She recently met with a client who showed her a baseball cap with his company's logo. At first glance, Dina thought the quality looked great, until the man showed her what the actual logo looked like. "He couldn't understand why his logo couldn't be on the cap the way it was designed," she said. "I took the time to answer his questions and explain what would need to be done. He was extremely grateful because he said no one had done that before."

#### 3. Hiring the Right Person

Dina said there's a difference between hiring people to fill a seat and hiring people who are strategically aligned with your company's vision and goals. "I think it's important to hire people who can really see the vision of your company and want to help the company to grow," she said.

Employees who feel valued for their ideas and their work are proud to be part of the team. "Everything we do is all about the details, and our team is amazing the way we support each other and always working to put out product we would be happy to receive," she added.

#### 4. Marketing and Sales

Too often in marketing, people start with what they are selling or how it works. "We start with the why," she said. "With Lava Terrace Cellars, we love sharing our story of what inspired us to grow grapes and what our vision is for sustainable farming."

For Brilliance in Branding, the why is helping clients select the promotional items to help promote their company or their clients. "We believe in plain communication with clients, educating them about what we do and how we can help achieve their goals in turn empowers them to make the best decision for their need," she said.

#### 5. Say Yes and Make it Happen

A client with Brilliance in Branding called Dina to ask if she could assemble and mail 400 boxes to participants in a virtual conference in 2020. The client wanted an assortment of items with the company's logo. "I had never done anything like that for a client, but I said yes we can because I knew we could," Dina said. "That one decision has led to numerous projects with other companies wanting similar swag boxes and/or fulfillment services.

Saying no is often easier than figuring out how to tackle a big project. Our philosophy is to provide solutions — it's my job to figure out how to make it work and be seamless to the client. We are here to make their job easier," she continued.

#### 6. The MacGyver Way

Spend a little time with Dina and Duane, and you'll notice they both have a "MacGyver way" of doing things. In both businesses, they look for creative ways to solve challenges, and neither hesitates to research something, try it and see if it will work. And if it doesn't, they are on to Plan B.

"We are always thinking about things whether it's new products or methods to help customers promote their company or new ways to do things in the vineyard," she said. "Our goal is to always be learning and to do things better than we did the last time."

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#### ocal Businesswomen

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doesn't fit. I'm not saying it's the right tip to live by, but it's definitely how I operate!

#### **Monica Elsom**

It is our job to help protect the things people work so hard for and the people they love. We take pride in focusing on the exposures that each individual may have, so we can recommend the best coverage for that client.

#### **Karen Smuland**

Work hard, play hard!

#### **Georell Bracelin**

Be genuine. Be transparent. Listen, collaborate and have an open mind. Invite clients into the creative process — after all, they've inspired it. Lastly, have fun!

#### **Sharon Calhoun**

The Golden Rule: Do unto others as you would have them do unto you.

What have been your greatest challenges since you started your work/business?

#### **Brenda Potampa**

Maintaining a reliable, teachable, devoted work force.

#### **Katy Brooks**

Gaining trust and a relevant place in Bend has been at the top of my list since I set foot in the Chamber in 2016. I had to make a lot of big changes over the past five years that were difficult, but opened the opportunity to become an effective, trusted organization that serves businesses and their employees well.

#### **Jenn Limoges**

Understanding all the pieces that need to come together to make a deal really work for the parties, building my cadre of experts I can trust and having the experience now to know what opportunities to say "yes" to and what to say "no" to.

#### Laura J. Breit

I started this business two days before my middle daughter was born. Our daughters are now 11, 8 and 18 months old. Juggling being a good mom and a driven business owner can be very challenging, and most of the time I feel like I am not doing either to the best of my ability. Sprinkle COVID-19 on top of

that, and it is easy to feel overwhelmed.

#### Katy Haines

Being patient. A lot of challenges work themselves out. Give it a little time to see what you're actually dealing with.

#### **Monica Elsom**

I don't think I have had too many challenges that other businesses have to deal with. Staffing has been difficult in the past, but I am thankful for the strength we have now. The restrictions that our government has put on us have been frustrating, but we are adjusting as needed. For me personally, stepping in abruptly and taking over the daily responsibilities of the businesses has had its obstacles, but that was only a period of time. Now I only look forward, and want my culture to be positive and to support career-driven people.

#### **Karen Smuland**

These things have changed over the years. When I started out as a young female architect in the '80's, I was not well-respected in the field, so had to prove it time and again. Today, I don't have those challenges because there are so many women in construction. My current challenges are labor shortages, supply chain and pricing issues that have made construction more complicated and more expensive.

#### **Georell Bracelin**

I have to admit, the recession was not a friend of marketing budgets. But... I'm a big believer that good things come out of crazy challenges, and we worked with many businesses during that time to help them pivot, key in on strengths, start and grow. It's helped shape the unique services we offer our clients today.

#### **Sharon Calhoun**

As with all industries, technology has changed the banking industry. There's also been increasing regulations for banks. So we learn, evolve and help our clients do banking — the way they'd like to do banking.

What have been your greatest triumphs?

#### **Brenda Potampa**

I enjoy seeing our turf, trees and plants around Central Oregon over all these years. Hearing how customers have success in their gardens and yards with our products and that they are thrilled with what they have created. I'm not doing what I do to make the largest nursery around and sit back and count

Continued on Page 26 ▶



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# The Traits of a Good Investor & How Women can Make the Most of Them

by LINDA ZIVNEY, CRPC, Registered Principal — Zivney Financial Group

ne of the best things you can do for yourself and/ or your family is to be prepared to manage your finances responsibly. Even if you see investing as overwhelming or complicated and boring, you need to know the basics behind a well-thought-out investment strategy — at least enough to protect yourself from fraud and/or communicate effectively with a financial professional or spouse.



Regardless of your level of investing experience, there are certain investor traits that can prove advantageous for

anyone. Traits such as patience, willingness to confront and deal with mistakes and recognizing when help is needed can benefit portfolio returns. Even risk aversion, sometimes a problem for women who are concerned about their investing abilities, can be an advantage if it's applied wisely.

#### Feel you aren't as knowledgeable as you should be about investing?

Chances are you're in good company. Plenty of people know less than they should but aren't willing to recognize or admit it; as a result, their portfolios suffer. Recognizing what you don't know can be an asset. Being willing to ask questions and understand some basics will serve you better than sticking your head in the sand.

#### If you make a mistake, can you admit and deal with it?

Many investors' portfolios have suffered because of a failure to recognize an investing mistake and deal with it; instead, they hang on, waiting for a turnaround that may never come. As the saying goes, "Good investors know how to take profits; great investors know how to take losses."

#### Are you risk averse in the right way?

When people feel unsure about their investing skills, they sometimes take the path of least resistance and invest very conservatively. In some cases, this can be helpful. However, this trait can also be a double-edged sword if you're investing far more conservatively than is appropriate for your goals and circumstances, either out of fear of making a mistake or from not being aware of how risks can be managed.

You don't have to become a financial wizard to understand principles that can help you manage risk.

#### Can you be patient?

A portfolio is — or should be — a means to an end, not a competitive sport. It's a way to pursue your financial goals, rather than a measure of self-worth or a vehicle for bragging about how you "beat the market."

#### **Step Up Your Game**

If you're afraid to make decisions because you don't know a mutual fund from an exchange-traded fund:

- Get some basic information. Your retirement plan at work might provide educational materials or assistance, and there are plenty of books, magazines and websites that can help.
- Take baby steps and learn as you go. You don't have to do everything at once; even a small step is better than none.
- Don't postpone getting started; the longer you wait, the fewer options you may have.
- Recognize that you're not alone. Others may have the same doubts as you about their investing abilities.

## If you've already started working toward your goals but aren't sure you're on the right track:

- Clarify your investing goals, your time horizon and your level of risk tolerance and make sure you're properly diversified.
- Make sure your expectations for a return on your money are both realistic and sufficient to give you the best chance of achieving your goals. Don't focus solely on risk, but also on potential reward and ways to try to manage risk.
- Understand what you own and what role each investment fills in your portfolio. Though asset allocation and diversification can't guarantee a profit or eliminate potential loss, they can help you manage the types and levels of risk you take.

#### If you're money savvy:

- Make sure your asset allocation adjusts to changes in your life circumstances.
- Don't underestimate the impact of taxes, fees, expenses and trading costs on portfolio performance.
- Have a game plan to keep yourself from panicking during volatile markets. Equipping yourself to pursue your financial goals is time well invested!

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my dollars. My family and I really like what we do, and we love where we live and are thankful that the Lord has allowed us both of these things all these years. We have also employed a lot of young people over these many years for summer jobs. It is always fun to hear from these young people years later tell of how they can recognize and name plants and trees at their college campuses or at places they have gone on to live and work at. They seem to carry an appreciation for plants and trees for the rest of their lives.

#### **Katy Brooks**

I am completely stoked about helping secure \$2M for the new OSU-C/COCC childcare program. This has been an intense, multi-year effort with terrific partners. It will house 100 children and be able to be replicated throughout the region. I'm also grateful for partnering with Mike Riley at the Environmental Center and others from our community for our successful transportation bond measure in 2020. This will have long-lasting benefits to our quality of life and was a very forward-thinking commitment for our community to make.

I also believe I have an outstanding team of people working with me at the chamber. They are committed to service and open to new ideas and working with people pulling at the same end of the rope.

#### **Jenn Limoges**

Friendships I've made through the Central Oregon Association of Realtors and the Certified Commercial Investment Member network. Most recently, purchasing the partnership with Walt this year, and working with both he and Katy Haines, our director of operations.

#### Laura J. Breit

I have loved building and growing the team here. I had no leadership experience when I started my company, and I have found that having a culture based on trust and vulnerability is very powerful.

#### **Katy Haines**

The relationships: in the office, with outside brokers, clients, vendors, etc. Everyone brings something to the table.

#### **Monica Elsom**

I, of course, am so happy when we are able to help amazing people with their personal assets and businesses. We are able to cover most aspects of insurance to make it a "one-stop shop" for our clients to make their lives less complicated.

I am thankful every day for the successes of the agency team and how we work together. That makes me proud!

#### **Karen Smuland**

Happy clients.

#### **Georell Bracelin**

My greatest triumphs are definitely the incredible long-term relationships I've built with clients (who are now also friends) over the past 25+ years. It's heartwarming to look around and see how much of the work we've created is still visible and has helped shape and contribute to the personality of our community.

#### **Sharon Calhoun**

Seeing people who I work with advance in their careers, even if that means it's not in banking. And seeing clients grow in their businesses, be better prepared for retirement or to sell their business, be better prepared to send their kids to college and be protected against emergencies. Our business is relational, and we typically see our clients through many life challenges and successes. We try to help them navigate through all of those.

Any humorous memories or stories to share?

#### **Katy Brooks**

Coming to my first Chamber interview with my shirt mistakenly on insideout. A lady came across the coffee shop at Bend Tech where we were meeting and, in the middle of the interview, tapped my shoulder to let me know (and the person interviewing me) that it was on inside-out. I had two choices —be embarrassed or find it funny. Turns out everyone had a good laugh.

#### **Jenn Limoges**

The summer of 2014, NAI Cascade Commercial Real Estate was launched. We decided that a great teamworking event would be entering the AmeriTitle corn hole tournament hosted on Deschutes Brewery's lawn. After about five rounds of winning, it became clear that we "new kids on the block" had a chance of taking the championship. The only issue was time; I had my seven-year wedding anniversary dinner scheduled that night at Black Butte Ranch, but I was certain we had enough time for me to be picked up and for us to make it to dinner, especially since I was somewhat dressed for the occasion. All was well until it started raining... then downpouring. Sweaty, hot, drenched and rushed, we

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## Five Key Philosophies to Having a Successful Career

#### by JENNIFER CRANFORD, Partner — Kernutt Stokes

a sone of the newest partners at Kernutt Stokes, I recently reflected on some of the key notions that I've learned throughout my career. Here are five philosophies that helped guide my work style and helped me become a better leader.

#### 1. Accept compliments graciously and give them often.

Sometimes it may feel awkward to accept praise or a compliment, but do so graciously as this can be a good way to boost your confidence. This is especially important early in your career, as compliments may come from someone who could be a pivotal role model or mentor as you develop your professional path. Equally important is to give compliments as well. Offer them often and be genuine in your praise.

#### 2. Celebrate your successes and recognize your mistakes.

Take time to celebrate your success — you've worked hard and earned it. It's also important to recognize your mistakes but don't dwell on them. We are all human, we all make mistakes and sometimes they can lead to your greatest learning experiences. Just as you want to reflect on what helped you be successful, reflecting on what led to mistakes can help prevent them from happening again. Remember to keep everything in perspective too; sometimes we may stress or overreact to mistakes and other issues that may not actually be that big of a deal or will be a thing of the past tomorrow.

#### 3. Everyone is the new person at some point.

We were all the new person on the job when we first started working or got started in our career and most of us probably had some nerves and jitters in the beginning. Remember to show grace when working with new staff or clients. They aren't going to be as up to speed as you are, they may have lots of questions — sometimes asking the same question multiple times, may take longer to do a task, etc. but being patient and understanding will go a long way. This is especially key if new employees are learning in a virtual environment right now; most of us were able to learn and train with someone right next to

us guiding the way, whereas some people have to train remotely right now, and it isn't always as effective.

#### 4. It's ok to ask.

I worked with a wonderful woman who supported me from the beginning of our working relationship. I haven't forgotten the biggest—and my favorite—piece of advice from her: It doesn't ever hurt to ask. The worst outcome is hearing no, which leaves you where you started, and at least you know the answer. The best outcome is

hearing yes. I have been pleasantly surprised with the results over the years! This can be used in your professional and personal life. I use it frequently. It helps me exude confidence and articulate what it is I need or want in a given situation. Knowing what you want doesn't mean you're demanding, it means you're motivated.

#### 5. We have two eyes, two ears and one mouth.

This final one comes from a wise soul — we all have two eyes, two ears and one mouth, so only one-fifth of our communication approach should be talking. Remember to watch and listen to others. Actively listen and stop thinking about how you are going to respond while the other person is talking. And don't forget to ask engaging questions.

Of course, there are many other factors that help lead to a successful career, but these philosophies are important to keep in mind. Most successful people don't just rely on their technical skills, but other intangible skills like these as well. As for me, I'm thrilled to be starting my new role as a Kernutt Stokes partner. We have been serving businesses in Oregon for more than 75 years, with offices in Bend, Corvallis, Eugene and Lake Oswego. We provide services in audit and assurance, tax, business consulting, virtual accounting, retirement planning and more to family-owned and several industry businesses.

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#### ocal Businesswomen

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threw the last toss and won the championship. I was already putting my shoes back on and rushing to the car so we could make our reservation while the rest of the team did their photo op. I managed to dry my hair in the truck air vents on my way to dinner. It was a wet and wild start to my time with NAI Cascade, and I wouldn't have it any other way.

#### **Katy Haines**

There's just a lot of humor on the daily in our office. I'm blessed to work with such smart and funny people. I could come up with something specific, but I'll just leave it at... Jeff and Walt.

#### **Monica Elsom**

Well, we love to joke in our office. It makes me happy that we can all laugh and share. One of my team members decided to film me pulling a broken branch off the tree in front of my office. Of course, I fell on my backside. I am glad I can entertain.

#### **Karen Smuland**

One funny thing I can think of is a lot of people don't know how to spell architect.

#### **Georell Bracelin**

The first thing that comes to my mind is the conversation behind my original decision to move to Bend 30 years ago. My husband and I were living in Portland at the time, and after an incredibly rainy winter, I announced one evening that I had done a bit of research on ad agencies, rental units and climate — and we were going to move to Bend. I'd even given notice! After I reassured my husband that it really didn't matter that I'd never been there, he was totally game. At the time, he worked in the snowboard business, and this move would just put him closer to "research." We packed up and headed over the mountain and haven't regretted a moment since.

#### **Sharon Calhoun**

One day a clown walked into my branch (not at a bank in Oregon). It wasn't Halloween. We were all convinced we were getting robbed! He walked up to the counter and bent down to pull something out of his sock. We were all in shock and weren't moving an inch. He pulled out his wallet to deposit a check! We never did find out why he was dressed as a clown.

What advice would you give to someone managing or starting a business?

#### **Brenda Potampa**

You have got to start out giving all of yourself to the venture. Work hard. Always be honest. Pay attention to details. Find good people to work for and with you, and then help them grow and learn. Educate yourself: Gary English of Landsystems Nursery always said, "Keep learning!"; and educate your employees and customers. We never know it all, so keep yourself teachable.

#### **Katy Brooks**

Build a solid business plan with contingencies and stretch goals. Ask for help and be open to using input — even when you don't want to. Don't ever sacrifice what's important to you or who you are.

#### **Jenn Limoges**

If you can find a mentor, do it.

#### Laura J. Breit

Be brave. Take risks, but be sure they are calculated. I have rarely regretted a calculated risk.

#### **Katy Haines**

Make sure you have the right people for the positions. Be aware of your shortcomings, find someone who is great at those things to fill in your blanks and make sure they feel appreciated for it.

#### **Monica Elsom**

Stay positive and push forward. We all have challenges we need to push through. Believe in yourself and make it happen.

#### **Karen Smuland**

Intern with a professional early on before committing to the profession.

#### **Georell Bracelin**

You're lucky if you're starting it in Bend! We're a great community for entrepreneurs and you'll find amazing support if you look for it. There are incredible resources you can tap into, including peer-mentorship at Opportunity Knocks, start-up support at OSU-Cascades and much, much more.

Continued on Page 30 ►



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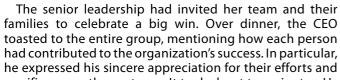
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# Why Should Anyone Work for You?

#### by MOE CARRICK — Moementum, Inc.

hat does it take to find and keep good people at your workplace? A friend of mine found out recently at a special dinner with her team from work.



sacrifices over the past year. It took about ten minutes. He didn't have to do it, but he did.

The effect on my friend was huge. She felt seen, validated and reassured that the work she did mattered. What's more, her husband was able to join in the celebration of her efforts. More than anyone, he knew how hard she'd worked and was joyous to know that others had seen her effort.

I hear stories of beautiful things like this happening at work every day. People tell me about the little things their manager or supervisor does that make their hearts sing and help lighten their load. Almost always, these acts are small, fleeting, but incredibly impactful. Usually it costs the senior management nothing financially nor energetically.

Often, the manager or supervisor doesn't have any idea of the impact their comment or acknowledgment had on their people. Yet even more often, I hear the stories of people who feel unseen, unvalued and insignificant in their job.

And it is not just me. Emtrain — a leader in workplace culture diagnostics and insights — found that "only 33 percent to 42 percent of employees feel valued or that they belong in 2020/21." That means well over 60 percent feel unseen and unvalued.

Over and over again, I hear stories of job misery. People's primary pain points center on a weak or deteriorating relationship with their boss.

As employers large and small face what many are calling *The Big Quit*, I hear leaders and business owners complain about the state of the workforce.

- "People lack a work ethic."
- "No one wants to work anymore."
- "People's expectations are way higher than their jobs."
- "Young people today... scoff and eye-roll."
- "The hiring market is really tight right now."

What these leaders get wrong is how much effort and money it takes to hire and keep good employees. Meanwhile, their people feel, much like my friend, that it wouldn't take much from their leaders for them to feel engaged and motivated. It's just a few simple things:

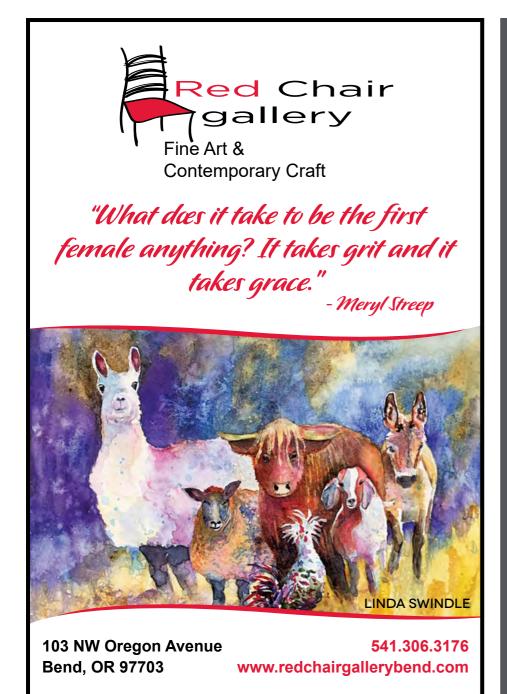
- · A livable wage
- A boss who notices them.
- · A feeling of purpose.
- Safe work conditions.
- · A team that cares.
- Occasional positive feedback and appreciation.

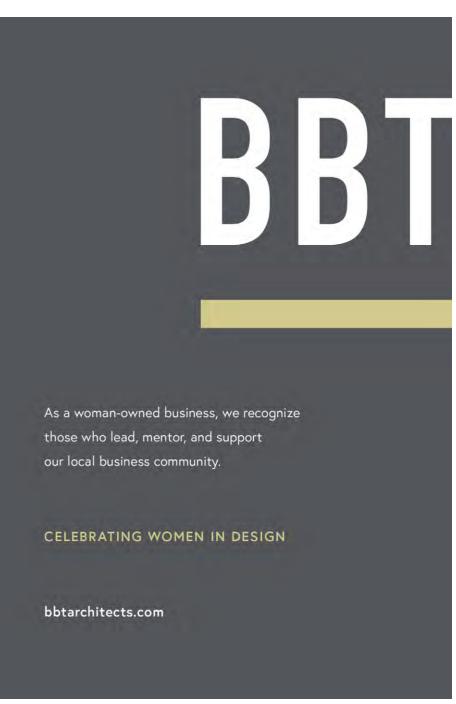
People are not machines, and leading isn't rocket science. It doesn't take much. What it does take are consistent and straightforward practices that emphasize your people's humanity.

What little thing can you do today to help someone who works for or with you to feel seen?

Moe Carrick is a best-selling author, coach, speaker and CEO of Moementum, Inc. She believes that everyone deserves to thrive at work.

moecarrick.com





#### ocal Businesswomen

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If you admire a business in the field you're looking to go into, give them a call! Odds are, they'll be happy to share. Myself included.

#### **Sharon Calhoun**

Don't be afraid to ask for help and to surround yourself with those who will support, encourage and walk alongside you.

Anything else you would like to add?

#### **Brenda Potampa**

I so appreciate the people who I have been blessed to work with over the years. Tamara Barnard works in our office now and is doing an outstanding job. She has picked up quickly the points we try to educate our customers on so that they have the greatest success with their new sod, trees and plants. My daughter, Lucy, has grown up working in the nursery and on the farm until this year. She is taking the skills of working hard and being teachable into areas toward her interest of nursing.

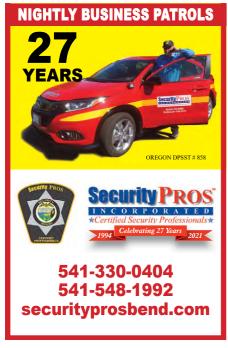
#### **Katy Brooks**

Bend's business community reflects what we all love about this place — be a dolphin, not a shark; lend a hand and get engaged. I do worry about retaining the spirit of collaboration as we all get worn thin by the pandemic, the housing shortage and growth-related issues. Be gracious. Pass that on.

#### **Jenn Limoges**

Take the risk and start the business. It's incredible how freeing it is to work for yourself. It's hard work, but once you've built it, it's yours.

I also volunteer for Rimrock Trails Treatment Center. It is important to give back to your community in whatever way you can. Their work is so important to our community, and if you are able, it is an organization that you know is helping in Central Oregon.





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#### **American Association of University Women**

Advancing equity for women and girls through research, education, advocacy and philanthropy. Local STEM activities for girls, and scholarships for COCC women students advancing to four-year programs. Serving Central Oregon, Bend Branch President, Evie Lamb, evelynlamb@gmail.com. Membership VP, Linda Gardner trixytazzy@live.com.

#### American Association of University Women, Redmond Branch

Promotes advances in equity for women and girls through advocacy, lifelong education and societal growth. Monthly meetings, scholar ships. Susan Maffai, msmaffai@gmail.com, a auw-or. a auw

To provide Bend women with a safe, enjoyable and supported cycling club. We will strive to enhance every member's confidence, knowledge and skills through weekly rides, camaraderie and the promotion of a healthy life style. bendbella-

International women's friendship network for women of all ages, interests, educational and economic backgrounds. Vol-

Women's networking group that welcomes women in all fields and endeavors—from entrepreneurs and professionals to women simply wishing to explore, expand and enhance their lives and environments. info@connectw.org, connectw.org.

#### Daughters of the American Revolution, Bend Chapter

Patriotic women's service organization whose members can prove lineal bloodline descent from an ancestor who aided in America's independence. Offers scholarships in nursing at COCC. Jill Gentry, mmegentry@gmail.com, rootsweb.ancestry.

#### General Federation of Women's Clubs (GFWC) of Central Oregon

International women's organization dedicated to community improvement by enhancing the lives of others through volunteer service. Local branch contact Joann Wheeler at 541-279-1441, jwii@msn.com, gfwccentralor.org.

#### Ladies of Lead Group Therapy, LLC - Lady Hawks Central Oregon Shooting Sports Association (COSSA)

Women training women in personal defense strategies specializing in handguns. We teach Concealed Handgun License classes that cover 32 states. We have an indoor virtual computerized gun range set up at our training studio in Redmond to supplement our live fire training. ladiesoflead.com, 541-788-5858, ladiesofleadusa@gmail.com, facebook.com/ladiesofleadgroup the rapyllc, Instram: ladies. of. lead.

#### League of Women Voters of Deschutes County

Nonpartisan political organization encouraging informed and active participation in government. It influences public policy through education and advocacy. Geri Hauser, public relations chair, 541-280-2947, lwvdeschutes@gmail.com,

#### The Ninety-Nines, Northwest Section, Cascade Chapter

International organization of women pilots, Cascade Chapter is the local chapter. Julie Benson, jbenson@energyneering-

#### **United Methodist Women**

Community of women developing global ministries. 541-382-1672, office.bendchurch@gmail.com, bendumc.org

#### **Quota International of Central Oregon**

Links members to make the world a better place to live, committed to community service through financials support for programs for speech and hearing impaired and disadvantaged women and children. 541-382-1155, quota.org, quotaofcoservice @gmail.com, quota of central oregon. org, facebook. com/quota of central oregon.

Offering empowerment and sisterhood through exceptional outdoor adventures. To make local area Sister connections, kris@sistersonthefly.com, sistersonthefly.com.

#### Soroptimist International of Bend

Community service for the benefit of women and girls. info@sibend.org, sibend.org.

#### Soroptimist International of Prineville

Community women's support group helping women and girls. siprineville@soroptimist.net, soroptimist.org.



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HURLEY RE, P.C. www.hurley-re.com info@hurley-re.com

#### Sunriver Women's Club

Fellowship, recreation, charitable fundraising and educational activities. Membership is open to women in Sunriver and the surrounding area. sunriverwomensclub@gmail.com, sunriverwomensclub.com

Mission of creating a gender balance in STEAM careers in Central Oregon. Community-based organization working together to unify local STEAM community and tip the scale in favor of a gender-balanced future. Jerry Gaube, jerry gaube@

#### **Women's Council of Realtors**

National network of successful realtors empowering women to exercise their potential as entrepreneurs and industry

#### **World Muse**

Inspires women to create positive social change from within. Mission is to connect women to their own sense of purpose as well as to each other and provide the tools and support they need to create positive change in their lives, in their communities and in our world. 541-410-5513, info@theworldmuse.org, theworldmuse.org.

#### **OREGON GROUPS**

#### **Dress for Success Oregon**

Works to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life. 503-249-7300, oregon.dressforsuccess.org.

The mission is to work for the implementation and establishment of economic, social, legal and political equality for women and to maintain a continuing assessment of the issues and needs confronting women in Oregon.

#### **Oregon Women Lawyers**

To transform the practice of law and ensure justice and equality by advancing women and minorities in the legal profession. admin coordinator @ oregon women lawyers. org, 503-841-5720, oregon women lawyers. org.

#### Oregon Women's Sailing Association (OWSA)

Organized in 1994 by local women sailors, promotes women's sailing through education and practical experience. 503-

#### Women's Foundation of Oregon

Vision is an Oregon where every woman and girl can thrive. Mission is to focus the power of women's collective resources to improve the lives of women and girls throughout Oregon. 971-230-1294, info@w-for.org, womensfoundationoforegon.org.

#### Alley to the Valley

Best for women who want to share knowledge of get help from those with a wide variety of specialties; investors eager to find out about new ventures. The 7,500 women in this online community exchange requests and offers for angel funding, seed money, book deals and more, or they bring up opportunities such as board seats and strategic partnerships. face-

#### book.com/alleytothevalley, alley2valley.com

American Medical Women's Association (AMWA) Advances women in medicine and improve women's health. Provides and develops leadership, advocacy, education, expertise, mentoring and strategic alliances. 847-517-2801, associatedirector@amwa-doc.org, amwa-doc.org.

#### Association for Women in Communications (AWC)

Professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era. 417-886-8606, womcom.org

#### Association for Women in Science (AWIS)

Encourages interest in, and pursuit of, science, technology, engineering and mathematics (STEM), on behalf of women. Works to ensure women in STEM fields achieve full potential and equity within industries. 202-588-8175,

#### Business and Professional Women's Foundation (BPW)

To create successful workplaces for women, their families and employers through partnership., 202-293-1100, foundation@bpwfoundation.org, bpwfoundation.org



## Making a difference in the community

RBC Wealth Management is committed to enriching the communities where our employees and clients live and work. As a company and a member of the community, we actively look for opportunities to do the right thing in the eyes of our employees, clients and neighbors.



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## Keeping Your Eyes on the Goal

by ED WETTIG, CFP — Wettig Capital Management

s the struggle to control COVID-19 drags on, many of us experience periodic fatigue from distancing, negative headlines and future uncertainties. Staying disciplined when weary is difficult but crucial to short-term financial wellness and long-term financial success. So, follow these guidelines to maintain your focus:



Don't fixate on market swings. If you have a solid strategy that addresses market volatility, do the right things regardless of how the market acts. That's not to say you shouldn't regularly reevaluate your risk levels or consider rebalancing your portfolio, but don't make decisions based on emotion. And don't try to time the market; few who do succeed.

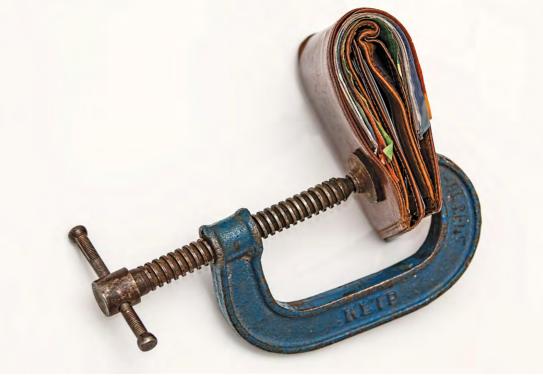
**Invest prudently.** The natural human tendency is to buy lots of stock when prices are rising and to stop buying altogether when prices are on the down swing. But some stock prices may provide a good value if the market drops, and you'll be able to buy more for the same amount of money. Just remember, it's generally best not to purchase equities unless you can keep them a minimum of five years.

Thinking about purchasing a different home in a year or two? This may be a good time for some improvement projects on

your current home. Most realtors agree you'll likely recoup these investments: a new garage or front door, a minor kitchen remodel, finishing a basement or updating a bathroom.

Increase your savings. When we're stressed, it's natural to buy something fun. But try to keep splurges small and make the most of unique opportunities to save in the current situation. If you're working from home, you're likely spending less on gas and clothes. In your free time, you're probably spending less on dining out, movies, concerts and travel. Try to see how much more you can put in savings because of reduced spending.

Use your time wisely. Improve your culinary skills and reap rewards for years to come as you save on prepared food costs, eat healthier and entertain economically. Earn a professional certification or take a class to improve your



desirability as an employee. Or, develop skills and a network to start a business or side gig.

Even difficult times can present real opportunities. If you're looking for or considering ways to thrive in the midst of the pandemic's economic fallout, give our office a call.

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

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Sarah Stafford

**Sarah Stafford**, PT, DPT, MPH, has joined the staff of **Rebound Physical Therapy's Redmond Clinic**.

Originally from Colorado Springs, Stafford received her bachelor of science degree in Kinesiology from Pacific Lutheran University (Tacoma, Washington) where she competed on the rowing and swimming teams. She went on to earn her doctorate of physical therapy (DPT) and masters of public health (MPH) from the University of Montana in Missoula. Through Stafford's DPT and MPH dual degree, she has strengthened her ability to advocate for patient needs by identifying complex barriers to healthcare access and collaborating with community members to develop and implement targeted solutions. Outside of work, Stafford loves spending time in nature

hiking, climbing the Colorado "fourteeners" and paddleboarding.

The Center Orthopedic & Neurosurgical Care & Research announced the addition of Connor King, MD to its growing team of orthopedic surgeons. King is a fellowship trained joint replacement surgeon specializing in treating patients with conditions of the hip and knee.

King first became interested in medicine in high school where he volunteered as a firefighter and EMT. At Georgetown University School of Medicine, he quickly gravitated toward orthopedic surgery and went on to complete his residency at the University of Chicago, the busiest Level 1 trauma center in the city. King completed his fellowship training under Dr. Christopher Peters at the University of Utah, one of the top joint replacement programs in the country. He is a member of the American



Connor King

Academy of Orthopaedic Surgeons, the American Association of Hip and Knee Surgeons and the International Society for Technology in Arthroplasty.

Angela Stewart

**Touchmark at Mount Bachelor Village** announces **Angela Stewart**'s recent promotion to assistant executive director. Stewart joined Touchmark in spring 2012 as the Life Enrichment/Wellness director. In 2013, she added Memory Care administrator to her responsibilities before assuming the position of Health Services director in 2015 overseeing all health services within the community. In 2019, she was named Resident Services director, a position she held until 2021 when she was named assistant executive director.

While growing up, Stewart lived in Washington, Idaho, Montana, Colorado, Kansas, Virginia and Oregon. Her frequent family moves encouraged adventure and fostered her desire to meet and work with fascinating people. She

genuinely enjoys getting to know the Touchmark residents and team members, learning about their lives and motivating them toward new opportunities and positive moments.

Her personal growth and leadership reflect varied experiences, including working with people living with Alzheimer's disease and other dementia illnesses, being a collegiate coach, university admissions counselor, activity director and ski instructor.

Stewart holds a master's in adult education with a gerontology emphasis from the University of Wyoming. Her undergraduate work was at Sterling College,

where she earned a bachelor of science in education and a bachelor of arts in art and design and learned about the essence of servant leadership — a focus she integrates into her personal and professional life. She also has been a Certified Best Friends Master Trainer as well as earned the designation of Certified Cognitive Stimulation Instructor.

Away from work, she spends time with family and friends and especially relishes a good meal of Mexican food. She also attends church, plays beach volleyball, bikes, skis, hikes, camps, enjoys traveling and works with various art media.

Cascade School of Music welcomes Renee Gonzalez, Raices program manager for the Latino Community Association, and Jeremy Davidson, software developer, onto the board of directors.

Gonzalez grew up in Los Angeles and Orange County, California. She studied in Colima, Mexico, and then completed a bilingual crosscultural language internship through California State University Fullerton. She taught elementary school in Santa Ana, on the Pala reservation and







Jeremy Davidson

in a dual language program in San Clemente. In 2007, Gonzalez and her family moved to Bend and she began teaching English language development and mainstream classes at Jewell. She also taught in the dual immersion program at Bear Creek Elementary for six years. Now, Gonzalez is inspired to develop a culturally responsive arts-integrated curriculum for Latino Community Association's Raices program and Amiguitos summer club. She studied intercultural communications at Humboldt State University in Arcata, California, and arts integration into the curriculum through Lesley University.

Davidson is a software developer with over 16 years dedicated to crafting solutions to complex functional requirements with self-explanatory user experiences and fluent, well-tested, maintainable code. His path started with music and programming hobbies from the age fingers could first reach a piano or computer keyboard. His passion for music was ignited by his Mother, Joy Davidson, mezzo-soprano, who performed internationally in many of the world's great opera houses. Davidson and Joy performed the first real-life mother-son productions of Menotti's Amahl and the Night Visitors, which was attended by the composer. Once his voice broke, Davidson became better suited for the wind instrument section. He performed oboe and highland bagpipes in high school, studied physics and music composition in college and plays in the Deschutes Caledonian Pipe Band today. As he continues to develop skills ranging from the newest Javascript frameworks, to snow and trail sports, to many other world music instruments, Davidson identifies most importantly as a lifelong learner.

The **Council on Aging of Central Oregon** announced they won four highly coveted National Mature Media Awards in this year's 30th Annual Competition. The in-house creative team won a Gold for a 2021 Billboard, Silver for both the 2020 Council on Aging Impact Report and a 2020 direct mail package and a Bronze award for the a 2020 direct mail letter.

The National Mature Media Awards are open to local, state and national

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organizations that serve older adults, including Area Agencies on Aging, senior centers, hospitals, AARP and the National Institute on Aging.

The Mature Media Awards is organized by the Mature Market Resource Center, a national clearinghouse for the older adult market. Using a rating scale of 1 to 100, a panel of national mature market experts judges the entries based on format, content, creativity, relevance and overall quality. The judges' scores are totaled and averaged, and Gold, Silver, Bronze and Merit certificates are awarded based on these averaged scores.

The Council on Aging supports all seniors, especially those struggling to maintain their independence and quality of life while living at home. Throughout the tri-county and North Klamath, we help older adults navigate aging by uniting them with the support and services they need to stay safe, healthy and connected to the community. Our services include access to nutritious food and programs, Medicare counseling, caregiver support, respite services, evidence-based health programs, in-home care support, home safety, senior-focused community resources, referrals and educational programs. We're also actively involved in helping create communities with infrastructures, policies and practices that are age-friendly and accessible to all.



Kate Drummond

**Family Access Network Foundation** (FAN) announces that **Kate Drummond** of Bend has accepted a position on the FAN Foundation Board of Directors.

Drummond and her family moved to Bend in 2015 and have loved becoming part of the community. Drummond has a master of public administration with a Health Policy certificate from the University of Washington and was a leader in Clinical Effectiveness at Seattle Children's for several years prior to her move. She is currently engaged in Population Health in Central Oregon. Drummond is passionate about how privilege and policy impact health and education outcomes for children and families, an equation that was recently magnified in challenges related to the COVID-19 pandemic. This appreciation

prompted her board interest, and she is excited to bring her experience to the FAN Foundation. When not working, Drummond and her family enjoy skiing, biking and paddling throughout Oregon.

The Environmental Center welcomes Katie Zieber to the team in the role of communications coordinator. This is a brand new role for the organization, and one that we've been excited about adding for a long time. Zieber will be crafting our newsletters, engaging with you on social media, providing resources via our website and more.



Katie Zieber

**Awbrey Glen** announces that **Sue McConnel** made a hole-in-one on August 13, hole number 11, witnessed by Cheryl Nickola, Mary Jacobs and Kym David.



Grace Luxton

**BendFilm** announced a new member of the marketing team with the hire of **Grace Luxton**. Luxton joins BendFilm from Chicago, Illinois, where she recently completed a bachelor of science with double majors in journalism and psychology at Northwestern University.

At BendFilm, Luxton will manage social media strategy, programming promotions and web content. Additionally, she'll use her skills in graphic design to create marketing materials for year-round programming.

During her time at Northwestern, Luxton pursued multiple professional opportunities at nonprofit arts organizations. Notably, at the Museum of Contemporary Art Chicago, Luxton led social media efforts for the museum's Virgil Abloh x MCA Design Challenge, a video contest built

to encourage youth engagement in the MCA's summer 2019 exhibition, Virgil Abloh: *Figures of Speech*. Prior to MCA, Luxton worked as a studio assistant at Open Studio Project, a nonprofit dedicated to social-emotional learning and peer support through artmaking.

After hours, Luxton loves finding new music and comedy venues, making amateur art and striving to create the perfect bowl of ramen. She has never declined a proposition to go on a road trip.

**Summit Health** announced the addition of **Poornima Rao**, MD, a board-certified, fellowship-trained surgical oncologist specializing in complex gastrointestinal malignancies and more common cancers. Rao has extensive experience treating adults with cancer, including upper gastrointestinal, liver, pancreatic and biliary malignancies, colorectal, breast, endocrine, skin and soft tissue disease.

Rao received her medical degree from New York Medical College in Valhalla, New York. Her general surgery internship, residency and research fellowship were completed at the prestigious Cleveland Clinic Foundation in Ohio.

Rao is extensively trained and practiced in minimally invasive surgical procedures, including robotic surgical techniques. She views her role as an educator and takes a patient-centered approach to cancer care.

Rao spent the last ten years in practice at the City of Hope, in Los Angeles, practicing across the spectrum of surgical oncology. Her last two years, she was interim chief of the Division of Surgical Oncology at City of Hope, a National Cancer Institute-designated comprehensive cancer center and a founding member of the National Comprehensive Cancer Network.

**Ivory W. Lyles**, who prioritized the needs and challenges of the residents of Nevada as associate dean for engagement and director of extension for the University of Nevada, Reno, has been named **Oregon State University**'s new vice provost for extension and engagement and director of the **OSU Extension Service**.

Lyles' appointment begins September 30. He succeeds Anita Azarenko, who served for more than two years in an interim role following the retirement of Scott Reed in 2019. Azarenko is retiring after nearly 35 years of service to OSU in a variety of roles.

Oregon State University's Division of Extension and Engagement includes the OSU Extension Service and the Office of Professional and Continuing Education.



Ivory W.
Lyles

The division's educational programming and activities serve all of Oregon's 36 counties and the Confederated Tribes of Warm Springs reservation. Programs center within seven focus areas: 4-H youth development; agriculture and natural resources, including the Small Farms program and the Master Gardener

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## Businesses Serving Community

#### JERICHO ROAD OF REDMOND

Jericho Road of Redmond has received an anonymous donation of \$100,000 to help in the purchase and operation of one or more shower vehicles. The previous truck had suffered from age and continuing mechanical problems and was finally put out of action earlier this summer. A call went out to replace the shower truck, which resulted in several generous donations. The addition of one or more shower vehicles will certainly make a significant difference. The service area may be expanded to assist in locations such as Madras, Prineville, Warm Springs and other sites throughout the region.

#### **FAMILY ACCESS NETWORK**

The Family Access Network (FAN) received a \$5,000 grant from Charis Fund to help cover FAN advocate services for ten weeks during the summer. This project represents a substantial expansion of FAN's summer services from three advocates to five. Increased advocate hours over these ten crucial weeks will

ensure that children are not set adrift between the start and end of summer break, and prepare them to enter the school year ready to thrive. With needs increasing throughout Central Oregon, expanded summer services are vital to make sure no family falls through the cracks.

Charis Fund is a small, benevolent family trust established in 1938, intended to support projects focused on social welfare (prioritizing hunger, housing, homelessness, at risk youth), health and education. The trustees of Charis Fund prefer to give "seed money" to help initiate or expand programs that will develop sustainable community support. The majority of organizations funded by Charis are located in California, Oregon, Washington and Nevada where the trustees reside.

Unique to Central Oregon, FAN began in 1993 and currently employs 26 advocates at 62 sites in Deschutes, Crook and Jefferson counties. These advocates work tirelessly to help families break the cycle of poverty. The direct placement of FAN advocates within schools allows FAN to effectively reach and connect disadvantaged children and families to essential basic needs.

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program; family and community health; forestry and natural resources; OSU Open Campus, a community-based education partnership; Outdoor School; and Oregon Sea Grant.

Working at land-grant universities across the U.S., Lyles has served in many extension leadership roles. At the University of Nevada, Reno, where he has worked since 2017, he has overseen about 300 employees, including academic and administrative faculty and support and clerical staff, as well as a budget of about \$40 million.

Previously, he was professor, dean and director of land grant programs at Alcorn State University in Lorman, Mississippi, and administrator of the cooperative extension program at Tennessee State University in Nashville, both of which are historically Black colleges and universities.

He also served as associate vice president for agriculture and director of the cooperative extension service at the University of Arkansas in Little Rock and held extension leadership roles at Ohio State University and the University of Tennessee.

Lyles holds memberships in the National Association of County Agriculture Agents and the National Association of Extension 4-H Agents. He is a member of the national 4-H Diversity Design team and serves as chair of the program committee for the national Extension Committee on Organization and Policy.

Lyles earned his bachelor's degree at Alcorn State, his master's degree at Mississippi State University and his doctorate in agricultural education, community and rural development at Ohio State University.

In the spring of 1983, a team of engineers at the Glen Canyon Dam in northern Arizona faced an unprecedented emergency when massive flooding hit the Colorado River. It threatened to trigger what would have been one of the most catastrophic dam failures in history. A small wooden boat named "The Emerald Mile" nonetheless launched at the head of the Grand Canyon, just miles downstream from the dam.

Acclaimed writer **Kevin Fedarko**, who told the tale in the *New York Times* 

Kevin Ceal Klingler

bestseller *The Emerald Mile: The Epic Story of the Fastest Ride in History Through the Heart of the Grand Canyon*, will share his insights about the Grand Canyon at the **High Desert Museum** on Thursday, September 30 as the keynote speaker for the 2021 Waterston Desert Writing Prize.

This year, the Museum welcomes **Elizabeth Woody** (Navajo, Warm Springs, Wasco, Yakama) as the Prize's guest judge. Woody, the executive director of the Museum at Warm Springs, is also a renowned poet, author, essayist and visual artist. She was named Oregon's Poet Laureate in 2016, won the American Book Award in 1990 and the William Stafford Memorial Award for Poetry in 1995 and was a finalist for the Oregon Book Awards in 1995. Woody will read a poetry selection on the night of September 29.

Fedarko is best known for his travel narratives in *Esquire*, *National Geographic Adventure* and *Outside*, where he worked as a senior editor. He was a staff writer at *Time* from 1991 to 1997, where his work earned him an Overseas Press Club Award for his story on the assassination of Yitzhak Rabin. Fedarko earned a Master's of philosophy in Russian history at Oxford in 1990 and currently lives in Flagstaff, Arizona.

Fedarko's presentation will include insights from his upcoming second book about the Grand Canyon as well as imagery and video from acclaimed National

Geographic photographer Pete McBride.

This year's winner of the Waterston Desert Writing Prize is **Ceal Klingler** (lookwhereyoulive.net) for *How We Live With Each Other*. Klingler's submission addresses how animals, plants and other organisms have created livable places with each other at the hard edges of heat, cold, dehydration, floods and fires at the westernmost overlap of the Mojave and Great Basin deserts. Tracing exchanges of air, shelter, pollination, nectar, microbiota, parasites, protein and pest control, she asks how much we are a part of each other, how much depends on being a good neighbor and how we can survive our collective futures together.

Klingler has degrees in linguistics, psychology and biology and was a National Science Foundation graduate fellow in biology. Her writing has appeared in *Backpacker*, *High Country News*, *Orion* and *Natural History*, and she received a special recognition grant for writing on water from the Ellen Meloy Fund for Desert Writers. As guest judge, Woody selected the 2021 Prize winner.

Finalists include **Charles Hood** (workman.com/authors/charles-hood) for *Deserts After Dark* and **Joe Wilkins** for *Desert Reckoning* (joewilkins.org).

Hood lives and teaches in the Mojave Desert. The author of 16 books, he has won awards for both poetry and prose. He has been a ski instructor, a factory worker, a bird guide in Africa, a Fulbright Scholar and an Artist-in-Residence with the National Science Foundation in Antarctica. He also has done work with the Center for Art + Environment in Reno, Nevada, PLAYA in Summer Lake and with the Center for Land Use Interpretation at their field station in Wendover, Utah. His next book will be a collection of essays, A Salad Only the Devil Would Eat: The Joys of Ugly Nature (Heyday Books), followed by a field guide to reptiles and amphibians of the American West (Timber Press, Portland).

Wilkins, who directs the creative program at Linfield University in Western Oregon, is the author of a novel, Fall Back Down When I Die, which won the 2020 High Plains Book Award. Wilkins's memoir, The Mountain and the Fathers, was a finalist for the Orion Book Award and won the GLCA Emerging Writers Award. He is also the author of four poetry collections, most recently Thieve, a finalist for the Oregon Book Award and When We Were Birds, winner of the Oregon Book Award. His poems, essays and stories have appeared in Orion, The Sun and High Country News, and his work has won the Pushcart Prize as well as earned notable mentions in the Best American series.

Award-winning author and poet **Ellen Waterston** has joined the faculty of the Master of Fine Arts in Creative Writing program at Oregon State University – Cascades. Waterston will teach writing courses and mentor graduate student writers in creative nonfiction.

Waterston has written three literary nonfiction titles, including most recently, Walking the High Desert: Encounters with Rural America Along the Oregon Desert Trail. Other titles include a collection of essays, Where the Crooked River Rises, and a memoir, Then There Was No Mountain. Of her four poetry titles, Hotel Domilocos is her most recent collection. Waterston adapted her verse novel, Vía Láctea, to a libretto that premiered as a full-length opera in 2016 and is slated for a second staging in 2022.



Ellen Waterston

Waterston is a two-time WILLA Award winner in poetry, the winner of the Obsidian Prize in Poetry and a WILLA and a Foreword finalist in literary nonfiction. She is also the founder and president of the Writing Ranch which offers writing workshops and retreats. In addition, she founded, and for more than a decade directed, The Nature of Words, a nonprofit based in Bend that hosted an annual literary festival and year-round creative writing workshops.

She was instrumental in developing the master of fine arts program at OSU-Cascades and prepared the feasibility study that helped move the degree forward for formal approval. The master of fine arts program launched in 2013.

In 2007, Waterston was awarded an honorary doctorate in humane letters from OSU-Cascades in recognition of her achievements as an author and literary arts advocate.

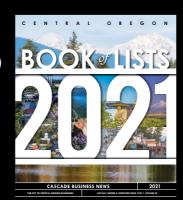
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# United Way of Central Oregon Awards \$245,000 to Local & Regional Nonprofits

hirty-one Central Oregon nonprofits have been collectively awarded \$245,000 from United Way of Central Oregon (UWCO) as part of the organization's annual grantmaking process. As an intermediary funder, UWCO supports local, directservice nonprofits that focus on a wide range of human health and welfare issues — from basic needs to empowerment — through grantmaking that provides direct financial aid to these programs and services.

Last year, the organization's grantmaking was focused on community needs formed by the COVID-19 pandemic. This year, United Way has returned to its customary annual grantmaking cycle and focused on supporting local and regional agencies as they help our community members adapt and recover from the pandemic. This funding is helping these nonprofits as they stabilize the delivery of services that build resilience in individuals, families and our Central Orgon community — achieving positive outcomes in the face of adversity.

This year's grant recipients include: Assistance League of Bend (\$3,000), Boys & Girls Clubs of Bend (\$12,000), CASA of Central Oregon (\$8,000), Children's Forest of Central Oregon (\$5,000), Council on Aging of Central Oregon (\$5,000), DAWNS House (\$8,000), Diversability, Inc (\$8,000), Families Forward (\$8,000), Family Access Network (\$16,000), Friends of the Children- Central Oregon (\$12,000), Habitat for Humanity of La Pine Sunriver Critical Home Repair (\$5,000), Healing Justice Collective of Central Oregon (\$5,000), Healing Reins Therapeutic Riding Center (\$5,000), Heart of Oregon Corps (\$12,000), KIDS Center (\$6,000), La Pine Community Kitchen (\$5,000), The Latino Community Association (\$12,000), MountainStar Family Relief Nursery (\$16,000), NeighborImpact Food Bank (\$12,000), NeighborImpact Housing & Homeless Services (\$8,000), Redmond Senior Center (\$5,000), Rimrock Trails Treatment Services (\$12,000), Saving Grace of Central Oregon (\$7,000), Shepherd's House Ministries (\$5,000), SMART Reading (\$5,000), St. Vincent De Paul – La Pine (\$5,000), Society of St Vincent

De Paul - Redmond (\$3,000), THE SHIELD (\$5,000), Thrive Central Oregon (\$7,000), Treehouse Therapies Associates (\$8,000) and Volunteers in Medicine Clinic of the Cascades (\$12,000).

Nonprofit organizations that receive grants from United Way are working every day to address the most pertinent, unmet needs of individuals and families in our community. United Way's "Community Impact Partners" are 501(c)(3) nonprofits that are assessed and rigorously reviewed on a competitive basis using standardized criteria by a Community Impact Committee (CIC), made of up volunteers representing all segments of our community, before receiving a grant. After receiving a grant, these nonprofits submit reports to United Way throughout the funding cycle.

Joshua Romero volunteers as Chair of UWCO's CIC and on the Board of Directors. He said of UWCO's grantmaking: "Central Oregon is fortunate to have so many incredible nonprofits supporting our community. I'm honored that United Way Central Oregon and our donors get to be a part of investing in these nonprofits and improving the health, education, financial stability and resilience of everyone these organizations serve. I'm proud of our continued focus on diversity and equity in our grantmaking and am excited to see how it impacts the lives of our friends and neighbors in Central Oregon."

Among the funded organizations are several first-time United Way grant recipients. Children's Forest unites our community to inspire lifelong connections to nature for each child. Diversability, Inc. empowers community connections for individuals with diversabilities and their families. Families Forward provides small loans to help low-income individuals and families with rental security deposits or establishing credit. Healing Justice Collective of Central Oregon exists to resource Black, Indigenous, Identifying People of Color and historically oppressed people in their healing. Society of St Vincent De Paul – Redmond helps local community members in need. THE SHIELD provides mental health services to Central Oregon veterans and first responders.



PHOTO | COURTESY OF UNITED WAY OF CENTRAL OREGON

And, Treehouse Therapies Associates positively impacts children and families in our community by providing compassionate, comprehensive and affordable therapy programs regardless of insurance or financial limitations.

Last year, during COVID-19, United Way of Central Oregon modified its grantmaking process to award funds to address immediate emergency needs created by the pandemic and then to help the nonprofits who serve our community adapt the way they operate. The nonprofit created two Funds focused on Emergency Response, Recovery and Resilience that addressed the fallout of COVID-19 across Central Oregon, and from them awarded 44 COVID-19 Partners with \$295,000 in emergency relief.

Also last year, UWCO created a plan for distributing \$500,000 that came from the City of Bend's CARES Act funding to nonprofit organizations providing essential services to vulnerable populations. And, the agency was tasked with distributing \$260,000+ in federal Emergency Food & Shelter funds in Deschutes County.

Twenty-six percent of Central Oregonians were served by a program or service funded by United Way

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#### THE IMPACT OF GENEROUS HEARTS

The Roundhouse Foundation provided a \$750,000 grant to give our Hospice House campaign a giant boost! It sponsors the Great Room, which will be renamed "The Roundhouse," and provides seed funding for The Center for Compassionate Care.

Executive Director Erin Borla and Roundhouse Foundation program and grants officers, Alex Powell and Chaney Coman, toured through the Hospice House now under construction. They signed the Journey Wall with beautiful messages. Thank you to Frank and Kathy Deggendorfer, Trustees, and the Foundation staff who do so much for our Central Oregon community!

To schedule your own tour and write a note on the Journey Wall before the paneling goes up, call (541) 706-1335.





Central Oregon is
so very lucky to have
thus wonderfl space and such
caring style - Know you are
held on lone when you enter

Visit RoundhouseFoundation.org

View our video, learn more, and donate at: PartnersBend.org/campaign

## apstone CPA Continued from page 3

of external growth opportunities, it is a college town providing internal growth opportunities by adding to our staff and industry with college graduates. Capstone and Boyce share the mission to help clients navigate their way to financial wellness. The benefit of working with Capstone CPAs is we are part of a bigger family of companies working together to provide our clients tax, financial and estate planning services in a single meeting. Our family includes AGP Wealth Advisors and eLegacy."

The accounting firm of Jerry W. Boyce, CPA, PC and Pickering's practice have been a staple in the Eugene, Oregon, community collectively for over 40 years. Boyce's humility and commitment

to letting his actions speak for him made this a natural fit for Capstone. In an effort to bring their growing community more diversified services while maintaining the same quality of service, Boyce's and Pickering's firms became a part of Capstone CPAs effective July 1.

"We are excited about this new partnership and the ability to bring our clients additional services," said Boyce, who assures clients he is not going anywhere. Pickering is excited because, "With more resources available to me by joining with Capstone, I can help more clients."

In addition to tax preparation, bookkeeping and payroll services, Capstone Certified Public Accountants also offers business valuations, auditing and assurance services, litigation support services — including divorce and business consulting.

capstonecpas.com 541-382-5099

## id Oregon Credit Union

Continued from page 3

union is expanding right along with Central Oregon's communities. Anyone who lives in this region can join," says Bill Anderson, CEO of Mid Oregon. "This milestone is the result of our 'good friends, great service' values and focused strategy to be the premier provider of financial services in our region."

Mid Oregon's members have also played a significant role in the expanding membership base. The credit union's Tell-a-Friend program offers gift cards and prizes to members who refer friends or families to open a new checking account. In the last 12 months, member referrals increased by over 25 percent.

Mid Oregon has had much to celebrate in recent years. The credit union reached \$500 million in assets in March 2021. In November 2020, a newly constructed branch in Sisters opened. Mid Oregon has also granted more than \$1.5 billion in loans to Central Oregonians since 1957.

Kevin Cole, president of Mid Oregon, adds, "Our board and leadership team continue to look forward to ensure our financial products and services provide value to our members. With our organization's growth, we are cultivating a culture where our team members can advance, build a career and provide exceptional service to our members. We are currently looking for motivated people with a positive attitude to join our team — no prior banking experience is needed."

midoregon.com

## BA Continued from page 3

to new applicants, the SBA will continue delivering economic aid to help venues recover by providing critical relief through the supplemental awards program. Later this month the SBA will open the program for supplemental SVOGs for 50 percent of the original award amount, capped at a total of \$10 million (initial and supplemental combined). Details will be announced at a later date. Additionally, to ensure no eligible venue is left behind, the SBA is currently accepting, by invitation, applications for reconsideration of award amounts and appeals. This rare opportunity gives applicants a chance to prove their eligibility and reverse a prior decision. SBA is committed to delivering relief to entertainment venues through these various options. Should the need arise, the SBA may reopen the portal or make other adjustments to its plan to best meet the needs of small businesses.

"After making much-needed improvements to this vital program, we've made swift progress getting more than \$8 billion in funds into the hands of more than 10,800 performing arts venues and other related businesses two-thirds of which employ less than ten employees. These small businesses suffered disproportionate impacts from the pandemic and were often left out of early rounds of relief," SBA Administrator Isabella Casillas Guzman said. "However, we also know so many small businesses continue to struggle. That's why, as this program nears the finish line, we're providing additional funding options for our hardest-hit venues through our supplemental awards program, which will provide another critical lifeline to ensure businesses can reopen and stay open."

"Simply stated, the Shuttered Venues Operator Grant was our lifeline. The grant has allowed us to return to full operation, including staffing and programming," stated President and CEO of The Palace, a theater in Stamford, CT, Michael Moran. "In early 2020, we planned for closing just three or four weeks. As the pandemic continued to worsen, so did our fears of never reopening. The Palace closed for 15 months, with expenses continuing to accumulate against bleak revenue prospects. The SVOG grant through the SBA saved us and can be credited with not only our recovery but that of Stamford's entire theater district."

Moran continued, "Our theatrical community is so appreciative of the exceptional support of the SBA. The program and funds ensure the preservation of our community, allowing artists and audiences the unique experience of joy and enrichment through the arts."

Since receiving the SVOG, The Palace and other venues have raised their curtains and welcomed back artists and audiences.

SBA's Office of Disaster Assistance Customer Service Center is available from 8am-8pm ET to provide technical assistance with the SVOG application portal and can be reached at 800-659-2955 or, for the deaf and hard-of-hearing, at 800-877-8339. For additional information on SBA's Economic Relief programs, visit COVID-19 relief options (sba.gov).

Further, SBA's resource partners, including SCORE Mentors, Small Business Development Centers, Women's Business Centers, and Veterans Business Outreach Centers, are available to provide entities with individual guidance on their applications. Applicants can find a local resource partner via a zip code search at sba.gov/local-assistance.

sba.gov

## igh School/OSU-Cascades Continued from page 3

the Oregon Manufacturing Extension Partnership approached OSU-Cascades computer science instructor Yong Bakos and Adam Krynicki, executive director of the Innovation Co-Lab, about technology solutions for production challenges facing Oregon's small and mid-size manufacturers.

"We took this on as a real-world problem and engaged undergraduate computer science students like Andras in designing an innovative solution, and partnered with the Central Oregon STEM Hub to extend the project's impact to high school students," said Bakos. "Andras is now inspiring a future generation of technologists."

Called "Internet of Things" or IoT plug-and-play sensors because of their ability to connect to the internet, each device is smaller than a deck of playing cards. They can be programmed to measure, for example, unwanted vibration in cooling fans or temperatures that fall beneath normal in cooking ovens. The sensors are user-friendly, easy to install, and gather data wirelessly to populate real-time data dashboards and send alerts.

"The Innovation Co-Lab was designed for challenges like these," said Krynicki. "When we bring together faculty experts like Yong, student interns, sponsors like the Central Oregon STEM Hub and real-world partners like OMEP, the amazing happens. We're creating high-impact solutions that make Oregon's businesses and economy better, while growing future leaders."

The team is producing ten kits of sensors. OMEP will rotate kits for use amongst manufacturers, allowing

owners to experiment and understand how these technologies can benefit their company.

"Oregon's smaller manufacturers don't have resources for tech advancements that give larger manufacturers a competitive edge," said Kleve Kee, managing consultant of OMEP. "The IoT kits allow manufacturers to increase their competitiveness and profitability through affordable and accessible technology."

The project is funded through a grant to the Central Oregon STEM Hub from the U.S Department of Education's Pathways to STEM Apprenticeship, which is administered by the Oregon Department of Education to support Career and Technical Education programs. OMEP is supporting the project with a grant from the National Institute of Standards and Technology for Industry 4.0 program development in Oregon for small and medium sized manufacturers.

osucascades.edu

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## Central Oregon Business Calendar

# Email Your Upcoming Business Events to CBN@CascadeBusNews.com Event Details at CascadeBusNews.com/Business-Events

### **BUSINESS EVENTS**



#### August 19

Noon-1pm City Club of Central Oregon Virtual August Forum, What are Bend's Goals and How Do We Fund Them?

#### August 19

3-5pm City of Bend Virtual City Council Stewardship Subcommittee Meeting.

#### August 20

8:30am Redmond Chamber Virtual Coffee Clatter.

#### August 27

8:30am Redmond Chamber Virtual Coffee Clatter.

#### August 29

La Pine Lions Club Golf Tournament at Quail Run Golf Course.

#### September 8

4-6pm Land Trust Annual Open House at Pine Nursery Park, Bend.

#### September 23

5-7pm Land Trust Annual Open House at Crooked River Wetlands, Prineville.

#### September 29

4-6pm Land Trust Annual Open House at Sahalee Park, Madras.

#### September 30-October 3

The Wall That Heals \* Traveling Vietnam Wall Memorial at Frontier Days Events Land, La Pine.

#### October 23

La Pine Chamber of Commerce and Visitors Center Annual Chamber Awards Banquet.

#### Wednesday-Sunday Only, November 19-30

4-9pm Deschutes County Fair & Expo Holiday Lights at Deschutes County Fair & Expo Center.

#### December 1-January 1, 2021

Noon-10pm Deschutes County Fair & Expo Holiday Lights at Deschutes County Fair & Expo Center.

## **WORKSHOPS & TRAINING**



#### August 5

6-8pm COCC Virtual Business Core Discipline Course, Finance & Accounting for Decision Making.

#### August 19

6-8pm COCC Virtual Business Core Discipline Course, Finance & Accounting for Decision Making.

### **Building Permits**

#### **COMMERCIAL PERMITS WEEK ENDING 7-30-2021**

#### **Deschutes County**

\$45,000.00 - Commercial (Alteration) at 13001 Century Dr. Bend 97702 OR Owner: New Cingular Wireless, PCS 19801 SW 72nd Ave. Suite 200 Tigard, OR 97206 Permit # 247-21-004205

\$36,231.00 - Commercial (Tenant Improvement) at 665 N Arrowleaf Trl. Sisters 97759 OR Owner: Taylor Development, LLC 18525 Bull Springs Rd. Bend, OR 97703

Builder: Lin Rogers Electrical Contractors, Inc. Permit # 247-21-004047 Commercial (Tenant Improvement) at 211 E Sun Ranch Dr. Sisters 97759 OR

Owner: Blumratt Properties, LLC 4703 SW Campbell Ct. Portland, OR 97239 Permit # 247-21-003768

#### City of Redmond

\$15,000.00

\$266,710.00 - Commercial (Multi Family) 3,300 at 2303 SW 1st St. Redmond 97756 OR

Owner: City of Redmond 411 SW 9th St. Redmond, OR 97756 Builder: Neighbor Impact 541-548-2380 Permit # 711-20-002479

\$51,000.00 - Commercial (Alteration) at 1462 S Hwy 97 Redmond 97756 OR Owner: Redmond 97, LLC 2150 Alpine Dr. West Linn, OR 97068 Permit # 711-21-001550

\$25,000.00 - Commercial (Tenant Improvement) at 675 NE Hemlock Ave. Redmond 97756 OR Owner: Correll Properties, LLC 675 NE Hemlock Ave. Redmond, OR 97756

Builder: Wafford Services, LLC 541-419-1235 Permit # 711-21-001797

#### **COMMERCIAL PERMITS WEEK ENDING 8-6-2021**

#### **Deschutes County**

\$482,231.00

\$487,403.00 - Commercial (New Hanger) 4,900 sf. at 63205 Gibson Air Rd. Bend 97701 OR Owner: Aero Facilities, LLC 62765 Powell Butte Hwy Bend, OR 97701

Builder: Ray Hayes Construction, Inc. 541-420-4751 Permit # 247-21-004400

\$487,403.00 - Commercial (New Hanger) 4,900 sf. at 63205 Gibson Air Rd. Bend 97701 OR Owner: Aero Facilities, LLC 62765 Powell Butte Hwy Bend, OR 97701

Builder: Ray Hayes Construction, Inc. 541-420-4751 Permit # 247-21-004621

\$482,231.00 - Commercial (New) 4,800 sf. at 16691 Assembly Way La Pine 97739 OR Owner: Bath Properties, LLC 21070 Scottsdale Rd. Bend, OR 97701 Builder: Doran and Zachariah John Foote 541-771-9847 Permit # 247-21-004254

Commercial (New) 4,800 sf. at 16691 Assembly Way La Pine 97739 OR Owner: Bath Properties, LLC 21070 Scottsdale Rd. Bend, OR 97701

Builder: Doran and Zachariah John Foote 541-771-9847 Permit # 247-21-004840 \$78,093.00 - Commercial (Addition) 541 sf. at 16755 Finley Butte Rd. La Pine 97739 OR Owner: Midstate Electric Cooperative, Inc. PO Box 127 La Pine, OR 97739

Builder: Perry Walters Construction, Inc. 541-536-2746 Permit # 247-20-005433

\$75,000.00 - Commercial (Improvements) at 67445 Bass Ln. Bend 97703 OR

Owner: T-Mobile PO Box 2549 Addison, TX 75001 Builder: Summit Solutions Group, LLC 541-549-6620 Permit # 247-21-001818

549,229.00 - Commercial (New) 960 sf. at 695 N McKinney Ranch Rd. Sisters 97759 OR Owner: McKenzie Meadows Village Owners Association PO Box 23099 Tigard, OR 97281 Builder: Hayden Homes, LLC 541-923-6607 Permit # 247-21-002403

## City of Redmond

\$927,518.00 - Commercial (New) 7,380 sf. at 1462 S Hwy 97 Redmond 97756 OR Owner: Redmond 97, LLC 2150 Alpine Dr. West Linn, OR 97068 Permit # 711-21-000261

\$104,000.00 - Commercial (Tenant Improvement) at 2127 S Hwy 97 Redmond 97756 OR Owner: JKC Redmond Cascade, LLC PO Box 25822 Eugene, OR 97402

Builder: Twenty-Two Twenty-Nine, Inc. 541-419-2556 Permit # 711-21-001420

Commercial (New) 2,130 sf. at 1050 SE Sisters Ave. Redmond 97756 OR

Owner: Leading Edge Jet Center, LLC 63048 Powell Butte Hwy Bend, OR 97701 Permit # 711-21-000668

\$25,000.00 - Commercial (Tenant Improvement) at 628 SW Glacier Ave. Redmond 97756 OR Owner: Steven Knobler 2280 Grass Valley Hwy Auburn, CA 95603 Permit # 711-21-001575

#### City of Crook County and City of Prineville

\$38,000.00 - Commercial (New) 2,500 sf. at 1600 SW Baldwin Rd. Prineville 97754 OR Owner: Apple, Inc. 1 Infinite Lp. MS 36-2TX Cupertino, CA 95014

Builder: Holder Construction Group, LLC Permit # 217-21-002818

50.00 - Commercial (New) at 1600 SW Baldwin Rd. Prineville 97754 OR Owner: Apple, Inc. 1 Infinite Lp. MS 36-2TX Cupertino, CA 95014

Builder: Holder Construction Group, LLC Permit # 217-21-001844

#### City of Bend

\$35,400.00



Along with providing a comprehensive list of Central Oregon Commercial Contractors, Cascade Business News will feature

## **TOP PROJECTS COMPLETED in 2021**

in our December 15 issue!

Contact Jeff Martin at 541-388-5665 or jeff@cascadebusnews.com

## **DEADLINE TO SUBMIT TOP PROJECTS IS NOV. 24**



