Net-Zero Multi-Family Plan for Bend’s Midtown
Ultra-Energy-Efficient 36-Unit Project to be Built in
Podium Style Over Parking

by SIMON MATHER — CBN Feature Writer

In a sign of Bend’s increasing urbanization, a three-story, 36-unit “net-zero” energy-efficient multi-family housing development is in the works for the city’s popular Midtown area.

The proposed project, on a 0.63-acre site in the Orchard District at the intersection of Fourth St. and Olney, is slated to include 28 one-bed and eight two-bed units on two levels straddling 44 parking spaces below, for a total 53,300 square feet, in a creative podium style construction.

Along with parking on the ground floor, there will be 1,560 square feet of interior bike and gear storage, as well as a lobby, mail and parcel rooms and utility spaces.

The second floor is set to accommodate a 4,159-square-foot courtyard and 811-square-foot covered porch, and, in a nod to amenities desired in a more connected remote employment world, a 909-square-foot co-working space and meeting room. Half of the units, which range in size from 536 to 917 square feet, will have balconies and all will be equipped with a washer and dryer.

Developers Roost Development LLC say the project, designed by the Bend office of Ten Over Studio, will bring a “new and exciting living experience” to the neighborhood, with a net-zero goal at the heart of creating a safe and sustainable environment.

Site improvements include connecting to the existing alley, as well as providing space on the site for a future roundabout. The residential High Density (RD) Zoned project will feature efficient materials, assemblies and solar on the roof, and a locally commissioned mural will pay homage to the energy of Bend while honoring the creativity of the community.

Roost manager Perry Brooks said the “porch” and the courtyard, situated to face the adjacent streets, will be an inviting outdoor space for the future residents and families to call their own.

Restoring a Diamond in the Rough
Domaine Serene Wine Lounge Enchants Downtown Bend

by KRISTINE THOMAS — CBN Feature Writer

A sign of Bend’s increasing urbanization, a three-story, 36-unit “net-zero” energy-efficient multi-family housing development is in the works for the city’s popular Midtown area.

The proposed project, on a 0.63-acre site in the Orchard District at the intersection of Fourth St. and Olney, is slated to include 28 one-bed and eight two-bed units on two levels straddling 44 parking spaces below, for a total 53,300 square feet, in a creative podium style construction.

Along with parking on the ground floor, there will be 1,560 square feet of interior bike and gear storage, as well as a lobby, mail and parcel rooms and utility spaces.

The second floor is set to accommodate a 4,159-square-foot courtyard and 811-square-foot covered porch, and, in a nod to amenities desired in a more connected remote employment world, a 909-square-foot co-working space and meeting room. Half of the units, which range in size from 536 to 917 square feet, will have balconies and all will be equipped with a washer and dryer.

Developers Roost Development LLC say the project, designed by the Bend office of Ten Over Studio, will bring a “new and exciting living experience” to the neighborhood, with a net-zero goal at the heart of creating a safe and sustainable environment.

Site improvements include connecting to the existing alley, as well as providing space on the site for a future roundabout. The residential High Density (RD) Zoned project will feature efficient materials, assemblies and solar on the roof, and a locally commissioned mural will pay homage to the energy of Bend while honoring the creativity of the community.

Roost manager Perry Brooks said the “porch” and the courtyard, situated to face the adjacent streets, will be an inviting outdoor space for the future residents and families to call their own.

www.cascadebusnews.com

2022 Marketing Guide — Pages 15-32
A Division of Cascade Publications Inc.

Opinions expressed by contributing writers and guest columnists do not necessarily reflect the opinions of the publisher and/or editorial board. Questions and comments about a particular article should be addressed to the individual contributor. Letters to the Editor will be accepted and possibly printed if signed by the writer. Reproduction in whole or in part is strictly prohibited without written permission.

CBN is published the first and third Wednesdays of each month.

INSIDE THIS ISSUE

Business & Industry ............ 2
Hot News ................................ 3
2022 Marketing Guide ....... 15
Advertising Agencies .......... 16
Advertising Specialties ....... 18
Sign Companies ................. 20
Printers ............................. 22
Publishers .......................... 25
Web Designers & Social Media Services .... 26
Media .................................... 28-29
Graphic Designers ............... 30
Public Relations & Marketing Professionals ... 31
Multi-Media Production Services .... 32
Money & Investment ......... 33
Who’s Who .......................... 34
Businesses Serving Community ... 35
Healthy Communities ............ 37
Business Calendar ............... 39
Permits .............................. 39

Business & Industry ........ 2
Hot News ........................... 3
2022 Marketing Guide .... 15
Advertising Agencies .... 16
Advertising Specialties .... 18
Sign Companies .......... 20
Printers ......................... 22
Publishers .................... 25
Web Designers & Social Media Services .... 26
Media ................................. 28-29
Graphic Designers ........ 30
Public Relations & Marketing Professionals ... 31
Multi-Media Production Services .... 32
Money & Investment .... 33
Who’s Who ......................... 34
Businesses Serving Community ... 35
Healthy Communities ........ 37
Business Calendar ............ 39
Permits .............................. 39

2 HOMES | 9.7 ACRES
9 ACRES IRRIGATED
4.5 ACRES OF MATURE
CERTIFIED ORGANIC LAVENDER
PLANTS | 5 PROFESSIONAL-
GRADE HEATED GREENHOUSES
$1,795,000

TUMALO LAVENDER FARM

BEND
431 Franklin Ave
Bend | 97703

info@keypropertiesbend.com
541.728.0033
keypropertiesoregon.com

19825 Connarn Road
Bend, Oregon

The Tumalo Lavender Farm is ideally located north of the beautiful and highly sought-after town of Tumalo. This special property includes Cascade Mountain views, irrigation water rights, and approximately 4.5 acres of mature, certified organic lavender plants. There are currently two dwellings: a 2,080 sf permitted barn dominium, and a 1,770 sf manufactured home which has been permitted for family and farm help. In addition, there are 5 main greenhouse structures which are all heated and watered, two shop/processing/storage areas, a certified kitchen, and a country store for retail sales.

BRIAN MEECE
Principal Broker,
ALC, CCIM
Licensed in OR
541.460.1630

MCKINZIE CHARLTON
Broker,
Licensed in OR
541.601.1531

The Producers
Founder ......................... Pamela Hulse Andrews
President/CEO ................. Jeff Martin
Editor/Production Director/Feature Writer ......... Marcia Hiltz
Assistant Editor/Reporter .... Ronni Wilde
Feature Writer ................... Kenneth Maranowski, Ph.D.
Feature Writer ................. Simon Matter
Feature Writer ........................ Alec Martin
Distribution ................. David Hill

The Editorial Board
Steve Buettner ..................... SunWest Builders
Preston Callicott .................. Effectual Inc.
Theresa Frehreder ......... C.O. Community College
Katie Hart ......................... Hypno
Neal Huston ...................... Neal Huston Architects
Jim Lee ......................... IntellExcellence
Ron Miller ....................... The Miller Company
David Roselli ............... Roselli Wealth Management
Eric Sande .................. Redmond Chamber
Howard Schor ............. Business Consultant
Chris Schroeder .............. Morgan Stanley
Brian Shaver ............. Security Pros
Scott Steele ........ Steel Associates Architects
Susie Stevens .................... Consultant
Chris Telfer .............. Spectrum CPA Group LLP

CONTRIBUTORS

CHRIS MORGAN & ALYSHA PHELPS ................................................. 9
ANGELIKA OLSEN ........................................................................... 13
ANDREA HINE .................................................................................. 14
JUSTIN BRONSON & GRACE AVILEZ .................................. 17
RON MONTGOMERY ........................................................................ 27
ED WETTIG .................................................................................... 33

INSIDE THIS ISSUE

Business & Industry ............ 2
Hot News ................................ 3
2022 Marketing Guide ....... 15
Advertising Agencies .......... 16
Advertising Specialties ....... 18
Sign Companies ................. 20
Printers ............................. 22
Publishers .......................... 25
Web Designers & Social Media Services .... 26
Media .................................... 28-29
Graphic Designers ............... 30
Public Relations & Marketing Professionals ... 31
Multi-Media Production Services .... 32
Money & Investment ......... 33
Who’s Who ......................... 34
Businesses Serving Community ... 35
Healthy Communities ............ 37
Business Calendar ............ 39
Permits .............................. 39

The Producers
Founder ......................... Pamela Hulse Andrews
President/CEO ................. Jeff Martin
Editor/Production Director/Feature Writer ......... Marcia Hiltz
Assistant Editor/Reporter .... Ronni Wilde
Feature Writer ................... Kenneth Maranowski, Ph.D.
Feature Writer ................. Simon Matter
Feature Writer .................... Alec Martin
Distribution ................. David Hill

The Editorial Board
Steve Buettner ..................... SunWest Builders
Preston Callicott .................. Effectual Inc.
Theresa Frehreder ......... C.O. Community College
Katie Hart ......................... Hypno
Neal Huston ...................... Neal Huston Architects
Jim Lee ......................... IntellExcellence
Ron Miller ....................... The Miller Company
David Roselli ............... Roselli Wealth Management
Eric Sande .................. Redmond Chamber
Howard Schor ............. Business Consultant
Chris Schroeder .............. Morgan Stanley
Brian Shaver ............. Security Pros
Scott Steele ........ Steel Associates Architects
Susie Stevens .................... Consultant
Chris Telfer .............. Spectrum CPA Group LLP

CONTRIBUTORS

CHRIS MORGAN & ALYSHA PHELPS ................................................. 9
ANGELIKA OLSEN ........................................................................... 13
ANDREA HINE .................................................................................. 14
JUSTIN BRONSON & GRACE AVILEZ .................................. 17
RON MONTGOMORY ........................................................................ 27
ED WETTIG .................................................................................... 33
The Roundhouse Foundation, which supports innovative programs in Oregon’s rural communities, has expanded its Career and Technical Education (CTE) grant program, which assists and encourages community college students pursuing specific study areas. The program reduces some of the financial barriers that can keep students from accessing credentials and skills for jobs in high-demand sectors.

Funding will support hundreds of students enrolled in credit-earning CTE programs including: automotive and diesel technology, early childhood education, fire science, forest resources technology, manufacturing technology, veterinary technology, dental assistant programs, welding technology and others.

"Sometimes these programs are overlooked with scholarship dollars," said Erin Borla, executive director and Trustee of the Roundhouse Foundation. "My hope is that these students see and hear that people believe in them and their dreams of having a career in a high-demand field."
Sustaining high customer service levels while continuing to implement post-pandemic business operations, including public engagement strategies with SB 762, emergency-preparedness, and virtual participation strategies

**Addressing housing opportunities through collaboration with cities, the County’s property manager and exploring rural housing strategies as allowed by State law**

**Amending the Comprehensive Plan and Zoning Code to implement a new mule deer wildlife habitat inventory**

**Developing a work plan to amend the Comprehensive Plan and County Code requiring defensible space and fire-resistant building materials per SB 762, Wildfire Mitigation**

**Coordinating with Bend, Redmond, Sisters and La Pine on growth management projects, including designate planning update and urban growth boundary amendments**

**Updating the Tumalo Community Plan**

**Updating the County Transportation System Plan in coordination with the Road Department and creating a Sisters Country trail plan**

The draft CDD Work Plan is available at deschutes.org/cdd/page/work-plan--annual-report.

Jefferson County Commissioners will hold a public hearing on the Comprehensive Development Department Work Plan later this spring.

For more information about the Work Plan process or the public hearing call 541-272-4866. Written feedback about the draft Work Plan can be submitted via email to peter.gutowsky@deschutes.org.

**In coordination with Oregon’s redistricting process, Deschutes County residents will see new congressional and legislative districts on their ballots in the May 17 Primary Election.**

Registered voters in Deschutes County who are impacted by the new districts will receive a Voter Notification Card containing current district information. Notification cards will be mailed on March 16.

Current maps reflecting Deschutes County’s new precinct lines are available at deschutes.org/cdd/page/precinct-and-district-maps.

The redistricting process occurs every ten years and began statewide in 2021, following the 2020 Census. The 2020 Census shows a significant growth in the population of Deschutes County.

The CDD Work Plan outlines the department’s anticipated projects and goals for the coming year, including:

**Deschutes County**

Deschutes County residents are invited to provide input on the Deschutes County Community Development Department’s (CDD) Work Plan for Fiscal Year 2022-23.

The Planning Commission will hold a public hearing on the Work Plan on Thursday, March 24 at 5:30pm. The hearing will be held virtually and in-person at the Deschutes Services Center, at 1300 NW Wall Street in Bend.

The CDD Work Plan outlines the department’s anticipated projects and goals for the coming year, including:

**BEND**

**The Oregon Legislature’s 2022 session ended recently with approval of several key Oregon State University initiatives, including conversion of the Elliott State Forest in southwestern Oregon into an OSU-managed research forest, funds for helping to launch an innovation district at OSU-Cascades in Bend and a housing project serving OSU’s marine studies programs and the Hatfield Marine Science Center in Newport.**

Lawmakers also invested in higher education programming, especially funding for helping to mitigate a former Deschutes County prison into a research forest that with approval of the OSU Board of Trustees would be managed by the university. Following direction provided by the State Land Board in late 2019, OSU and the Department of State Lands began exploring how to turn the Elliott into a research forest. Since then, university leaders have worked with Department of State Lands and environmental, wildlife, forest, tribal and community stakeholders to create a framework for a research forest.

The bill approved by the Legislature includes the creation of an independent state entity that would own and have fiscal responsibility for the forest while contracting with Oregon State to conduct research and manage the forest. The OSU Board of Trustees has until July 1, 2023, to authorize the university’s role as forest manager. If operated as a research forest, the Elliott State Forest would remain open to public access.

The Legislature approved $10 million for helping to mitigate a former Deschutes County construction landfill intended to become a site of an OSU-managed research forest.

The 24-acre innovation district is planned within the 128-acre campus to include academic space, light industrial space and office space and bring university researchers and businesses together to accelerate the creation of technology, provide hands-on opportunities to enhance students’ career readiness and contribute to the region’s economic and workforce development.

The concept of an innovation district was approved in 2018 by the city of Bend as part of the community’s planning effort. The first phase of the district is anticipated to encompass eight acres and the $15 million cost of mitigation will be paid for by state and university funds.

The Legislature also made significant new higher education investments in students.

The Strong Start program, which bridges students’ transition from high school to college, will receive $7.5 million. This marks the second year of funding for individual programs at Oregon’s public universities that seek to assist students as they transition to university life, provide tools for academic success and help students successful progress to graduation.

The program addresses challenges students face navigating the transition from high school to college, which university leaders say has been exacerbated by the COVID-19 pandemic.

Additionally, Oregon’s Higher Education Coordinating Commission will receive $19 million for a Tribal Access Grant program, which will fund most undergraduate and graduate higher education expenses of enrolled tribal members. A recent report from the Higher Education Coordinating Commission shows Tribal students face significant challenges in an educational system with extensive systemic barriers.

The $6.5 million approved for housing at the Hatfield Marine Science Center will support students participating in OSU’s marine research programs and activities, as well as visiting researchers and employees of HMSC’s state and federal partner agencies located in Newport. The housing will be built on three-acre acres of Oregon State’s owned property in south Newport.

The Legislature approved a bill that reestablishes portions of a forest products harvest tax, supporting Oregon State’s Forest Research Laboratory. Established by the Legislature in 1941, the laboratory is located within the College of Forestry and focuses on understanding and innovation about forest ecosystems, forest management and renewable materials from forests. The tax will also contribute to the college’s education fund.

The Legislature also approved:

- $30 million in bond funding for deferred maintenance investments at Oregon’s seven public universities.
- $1 million for the Oregon Bee Project, a clean water project of the Oregon State University Extension Service, Oregon Department of Agriculture and the Oregon Department of Fish and Wildlife.
- $15 million for the Oregon Education Investment Fund in 2023-24 to support pollinators and pesticide-use education programs.
- $250,000 for improvements and upgrades at the Eastern Oregon Agricultural Research Center in Union.

The center is part of the College of Agricultural Sciences’ Agricultural Experiment Station network.
Kah-Nee-Ta Hot Springs Revival Gathers Steam

$4.5 Million Plan Unveiled to Restore Iconic Landmark Resort to Former Glory

Business & Industry
March 16, 2022 • Cascade Business News • 5

Continued on Page 14

By SIMON MATHER — CBN Feature Writer

A recrational and rejuvenation hot spot dear to the hearts of many Oregonians is set to get a new lease of life after plans were announced to reopen parts of the once flourishing Kah-Nee-Ta “fun in the sun” resort on the Warm Springs Reservation.

The Tribal Council for the Confederated Tribes of Warm Springs, which owns the property, recently approved spending $4.58 million from the federal government American Rescue Plan Act (ARPA) funds to revive the hot springs getaway, planned to reopen in 2023.

An additional $1.5 million was also approved to repair the wastewater system that serves Kah-Nee-Ta and the local community.

The initial focus of the project will be on renovating the Village area, which is home to geothermal-fed pools and lodging facilities including tepees, RV sites and a 30-unit motel, with the prospect of a major boost to jobs and tourism in the area.

Kah-Nee-Ta, which also included a lodge and golf course before the casino was moved to its new Highway 26 location, was shuttered in 2018 after declining fortunes saw all its 146 employees laid off.

The renovated facilities starting with the Village site and set to include an expansion of hot springs opportunities, will be managed and operated in conjunction with Mt. Hood Skibowl through an agreement with the Warm Springs Economic Development Corporation (WEDC).

Any plans to revisit the old 149-room lodge or discontinued golf course would be addressed in potential future phases.

Tribal elder, former Tribal executive and ex-Kah-Nee-Ta employee, Charles Jackson, said he will be pleased to see the Village reopen, stating, “In the early 1960s our visionary Tribal leaders saw the opportunity to develop a unique tourist attraction in the Kah-Nee-Ta Village and put the Warm Springs Reservation on the map as a major destination.

“My first real wage-earning jobs as a youth were maintenance kid and lifeguard at Kah-neet-aa. I remember visitors eagerly waiting to be served at the weekly traditional salmon bake and raving about the River Room Restaurant’s famous huckleberry cheesecake.

“The Village will provide employment opportunities to the community, contributing to the Warm Springs economy.”

In addition, the Village will provide employment opportunities to the community, contributing to the Warm Springs economy.”

Mt. Hood Skibowl operates a ski area and resort in Government Camp, leased from the National Forest, along with other recreational and lodging businesses in Oregon, including Lake Simtustus Resort at Pelton Dam, an hour outside of Bend.

For centuries, many European and Asian cultures have viewed mineral-fed hot springs as a source of health, wellness and healing, but the sector has somewhat lagged in North America, due to a lack of a historic bathing culture prevalent elsewhere.

But there has been a noticeable shift in recent times, as more Americans are looking to nature for its power to calm and rejuvenate.

Tourism consultant and geothermal waters expert Vicky Nash, based in Glenwood, Colorado — the town that boasts the world’s largest mineral hot springs pool — has been on a mission to professionalize the nation’s hot springs industry, including creating the Hot Springs Connection national conference.

The now annual event highlights topics such as: heritage preservation, water stewardship, natural resource protection, standardizing regulatory requirements, utilizing geothermal energy, wellness trends, design standards, hospitality training, tourism marketing and spa operation. She estimates some 20 states have hot springs in one form or another, although the majority are in the West and Southwest.

She is also a driving force behind the first formalized trade group for the industry, the Hot Springs Association, for which she serves as executive director, and a newly-launched “Hot Springs of America” website (hotspringsofamerica.com) that lists and maps every commercial hot springs facility in the U.S.

The rise of wellness tourism in general has brought awareness to the benefits of including healthy eating, yoga, meditation and spa treatments in travel plans. Now the practice of utilizing geothermal waters for their health and healing properties is increasing across the country as a prominent wellness activity.

Nash, who has visited over 80 hot springs destinations world-wide, said, “We are all passionate about the business of hot springs and are ready to take this organization to the next level.”

The purpose of the Hot Springs

Continued on Page 14

Wendy Castillo.

New to us, not to banking. Ask Wendy about the Washington Trust difference.

Learn more at: watrust.com/CentralOregon

Wendy Castillo
Relationship Manager
Small Business Banking
NMLS# 1559789
541.280.3418
wcastillo@watrust.com

Washington Trust Bank
Member FDIC
something I'm very proud of,' Slaybaugh said. 'Sphier or Spheir … the history of the building
Slaybaugh shared that when she was researching the building's history for the National Register of Historic Places, she found two different spellings of the last name in newspaper articles and records. In large chalklike letters on the interior brick wall, it reads, "Domaine Serene Wine Lounge, Sphier Building, 1917 Bend.'

When Daniel Hanno Sphier purchased the property in 1916, the buildings in downtown Bend were mostly wood-framed buildings. Built as a six-storeroom building in 1917, the Sphier Building is one of the largest original brick buildings in downtown Bend. It represented the beginning of permanent development in Bend's downtown corridor. The Sphier Building was home to several businesses starting with the Bend Dairy. It was also used as the post office, offices for the Bend City Council and the Bake-Rite Sanitary Bakery. The last tenant was Trivia Antiques, now at 632 NE First St.

Bend's own growth from wood to brick buildings.

Antiques, now at 632 NE First St.

Bake-Rite Sanitary Bakery. The last tenant was Trivia post office, offices for the Bend City Council and the starting with the Bend Dairy. It was also used as the

The building's history reflects the chapters of Bend's own growth from wood to brick buildings.

Renovating the building
Slaybaugh said there were two contractors working on the project at the corner of Minnesota and Bond streets. High Timber Construction did the facade renovations and the warm shell portions of the lounge space. Schommer & Sons provided the
Domaine Serene Wine Lounge

Continued from previous page

suits along Minnesota have new accordion storefront windows and the transom windows were restored. “We spent a lot of effort to restore and highlight the historic lava rock walls in the basement, the brick walls on the main floor, and the floor, ceiling and roof framing members,” Slaybaugh said. “A completely new steel structural system was strategically integrated into the building to carry floor and roof loads, while also serving as the framework of the wine tower and mezzanine.”

Garrett Peck is the general manager at Domaine Serene Wine Lounge. On a tour, he shared the main floor is for general guests, who can dine by the black steel fireplace with overstuffed forest green leather chairs, at the white quartz bar or a table by the windows. The mezzanine and the two cellar rooms are reserved for wine club members.

There are several elements of surprise and wonder designed into the wine lounge. A glass floor provides a sneak peek into the basement, only accessible by a hidden door.

Peck carefully opens the secret door to a staircase leading down to the two members’ rooms — The Burgundy Underground, a rustic dining room, and the Spirits’ Underground, with a speak-easy décor. “There are lots of secrets everywhere you look and hidden tributes to the building’s history,” Peck said.

pointing at glass bottles and other artifacts found when renovating the building.

He marveled at the building’s original wood where barely a knot could be found. “Everything Domaine Serene does, they do to their best ability. They never leave a stone unturned,” Peck said. “The stewardship and the craftsmanship on this building honors its history.

The lava walls in the Spirits’ Lounge are decorated with black and white and sepia toned photos honoring Bend’s days as a timber town and Domaine Serene’s history.

Peck said before the renovations, the basement had a dirt floor and was rumored to once be a speakeasy. “The Spirits’ Lounge is where Matilda hangs out. Some staff members have seen a woman with long hair and a white apron down here and have seen glasses move about.”

Back to the main floor, Peck took the stairs to the glass-railed mezzanine, also for members only. There are members’ climate-controlled wine lockers. Peck said Domaine Serene has many wine club members who live in Bend. “We have wine lounges in Portland and Lake Oswego in addition to our tasting room in Dundee,” Peck said. “We felt if we were going to add another wine lounge that Bend was definitely the spot.”

Both Peck and Slaybaugh said they could go on about all the building’s intricate details carefully put into place to help guests enjoy their time at Domaine Serene Wine Lounge in Bend. “It’s an honor to be the steward of this historic building,” Peck said. “It’s been transformed from a diamond in the rough to this welcoming and elegant wine lounge.”

domineserene.com • blrb.com

RBC WEALTH MANAGEMENT IS PLEASED TO ANNOUNCE THAT

McHugh Investment Group

has joined the Bend office of RBC Wealth Management.

1133 Northwest Wall Street, Building 2
Bend, OR 97703
us.rbcwm.com/mchughinvestmentgroup

Investment and insurance products: Not insured by the FDIC or any other federal government agency • Not a deposit of, or guaranteed by, the bank or an affiliate of the bank • May lose value
A. Rogers & Associates, part of The PrideStaff Companies, is pleased to announce that they have earned ClearlyRated’s Best of Staffing Client and Talent Awards for providing superior service to their clients and candidates. Best of Staffing winners, like G.A. Rogers & Associates have proven to be industry leaders in service quality based entirely on ratings provided by their clients and candidates. On average, clients and candidates of winning agencies are twice as likely to be completely satisfied with the services provided, compared to those working with non-winning agencies.

Each year, fewer than two percent of all recruiting agencies in the US and Canada earn the Best of Staffing designation, placing G.A. Rogers & Associates among the industry’s elite organizations:

- G.A. Rogers & Associates received satisfaction scores of nine or ten out of ten from 73.3 percent of their clients, which is nearly double the industry’s average.
- G.A. Rogers & Associates received a Net Promoter Score from placed talent that was more than quadruple the industry average of 18 in 2021.

When interviewed, G.A. Rogers & Associates Vice President Karen Cowan credited each team member for setting and surpassing an incredibly high bar for service excellence. “I’m so proud of everyone in this division for helping us earn this recognition,” said Cowan. “Making the Best of Staffing list in and of itself is a huge achievement, but being named a winner for both client and talent satisfaction in our first year is truly remarkable.”

“G.A. Rogers & Associates reached this level of service excellence by focusing on what our clients and candidates value most, leveraging our best-in-class processes, technology and hiring infrastructure, and providing personal service from professional search consultants in our local offices,” continued Cowan. “By keeping employers and job seekers at the heart of our business, we’re looking forward to continuing our track record for delivering a great service experience and great results for everyone we serve.”

“Winners of the 2022 Best of Staffing award have demonstrated their commitment to delivering exceptional service, even as COVID-19 has forced them to reimagine and rebuild their approach to business,” said ClearlyRated’s CEO and Founder Eric Gregg. “These service leaders have kept the client, talent and employee experience at the heart of their business strategy, and it’s my honor to celebrate and showcase the 2022 Best of Staffing winners, alongside feedback from their actual clients on ClearlyRated.com!”

About G.A. Rogers & Associates:

A division of PrideStaff, G.A. Rogers & Associates specializes in executive and professional recruiting. The parent company was founded in the 1970s as 100 percent company-owned units and began staffing franchising in 1995. They operate over 85 offices in North America to serve over 5,000 clients. With 40 plus years in the staffing business, headquartered in Fresno, California, all PrideStaff brands offer the resources and expertise of a national firm with the spirit, dedication and personal service of smaller, entrepreneurial firms.

PrideStaff and G.A. Rogers & Associates shared Mission: Consistently provide client experiences focused on what they value most.

About ClearlyRated:

Rooted in satisfaction research for professional service firms, ClearlyRated utilizes a Net Promoter Score survey program to help professional service firms measure their service experience, build online reputation and differentiate on service quality.

About Best of Staffing:

ClearlyRated’s Best of Staffing Award is the only award in the U.S. and Canada that recognizes staffing agencies that have proven superior service quality based entirely on ratings provided by their clients, placed talent and internal employees. Award winners are showcased by city and area of expertise on ClearlyRated.com — an online business directory that helps buyers of professional services find service leaders and vet prospective firms with the help of validated client ratings and testimonials.
What Employers Should Know About Lifting COVID-19 Mask Mandates

by CHRIS MORGAN, Partner & ALYSHA PHELPS, Attorney — Barran Liebman LLP

On February 28, 2022, Governor Kate Brown announced masks will no longer be required in most indoor settings, including schools. The announcement comes amid declining case rates and hospitalizations across the West Coast. Alongside California and Washington, Oregon will adopt new indoor mask policies after March 11, 2022, at 11:59pm.

CDC Guidance

At the end of February, the Centers for Disease Control and Prevention (CDC) announced a change to its masking guidance and COVID-19 precautions. The CDC analyzes the number of occupied hospital beds, hospital admissions and COVID-19 cases in an area, then assigns a Low, Medium or High “Community Level” rating. The CDC recommends individuals living in communities at every level receive COVID-19 vaccinations and undergo testing when symptomatic. The CDC also recommends individuals living in communities at every level wear a mask after receiving a positive test result, being exposed to someone with COVID-19 or if experiencing symptoms.

In Low-rated communities, the CDC does not provide any additional recommendations. In Medium-rated communities, the CDC recommends individuals at high-risk for severe illness consult their healthcare provider about masking and other precautions.

In High-rated communities, individuals should also wear a mask in public indoor spaces. As of March 9, 2022, the CDC rated Deschutes, Crook, Jefferson and Lane Counties at the Medium Community Level. These Community Level ratings inform policy at the state and local levels, including whom should wear a mask and when.

Masks Lifted, Again

It was less than nine months ago when, on June 30, 2021, the Oregon Occupational Safety and Health Administration (Oregon OSHA) lifted the masking requirement from its COVID-19 workplace rules. Now, on March 12, 2022, Oregon OSHA will once again no longer mandate that employers require employees or others in the workplace to wear masks indoors, except in healthcare settings. Healthcare settings include hospitals and long-term care facilities, but also pharmacies, dental offices and behavioral healthcare offices, among others.

Oregon OSHA also announced a final decision has not been made regarding mask requirements in Exceptional Risk work settings, which include settings such as direct patient care, but also environmental decontamination services in a healthcare setting and aerosol-generating healthcare or postmortem procedures, among others. OSHA planned to continue engaging with shareholders when considering how to best protect employees in those higher-risk settings. Oregon OSHA has also announced it plans to revisit other workplace rules concerning infection control planning, exposure risk assessments, sanitation and notification requirements. It remains unclear when Oregon OSHA will rescind those requirements.

Local jurisdictions, school districts and private employers will retain the option to require masks. For example, Multnomah County will continue to require masks when entering certain county buildings such as healthcare and correctional facilities. Federal mask mandates, including those for public transit, are unaffected by this change and will continue to remain in place for the time being.

Multistate Employers

Although Washington, Oregon and California are taking action at the same time, the states have not taken identical approaches. Employers operating in more than one state should consider the restrictions of each jurisdiction. Washington Governor Jay Inslee announced masks would still be required in certain settings such as healthcare, correctional facilities and long-term care facilities. California Governor Gavin Newsom lifted the indoor mask mandate for fully-vaccinated individuals on February 15, 2022, but he also announced a broader list of settings where masks will still be required after March 12th, as compared to Oregon and Washington. Those additional settings include emergency shelters and homeless shelters, among others. Again, local jurisdictions within each state may also have additional requirements.

Best Practices

Although some restrictions are lifting, public health officials continue to warn that COVID-19 remains a serious public health threat. Employers should consider maintaining comprehensive health and safety protocols regarding sanitization and cleaning. Employers should still monitor COVID-19 in the workplace to protect the health of their employees and to minimize business disruptions when outbreaks occur. Employers should not throw out their mask supply just yet. COVID-19 rules and regulations are dynamic along with case counts and hospitalizations. It would not be a surprise if OSHA reverses course during a COVID-19 surge and requires universal masking in the workplace at some point in the future.

Chris Morgan is a partner at Barran Liebman LLP, where he specializes in complex employment advice, strategy and litigation. For questions, contact him at 503-276-2144 or cmorgan@barran.com.

Alysha Phelps is an attorney at Barran Liebman LLP, where she provides litigation strategy and compliance advice to employers in Oregon and Washington. For questions, contact her at 503-276-2183 or aphelps@barran.com.

barran.com
He added, "This opportunity has allowed us to jump ahead with pursuing our net zero philosophy, and we will actually be giving back to the electrical grid at the end of the day. Building on a podium also allowed a creative solution to fulfilling parking requirements. The site sits four-five feet below grade and in lieu of surface parking, our cost-benefit analysis showed it was feasible to basically build a concrete deck with parking underneath.

"This is something done in a more urban style that you may see more in cities like Seattle, but is a newer direction here, and think we will see more of this type development as the population continues to increase along with higher density demands and the need for creative infill projects. "We aim to be at the leading edge in terms of design and net zero goals and to set the bar higher."

"It also makes sense to see more density options coming to the area and we wanted to provide the kind of amenities desired in the modern era. The world has changed and, for example, people looking for more co-working options. "Sustainability is key, and we have features such as incredibly well-insulated panelized construction systems and high-performance interiors that don't leak, and a large photovoltaic array as part of achieving net zero goals."

Brooks said his group was in the process of submitting for design and development permit approval and aimed to break ground on the project by the end of the year.

In a different style but somewhat complimentary fashion in delivering more living options for Bend's growing population, local micro-housing specialists Hiatus Homes, also has plans on the boards for a "first-of-its-kind" multi-family development in the Midtown area nearby at 445 NE Penn Ave. The project is envisioned as a stepped, three-story building with 40 lofted flats and four common kitchen/living room facilities with a farm table for communal meals. The building will also feature a workout room, communal workspace, raised decks, and outdoor spaces with fire pits and a rooftop deck with views of Pilot Butte. Transportation includes car share parking as well as bike lockers and electric bike charging stations.

Environmental laundry detergent brand Dirty Labs has been tapped to collaborate with Hiatus Homes on a state-of-the-art laundry room for tenants. Hiatus said the "intelligently designed" interior units will feature a sleeping loft, vaulted 13-foot ceilings and large windows creating a flood of light into the space. Each unit is approximately 440 square feet with a lofted bedroom for additional space.

The building is located around the corner from Midtown Yacht Club Food Carts, a walkable location along a bus route. A spokesman added, "Hiatus Homes is delivering the dream of living in Bend to more people, increasing housing density in the region and creating energy efficient, sustainable living with home models that are zero energy ready."

"AND it seems that Bend is undergoing something of a surge in multi-family and mixed-use multiple story projects in various planning stages currently, reflecting a need for increased density within city limits to cater to an ever-expanding demand. Bend-based BLRB Architects is working on two significant projects on the westside of town, including "Modera Century West" slated for a site at the Century Drive/Reed Market Road/Mt. Bachelor Drive roundabout."

When complete, this new 300,000+ square-foot apartment complex will offer nearly 300 market-rate units and unique on-site amenities "tailored to DiYers, mountain bikers, hikers and other adventure seekers." A public plaza, outdoor amenity spaces, fitness room, yoga and sauna room, game and club rooms and outdoor rooftop common use space are also part of the design. BLRB is also involved with developing plans for a five-six story mixed-use/multi-family development, including retail and amenities on a portion of the ground floor and 202 residential units at 954 SW Emkay in the Shevlin Corporate Park area. The design for this 168,000-square-foot mixed use housing project makes
the most of a sloping site, maximizing the building footprint and integrating tuck-under parking at the rear of the building. The facade is divided into discrete elements to visually reduce the length and mass of the building. The BLRB website adds: "The exterior expression invokes the vertical columnar basalt forms of the nearby Deschutes River Canyon and the glass encased corner will offer a distinctive signature feature while allowing transparency to the building's interior public spaces."

This project as well as others, including the 210-unit mixed-use Hixon at Westside Yard development on the former Ray's Food Place site, and a tentative plan for a similar type of project at the former KorPine site in the Old Mill District are pursuant to the relatively recent Mixed Use (MU) Zone.

The MU Zone was introduced in certain areas, particularly around the Westside, by the City of Bend whose updated code said it was: "intended to provide opportunities for vibrant mixed-use centers and districts in areas with high-quality connectivity to and within the area."

MU projects are intended to allow for a denser level of development of a variety of commercial and residential uses than in surrounding areas with an emphasis on retail and entertainment uses at the street level. They also aim to provide for development that is supportive of transit by encouraging a pedestrian-friendly environment.

In a similar vein, more dense mixed-use projects are in the pipeline as part of redevelopment intended to be catalyzed within the Bend Central District (BCD), a rapidly growing area in the heart of the city.

A complex in the design stages for a site at 181 Franklin close to downtown is set to offer pedestrian-friendly street frontage, and 121,000 square feet encompassing four stories of apartments above ground-level mixed use and retail space and multiple on-site resident amenities. Slated for completion in 2023, 181 Franklin is one of the first major redevelopments in the BCD.

Prominent local developers Brooks Resources has also invested in the Blue Dog RV building and parking lot sandwiched between Walgreens and Les Schwab Tire Center on NE Franklin Avenue, which is inside the BCD.

Brooks Resources Director of Planning Dale Van Valkenburg said his company is still in the visioning process for the project and their future decisions will be affected by upcoming code changes for the area and the status of the urban renewal process.

He added, "This is a new thing for Bend, going from a large town to a small city. "A few examples are the Franklin Crossing Building downtown and what is going up where Ray's used to be. It's zoning changes that has allowed those things to happen."

"The problem with the central district is that it's been neglected — it is now a bunch of old single-story buildings. There are barriers to getting people to want to live there. But urban renewal initiatives lets developers take the risk."

Wherever ambition takes you, we’ll help make it happen.

Ambition, talent, and hard work are the keys to success. So is being a part of a team that helps you grow your skills, take on new challenges, and build your career on your terms. A team with the scale of a global leader and a culture of respect and entrepreneurialism. A local team like PayneWest Insurance.

See how we can help your career grow at PayneWest.com
Duke Warner Real Estate Market Trend Report

With spring on the horizon in Central Oregon, Bend’s real estate market remained vigorous in February with the number of pending listings up 20 percent from January. While at the same time active properties decreased ten percent and the number of sold properties remained essentially unchanged from January’s pace. The real estate trends in Central Oregon remain positive due to many homebuyer’s abilities for remote working and at the ability to upscale their lifestyle as compared to many urban metropolitan areas. In Duke Warner Realty’s monthly Trend Reports we offer valuable insights by analyzing last month’s real estate market activity in Central Oregon. This information can be a beneficial resource for any upcoming or changing trends we might see during the first half of 2022.

March 1 Inventory and February Activity

With 99 active listings as of March 1, the Bend market saw a ten percent decrease in available listings, down from 110 from the previous month. Pending homes were at 213, up from 177 from the previous month and homes continue to sell at a very impressive pace, leaving some potential 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 spring to list a home for sale. Both Bend and Redmond’s current listings are being snapped up very quickly with average days on market at only 28 days and 18 days respectively. Redmond’s active listings as of March 1, showed 49 homes active down from 57 in January. As we progress through the remaining winter months, we see the combined active listings for Central Oregon at 148 homes.

February numbers for the Redmond market shows us 59 homes sold, 86 new homes on the market, up from 81 from the previous month, and 94 homes pending up from 90 from the previous month. The bulk of active homes on Redmond’s market remain in the $525,000 and up price range, showing 40. The $225,000-$325,000 had no active listings, the $425,000-$525,000 range had seven active listings and the $325,000-$425,000 price range showed only two active listings.

For Bend, the numbers in February continued to illustrate a market with relatively low inventory. There were no active listings in the $225,000-$325,000 had no active listings, the $425,000-$525,000 range and only one in the $325,100-$425,000 range, six in the $425,100-$525,000 range and eight in the $525,100-$625,000 price range. The $625,000-$725,000 had 15 active listings, the $725,000-$825,000 had 16 active and the $825,000-$925,000 showed 16 active homes listed. Our Market Trend Report shows there was a slight increase in homes available in the higher price ranges, showing 37 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 are able to relocate to our beautiful area. It truly is a very healthy seller’s market for those homebuyers 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 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 Warner Realty Brokers know how to price properties according to the market trends and current housing competition.

Sold and Pending Listings

Bend had 213 pending homes in February up from 177 in January. These numbers highlight the need for more listings to keep up with the demand to buy a new home in Central Oregon. For sold listings in Bend, there were 132 in February as compared to 131 in January. In Redmond, we saw 59 sold in February up from 51 sold in January. History in the making as we continue to see real estate needs continuing to escalate in the Bend and Redmond real estate market!

Looking Ahead

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

Support

Deschutes Children’s Foundation

05 · 07 · 2022

RIPPLES TICKETS NOW ON SALE
$100 | deschuteschildrensfoundation.org

Support

Can You Resist this Face?

HUMANE SOCIETY OF CENTRAL OREGON

TO VOLUNTEER OR DONATE
CALL 541.382.3637
WWW.HSCO.ORG

Can You Resist this Face?

HUMANE SOCIETY OF CENTRAL OREGON

TO VOLUNTEER OR DONATE
CALL 541.382.3637
WWW.HSCO.ORG

Call for a Consult

Katie Hartz
Workplace Consultant
503.226.4151
katie.hartz@hyphn.com

www.hyphn.com

Bend Real Estate Market Trend Report

0
50
100
150
200
Dec-21
Jan-22
Feb-22
# Active
# Pending
# Sold

GRAPH | COURTESY OF DUKE WARNER REAL ESTATE
Get Your Family Business Noticed in the Marketplace

by ANGELIKA OLSEN — Family Business Coach

A

fter many years and many lessons learned as a family business member, I realized I had a lot of experience that could help others. That is how I was inspired to pivot and become a coach for family businesses. It means I help family business owners and members work better together.

When families who work together can work together well, they are more likely to be successful. Failure in family business is usually caused by internal conflict emanating from an inability to find alignment. One way to assure alignment, is to create identity around belonging to a family in business together. That can be achieved by strengthening connections and unity around common bonds and common goals. Once established, a unified identity can serve as a valuable marketing asset.

Lean on Family Ownership Advantage

I often educate families of the value that being family-owned brings to their credibility and how it can work as a differentiating factor in their marketing efforts. Family-owned businesses enjoy a natural competitive advantage over non-family-owned businesses. Studies show that they are perceived to be more trustworthy. And a trustworthy reputation will attract both loyal customers and employees.

Set Your Family Business Off from the Pack

Because people tend to prefer to support family-owned businesses, if you’re marketing one, it makes sense to highlight the family factor in your branding. Differentiating your family business from its competitors isn’t difficult; you just need to identify where your family is unique. It’s a powerful way to preserve a legacy and a tool that can be integrated into your marketing strategy.

Highlight What is Important to The Family

Another way to introduce your business in the marketplace is by sharing your family values. What is important to your family that shows up in your business? Uncover what is important to you and how that quality manifests in your product or service? You might know that you believe in excellent customer service, but you can be more specific. For example, your customer service might be described as, on-time, polite and eco-friendly, because those are values important to your family.

If you try to list your own values, you may find that you can only name a few. That’s because most of us live our lives based on values quite naturally; without realizing them. Another way to introduce your business is to differentiate and market its business based on values. I suggest spending some time with the whole family gathered around the kitchen table. Together we can capture a list of the values your family embodies. Although the number of values out there in the world is vast, most of us can only name a few. A quick google search will render you a comprehensive list to kick start the family’s conversation. This exercise can also lead to new awareness and learning about one another.

Once you’ve identified all the values, and you may find it’s a long list, then select just the top two or three, to highlight in your branding. It’s important to be able to demonstrate how your company embraces those values in its work and in the community.

Feature the Personalities

Promote the individuals in your family, make them rock stars. If your family works at, or supports the operation of the business, introduce them to your customers. By giving them visibility, you bring them to life and make them relatable. Let your target market get to know your family members, their role in the business and what makes them special.

Digital Marketing Strategist, Tim Campbell, suggests using Instagram or You Tube to showcase each family-business member. Do a series of posts where one family member introduces another. Talk about their strengths, especially the ones that lead to positive customer experiences. Or one sibling can share a childhood story about another and explain how that developed into a skill that serves in the business today. A project like this has the additional benefit of engaging siblings to notice one another’s qualities and build appreciation for one another.

Every Industry Sector Includes Family-Owned Businesses

No matter what your family business industry, your family story is a valuable tool to set it apart in the marketplace. Building a brand is about distinguishing your company from the rest of the crowd. Every family and their story are unique. What might seem ho-hum inside a family can be very interesting to outsiders.

I coach family businesses in every area including identity, team building, communication, succession planning and leadership development. At the end of the day, all these pieces fit together like a puzzle, you can’t have one without the other. If your family business ever feels challenging, I’d like to help. We start with a no obligation chemistry call. Contact me by email at Angelika@angelikaolsen.com.

angelikaolsen.com

Contact me by email at Angelika@angelikaolsen.com.
Therapeutic Associates
Helping Patients Attain 'Optimal Performance, Health & Wellness'

by ANDREA HINE

Kah-Nee-Ta fit right in with this trend. "Currently, the hot springs resort is experiencing a significant resurgence in the U.S., with numerous outdoor environments, especially in the wake of the pandemic, to experience and appreciate Native American culture and interact with the Reservation's community. The Confederated Tribes of the Warm Springs, which have ancient origins, have always been a place to go for wellness and spiritual connection as a long-standing part of Native cultural heritage, and the new project was a way to bring that aspect "back into the fold." He added that "We participate in regular group meetings (now conducted virtually due to COVID), and know we can reach out and talk to our executive team or colleagues throughout the company at any time. Therapeutic Associates believes that 'if you have a passion, we'll support you,' which was a really good fit with my own personal and professional goals."

The Reservation was created by the Treaty of 1855 between the Indians of Middle Oregon and the United States Government. About Mt. Hood Skibowl Mt. Hood Skibowl's origin dates back to 1928, making it one of the oldest remaining ski resorts in the country. Kirk Hanna purchased the area out of bankruptcy in 1987 and has become the longest and most successful operator of the resort in its history, developing Skibowl into a year-round, winter and summer resort, featuring a summer adventure park with over 20 attractions and a 28-acre parcel into Collins Lake Resort lodging property, which features 200, two- and three-bedroom luxury vacation property rentals. Additional companies in Government Camp, under their operational umbrella, include Mt. Hood Outfitters, the leading recreational outfitter guide service in the Mt. Hood National Forest, Ratskeller Bar & Pizzeria and the High Mountain Café. The corporation also operates Pelton Dam Marina and Lake Simtustus RV Park & Marina, a 55-acre lake front resort, located just an hour east of Government Camp in Central Oregon, offering Tiny Home and RV rentals, full hook-up RV sites, lake sport activities and rentals and marina with 47 boat slips. About the Warm Springs Economic Development Corporation WSED is a wholly owned enterprise of the CTWS with the purpose of create sources of long-term revenue and employment opportunities for tribal members through enterprise business developments.

376 SW Bluff Drive, Bend
3,002 sqft of well-maintained office space in the Old Mill District
• Move-in ready, new carpet and paint
• FIs 8-25 people
• 1 conference room
• Central air conditioning
• Private restrooms
• Mostly open floor plan layout
• Abundant light and windows
• 4 private offices
• Print/copy room
• 36 parking spaces

2 YEAR TERMS OFFERED!

RYAN AMERONGEN, CCIM
Broker, Licensed in Oregon
541.213.8967
amerongen@buccolagroup.com

JENNA JOHNSON
Broker, Licensed in Oregon
541.322.5966 x5
ejenna@cobaltmpl.com

"We're also seeing a positive growth trend in Sunriver." Glover attributes this success partially to the many resources available by being part of a larger company. "In addition to treating more common orthopedic injuries and post-surgical cases, we also offer a variety of specialty services that are not often available in rural areas. These include aquatic therapy, pelvic health, vestibular/falls rehab, concussion/headache management and temporomandibular joint treatment!" As Glover summed up, "We are dedicated to making sure every patient has a positive, successful experience during their pursuit of recovery, rehabilitation and journey to optimal performance, health and wellness." Alissa Grant, a long-time employee at the La Pine location, considers Therapeutic Associates "my home away from home, and my second-most favorite place to be. I love the patients and my interactions with them, and get to be the person who first says hello and welcomes patients when they come in." As she has witnessed, "once people have chosen Therapeutic Associates, they don't seek physical therapy care anywhere else."
therapeuticassociates.com

ayed from page 5
Association is to unify owners and operators internationally and to collaborate on ways to initiate positive growth. "Currently, the hot springs resort industry is experiencing a significant resurgence in the U.S., with numerous redevelopment and renovation projects underway, and the plans announced for Kah-Nee-Ta fit right in with this trend."

"Of the two local clinics, he described La Pine as "a little busier," but added that "we're also seeing a positive growth trend in Sunriver." Glover attributes this success partially to the many resources available by being part of a larger company. "In addition to treating more common orthopedic injuries and post-surgical cases, we also offer a variety of specialty services that are not often available in rural areas. These include aquatic therapy, pelvic health, vestibular/falls rehab, concussion/headache management and temporomandibular joint treatment!" As Glover summed up, "We are dedicated to making sure every patient has a positive, successful experience during their pursuit of recovery, rehabilitation and journey to optimal performance, health and wellness." Alissa Grant, a long-time employee at the La Pine location, considers Therapeutic Associates "my home away from home, and my second-most favorite place to be. I love the patients and my interactions with them, and get to be the person who first says hello and welcomes patients when they come in." As she has witnessed, "once people have chosen Therapeutic Associates, they don't seek physical therapy care anywhere else."
therapeuticassociates.com

"Currently, the hot springs resort is experiencing a significant resurgence in the U.S., with numerous outdoor environments, especially in the wake of the pandemic, to experience and appreciate Native American culture and interact with the Reservation's community. The Confederated Tribes of the Warm Springs, which have ancient origins, have always been a place to go for wellness and spiritual connection as a long-standing part of Native cultural heritage, and the new project was a way to bring that aspect "back into the fold." He added that "We participate in regular group meetings (now conducted virtually due to COVID), and know we can reach out and talk to our executive team or colleagues throughout the company at any time. Therapeutic Associates believes that 'if you have a passion, we'll support you,' which was a really good fit with my own personal and professional goals."

The Reservation was created by the Treaty of 1855 between the Indians of Middle Oregon and the United States Government. About Mt. Hood Skibowl Mt. Hood Skibowl's origin dates back to 1928, making it one of the oldest remaining ski resorts in the country. Kirk Hanna purchased the area out of bankruptcy in 1987 and has become the longest and most successful operator of the resort in its history, developing Skibowl into a year-round, winter and summer resort, featuring a summer adventure park with over 20 attractions and a 28-acre parcel into Collins Lake Resort lodging property, which features 200, two- and three-bedroom luxury vacation property rentals. Additional companies in Government Camp, under their operational umbrella, include Mt. Hood Outfitters, the leading recreational outfitter guide service in the Mt. Hood National Forest, Ratskeller Bar & Pizzeria and the High Mountain Café. The corporation also operates Pelton Dam Marina and Lake Simtustus RV Park & Marina, a 55-acre lake front resort, located just an hour east of Government Camp in Central Oregon, offering Tiny Home and RV rentals, full hook-up RV sites, lake sport activities and rentals and marina with 47 boat slips. About the Warm Springs Economic Development Corporation WSED is a wholly owned enterprise of the CTWS with the purpose of create sources of long-term revenue and employment opportunities for tribal members through enterprise business developments.

376 SW Bluff Drive, Bend
3,002 sqft of well-maintained office space in the Old Mill District
• Move-in ready, new carpet and paint
• FIs 8-25 people
• 1 conference room
• Central air conditioning
• Private restrooms
• Mostly open floor plan layout
• Abundant light and windows
• 4 private offices
• Print/copy room
• 36 parking spaces

2 YEAR TERMS OFFERED!

RYAN AMERONGEN, CCIM
Broker, Licensed in Oregon
541.213.8967
amerongen@buccolagroup.com

JENNA JOHNSON
Broker, Licensed in Oregon
541.322.5966 x5
jenjai@cobaltmpl.com

"Currently, the hot springs resort is experiencing a significant resurgence in the U.S., with numerous outdoor environments, especially in the wake of the pandemic, to experience and appreciate Native American culture and interact with the Reservation's community. The Confederated Tribes of the Warm Springs, which have ancient origins, have always been a place to go for wellness and spiritual connection as a long-standing part of Native cultural heritage, and the new project was a way to bring that aspect "back into the fold." He added that "We participate in regular group meetings (now conducted virtually due to COVID), and know we can reach out and talk to our executive team or colleagues throughout the company at any time. Therapeutic Associates believes that 'if you have a passion, we'll support you,' which was a really good fit with my own personal and professional goals."

The Reservation was created by the Treaty of 1855 between the Indians of Middle Oregon and the United States Government. About Mt. Hood Skibowl Mt. Hood Skibowl's origin dates back to 1928, making it one of the oldest remaining ski resorts in the country. Kirk Hanna purchased the area out of bankruptcy in 1987 and has become the longest and most successful operator of the resort in its history, developing Skibowl into a year-round, winter and summer resort, featuring a summer adventure park with over 20 attractions and a 28-acre parcel into Collins Lake Resort lodging property, which features 200, two- and three-bedroom luxury vacation property rentals. Additional companies in Government Camp, under their operational umbrella, include Mt. Hood Outfitters, the leading recreational outfitter guide service in the Mt. Hood National Forest, Ratskeller Bar & Pizzeria and the High Mountain Café. The corporation also operates Pelton Dam Marina and Lake Simtustus RV Park & Marina, a 55-acre lake front resort, located just an hour east of Government Camp in Central Oregon, offering Tiny Home and RV rentals, full hook-up RV sites, lake sport activities and rentals and marina with 47 boat slips. About the Warm Springs Economic Development Corporation WSED is a wholly owned enterprise of the CTWS with the purpose of create sources of long-term revenue and employment opportunities for tribal members through enterprise business developments.
because every marketing tactic involves branding. "Every activity you do in business influences your brand in some small way," Furgurson said.

Wirtz defines marketing as the process of identifying a problem or service, developing it, identifying the customer and creating and executing a plan to move it through the chain to the final consumer.

Brands go beyond marketing as the advancement of greater, grander ideas. He added that if people "don't buy what you do, they buy why you do it" as Simon Sinek suggests, then the stories we tell in marketing should be reinforcing why we do what we do and, why it matters to those we do it for. "Whether you are making a beverage or selling software, marketing helps to share your story and inspires the consumer to take action," Bronson said.

Daggett said marketing involves educating and creating awareness. "It is ensuring people know about your organization and what it can do for them." Sharp cautions companies to avoid pretense by making something appear true that isn't. Consumers will immediately recognize the trap and abandon your brand, he said. "Brands ultimately reflect ideas, values and a promise," Sharp said. "But consumers are the ones who define brand success and often do so on their own terms."

Sharp added the goal of marketing is to reinforce a brand's true value and to establish authentic aspirational associations around the products or services.

A Wise Investment

Several marketing experts shared stories of their biggest mistakes and how they learned from them.

Daggett has watched businesses "throw spaghetti at the wall and see what stuck" to decide how they were going to market their company. "There's a difference between the words, "strategy" and "plan." The marketing strategy is your approach to achieving your competitive advantage and the marketing plan spells out the activities that will get you to your goals," Daggett said. "The strategy is the why behind the work, and the plan is the when and the what that describes the work." For instance, Daggett continues, say your plan, once your creative brief is done, says you need to market to a certain persona. It's Margo and she has certain characteristics that will help create your strategy. "Where are you rather certain she will see and be moved by your creative message and what will spark her to convert and why is that?"

Daggett shared there is a difference between the words, "strategy" and "plan." The marketing strategy is your approach to achieving your competitive advantage and the marketing plan spells out the activities that will get you to your goals," Daggett said. "The strategy is the why behind the work, and the plan is the when and the what that describes the work." For instance, Daggett continues, say your plan, once your creative brief is done, says you need to market to a certain persona. It's Margo and she has certain characteristics that will help create your strategy. "Where are you rather certain she will see and be moved by your creative message and what will spark her to convert and why is that?" Daggett added.

Marketing in 2022

Daggett said marketing has become incredibly more digital, with people dedicated to following their favorite brands. She advises her clients to wisely spend their marketing dollars where they will reach their target audience.

Mooney added marketing has changed since 2020 with more people shopping for home. "I think going digital is key in these times," Mooney said. "Having a website is key by far our number one marketing selling point. Most people search on Google, from there they will find your website. Social media used to be number one, but it's changing so quickly that Google searches are the better option for social searches.”

It's all about the authenticity of the message

Roy Williams of the Wizard of Ads said, "We believe the message paints a more true picture of the company than a marketing campaign ever could. A wise marketing investment is one that is both true and creative, one that allows the consumer to come to their own decision. "That is brilliant marketing. Be creative. Be bold. Be courageous. It's important to separate yourselves and be unique," Daggett said. "That's what people want and that's what people are going to be asked to be heard and understood. If your message speaks to them, they will be your customer for life, as long as you remain true to the message."
<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Media Director</th>
<th>Creative Director</th>
<th>Production Director</th>
<th>Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sava Agency</td>
<td>541-365-1100</td>
<td>N/A</td>
<td><a href="http://www.savagroup.com/bend">www.savagroup.com/bend</a></td>
<td>Tim Jones</td>
<td>4</td>
<td>2015</td>
<td>Tim Jones</td>
<td>Nick, United Nations Foundation, Therapeutic Associates Inc., Singel...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Garage, Inc.</td>
<td>541-330-5950</td>
<td>N/A</td>
<td><a href="http://www.thegarageinc.com">www.thegarageinc.com</a></td>
<td>Torrey Hardgrave</td>
<td>5</td>
<td>1996</td>
<td>Torrey Green</td>
<td>Bend-Abundant Design, Chamber Bay Golf Course, SICCO Consulting, ...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studio Absolute</td>
<td>541-233-2609</td>
<td>541-383-2072</td>
<td><a href="http://www.studioabsolute.com">www.studioabsolute.com</a></td>
<td>Torrey Eddy, Perez Edelinguin</td>
<td>5</td>
<td>1991</td>
<td>N/A</td>
<td>Emergin Solutions, SICCO, High Point Capital, Central Oregon, ...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Savy Agency</td>
<td>541-413-6305</td>
<td>N/A</td>
<td><a href="http://www.savagroup.com/goodwill@bend@gmail.com">www.savagroup.com/goodwill@bend@gmail.com</a></td>
<td>Geordie Brustle</td>
<td>3</td>
<td>2009</td>
<td>Torley Semens</td>
<td>Bend-Outlaw Wine, Ommat, Cain, Brookside Resources, All Weather ...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studio 4</td>
<td>541-383-1100</td>
<td>N/A</td>
<td><a href="http://www.studio4.com">www.studio4.com</a></td>
<td>Geordie Brustle</td>
<td>3</td>
<td>2009</td>
<td>Torley Semens</td>
<td>Bend-Outlaw Wine, Ommat, Cain, Brookside Resources, All Weather ...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Garage, Inc.</td>
<td>541-330-5950</td>
<td>N/A</td>
<td><a href="http://www.thegarageinc.com">www.thegarageinc.com</a></td>
<td>Torrey Hardgrave</td>
<td>5</td>
<td>1996</td>
<td>Torrey Green</td>
<td>Bend-Abundant Design, Chamber Bay Golf Course, SICCO Consulting, ...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sava Branding</td>
<td>541-142-5085</td>
<td>N/A</td>
<td><a href="http://www.savagroup.com/gerdes@bend@gmail.com">www.savagroup.com/gerdes@bend@gmail.com</a></td>
<td>Cherish Brown</td>
<td>12</td>
<td>1990</td>
<td>N/A</td>
<td>Various local, regional, national</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Linehan Outfitters</td>
<td>541-724-0556</td>
<td>N/A</td>
<td><a href="http://www.linehanoutfitters.com">www.linehanoutfitters.com</a></td>
<td>Cherish Brown</td>
<td>12</td>
<td>1990</td>
<td>N/A</td>
<td>Various local, regional, national</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studio Absolute</td>
<td>541-233-2609</td>
<td>541-383-2072</td>
<td><a href="http://www.studio4.com">www.studio4.com</a></td>
<td>Torrey Eddy, Perez Edelinguin</td>
<td>5</td>
<td>1991</td>
<td>N/A</td>
<td>Emergin Solutions, SICCO, High Point Capital, Central Oregon, ...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sava Branding</td>
<td>541-142-5085</td>
<td>N/A</td>
<td><a href="http://www.savagroup.com/gerdes@bend@gmail.com">www.savagroup.com/gerdes@bend@gmail.com</a></td>
<td>Cherish Brown</td>
<td>12</td>
<td>1990</td>
<td>N/A</td>
<td>Various local, regional, national</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studio 4</td>
<td>541-383-1100</td>
<td>N/A</td>
<td><a href="http://www.studio4.com">www.studio4.com</a></td>
<td>Torrey Eddy, Perez Edelinguin</td>
<td>5</td>
<td>1991</td>
<td>N/A</td>
<td>Emergin Solutions, SICCO, High Point Capital, Central Oregon, ...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sava Branding</td>
<td>541-142-5085</td>
<td>N/A</td>
<td><a href="http://www.savagroup.com/gerdes@bend@gmail.com">www.savagroup.com/gerdes@bend@gmail.com</a></td>
<td>Cherish Brown</td>
<td>12</td>
<td>1990</td>
<td>N/A</td>
<td>Various local, regional, national</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studio 4</td>
<td>541-383-1100</td>
<td>N/A</td>
<td><a href="http://www.studio4.com">www.studio4.com</a></td>
<td>Torrey Eddy, Perez Edelinguin</td>
<td>5</td>
<td>1991</td>
<td>N/A</td>
<td>Emergin Solutions, SICCO, High Point Capital, Central Oregon, ...</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2022 Marketing Guide Advertising Agencies

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

by JUSTIN BRONSON, Brand Strategist & GRACE AVILEZ, Copywriter/Editor — zö agency

Before we get started — let’s just say, marketing is FUN! And if it isn’t fun and it isn’t growing your bank account, then you’re not as well acquainted with marketing as you can be!

With that being said, let’s get clear on what marketing is and what it isn’t. Although your dictionary may define marketing as “the use of media to communicate information about a product or service” — insert static robotic voice, here — we believe it’s actually more existential than that. If marketing is communicating something into the world, we think what is said should be worth saying. Easier said than done, right? Coming up with a compelling message is not easy, but we assure you, it is possible — and it begins by looking inward. Before initiating a marketing plan, you must first get clear on who you are, what you do and why it matters to the people that your brand exists for.

Compelling messages don’t just give information, they tell a story. Agencies like us at zö are masters at this! Blending together all the right elements and designing them to flow in a series of essential steps; successful marketing plans include the following list of ingredients that we have curated just for you. If done in their proper sequence and inspired by your soul, these following specialties — working in harmony — can bring to life a winning marketing plan.

Branding and Research

A good marketing plan starts with branding, and branding starts by clarifying two core things: identity and story. Why? Identity helps us find our fit in the world, and story gives meaning to information. Identity and story become the base foundation we build our brand on, and once we are clearly able to articulate both, we use them to inform everything we say in every part of our marketing plan. Dig deep into your company’s story so you can use it in this process. Harness your architecture. Do some research on your market, your competitors and your consumer so that you can come to understand them really well. A lot of factors go into this, but at the end of the day it comes down to understanding your customer better and the tension between the two can connect you even more deeply when a brand (your voice) is authentic and meaningful to your customer.

Creative Work

Delivering on the promise of your brand is essential to a successful marketing campaign, and that’s where creative work comes in. After we’ve searched our own souls to clarify who we are, what we do and why it matters to those we exist for; creative work, advances those ideas into the world. This can include design, development, the use of imagery, video, audio and other content that will then be shared with the world in the places where our people consume information. These varying expressions of brand remind our peers who we are and what we stand for. As we’ve experienced, this is also how product gets sold. As Simon Sinek has said on countless occasions, “people don’t buy what you do, they buy why you do it”.

Now, you’ll want to pair the best media channels (e.g. — digital, traditional, etc.) with evocative design, then leverage thoughtful campaign strategy in informing the scope of your marketing campaign. As is always the case, good strategy begins with insight. We could talk about which media channels are better than others or what constitutes as good design, but before we can even get to that conversation it’s important that we recenter the conversation around empathy. How do we do we develop a good strategy? We start by identifying the problem we’ll be speaking to. What problem is our customer experiencing that we can solve for them? Additionally, what deeper, more human needs might be alleviating our customers that this problem helps us see with greater empathy? Second, what makes us motivating or interesting in people’s minds and how can we position that as a competitive advantage? Third, what themes or truths do we see play out in culture that can help us better understand the competitive problem in a new way? Thoughtfully and honestly navigating through the discovery and articulation of these three things will birth the core message of our strategy.

In his book Good Strategy Bad Strategy: The Difference and Why it Matters, author, professor emitus (and fellow Bendite) Richard P. Rumelt describes strategy as being “like a lever that magnifies force.” Marketing campaigns, then, can be highly active — and still unsuccessful — if we don’t have something to say that’s worth saying. If a marketing campaign is gonna win, it will ultimately be because we were able to shine light on your customer’s problems in such a way that they couldn’t help but notice and be moved by it.

Analysis and Reporting

We know that marketing without data is useless. In fact, evaluating your marketing efforts post-campaign and telling the truth about where you shined and where you didn’t is a critical part of any successful marketing strategy. By taking the time to review your data and pinpoint what’s working (and what’s not), you can fine-tune your campaigns to produce better results. The best companies are the ones that don’t shy away from being accountable to their results: owning where they fell short and celebrating where they outperformed.

Planning Ahead

Exit strategies are an important thing to consider and should be planned in advance. No business owner who undertakes this grand journey of entrepreneurship ever plans to see it end, but the reality is that at some point it does. That’s why planning your exit strategy is so important: it gives you the room to imagine your future, while clarifying how you’ll know when you’re done. If you haven’t given much thought to your exit strategy, now is the time to start.

Deploying the Art of Masterful Marketing

Marketing is a form of art and can be a complex journey. But remember, people aren’t thinking machines that feel — we are feeling machines that think. Mastery over marketing may not come quickly or easily, but it can come. Focus on who you are, focus on the value you offer and focus on why it matters to those your brand exists for. If you do that, you’ll do great things.

At zö agency, we are the marketing department for small to midsize businesses. We’re here to help you take advantage of the resources coupled with overwhelmed options you have on your plate, and cull them into an ROI (return on investment) that allows your company to grow at the pace it can manage. Simultaneously, we take the burden of making such decisions off the weary shoulders of YOU, the change maker, so you can do what you do best. And when we do what we do best, you shine. Without overextending yourself, you suddenly find yourself in the light, growing and prospering, with less effort than ever before. You have new found time to energize your own business while the wheels of change effortlessly roll in the background, ambassadored by our loving tribe. zöagency
<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite / Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allman Signs &amp; Supply Co.</td>
<td>541-389-5655</td>
<td>541-389-5655</td>
<td><a href="http://www.allmansigns.com">www.allmansigns.com</a></td>
<td>Tim Dohre</td>
<td>2</td>
<td>1974</td>
<td>Trophies, engraving, signage &amp; awards of all kinds, custom logo &amp; glass etchings, MDX signs, mail ordering.</td>
</tr>
<tr>
<td>Centro Print Solutions</td>
<td>541-799-9113</td>
<td>N/A</td>
<td><a href="http://www.centroprintsolutions.com">www.centroprintsolutions.com</a></td>
<td>Cheryl McIntosh</td>
<td>1</td>
<td>2015</td>
<td>Commercial &amp; architectural photography, marketing, social media content development, market research, business marketing, graphic design.</td>
</tr>
<tr>
<td>Display It Big</td>
<td>541-549-6017</td>
<td>N/A</td>
<td><a href="http://www.displayitbig.com">www.displayitbig.com</a></td>
<td>Bill Stallard</td>
<td>5</td>
<td>1986</td>
<td>Wholesale T-shirt specialist, screen-printing on garments with 14 &amp; 8 color automatic presses. Full-service screen printing, direct to garment printing &amp; embroidery service to add your logo or message to a complete line of wearables.</td>
</tr>
<tr>
<td>Display It Big</td>
<td>541-698-0707</td>
<td>N/A</td>
<td><a href="http://www.advertising@zolomedia.com">www.advertising@zolomedia.com</a></td>
<td>Jody Melody</td>
<td>1</td>
<td>2011</td>
<td>Promotional products &amp; custom apparel.</td>
</tr>
<tr>
<td>Redmond PaperCo</td>
<td>541-549-6017</td>
<td>N/A</td>
<td><a href="http://www.salesd@progressivescreenprinting.com">www.salesd@progressivescreenprinting.com</a></td>
<td>Sean McDermott</td>
<td>5</td>
<td>1986</td>
<td>Screen printing, sign making, embroidery, promotional products &amp; fitness wear.</td>
</tr>
<tr>
<td>Robertson Signs &amp; Graphics</td>
<td>541-312-5190</td>
<td>541-312-5190</td>
<td><a href="http://www.greatthingsaredone.com">www.greatthingsaredone.com</a></td>
<td>Cheryl McIntosh</td>
<td>1</td>
<td>2015</td>
<td>Commercial &amp; architectural photography, marketing, social media content development, market research, business marketing, graphic design.</td>
</tr>
<tr>
<td>Bent &amp; Beyond</td>
<td>541-389-5655</td>
<td>541-389-5655</td>
<td><a href="http://www.allmansigns.com">www.allmansigns.com</a></td>
<td>Tim Dohre</td>
<td>2</td>
<td>1974</td>
<td>Trophies, engraving, signage &amp; awards of all kinds, custom logo &amp; glass etchings, MDX signs, mail ordering.</td>
</tr>
</tbody>
</table>

CBN has made every effort to ensure that all information is accurate and up-to-date. We cannot, however, guarantee or promise it. Please contact us immediately if you know that certain information is not correct or you would like to be added to a list, 541-388-5665 or email cbn@cascadebusnews.com.
When Stephanie Shaver was working as the Marketing, Design and Production manager for the Bend Chamber of Commerce in 2020, the pandemic unfolded, she rolled up her sleeves and got busy fervently trying to help the local businesses. Altruistic by nature, Shaver wanted to do all she could to help Central Oregon companies survive. “It was March of 2020, while working on the Central Oregon SOS and COVID resource efforts with local chambers, the OSU Innovation Co-Lab and Deschutes County, that I happened to be in direct contact with local businesses and organizations suffering with the shutdown,” she says. “There was the obvious need for financial help, but also, anyone in business had to pivot marketing and brand efforts to create a strong digital presence and examine what their strategies would be moving forward with so many unknowns happening.”

Shaver had inadvertently become a marketing resource and advisor to struggling businesses, which gave her the idea to go full-time with her efforts and launch a marketing agency. “I wanted to help businesses and organizations with their marketing and brand efforts during an incredibly crazy time in history. Consumer behaviors evolving, brick-and-mortar shutdowns, questionable revenues, events cancelled… I mean, it was nuts, and I wanted nothing more than to help generate innovative thinking and offer peace of mind,” she says. “When there is a problem, there is also a solution, and I wanted to be on the front-line helping businesses stay in business.”

With that, Shaver launched Project 4, a marketing, branding and design business, to help pivot marketing strategies, amplify websites, reconfigure brand missions and get creative on how to execute brand and marketing strategies, leading major community campaign efforts across the country for an array of projects. “My most recent full-time position with the Bend Chamber of Commerce was from 2013-2020. There was never a dull moment with our efforts, from social events to business development and advocacy work. To this day, I’m in awe of all that the Bend Chamber does for our business community.”

So far, Project 4, which is based out of Shaver’s home office in Redmond, is going strong. She has clients in seven states, has ten contractors she works with and continues to be inspired by every project, she says. “The name ‘Project 4’ is set up with the intention to be here for ‘4’ my clients. I have a passion and purpose to be creative, problem solve and to generate quality work, all while being of service to elevate the visions of those who hire Project 4. The pandemic elevated my drive to new heights.”

As CEO of Project 4, Shaver says she hires locally when she can, with 80 percent of the contractors she hires living here in Central Oregon. “I have had to work with contractors across the nation, depending upon what expertise I’m looking for on any given project.” She adds, “I have not yet had an issue finding help, and I count my lucky stars on that fact. I do have clients who really struggle to find employees. I am very aware of the negative impacts of Central Oregon’s workforce shortage. It is frustrating to see business growth hindered by lack of staffing.”

When she’s not working, Shaver says she enjoys spending time with her husband of 20 years, Billy, their 17-year-old son and their dog, cat and rabbit. “Knowing when to stop working and call it a day has always been a struggle for me. Working from my home office allows me to work until 10pm or start at 4am,” she says. “My personal struggle is the work-life balance, but I’m getting there.” Shaver went to school to study art, and still enjoys drawing, basket weaving and hand-made crafts, she says. She also made a promise to herself to cook at least one homemade thing a day, whether it’s salad dressing, bread or an entire four-course French meal. “I’m not kidding. I did that one day. With the pandemic, we came up with different fun things to do together as a family,” she explains. “Each month, we chose a different country to study and learn about, the culture, cuisine, etc. Last month, we did France, hence the four-course meal.” Shaver and her husband are also musical: He plays the banjo, and she plays the mandolin, fiddle, guitar, squeeze box and spoons. “There is always music,” she says.

Shaver, whose vivacious personality bubbles over with enthusiasm, says every project is a huge triumph to her. “Whether we are launching a startup company, building a new website or designing an ad campaign or blog series, it’s all so rewarding! I’m not just saying that; when a client’s joy and dream comes to life, that is a feeling I cannot explain,” she says. “It’s huge and humbling to be part of creating and offering services to help dreams and ideas come to life.”

Shaver has a client that is a small business owner in Los Angeles who was brought to tears with Project 4’s deliverables, she says. “She had made mention of a few things important to her and her family, things mentioned in casual conversation, and we worked those in subtly. When I revealed the deliverables, she cried such tears of joy. That is why I do what I do, that right there.”

To schedule a free 30-minute consultation phone call with Shaver, please call 541-306-9979 or email to stephanie@project4marketing.com.
## Sign Companies (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Types of Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlson Sign Co.</td>
<td>541-382-2182</td>
<td>541-382-2196</td>
<td><a href="http://www.carlsonsign.com">www.carlsonsign.com</a></td>
<td>Peter Carlson</td>
<td>24</td>
<td>1948</td>
<td>All types of signs, banners &amp; billboards</td>
</tr>
<tr>
<td>Canada Graphics</td>
<td>541-380-7422</td>
<td>541-382-6197</td>
<td><a href="http://www.canadagraphics.com">www.canadagraphics.com</a></td>
<td>Bill Mertins, Woody Martin</td>
<td>13</td>
<td>1979</td>
<td>Large format digital printing, commercial screen printing w/UV inks, back-lit,</td>
</tr>
<tr>
<td>Central Oregon Flag &amp; Banner</td>
<td>541-382-1415</td>
<td>541-385-0902</td>
<td><a href="mailto:bill@centraloregonflags.com">bill@centraloregonflags.com</a></td>
<td>June Gonzales</td>
<td>2</td>
<td>1990</td>
<td>All types of signs</td>
</tr>
<tr>
<td>Cascade Graphics</td>
<td>541-800-3253</td>
<td>N/A</td>
<td><a href="http://www.cascadegraphics.com">www.cascadegraphics.com</a></td>
<td>Drew Logan</td>
<td>1</td>
<td>2004</td>
<td>Installation of residential, commercial, signs, banners, large format</td>
</tr>
<tr>
<td>Central Oregon Flag &amp; Banner</td>
<td>541-382-1415</td>
<td>541-385-0902</td>
<td><a href="http://www.cascadegraphics.com">www.cascadegraphics.com</a></td>
<td>Drew Logan</td>
<td>1</td>
<td>2004</td>
<td>Installation of residential, commercial, signs, banners, large format</td>
</tr>
<tr>
<td>Dealin’ in Signs, Inc.</td>
<td>541-312-5001</td>
<td>N/A</td>
<td><a href="http://www.dealininsigns.com">www.dealininsigns.com</a></td>
<td>Chad &amp; Stephanie Zinkle</td>
<td>6</td>
<td>2011</td>
<td>Vehicle wraps, signs, banners &amp; large format printing</td>
</tr>
<tr>
<td>Display 4 Big</td>
<td>541-383-1582</td>
<td>N/A</td>
<td><a href="http://www.display4big.com">www.display4big.com</a></td>
<td>John Minor</td>
<td>2</td>
<td>1998</td>
<td>Indoor &amp; outdoor signs &amp; banners, flyers, retractable, digital output machine,</td>
</tr>
<tr>
<td>Display 4 Big</td>
<td>541-383-1582</td>
<td>N/A</td>
<td><a href="http://www.display4big.com">www.display4big.com</a></td>
<td>John Minor</td>
<td>2</td>
<td>1998</td>
<td>Indoor &amp; outdoor signs &amp; banners, flyers, retractable, digital output machine,</td>
</tr>
<tr>
<td>M.C. Smith Signs</td>
<td>541-389-2871</td>
<td>N/A</td>
<td><a href="http://www.mcsmithsigns.com">www.mcsmithsigns.com</a></td>
<td>Rick &amp; Leslie Hollettogen</td>
<td>7</td>
<td>1974</td>
<td>Custom signs &amp; graphic design service, fundraiser &amp; campaign signs, vehicle</td>
</tr>
<tr>
<td>Mail Covers &amp; More/Office Express</td>
<td>541-475-5636</td>
<td>541-475-5662</td>
<td><a href="http://www.mailcoversandmore.com">www.mailcoversandmore.com</a></td>
<td>Rick, Miles, last name</td>
<td>4</td>
<td>1997</td>
<td>M types</td>
</tr>
<tr>
<td>Northwest Sign Recycling LLC</td>
<td>541-278-0268</td>
<td>541-385-2577</td>
<td><a href="http://www.northwestsignsxl.com">www.northwestsignsxl.com</a></td>
<td>Tony Allyn, Juan Edginton, William Terry</td>
<td>3</td>
<td>2004</td>
<td>Using KSI/POD process per square inch of metal, we create old sign laminates,</td>
</tr>
<tr>
<td>One Day Signs</td>
<td>541-385-0133</td>
<td>N/A</td>
<td><a href="http://www.onedaysigns.com">www.onedaysigns.com</a></td>
<td>Jeffrey Martin</td>
<td>1</td>
<td>1990</td>
<td>All types of signs, re-tool, banners, vehicle decals, magnets, ADA, digital</td>
</tr>
<tr>
<td>Redmond Sign Company</td>
<td>541-325-3960</td>
<td>541-385-886</td>
<td><a href="mailto:sy@redmondsigns.com">sy@redmondsigns.com</a></td>
<td>Scott Weidler</td>
<td>4</td>
<td>1991</td>
<td>All types of signs, electric UL, neon, cutouts, sandblasting, enameled, custom,</td>
</tr>
<tr>
<td>Sign Pro</td>
<td>541-382-7461</td>
<td>541-385-5468</td>
<td><a href="http://www.signprosigns.com">www.signprosigns.com</a></td>
<td>Scott Shiner</td>
<td>4</td>
<td>1992</td>
<td>All types of signs - ADA signs &amp; digital printing</td>
</tr>
</tbody>
</table>

CBN has made every effort to ensure that all information is accurate and up-to-date. We cannot, however, guarantee it. Please contact us immediately if you know that certain information is not correct or you would like to be added to a list, 541-388-5665 or email cbn@cascadebusnews.com.
Owners of Local Signage Business Maintain Sense of Community in Serving Companies Large & Small

by RONNI WILDE — CBN Reporter

For Rick Hetherington, owner and CEO of M.C. Smith Signs in Bend and Dana Signs in Redmond, maintaining a sense of community is a priority. "We are a Central Oregon-based company servicing Central Oregon businesses," he says. "The great relationships we have with Central Oregon suppliers and our local customers have been very rewarding."

M.C. Smith Signs has been in business in Bend since 1975, and Dana Signs got its start in Redmond in the 1990s. Hetherington continued the tradition of serving the local community through the company's most recent addition, the purchase of Impact Sign & Graphics in Redmond, a year ago. The company had been a competitor, but when the owners retired, Hetherington acquired Impact, retaining its three employees and most of its customers. "The successful acquisition of Impact was huge. There is lots of risk involved in doing this, but it's very rewarding when you can pull it off," he says. "Their employees have been a great addition to our team."

Hetherington, along with his wife, Laurie, together own the M.C. Smith Signs and Dana Signs group, with Laurie serving as the corporation's secretary. The company is a full-service custom sign and graphics business with a staff of 16 employees between the two sites. They create signage, vehicle wraps, decals and other projects from start to finish, and with the acquisition of Impact, they were able to double their print capabilities. "Purchasing the company allowed us to expand our production capability by acquiring their assets. Today, we now have four large-format, full-color printers, two at each location." M.C. Smith Signs was begun in 1975 by Mike Smith, who grew the business and moved it to its current location on NE 2nd Street and Olney Avenue in 2010. Brent and Judy Greenfeld purchased Dana Signs in 2002, and then purchased M.C. Smith Signs in 2016. "Buying the corporation allowed us to offer a wider variety of design and printing services to our clients and grow our business, and moved Dana Signs to its current site on Umatilla Avenue in the Redmond Airport Industrial Park, adding the Dana Shirt Shop in 2014. Now, although the staffs at both sites work together as a team, the businesses continue to operate under separate dba names in Bend and Redmond, Hetherington says, to honor the legacy and brands created by each company.

Prior to owning M.C. Smith Signs and Dana Signs, Hetherington grew up on a family farm in Northeastern Pennsylvania and graduated from Penn State with a degree in Agricultural Engineering and a minor in Business. After college, he worked on the farm until the early 1980s, until the economy required him to look for other opportunities. His connection to Oregon began when he accepted a position with Wenco Windows, a division of JELD-WEN, to work at their window factory in his hometown of Ringtown, Pennsylvania. In 1993, JELD-WEN purchased Bend Millworks Company, and he was asked to come to Bend to be production manager at the Pozzi Window division, "I worked for JELD-WEN for 30 years from 1984 to 2014. During that time, I climbed the classic business management ladder, serving in the roles of front-line manager, production manager, general manager, vice president and senior vice president. In my first role, I supervised 14 employees. As senior vice president, I managed the JELD-WEN Window Group with 17 factories and 5,000+ employees in the U.S. and Mexico."

Laurie grew up in California, and her connection to Oregon began when she took a position with the JELD-WEN Legal department in Klamath Falls in 1998. "We married in 2002 and resided in Bend," says Hetherington. "Our time together at JELD-WEN included relocations to Klamath Falls, back to Bend and then to Charlotte, North Carolina. During that entire time, I maintained an office in Bend. In 2015, we returned to our Bend property as our primary residence."

The work produced by M.C. Smith Signs and Dana Signs can literally be seen all around town. The team serves such notable clients as Pahlisch Homes, Hayden Homes and CS Construction; resorts including Brasada, Pronghorn, Tetherow and Caldera Springs; restaurants such as 900 Wall, Pine Tavern and Cascade Lakes Distillery; and many other recognizable businesses of all sizes throughout Central Oregon.

Last summer, M.C. Smith Sign Shop worked with Visit Bend on its project to update the signature Bend Ale Trail promotion. The project required printing, manufacturing and installing new POP signage for 48 different local businesses. Rick personally delivered and installed all the new signage. "It was interesting to see the wide variety of eating and drinking establishments that Central Oregon has to offer," he says. Although the pandemic had some impact on the company, Hetherington says that because M.C. Smith Signs and Dana Signs work with essential businesses, the corporation has weathered the storm well. "It's been quite a crazy time, but we have been blessed. There was the initial shutdown, but because we work with construction-industry clients, and on the vehicle side we work with the police and fire departments, business is good." He adds, "On the construction side, we also have commercial contractors who are building apartments."

The biggest change with the pandemic, he says, is that he now has employees who are working from home. "We had employees who were higher risk, so we set them up to work remotely. One of our employees relocated to Idaho, but he is a designer, so he is working remotely from there! Pre-pandemic, Hetherington says they had never had anyone work from home before. "It's cool that this was a way for our employees to stay safe and keep working during the pandemic. It's working quite well. It's another example of the new hybrid employment thing that is working."

While the labor and supply shortages have not prevented M.C. Smith Signs and Dana Signs from doing business, Hetherington says he has had to make adjustments. "We have the normal struggles with raw material pricing, and on the employee side, we have to raise wages to keep employees. But there hasn't been too much trouble with the supply chain, other than the costs." He adds, "Most of the supplies are available, but the costs are dramatically higher."

The biggest struggle lately, he says, is finding new employees in order to grow his business. "With the Central Oregon economic growth, there is opportunity to grow, but the difficulty is finding people. We are physically building custom products here, so we really limits us. That's the throttle on being able to grow the business. You can't grow without employees." He adds, "We are physically building custom products here, so we really have to have the manufacturing staff on site."

When they aren't working, the Hetheringtons and their two sons enjoy alpine and Nordic skiing, snow shoeing, mountain biking and hiking. "We want to live local, play local, buy local and support the local businesses and nonprofit organizations in Bend, Redmond and Central Oregon."

mcsmithsigns.com • danasigns.com • facebook.com/mcsmithsigns • facebook.com/danasignsoregon

LAST SUMMER, M.C. SMITH SIGN SHOP WORKED WITH VISIT BEND ON ITS PROJECT TO UPDATE THE SIGNATURE BEND ALE TRAIL PROMOTION. THE PROJECT REQUIRED PRINTING, MANUFACTURING AND INSTALLING NEW POP SIGNAGE FOR 48 DIFFERENT LOCAL BUSINESSES

Mechanization and a minor in Business. After college, he worked on the farm until the early 1980s, until the economy required him to look for other opportunities. His connection to Oregon began when he accepted a position with Wenco Windows, a division of JELD-WEN, to work at their window factory in his hometown of Ringtown, Pennsylvania. In 1993, JELD-WEN purchased Bend Millworks Company, and he was asked to come to Bend to be production manager at the Pozzi Window division, "I worked for JELD-WEN for 30 years from 1984 to 2014. During that time, I climbed the classic business management ladder, serving in the roles of front-line manager, production manager, general manager, vice president and senior vice president. In my first role, I supervised 14 employees. As senior vice president, I managed the JELD-WEN Window Group with 17 factories and 5,000+ employees in the U.S. and Mexico."

Laurie grew up in California, and her connection to Oregon began when she took a position with the JELD-WEN Legal department in Klamath Falls in 1998. "We married in 2002 and resided in Bend," says Hetherington. "Our time together at JELD-WEN included relocations to Klamath Falls, back to Bend and then to Charlotte, North Carolina. During that entire time, I maintained an office in Bend. In 2015, we returned to our Bend property as our primary residence."

The work produced by M.C. Smith Signs and Dana Signs can literally be seen all around town. The team serves such notable clients as Pahlisch Homes, Hayden Homes and CS Construction; resorts including Brasada, Pronghorn, Tetherow and Caldera Springs; restaurants such as 900 Wall, Pine Tavern and Cascade Lakes Distillery; and many other recognizable businesses of all sizes throughout Central Oregon.

Last summer, M.C. Smith Sign Shop worked with Visit Bend on its project to update the signature Bend Ale Trail promotion. The project required printing, manufacturing and installing new POP signage for 48 different local businesses. Rick personally delivered and installed all the new signage. "It was interesting to see the wide variety of eating and drinking establishments that Central Oregon has to offer," he says. Although the pandemic had some impact on the company, Hetherington says that because M.C. Smith Signs and Dana Signs work with essential businesses, the corporation has weathered the storm well. "It's been quite a crazy time, but we have been blessed. There was the initial shutdown, but because we work with construction-industry clients, and on the vehicle side we work with the police and fire departments, business is good." He adds, "On the construction side, we also have commercial contractors who are building apartments."

The biggest change with the pandemic, he says, is that he now has employees who are working from home. "We had employees who were higher risk, so we set them up to work remotely. One of our employees relocated to Idaho, but he is a designer, so he is working remotely from there! Pre-pandemic, Hetherington says they had never had anyone work from home before. "It's cool that this was a way for our employees to stay safe and keep working during the pandemic. It's working quite well. It's another example of the new hybrid employment thing that is working."

While the labor and supply shortages have not prevented M.C. Smith Signs and Dana Signs from doing business, Hetherington says he has had to make adjustments. "We have the normal struggles with raw material pricing, and on the employee side, we have to raise wages to keep employees. But there hasn't been too much trouble with the supply chain, other than the costs." He adds, "Most of the supplies are available, but the costs are dramatically higher."

The biggest struggle lately, he says, is finding new employees in order to grow his business. "With the Central Oregon economic growth, there is opportunity to grow, but the difficulty is finding people. We are physically building custom products here, so we really limits us. That's the throttle on being able to grow the business. You can't grow without employees." He adds, "We are physically building custom products here, so we really have to have the manufacturing staff on site."

When they aren't working, the Hetheringtons and their two sons enjoy alpine and Nordic skiing, snow shoeing, mountain biking and hiking. "We want to live local, play local, buy local and support the local businesses and nonprofit organizations in Bend, Redmond and Central Oregon."
<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marhefka &amp; Partner</td>
<td>541-388-0290</td>
<td>541-388-0300</td>
<td><a href="mailto:marhefka@marhefka.com">marhefka@marhefka.com</a></td>
<td>Mark &amp; Partner</td>
<td>4</td>
<td>1998</td>
<td>Office &amp; digital printing, copy services, design &amp; typesetting, Fax, laminating &amp; binding.</td>
</tr>
<tr>
<td>Old Mill Lane Change in Printing</td>
<td>541-380-2510</td>
<td>541-380-2510</td>
<td><a href="http://www.oldmilllanechangeprinting.com">www.oldmilllanechangeprinting.com</a></td>
<td>Mike Gart</td>
<td>4</td>
<td>1973</td>
<td>Printing, copying, large format poster prints, color charts, graphic design, promotional items.</td>
</tr>
<tr>
<td>Valley Ink &amp; Binding, LLC</td>
<td>541-382-5406</td>
<td>888-338-7135</td>
<td><a href="http://www.valleyinkandbinding.com">www.valleyinkandbinding.com</a></td>
<td>Bruce Lasseter, Kristin Martin</td>
<td>11</td>
<td>1979</td>
<td>Large format digital printing, commercial press printing to UV ink, die cutting, folding, mounting, manila dividers, display, folders, business cards, signs, banners, flex graphics, custom product imprinting, instrument panels, specialty info &amp; materials &amp; fulfillment.</td>
</tr>
<tr>
<td>Corner Print Solutions</td>
<td>541-382-5536</td>
<td>541-380-5232</td>
<td><a href="http://www.cornerprintsolution.com">www.cornerprintsolution.com</a></td>
<td>Bob Lawrence</td>
<td>8</td>
<td>1971</td>
<td>Commercial full service printing &amp; print management solutions such as business forms, marketing communications, graphic design,/imprinted promotional products, die cut, patterned transferring, labeling &amp; direct digital/variable data representation.</td>
</tr>
<tr>
<td>Catrin</td>
<td>541-388-6842</td>
<td>N/A</td>
<td><a href="http://www.catrin.com">www.catrin.com</a></td>
<td>Gaile Shephard</td>
<td>1</td>
<td>2007</td>
<td>Print &amp; marketing solutions, commercial, envelopes, forms, direct mail, digital labels, receipt printing, magazines, publications, digital, variable imaging, barcodes, Marketing materials, cataloging, branding, promotional products &amp; signage. Graphic &amp; advertising design, print &amp; supply, data management, fulfillment &amp; reporting.</td>
</tr>
<tr>
<td>La Pli Business Center</td>
<td>541-536-5540</td>
<td>541-536-5673</td>
<td><a href="http://www.laplibusinesscenter.com">www.laplibusinesscenter.com</a></td>
<td>Jennie Minor</td>
<td>3</td>
<td>1994</td>
<td>UPS, FedEx, packaging services, personal mailboxes, mail services, Notary, counter printing, signs &amp; banners, thread printing, mailing, mail, shredding, custom design, boxes &amp; packing cards.</td>
</tr>
<tr>
<td>Mail Copy &amp; More/Office Express</td>
<td>541-475-5626</td>
<td>541-475-5626</td>
<td><a href="http://www.mailedcopyandmore.com">www.mailedcopyandmore.com</a></td>
<td>Loren Dennis, Rob Allen</td>
<td>4</td>
<td>1997</td>
<td>Graphic design, layout, flyers, brochures, business cards, copies, 5 x 7 index cards, color copies, b/c or copies, offset framing, printing services, ups/office supply &amp; full size sign shop.</td>
</tr>
<tr>
<td>Micronet Print</td>
<td>541-780-2000</td>
<td>N/A</td>
<td><a href="http://www.micronetprint.com">www.micronetprint.com</a></td>
<td>Benefit Management/Benefit</td>
<td>4</td>
<td>2003</td>
<td>Commercial printing, graphic design, branded apparel, full-service marketing with distributed promotional items, brochures, DEEDS, forms, business cards, business forms, banners, umbrellas, invitations, incentives, merchandising, promotional products, labels, large format printing &amp; the tailored product &amp; apparel imprinting. Specializing in apparel for the future.</td>
</tr>
<tr>
<td>Silverstone Business Press/Outprinting</td>
<td>541-417-5183</td>
<td>541-417-1813</td>
<td><a href="http://www.silverstonebusinesspress.com">www.silverstonebusinesspress.com</a></td>
<td>Ellen Koss</td>
<td>13</td>
<td>1985</td>
<td>Commercial printing both offset &amp; Digital, direct mail, mailing services, UV coating &amp; hardcoating, Promotional &amp; trade shows, die cut, compound, variable, custom printed, personalized &amp; foreground data, Local Box services, direct mail services, data archiving, scanning &amp; a variety of secure document imaging &amp; certification services. SROCS Type III, SROCS Type II, GCA independently audited study for all certifications or as required by HIPAA’s compliance certifications. Other certifications: BRE, WH&amp;B &amp; WH&amp;B NEW in MHV services. HP print press as well as pressure proof and direct mail services.</td>
</tr>
</tbody>
</table>
For Frank Patka, co-owner and CEO of Printer Resources & Recycling, LLC in Bend, the expression that when one door closes, another one opens, has proven quite true. After four years of working for Lasercharge, a company that took used toner cartridges and rebuilt them, he was laid off in 2000 when the business was sold. But he took the experiences he gained on that job and opened his own business, and 22 years later, Printer Resources & Recycling is going strong.

Patka got into the printing industry in 1996 after 20 years of serving as a youth pastor in Idaho and Bend, he says, because he had retired from youth pastoring and needed a job. “The sales job for Lasercharge opened up, so I applied, and they hired me. Lasercharge was a unique company that took used OEM (Original Equipment Manufacturer) toner cartridges and rebuilt them so that the customer could get a better price and be sustainable.” After Lasercharge was sold in 2000 and they let him go, Patka says he realized he had enjoyed the idea of sustainability and had many positive contacts from the job, so he started Printer Resources & Recycling.

In those early days, his company had humble beginnings, he says. “I started out in a shack on 27th Street. It was a small building with a big sign, and no bathroom; I had to use the one at the Shell Station on the corner,” he says with a laugh. “There was only a space heater, and it had golden worn shag carpet and small windows. It truly looked like a brown shack.”

After about a year and a half in that building, Patka says the owners came in and told him the building would be knocked down in a few days to accommodate the Comfort Inn that was going in on the site. “I took a walk and found that Storage Solutions (2669 NE Twin Knolls Dr.) had an opening in Suite 205, so I

The dedicated staff of Printer Resources & Recycling in a fun moment together

continued on Page 24

by RONNI WILDE — CBN Reporter

Paying too much for your Printer’s Maintenance?

Cleaning/Repair Labor Onsite in Bend

10% OFF “New Customer” First Toner Order (Compatibles Only)

No Contract Necessary

Mention Cascade Business News & Receive an Additional 5% Discount

Small Enough to Care; Big Enough to Take Care of You!

Free Recycling of Printers, Toners & Ink Cartridges

If we cannot fix it, No charge to you!

2669 NE Twin Knolls Dr., Suite 205, Bend
(541) 318-5211

Paying too much for your printer’s maintenance?

$49.00

Cleaning/Repair Labor Onsite in Bend
10% OFF “New Customer” First Toner Order (Compatibles Only)
No Contract Necessary
Mention Cascade Business News & Receive an Additional 5% Discount
Small Enough to Care; Big Enough to Take Care of You!
Free Recycling of Printers, Toners & Ink Cartridges

New Tree Planted with Every Service & Cartridge Bought

If we cannot fix it, No charge to you!

2669 NE Twin Knolls Dr., Suite 205, Bend
(541) 318-5211

Minuteman Press
WE DESIGN, PRINT & PROMOTE...YOU!

We will meet your design, print, and promotional needs quickly and efficiently while providing you with the highest level of quality and service you deserve.

PROMOTIONAL ITEMS
BRANDED APPAREL
FINISHING
PRINTING
MAILINGS
DESIGN

OUR SERVICES
• ANNOUNCEMENTS
• LABELS/STICKERS
• BANNERS
• LETTERHEAD DESIGNS
• BLUEPRINTING/
 MAILING SERVICES/EDDM
• LARGE FORMAT
• MEMO PADS
• BRANDED APPAREL
• MENUS
• BROCHURES
• NCR FORMS
• BOOKLETS
• NEWSLETTERS
• BUSINESS CARDS
• PRESENTATION FOLDERS
• CALENDARS
• PRICE LISTS
• CATALOGS
• PROMOTIONAL PRODUCTS
• CREATIVE DESIGN
• RUBBER STAMPS
• ENVELOPES
• TRADESHOW ITEMS
• INVITATIONS
• YARD SIGNS

235 SE Wilson Ave #100, Bend, OR 97702
541.749.2900
https://minuteman.com/us/locations/or/bend
quickly signed the paperwork and started the moving process to where I am today, including additional Suites 204 and 206. I’ve been here since about 2002.”

Printers & Recycling specializes in inkjets, laser printers, toners and inks, and offers free delivery to businesses, storefronts and residences. Patka says the past five years have been their best so far. “Having the best, committed and long-term staff makes a huge difference,” he says. “I always thought the digital world would close our doors, but people like the printed page, still.” His staff includes Marc Giltner, co-owner and vice-president of Service; Mickey Meszaros, vice president of Sales; Jennifer Clark, office manager; and Jason Blodgett, who oversees recycling. “We all truly enjoy our customers feeling happy and cared for,” says Patka.

The recycling services offered by the company are a testament to the commitment of Patka and his staff to sustainability. He estimates that since 2003, they have sent more than 103,500 toners to the recycling center, along with more than 142,000 inkjet cartridges, more than 3,640 printers and 3,000+ miscellaneous computer-related items. “I like this business, because we enjoy our local customers, keeping them printing smoothly and economically while helping with their sustainability measures,” he says. “We actually aid businesses who do not buy from us, by getting their computer and printer-related supplies recycled with free pickup.”

In addition to the recycling program, Printer Resources & Recycling also partners with Trees for the Future through a monthly donation to help plant trees where they are needed. Patka says the business has been involved with Trees for the Future for 15 years, (trees.org) and he estimates that they have helped with the planting of more than 160,000 trees. One tree is planted for each repair made or product sold. The company also supports the Deschutes Land Trust (deschuteslandtrust.org) monthly. “It’s great to know that we can keep these used products out of our landfills, while also restoring land by having trees planted,” he says.

During the pandemic, Patka says his business was deemed essential, so they kept on going. “We actually gained ground, because some of the bigger companies couldn’t provide the service. The major office supply companies here in Bend and many local computer companies recommend us for printer service, and that’s a plus.” He adds, “Our staff is small, but strong and committed, so we had no problem with staffing. What a great bunch to work with. I’m privileged and blessed. We laugh a lot, face challenges and seek excellence a lot.”

The biggest struggle Patka and his team currently face, he says, is competing against the OEM producers such as HP, Canon and Lexmark, and the bigger players in the industry. “The growth of Bend has caused larger businesses to go with a more expensive model with larger corporations. But we have a more personal, hands-on approach, and strive for a personal touch and integrity.” He adds, “The supply chain this past year has been an issue, too.”

Moving forward, Patka says that although he enjoys working with his team and does not plan to retire anytime soon, he says he is inching toward becoming a bit less involved with the business so he can travel and spend time with friends and family. He has three adult children, three grandchildren and one granddaughter, and a mom in her 90s in Southern California. His goal, he says, is to always be an inspiration to those he meets. A plaque on his wall reads, “Inspire: to encourage someone to greater effort, enthusiasm or creativity; to awaken a particular feeling in someone.” He is also known for always wearing a Hawaiian shirt, he adds with a chuckle. “That’s why I love Bend, you can dress however you want, especially if you own the business.”

CBN has made every effort to ensure that all information is accurate and up-to-date. We cannot, however, guarantee it. Please contact us immediately if you know that certain information is not correct or you would like to be added to a list, 541-388-5665 or email cbn@cascadebusnews.com.
Epicenter for Bend’s agrarian history, is taking shape as part of a three-pronged dynamic mixed-use development. Designed to meet post-pandemic distancing requirements, the project will include a five-story building featuring a gourmet public marketplace featuring artisanal foods, drinks, and a dining area will be located in the patio and outdoor fireplace. Built-in counters are designed to create a light-filled, seamless connection throughout the firms, and is described as “attuned to strong sustainability and natural design ethos of a three-pronged dynamic mixed-use development.” The 14,000-square-foot artisanal hub is set for completion in Spring next year.

To-go and online orders can be easily completed with the use of our custom-built CORE Chassis. These chassis are designed to withstand an unparalleled range of environments and situations. With this platform, we can provide wildland firefighters with a revolutionary mobility solution. “We are looking to fill gaps and solve the needs of our customers,” said Chad Knight, GM of CORE. “With our custom-built 4X4 chassis for commercial use, we can provide wildland firefighters with a revolutionary mobility solution.”

As well as communal indoor seating, the Going Productions Production & Design Studio will feature a dedicated space for community events and workshops. The studio is designed to accommodate a variety of uses, from large-scale events to smaller gatherings. The studio’s design includes a flexible seating arrangement that can be adjusted to suit different needs, ensuring that the space is versatile and functional. The roof line is also designed to maximize natural light and ventilation, creating a welcoming and comfortable atmosphere for those who use the studio.

Here are a few fun facts for you. Forty percent of all U.S. businesses are owned by women today. Additionally, 87 percent of businesses owned by women of color last year. Additionally, 62 percent of new startups in 2020 were led by female CEOs. This represents a steady increase in the number of women-owned startups globally. It is estimated that 49 percent of all businesses are owned by women. That is 12.3 million women-owned businesses in the United States. According to 2019 Grant Thornton’s research, a record number of women-owned businesses were started in 2019, with a total of 5.6 million new women-owned businesses created. Women-owned businesses were more likely to be more pleasurable than honoring the existing business culture, with a 42 percent increase in the number of women-owned businesses created in 2019 compared to 2018.

Here are some fun facts about women-owned businesses. Women-owned businesses are more likely to be more pleasurable than honoring the existing business culture, with a 42 percent increase in the number of women-owned businesses created in 2019 compared to 2018. Women-owned businesses are more likely to be more pleasurable than honoring the existing business culture, with a 42 percent increase in the number of women-owned businesses created in 2019 compared to 2018. Women-owned businesses are more likely to be more pleasurable than honoring the existing business culture, with a 42 percent increase in the number of women-owned businesses created in 2019 compared to 2018.
<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact / Staff</th>
<th>COY Year Est.</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpine Internet 503 NW Bear St., Ste. 2 97701</td>
<td>541-324-9140</td>
<td>N/A</td>
<td><a href="http://www.alpineinternet.com">www.alpineinternet.com</a></td>
<td>Brian Gott</td>
<td>5 1999</td>
<td>E-commerce, website development, hosting, cloud services, support &amp; development, data infrastructure, infrastructure services, managed services, consulting services, apps development, certified Google App partner, certified Google AdWords partner.</td>
</tr>
<tr>
<td>Bond Web Design 6209 Tech Center Blvd. Bend, OR 97701</td>
<td>541-476-3660</td>
<td>N/A</td>
<td><a href="http://www.bondwebdesign.com">www.bondwebdesign.com</a></td>
<td>Jason Morgan</td>
<td>1 2014</td>
<td>Web design, search engine optimization, social media marketing, graphic design, IT &amp; more.</td>
</tr>
<tr>
<td>Brady Sue-See-Bents Bend, OR 97701</td>
<td>541-561-8027</td>
<td>N/A</td>
<td><a href="http://www.minus">www.minus</a> skype.com</td>
<td>Lisa Snyder, Jan Wey</td>
<td>2 2013</td>
<td>Website design, software development, mobile app development, email marketing, branding &amp; graphic design.</td>
</tr>
<tr>
<td>Camp Creations, Inc. 2009 NW Technology Dr., Ste. 200 Bend, OR 97702</td>
<td>541-422-3036</td>
<td>N/A</td>
<td><a href="http://www.campcreations.net">www.campcreations.net</a></td>
<td>Richard Camp, Mike West, Alex Carson</td>
<td>10 2015</td>
<td>Full-service UX design, customer journey development, web application design &amp; development, interactive touch screens, content development, user experience, SEO/SEM, social media strategy &amp; management. Web application development.</td>
</tr>
<tr>
<td>Light Solutions 501 NE Inletway, Ste. 107 Bend, OR 97701</td>
<td>541-689-4007</td>
<td>N/A</td>
<td><a href="mailto:light@light-solutions.com">light@light-solutions.com</a></td>
<td>Ron Montgomery</td>
<td>10 2015</td>
<td>Digital marketing, website design, social media management, blogging, Google Analytics profile management, reputation management, list management, SEO/SEM, ad serving, email marketing &amp; graphic design.</td>
</tr>
<tr>
<td>Caron Dot Digital &amp; Creative Agency LLC 1919 SW Teak Dr., Ste. F Bend, OR 97702</td>
<td>541-977-7797</td>
<td>N/A</td>
<td><a href="http://www.carrondotdigital.com">www.carrondotdigital.com</a></td>
<td>Michelle Hart</td>
<td>10 2019</td>
<td>Graphic design, brand identity, website design, social media, copywriting &amp; content marketing, digital marketing services, reputation management.</td>
</tr>
<tr>
<td>Effectual Inc. 278 NW Polo Dr., Ste. 110 Bend, OR 97703</td>
<td>541-775-1880</td>
<td>N/A</td>
<td><a href="http://www.effectual.com">www.effectual.com</a></td>
<td>Bobbi Allen</td>
<td>15 2019</td>
<td>Build-to-suit custom applications such as e-commerce websites, mobile apps, LAT/ALM, &amp; corporate websites; content creation &amp; digital marketing; strategic consulting for digital product/service strategy &amp; analytics services (SBV’s Premier Partner).</td>
</tr>
<tr>
<td>JP Possibilities, Inc. 80 NW St. Helens Pl. LaPine, OR 97739</td>
<td>541-463-2789</td>
<td>N/A</td>
<td><a href="http://www.jppossibilities.com">www.jppossibilities.com</a></td>
<td>John Foster</td>
<td>2 2015</td>
<td>Secure Management, website &amp; application development, consulting &amp; company security.</td>
</tr>
<tr>
<td>Maxx Branding 30 NW Tech Trail, Ste. 204 Bend, OR 97701</td>
<td>541-550-7272</td>
<td>N/A</td>
<td>maxxbranding.com</td>
<td>Paul Ruttgen</td>
<td>2 2010</td>
<td>Brand strategy, graphic design, web design, SEO/SEM, e-commerce, packaging &amp; strategy.</td>
</tr>
<tr>
<td>Embracing Technology, LLC 5880 Sw Park St., Ste. 5 West 522 Bend, OR 97701</td>
<td>541-585-5762</td>
<td>N/A</td>
<td><a href="http://www.embracingtech.com">www.embracingtech.com</a></td>
<td>Zack Jerle</td>
<td>1 2007</td>
<td>Web development &amp; support.</td>
</tr>
<tr>
<td>Lark Design 570 NE 2nd St. Bend, OR 97701</td>
<td>541-365-6956</td>
<td>N/A</td>
<td><a href="http://www.larkdesign.com">www.larkdesign.com</a></td>
<td>Lynne Brent</td>
<td>2 2016</td>
<td>Full-service agency: web development &amp; design, SEO/SEM, digital marketing, marketing plan &amp; strategy, content marketing, PR, copywriting, campaigns &amp; more.</td>
</tr>
<tr>
<td>Mazino Media 415 SW Esplanade St., Ste. 130 Bend, OR 97702</td>
<td>541-726-0538</td>
<td>N/A</td>
<td><a href="http://www.mazinomedia.com">www.mazinomedia.com</a></td>
<td>Scott Turner</td>
<td>25 2013</td>
<td>Full-service social media management, web design, search engine optimization, graphic design.</td>
</tr>
<tr>
<td>OrganicWeb 250 NW M. Halson Pl. Bend, OR 97701</td>
<td>541-417-8575</td>
<td>N/A</td>
<td><a href="http://www.organicweb.com">www.organicweb.com</a></td>
<td>Michelle Solomon</td>
<td>5 2012</td>
<td>Content WordPress theme &amp; plugin sales, user engagement, news updates, search engine optimization, Facebook ads, YouTube optimization, APPs, graphic design &amp; more.</td>
</tr>
<tr>
<td>Pacific Playful Fire Blvd &amp; Redmond, OR</td>
<td>541-418-8484</td>
<td>N/A</td>
<td>pacificplayfulfire.com</td>
<td>Alexander McCrea, Susan McCrea</td>
<td>2 2010</td>
<td>Full-service social media partner providing content strategy, web design, social media, reviews, &amp; influencer management, content creation, logo &amp; business card design, banner &amp; signage design &amp; consulting services.</td>
</tr>
<tr>
<td>Wildfire 501 NW Teak Dr., Ste 204 Bend, OR 97701</td>
<td>541-848-7749</td>
<td>N/A</td>
<td><a href="http://www.wildfire.com">www.wildfire.com</a></td>
<td>Paul Ruttgen</td>
<td>5 2012</td>
<td>Custom web design, web development, content management system, search engine optimization, social media, e-commerce.</td>
</tr>
</tbody>
</table>
SEO Trends for 2022

Search engine optimization has become the number one area of focus across every type of business and industry. As the most cost-effective way for people to discover products and services, SEO has also evolved to be a critical strategic channel that feeds insights into consumer behavior and customer intent.

Here are some key SEO trends to watch this year:

Keep Pace with Search Updates, Best Practices and Search Engine Algorithms
For enterprise SEO marketers, updates and algorithmic change is a double-edged sword that includes:
• Reacting, fixing and optimizing — taking action.
• Translating the business impact to the organization.

The best way to stay ahead of changes is to ensure a proactive content and technical SEO approach with Core Web Vitals. Focus on:
• Content creation. Focus on pages and category content (especially for e-commerce sites).
• The health and structure of your website, including navigation and architecture.
• Pages and load speed for mobile and desktop.
• Technology, real-time insights and automation.

According to a PWC survey, 52 percent (from a survey base of 1000) of organizations have accelerated the adoption of AI. In addition, the automation of routine tasks was ‘ranked’ in the top five applications. (SOURCE: pwc.com/us/en/tech-effect/ai-analytics/ai-predictions.html)

In 2022, look toward automation to help at three levels:

**Level 1: Monitoring and Detection**
• Anomalies in SERP results.
• Team reporting on rankings and traffic.
• Links and backlink profiles.
• SEO audit results.

**Level 2: Manual SEO**
• Gathering data at a regular cadence.
• Advanced keyword intent research.
• Link sourcing.
• Content optimization.

**Level 3: Insights and automated action**
• Analysis of larger data sets in real-time.
• Content and multiple (large) site audits.
• Website error fixes and linking.
• Decision-making in real-time.

The Increasing Importance of Data as Business Intelligence
SEO data collected and analyzed at scale can give marketers a much more extensive set of insights into consumer behavior. It can help can with the understanding of:
• Trending product interests.
• Needs and frustrations.
• Product preferences.
• Industry.

In 2022, marketers need to get better at showcasing value from business intelligence insights to drive business benefits across their organization. For example:
• Improving brand awareness.
• Providing product marketing feedback and insights for future launches.
• Building inbound and outbound lead generation campaigns.
• Providing sales teams on market trends.
• Fueling content and digital teams on intent and SERP/content types.
• Working with PR teams on media and article and link optimization.

Further Integration with Paid Search and Digital for SEO
Today, with over 80 percent of search traffic coming from SEO and PPC, there can be no conflict to:
• Utilize SEO insights to inform PPC.
• Utilize PPC to fill immediate (short-term) gaps for high-value keywords and pages.
• Boost local and mobile-first performance with SEO and PPC.
• Share insights across both channels and with digital stakeholders.

This year, make sure SEO and PPC are tightly aligned to maximize visibility and discovery in the SERPs. This helps appeal to the specific needs of high-intent searchers and the personas that matter. (SOURCE: searchenginejournal.com/customer-personas-seo-ppc-content-marketing/397592)

The Provision of Total Experiences and Services
In 2022, SEO management will involve a deeper focus on:
• Technology, real-time insights and automation.
• Pages and load speed for mobile and desktop.
• The health and structure of your website, including navigation and architecture.

This year consumers will expect seamless online experiences, and SEOs will need to continue to provide an outstanding and meaningful user experience. The tips and tricks of strategizing the algorithm will constantly be changing but creating a solid consumer base and loyalty is here to stay.

This year consumers will expect seamless online experiences, and SEOs will need to find new ways to move faster:
• Keeping on top of technical optimization and content quality, and cadence.
• Utilizing business intelligence at their disposal — across the whole enterprise.
• Focusing on the total user experience — across all parts of the customer journey.
• Embracing automation — to scale operations and improve efficiency.
• Providing sales teams on market trends.
• Improving brand awareness.

BendTel
Located in Bend, Oregon
High Speed Internet, Phone, and Remote Features

(541) 389-4020 | 130 NW Greenwood Ave | BendTel.com
### Media - Cable (Listed Alphabeticly)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Website / Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Ext.</th>
<th>Circulation</th>
<th>Format</th>
<th>Owner / Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>BendBroadband 13100 Sisters Rd, Bend, OR 97703</td>
<td>541-382-551</td>
<td>541-385-3271</td>
<td><a href="http://www.bendbroadband.com">www.bendbroadband.com</a></td>
<td>Beti Watson</td>
<td>280</td>
<td>1995</td>
<td>1 (Bend, Sisters, Black Butte Ranch, Terrebonne &amp; Redmond, Sunriver, Prineville, Madras, La Pine, Jefferson Residential, Commercial)</td>
<td>Digital cable, TV, movies, phone, music, phone on internet, local programming, &amp; production, services KBNZ-CBS &amp; KTSU, with advertising on channels as well as cable networks on BendBroadband.</td>
<td>TDS Telecom, Medford, Oregon</td>
</tr>
<tr>
<td>Cascade Arts &amp; Entertainment 404 NE Norton Ave, Bend, OR 97701</td>
<td>541-388-5665</td>
<td>N/A</td>
<td>nored主办site.com</td>
<td>Ross Johnson</td>
<td>14</td>
<td>2015</td>
<td>20,000 quarterly</td>
<td>Lifestyle Magazine.</td>
<td>Oregon Media Group</td>
</tr>
<tr>
<td>Central Oregon Rancher, LLC PO Box 3278, Bend, OR 97707</td>
<td>541-420-5222</td>
<td>N/A</td>
<td><a href="http://www.centraloregonrancher.com">www.centraloregonrancher.com</a></td>
<td>Scott Johnson, Mark Howard</td>
<td>2</td>
<td>1955</td>
<td>16,000 Monthly</td>
<td>Farm &amp; Ranch Trade News Magazine.</td>
<td>Scott Johnson &amp; Mark Howard, Publishers, Bend, OR.</td>
</tr>
<tr>
<td>Red Bee Press PO Box 1181, Bend, OR 97709</td>
<td>541-506-5613</td>
<td>N/A</td>
<td>nored主办site.com</td>
<td>Delilah Agnew</td>
<td>4</td>
<td>2012</td>
<td>Over 10,000 per quarter</td>
<td>Croup publication.</td>
<td>Oregon Media Group</td>
</tr>
<tr>
<td>Small Farms Journal 2.5 N Calle, Box 2, Bernice, OR 97727, Sisters, OR 97759</td>
<td>541-474-2818</td>
<td>N/A</td>
<td><a href="http://www.smallfarmjournal.com">www.smallfarmjournal.com</a></td>
<td>Lynne M. Miller</td>
<td>6</td>
<td>1976</td>
<td>4,000 Quarterly</td>
<td>Farm &amp; Ranch Quarterly Magazine.</td>
<td>Small Farm Journals, Sisters, OR.</td>
</tr>
<tr>
<td>Sisters Magazine 404 NE Norton Ave, Bend, OR 97701</td>
<td>541-388-5665</td>
<td>N/A</td>
<td><a href="http://www.sistersmagazine.com">www.sistersmagazine.com</a></td>
<td>Jeff Martin</td>
<td>4</td>
<td>2010</td>
<td>25,000 Annually</td>
<td>Sisters lifestyle magazine.</td>
<td>Sisters Magazine Company LLC, Bend, OR.</td>
</tr>
</tbody>
</table>

### Media - Magazine (Listed Alphabeticly)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Website / Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Ext.</th>
<th>Circulation</th>
<th>Format</th>
<th>Owner / Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bend Magazine 977 NW Market St, Bend, OR 97701</td>
<td>541-386-5219</td>
<td>N/A</td>
<td><a href="http://www.bendmagazine.com">www.bendmagazine.com</a></td>
<td>Ross Johnson</td>
<td>14</td>
<td>2015</td>
<td>20,000 quarterly</td>
<td>Lifestyle Magazine.</td>
<td>Oregon Media Group</td>
</tr>
<tr>
<td>Cascade Arts &amp; Entertainment 404 NE Norton Ave, Bend, OR 97701</td>
<td>541-388-5665</td>
<td>N/A</td>
<td><a href="mailto:jeff@cascadebusnews.com">jeff@cascadebusnews.com</a></td>
<td>Ross Johnson</td>
<td>4</td>
<td>1995</td>
<td>10,000 to 15,000 monthly, weekly E-Brochure every Wednesday</td>
<td>Art Magazine.</td>
<td>Cascade Publications Inc., Bend, OR.</td>
</tr>
<tr>
<td>Central Oregon Rancher, LLC PO Box 3278, Bend, OR 97707</td>
<td>541-420-5222</td>
<td>N/A</td>
<td>nored主办site.com</td>
<td>Scott Johnson, Mark Howard</td>
<td>2</td>
<td>1955</td>
<td>16,000 Monthly</td>
<td>Farm &amp; Ranch Trade News Magazine.</td>
<td>Scott Johnson &amp; Mark Howard, Publishers, Bend, OR.</td>
</tr>
<tr>
<td>Red Bee Press PO Box 1181, Bend, OR 97709</td>
<td>541-506-5613</td>
<td>N/A</td>
<td>nored主办site.com</td>
<td>Delilah Agnew</td>
<td>4</td>
<td>2012</td>
<td>Over 10,000 per quarter</td>
<td>Croup publication.</td>
<td>Oregon Media Group</td>
</tr>
<tr>
<td>Small Farms Journal 2.5 N Calle, Box 2, Bernice, OR 97727, Sisters, OR 97759</td>
<td>541-474-2818</td>
<td>N/A</td>
<td><a href="http://www.smallfarmjournal.com">www.smallfarmjournal.com</a></td>
<td>Lynne M. Miller</td>
<td>6</td>
<td>1976</td>
<td>4,000 Quarterly</td>
<td>Farm &amp; Ranch Quarterly Magazine.</td>
<td>Small Farm Journals, Sisters, OR.</td>
</tr>
<tr>
<td>Sisters Magazine 404 NE Norton Ave, Bend, OR 97701</td>
<td>541-388-5665</td>
<td>N/A</td>
<td><a href="http://www.sistersmagazine.com">www.sistersmagazine.com</a></td>
<td>Jeff Martin</td>
<td>4</td>
<td>2010</td>
<td>25,000 Annually</td>
<td>Sisters lifestyle magazine.</td>
<td>Sisters Magazine Company LLC, Bend, OR.</td>
</tr>
</tbody>
</table>

### Media - Newspaper (Listed Alphabeticly)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Website / Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Ext.</th>
<th>Circulation</th>
<th>Format</th>
<th>Owner / Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cascade Business News (CBN) 404 NE Norton Ave, Bend, OR 97701</td>
<td>541-388-5665</td>
<td>N/A</td>
<td><a href="http://www.cascadebusnews.com">www.cascadebusnews.com</a></td>
<td>Jeff Martin</td>
<td>4</td>
<td>2004</td>
<td>6,000 to 10,000 printed twice monthly, twice weekly E-Headlines</td>
<td>Business Newspaper.</td>
<td>Cascade Publications Inc., Bend, OR.</td>
</tr>
<tr>
<td>Redmond Spokesman 220 N Railroad St, PO Box 768, Redmond, OR 97756</td>
<td>541-348-2034</td>
<td>541-348-3650</td>
<td><a href="http://www.redmondspokesman.com">www.redmondspokesman.com</a></td>
<td>Tony Ames, Holly Gill</td>
<td>5</td>
<td>1978</td>
<td>5,200 Weekly</td>
<td>Newspaper</td>
<td>Western Communications, Bend, OR.</td>
</tr>
<tr>
<td>The Bulletin E/O Media Group &amp; Cascade Oregon Media Group 330 NE Market St, Box 250, Bend, OR 97703</td>
<td>541-677-7809</td>
<td>N/A</td>
<td><a href="mailto:printshop@thebulletin.com">printshop@thebulletin.com</a></td>
<td>Holly Brooks</td>
<td>12</td>
<td>1973</td>
<td>N/A</td>
<td>Newspaper</td>
<td>Western Communications, Inc., Bend, OR.</td>
</tr>
<tr>
<td>The Source Weekly 703 NW Market St, Bend, OR 97703</td>
<td>541-383-0800</td>
<td>541-383-0900</td>
<td><a href="http://www.thesourcenews.com">www.thesourcenews.com</a></td>
<td>Aaron Setser</td>
<td>15</td>
<td>1997</td>
<td>11,000 Ready</td>
<td>Tabloid</td>
<td>Oregon Media Group, Bend, OR.</td>
</tr>
</tbody>
</table>
### Media - Other (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Ext.</th>
<th>Circulation</th>
<th>Format</th>
<th>Owner / Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXIX FM 94.1</td>
<td>541-389-3403</td>
<td>541-385-8843</td>
<td><a href="http://www.kxixsomedOregon.com">www.kxixsomedOregon.com</a></td>
<td>Keith Shipman, Bill Huber, Dan Ely</td>
<td>11 2009</td>
<td>5/2009</td>
<td>Local news from KHKNX - KCLYFM news team, national, international, political, sports, health &amp; entertainment news from ABC Network, syndicated features</td>
<td>Horizon Broadcasting, LLC</td>
<td></td>
</tr>
<tr>
<td>KMGX FM 100.7</td>
<td>541-389-3403</td>
<td>541-385-8843</td>
<td><a href="http://www.kmgxmediagroup.com">www.kmgxmediagroup.com</a></td>
<td>Jonny Gids</td>
<td>17 1958</td>
<td>News/Talk</td>
<td>Local news from KHKNX - KCLYFM news team, national, international, political, sports, health &amp; entertainment news from ABC Network, syndicated features</td>
<td>Horizon Broadcasting, LLC</td>
<td></td>
</tr>
<tr>
<td>KBND AM 1110, FM 100.1</td>
<td>541-389-3403</td>
<td>541-385-8843</td>
<td><a href="http://www.kbnd.com">www.kbnd.com</a></td>
<td>Jonny Gids</td>
<td>11 2009</td>
<td>News/Talk</td>
<td>Local news from KHKNX - KCLYFM news team, national, international, political, sports, health &amp; entertainment news from ABC Network, syndicated features</td>
<td>Horizon Broadcasting, LLC</td>
<td></td>
</tr>
</tbody>
</table>

### Media - Radio (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Ext.</th>
<th>Circulation</th>
<th>Format</th>
<th>Owner / Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>107.7 The Peak 104.1</td>
<td>541-749-5151</td>
<td>541-749-4633</td>
<td><a href="http://www.1077thepeak.com">www.1077thepeak.com</a></td>
<td>Jonny Gids</td>
<td>25 1986</td>
<td>Top 40</td>
<td>Local news from KHKNX - KCLYFM news team, national, international, political, sports, health &amp; entertainment news from ABC Network, syndicated features</td>
<td>Horizon Broadcasting, LLC</td>
<td></td>
</tr>
<tr>
<td>101.7 News Talk CO4</td>
<td>541-749-5151</td>
<td>541-749-4633</td>
<td><a href="http://www.news1017.com">www.news1017.com</a></td>
<td>Jonny Gids</td>
<td>11 2008</td>
<td>News/Talk</td>
<td>Local news from KHKNX - KCLYFM news team, national, international, political, sports, health &amp; entertainment news from ABC Network, syndicated features</td>
<td>Horizon Broadcasting, LLC</td>
<td></td>
</tr>
<tr>
<td>94.1 Zolo Media</td>
<td>541-749-5151</td>
<td>541-749-4633</td>
<td><a href="http://www.zolomedia.com">www.zolomedia.com</a></td>
<td>Matt McDonald, Shawn Wilcox, Juliane Reed</td>
<td>53 1995</td>
<td>Contemporary Christian</td>
<td>Local news from KHKNX - KCLYFM news team, national, international, political, sports, health &amp; entertainment news from ABC Network, syndicated features</td>
<td>Horizon Broadcasting, LLC</td>
<td></td>
</tr>
</tbody>
</table>

### Media - Television (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Ext.</th>
<th>Audience</th>
<th>Format</th>
<th>Owner / Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXIX TV 94.1</td>
<td>541-389-3403</td>
<td>541-385-8843</td>
<td><a href="http://www.kxixsomedOregon.com">www.kxixsomedOregon.com</a></td>
<td>Keith Shipman, Bill Huber, Dan Ely</td>
<td>11 2009</td>
<td>Local news from KHKNX - KCLYFM news team, national, international, political, sports, health &amp; entertainment news from ABC Network, syndicated features</td>
<td>Horizon Broadcasting, LLC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KNLR 97.5 &amp; KNLX 104.9</td>
<td>541-389-3403</td>
<td>541-385-8843</td>
<td><a href="http://www.kqak.com">www.kqak.com</a></td>
<td>Terry Cowan</td>
<td>53 1995</td>
<td>Adult Contemporary Christian</td>
<td>Local news from KHKNX - KCLYFM news team, national, international, political, sports, health &amp; entertainment news from ABC Network, syndicated features</td>
<td>Horizon Broadcasting, LLC</td>
<td></td>
</tr>
<tr>
<td>KFXO-FOX NTVZ-CW</td>
<td>541-389-3403</td>
<td>541-385-8843</td>
<td><a href="http://www.zolomedia.com">www.zolomedia.com</a></td>
<td>Matt McDonald</td>
<td>53 1995</td>
<td>Syndication</td>
<td>Local news from KHKNX - KCLYFM news team, national, international, political, sports, health &amp; entertainment news from ABC Network, syndicated features</td>
<td>horizon Broadcasting, LLC</td>
<td></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bright Light Graphics</td>
<td>541-382-8406</td>
<td>N/A</td>
<td><a href="mailto:info@brightlightgraphics.com">info@brightlightgraphics.com</a></td>
<td>Lieve Maas</td>
<td>1</td>
<td>2011</td>
<td>Digital marketing, website design, social media management, blogging, Google business profile management, reputation management, listing management, SEO, social ads, branding, social marketing &amp; graphic design.</td>
</tr>
<tr>
<td>Brothers &amp; Sons Unltd</td>
<td>541-530-1885</td>
<td>541-532-0107</td>
<td><a href="mailto:info@brosandsonsohu.com">info@brosandsonsohu.com</a></td>
<td>Eva Petron Synder</td>
<td>1</td>
<td>1996</td>
<td>Graphic design, website design &amp; printing.</td>
</tr>
<tr>
<td>MoeGang Productions</td>
<td>541-280-3337</td>
<td>N/A</td>
<td><a href="mailto:mge@bendbroadband.com">mge@bendbroadband.com</a></td>
<td>Lieve Maas</td>
<td>1989</td>
<td>Graphic design &amp; illustrations.</td>
<td></td>
</tr>
<tr>
<td>Perez Design</td>
<td>541-382-0846</td>
<td>N/A</td>
<td><a href="mailto:info@mmrandsonsohu.com">info@mmrandsonsohu.com</a></td>
<td>Ross McIntosh</td>
<td>2009</td>
<td>Brand design, graphic design, packaging design, collateral + brochure design, signage design, advertising design, social media design + build.</td>
<td></td>
</tr>
<tr>
<td>Studio Absolute</td>
<td>541-280-4816</td>
<td>N/A</td>
<td><a href="mailto:info@mmrandsonsohu.com">info@mmrandsonsohu.com</a></td>
<td>Ross McIntosh</td>
<td>2009</td>
<td>Brand identity, graphic design, web design, web development, ad campaign design, print collateral from business cards to annual reports, outdoor billboards &amp; signage, online store print design, custom illustrations &amp; architectural design.</td>
<td></td>
</tr>
<tr>
<td>Studio Absolute</td>
<td>541-280-4816</td>
<td>N/A</td>
<td><a href="mailto:info@mmrandsonsohu.com">info@mmrandsonsohu.com</a></td>
<td>Ross McIntosh</td>
<td>2009</td>
<td>Brand identity, graphic design, packaging design, collateral + brochure design, signage design, advertising design, social media design + build.</td>
<td></td>
</tr>
<tr>
<td>Kinetic Branding</td>
<td>541-799-9113</td>
<td>N/A</td>
<td><a href="mailto:spangler@spanglercreative.com">spangler@spanglercreative.com</a></td>
<td>Matt Spangler</td>
<td>1993</td>
<td>Brand identity, graphic design, web design, web development, ad campaign design, print collateral from business cards to annual reports, outdoor billboards &amp; signage, online store print design, custom illustrations &amp; architectural design.</td>
<td></td>
</tr>
<tr>
<td>Studio Absolute</td>
<td>541-280-4816</td>
<td>N/A</td>
<td><a href="mailto:info@mmrandsonsohu.com">info@mmrandsonsohu.com</a></td>
<td>Ross McIntosh</td>
<td>2009</td>
<td>Brand identity, graphic design, packaging design, collateral + brochure design, signage design, advertising design, social media design + build.</td>
<td></td>
</tr>
<tr>
<td>Kinetic Branding</td>
<td>541-799-9113</td>
<td>N/A</td>
<td><a href="mailto:spangler@spanglercreative.com">spangler@spanglercreative.com</a></td>
<td>Matt Spangler</td>
<td>1993</td>
<td>Brand identity, graphic design, web design, web development, ad campaign design, print collateral from business cards to annual reports, outdoor billboards &amp; signage, online store print design, custom illustrations &amp; architectural design.</td>
<td></td>
</tr>
<tr>
<td>Studio Absolute</td>
<td>541-280-4816</td>
<td>N/A</td>
<td><a href="mailto:info@mmrandsonsohu.com">info@mmrandsonsohu.com</a></td>
<td>Ross McIntosh</td>
<td>2009</td>
<td>Brand identity, graphic design, packaging design, collateral + brochure design, signage design, advertising design, social media design + build.</td>
<td></td>
</tr>
<tr>
<td>Studio Absolute</td>
<td>541-280-4816</td>
<td>N/A</td>
<td><a href="mailto:info@mmrandsonsohu.com">info@mmrandsonsohu.com</a></td>
<td>Ross McIntosh</td>
<td>2009</td>
<td>Brand identity, graphic design, packaging design, collateral + brochure design, signage design, advertising design, social media design + build.</td>
<td></td>
</tr>
<tr>
<td>Studio Absolute</td>
<td>541-280-4816</td>
<td>N/A</td>
<td><a href="mailto:info@mmrandsonsohu.com">info@mmrandsonsohu.com</a></td>
<td>Ross McIntosh</td>
<td>2009</td>
<td>Brand identity, graphic design, packaging design, collateral + brochure design, signage design, advertising design, social media design + build.</td>
<td></td>
</tr>
<tr>
<td>Studio Absolute</td>
<td>541-280-4816</td>
<td>N/A</td>
<td><a href="mailto:info@mmrandsonsohu.com">info@mmrandsonsohu.com</a></td>
<td>Ross McIntosh</td>
<td>2009</td>
<td>Brand identity, graphic design, packaging design, collateral + brochure design, signage design, advertising design, social media design + build.</td>
<td></td>
</tr>
</tbody>
</table>

CBN has made every effort to ensure that all information is accurate and up-to-date. We cannot, however, guarantee it. Please contact us immediately if you know that certain information is not correct or you would like to be added to a list, 541-388-5665 or email cbn@cascadbusnews.com.
Public Relations & Marketing Professionals
(Listed Alphabetically, please see full-service Advertising Agencies for more companies.)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compassio, LLC</td>
<td>541-699-8007</td>
<td>N/A</td>
<td><a href="mailto:info@compassio.com">info@compassio.com</a></td>
<td>Best Montgomery</td>
<td>15</td>
<td>2019</td>
<td>Social media strategy, digital marketing, influencer marketing, social media.</td>
</tr>
<tr>
<td>Eclipse Marketing</td>
<td>541-543-1300</td>
<td>N/A</td>
<td><a href="mailto:feck@polyn.com">feck@polyn.com</a></td>
<td>Rick Pfeil</td>
<td>4</td>
<td>1991</td>
<td>Martin Engineering, Bow Ed, Martin Vinson Systems.</td>
</tr>
<tr>
<td>Global Strategies International</td>
<td>541-639-5010</td>
<td>N/A</td>
<td><a href="http://www.globalstrategiesinternational.com">www.globalstrategiesinternational.com</a></td>
<td>Penny Bartels</td>
<td>2</td>
<td>1999</td>
<td>AppDirect, Arnold Irrigation District, Gallatin Public Affairs, Parametrix, City of Bend, City of Prineville, Deschutes Basin Board, Oregon Health Sciences University, Oregon Trust, Amazon.</td>
</tr>
<tr>
<td>Hubbell Communications</td>
<td>541-620-8803</td>
<td>N/A</td>
<td><a href="http://www.ThinkHubbell.com">www.ThinkHubbell.com</a></td>
<td>Mark Knowles</td>
<td>19</td>
<td>1987</td>
<td>Public relations, marketing communications, public affairs, market media relations. Spreading the message worldwide, press releases &amp; more.</td>
</tr>
<tr>
<td>MarketMotif Consulting, Inc.</td>
<td>541-318-8002</td>
<td>N/A</td>
<td><a href="http://www.markettomotif.com">www.markettomotif.com</a></td>
<td>Stephani Morgan</td>
<td>9</td>
<td>2018</td>
<td>Full service agency with development &amp; design, SEO, SEM, Digital marketing, marketing plan &amp; more.</td>
</tr>
<tr>
<td>MarketMotif Consulting, Inc.</td>
<td>541-315-9253</td>
<td>N/A</td>
<td><a href="http://www.markettomotif.com">www.markettomotif.com</a></td>
<td>Stephanie Smith</td>
<td>1</td>
<td>2020</td>
<td>Board Chamber of Commerce, Bond Human Society, Blue Fox, Armented, Cascade School of Music, City Club of Central Oregon, Oregon Union &amp; more.</td>
</tr>
<tr>
<td>MarketMotif Consulting, Inc.</td>
<td>541-315-9253</td>
<td>N/A</td>
<td><a href="http://www.markettomotif.com">www.markettomotif.com</a></td>
<td>Mark Knowles</td>
<td>19</td>
<td>1987</td>
<td>Digital media services, digital media strategy, public relations, media relations, web design, social media strategy.</td>
</tr>
<tr>
<td>MarketMotif Consulting, Inc.</td>
<td>541-315-9253</td>
<td>N/A</td>
<td><a href="http://www.markettomotif.com">www.markettomotif.com</a></td>
<td>Andrea Woodson</td>
<td>2</td>
<td>2004</td>
<td>Oregon state parks, PR, public relations, Federal Health, Health &amp; Wellness, Oregon State University, Lane County, South Coast Technology, Consulting, Nabsidi.</td>
</tr>
<tr>
<td>MarketMotif Consulting, Inc.</td>
<td>541-315-9253</td>
<td>N/A</td>
<td><a href="http://www.markettomotif.com">www.markettomotif.com</a></td>
<td>Shaila Nelson</td>
<td>1</td>
<td>2014</td>
<td>City of Bend, City of Prineville, Ducks Board of Control, Central Oregon Irrigation District, Parametics, Annual Irrigation District &amp; Golden Public Affairs.</td>
</tr>
<tr>
<td>MarketMotif Consulting, Inc.</td>
<td>541-315-9253</td>
<td>N/A</td>
<td><a href="http://www.markettomotif.com">www.markettomotif.com</a></td>
<td>Sarah Williams</td>
<td>1</td>
<td>2012</td>
<td>Tech Learning, Title, Belden, Entrepreneurial Learning, EL.</td>
</tr>
</tbody>
</table>

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

2022 Marketing Guide
March 16, 2022 • Cascade Business News • 31

---

**Move Your Business Forward... Faster**

Get the Internet speed you need to connect better with your customers and grow your business.

**Up to 100Mbps INTERNET $59.99 for 2 years when bundled**

Get the best Internet speed for your business.

**Contact 541-647-1029 or visit bendbroadband.com**

---

**Free Headlines**

Sent directly to your email.

To send your email to: CBN@CascadeBusNews.com

---

CBN has made every effort to ensure that all information is accurate and up-to-date. We cannot, however, guarantee it. Please contact us immediately if you believe that certain information is not correct or you would like to be added to a list, 541-388-5665 or email cbn@cascadebusnews.com.
<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Website/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio Tango</td>
<td>541-266-7675</td>
<td>N/A</td>
<td><a href="http://www.audiotango.com">www.audiotango.com</a></td>
<td>Tina Underwood</td>
<td>2</td>
<td>1995</td>
<td>Voice talent &amp; audio production services for radio / TV commercials, multimedia, on hold / IVR, e-learning &amp; internet applications. ISDN &amp; Source Connect equipped facility &amp; award winning work.</td>
</tr>
<tr>
<td>Camp Creative, Inc.</td>
<td>541-622-3030</td>
<td>N/A</td>
<td><a href="http://www.campcreative.net">www.campcreative.net</a></td>
<td>Jared Coats, Mike West, Roland Camp</td>
<td>10</td>
<td>2015</td>
<td>Interactive content, innovative touch screens, video production, branding, graphic design, coping manufacturing, web application development.</td>
</tr>
<tr>
<td>Head In Hand Productions, Inc.</td>
<td>541-786-0336</td>
<td>N/A</td>
<td><a href="http://www.headinhandproductions.com">www.headinhandproductions.com</a></td>
<td>Matt Hand</td>
<td>3</td>
<td>2004</td>
<td>Multi-production from scripting to completion, event consultation, event audio visual support, media integration, live event streaming.</td>
</tr>
<tr>
<td>M2C Communications</td>
<td>541-582-3252</td>
<td>541-582-7948</td>
<td><a href="http://www.m2c.producers.com">www.m2c.producers.com</a></td>
<td>Sky Pinnick</td>
<td>1</td>
<td>1994</td>
<td>Commercial production, digital video production, post production, DVD authoring, motion design, special effects &amp; innovative results.</td>
</tr>
<tr>
<td>Bug Productions</td>
<td>541-389-0984</td>
<td>N/A</td>
<td><a href="http://www.m2c.producers.com">www.m2c.producers.com</a></td>
<td>Clay Smith</td>
<td>1</td>
<td>1990</td>
<td>BY APPOINTMENT ONLY - recording &amp; audio production, jingles, soundscapes, audio licensing, voice overs, audio mastering &amp; web production.</td>
</tr>
<tr>
<td>South 20th Studios</td>
<td>541-622-8825</td>
<td>N/A</td>
<td><a href="http://www.m2c.producers.com">www.m2c.producers.com</a></td>
<td>Rick Johnson</td>
<td>2</td>
<td>1990</td>
<td>Film / Video production with M2C Productions, Inside Camera Crane specialists, ultra widescreen video advertising / digital signage platforms &amp; content development.</td>
</tr>
<tr>
<td>Sun Mountain Video Productions / Event Vision</td>
<td>541-480-4009</td>
<td>N/A</td>
<td><a href="http://www.sunmountainvideo.com">www.sunmountainvideo.com</a></td>
<td>Phil Power</td>
<td>1</td>
<td>1990</td>
<td>Live event multi-media production services.</td>
</tr>
<tr>
<td>Visual Thinking Northwest</td>
<td>541-377-0303</td>
<td>N/A</td>
<td><a href="http://www.visual-thinking.com">www.visual-thinking.com</a></td>
<td>Kevin Balch</td>
<td>3</td>
<td>1997</td>
<td>Video &amp; audio production: HD, 3D, HDV, high definition, high quality equipment including 4K camera. Video acquisition &amp; editing, image editing, voice overs, motion graphics &amp; video distribution.</td>
</tr>
<tr>
<td>Wilson Films LLC</td>
<td>541-885-3406</td>
<td>N/A</td>
<td><a href="http://www.wilsonfilms.com">www.wilsonfilms.com</a></td>
<td>Keith Stidger, Mark Hart, Michelle Harris, Honey Kim</td>
<td>4</td>
<td>2015</td>
<td>Wilson Films drives meaningful change for your company &amp; your community through thoughtfully executed video solutions that deliver impact.</td>
</tr>
</tbody>
</table>
Tax Deductions You Won’t Believe

by ED WETTIG, CFP — Cornerstone Financial Planning Group

W hile Americans are entitled to take every legitimate deduction to manage their taxes, the Internal Revenue Service (IRS) places limits on your creativity. Here are some examples of deductions from the IRS that were permitted and some that were, well, too creative. 1

Creative Deductions that Passed Muster

Usually a child’s school-related costs are not deductible. However, one taxpayer was allowed to deduct the cost of travel, room, and board as a medical expense for sending a child with respiratory problems to a school in Arizona.

Pet food typically doesn’t qualify as a write-off, except in the case where a business owner successfully argued that it was a legitimate expense to feed a cat protecting their inventory from vermin.

Does your child have an overbite? If so, you may find that the IRS is okay with a medical deduction for the cost of a clarinet (and lessons) to correct it.

A deduction for a swimming pool won’t float with the IRS, except if you have emphysema and are under doctor’s orders to improve breathing capacity through exercise. The deduction, however, was limited to the cost that exceeded the increase in property value. And yes, ongoing maintenance costs are deductible as medical expenses.

Deductions that Were Too Creative

The cost of a mink coat that a business owner bought for his wife to wear to dinner for entertaining clients was denied even though he claimed it was an integral part of dinner conversation and provided entertainment value.

Despite having dry skin, one taxpayer was denied a deduction for bath oil as a medical expense.

Losses associated with theft may be deductible, but one taxpayer went too far in deducting the loss of memories when her photos and other life souvenirs were discarded by her landlord.

One business owner reported an insurance payment as income, but then deducted the cost of the arsonist as a “consulting fee.”

Don’t expect taxpayers to pay for enhancements to self-image. Just ask the ballerina who tried to deduct a tummy tuck or the woman who tried to write off her Botox expenses.

Creativity is not something that the IRS typically rewards, so you should be careful testing the limits of its understanding. Seek the counsel of an experienced tax or legal professional for specific information regarding your situation.

1 The information in this material is not intended as tax or legal advice. It may not be used for the purpose of avoiding any federal tax penalties. Please consult legal or tax professionals for specific information regarding your individual situation.
Big Brothers Big Sisters of Central Oregon welcomes new program director Jenn Davis. Davis began working with nonprofits in college while at the University of Oregon, where she earned a bachelor of science degree. She has lived in Central Oregon since 2006 and has acquired over 15 years of experience working with children and families. She has worked in nonprofits as a grant consultant for years and worked direct service assisting in low-income areas. She learned in her role that mentoring helps kids and families achieve reunification with their children and family stabilization. She has extensive experience working with at-risk youth,勨mental issues, and human trafficking. She credits the program with its successful operation and strong leadership. She is committed to providing positive youth development and trauma-informed care in her work and believes in the strength and resilience of youth. Davis joined Big Brother Big Sister as the director because she knows that mentoring youth is vital to ensuring they avoid negative behaviors that put them at risk for substance abuse, teen pregnancy, and dropping out of school. She has learned that mentoring helps kids and families achieve success, and that is what Big Brothers Big Sisters is all about.

The Council on Aging in Central Oregon recently announced that Ray Miao has joined its Board of Directors. Miao brings a breadth of knowledge and experience in making Oregon communities more livable for people of all ages, especially children and adults.

Miao was born in China and moved to the United States when he was three years old. Miao received a PhD in biochemistry from Duke University and has a distinguished career in cancer research and business development. He is an elected member of the Deschutes Public Library District and Deschutes County Rural Fire Protection District Board. He serves on the Community service includes Volunteer State President of AARP Oregon, the Oregon State Library Board, appointment by the Governor to the Oregon Health Fund Board and a SHIBA (Medicare counseling) volunteer. Miao is a member of the Nature Printing Society and creates plants and fish prints (Gyotaku). He and his wife Chris have lived in Central Oregon since 1991. They enjoy gardening, bird watching, traveling and volunteering.

The Skjersaa Group, who operates in partnership with Duke Warner Realty, has named Lindsay Roberts as operations manager. Roberts joins the team as the customer service experience to her new role with the Skjersaa Group. Before moving back to Bend in 2020, Roberts led the front desk operations at Mahler, managed the spa at the Ranch at Rock Creek, a Forbes Travel five-star guest ranch in Philipsburg, Montana. Roberts was encouraged to apply for the operations manager role when the position became available in January by Hollie Hogan, principal broker, CRS of the Skjersaa Group.

Originally from Idaho Falls, Roberts is an avid outdoorsperson who has lived in mountain states her entire life. She has a strong service mindset, has been an active volunteer wherever she’s lived, and served as the Wallowa County Foodbank Coordinator in Enterprise, Oregon.

The NHWA was formed in 2009 in order to address the need for an organization that is dedicated to the visual inspection of homes and properties. The NHWA’s goal is to provide the highest standards of education, training, and certification for its members. The NHWA is proud to be the only national association dedicated to the visual inspection of homes and properties.

Four Seasons Home Services has earned accreditation from the National Home Watch Association (NHWA) for the third year. The NHWA was formed in 2009 in order to establish and maintain the highest industry standards for Home Watch and absentee homeowner services throughout the United States and Canada. Home Watch is a crucial inspection of your home or property, looking for obvious issues, which means that it is a service that “keeps an eye on things” at your vacation or primary home while you are not in residence.

Owner Aaron Tannow purchased 4 Seasons in 2019. For over 30 years, 4 Seasons has provided Home Watch services to the resort community of Sunriver. Tannow is excited to be expanding into more of Central Oregon, including the Bend, Crosswater and Caldera Springs areas. 4 Seasons watches over 140 homes. In addition to Home Watch, they offer executive-level cleaning, handyman, vacation rental management and maintenance, and pet sitting services.

Tannow moved to Bend from Traverse City, Michigan, in 2007 and with his wife, Amy, enjoys all that their area has to offer: whitewater rafting, skiing, biking and camping with their two young children.

Prior to purchasing 4 Seasons, Tannow

KPOV High Desert Community Radio has announced the retirement of longtime key employee Jill Mahler. Mahler has been a part of KPOV in 2006 as office manager and was later promoted to station manager in 2015, serving five years as KPOV’s leader.

Even after semi-retiring in fall 2020, Mahler continued to assist KPOV with finance, website work and imparting her knowledge and wisdom to new KPOV staff.

KPOV 88.9 - High Desert Community Radio

Jill Mahler

Partners In Care announces the appointment of Greg Hagfors as its new chief executive officer, according to its president and Board Chair Suzanne Lafky. Lafky, who chairs the board of seven member board of the KPOV’s Memorial Health Board at Partners In Care, expressed confidence that Hagfors will continue to position the organization as a leader in the care of people with chronic illness or are near the end of their lives.

Hagfors is a familiar name to many in Central Oregon both as a Bend resident and having served as chief executive officer of Bend Memorial Clinic (now Summit Medical HealthCare) from 2011 to 2016. In addition to helping the clinic grow, he was involved as a board member and chaired the finance committee of the Central Oregon Health Council for nearly three years. In 2018, he became managing director of Castling Partners, providing lead services offerings designed to support and enhance ongoing performance improvement of health system and physician owned medical practices.

Prior to his move to Oregon to join Bend Memorial Clinic, Hagfors was the senior vice president — Healthcare for Paley Dixon where he led the firm’s provider acquisitions activities for the healthcare sector. He also worked with other business sectors as an advisor/consultant for buyers and sellers of companies.

Hagfors was born and raised in Minnesota. He received his bachelor of science degree at North Dakota State University and earned his MBA in Business/ Managerial Economics from Minnesota State University in Mankato, Minnesota.
worked in the medical field as an orthodontist/prosthodontist, while managing several rentals on the side. Though quite a career change, Tarnow finds the customer service aspects of Home Watch to be a fun and engaging change of pace. Amy is a native Oregonian and works full-time as a school administrator. She helps Tarnow with bookkeeping and other management responsibilities for 4 Seasons. Tarnow serves as the Chapter Lead for the NHWA’s Northwest Chapter.

Sharon Gueck is a portfolio manager and financial planner at Becker Capital Management, Inc, where she has worked for the past 29 years. She oversees the wealth planning division and is a member of the firm’s board of directors. She recently opened a new satellite office in Bend, fulfilling her dream to move to Central Oregon. Gueck earned her bachelor’s degree in business economics & political science from Willamette University. She is very active in the local community and currently serves as Chair of the finance committee for the Children’s Cancer Association, serves board of directors for the St. Charles Health Foundation and is on the development committee for the High Desert Museum. She has recently joined the Rotary Club of Greater Bend and looks forward to spending more time in the Central Oregon Community. When not at work, Gueck enjoys skiing, hiking with her two dogs and finding new outdoor places to explore.

Amanda Ferrari grew up in Olympia Washington. She studied psychology at Whitman and then went to Pacific University where she earned a doctorate in physical therapy. After working as a PT for over ten years Ferrari changed her course and has found her passion in residential real estate. She is a native Oregonian and works full-time as a school administrator. She helps Tarnow with bookkeeping and other management responsibilities for 4 Seasons. Tarnow serves as the Chapter Lead for the NHWA’s Northwest Chapter.

Mark Roberts is a project manager for Kirby Nagelhout Construction based in Bend. He has spent 17 years on the construction industry specializing in client relations, business development and team building. Roberts’ professional passion is creating trustworthy, long-lasting relationships with his clients during their journey. His philosophy is to always deliver a project using best practices and exceptional workmanship. Roberts is married to Samantha Roberts and has three children, Atlas (11), Arden (eight) and Vayle (six). They live happily in Bend and make full use of all the recreational activities the area has to offer. One of their favorite activities is taking Tommy, their dog, on a long walk through one of the many parks in Central Oregon. His personal hobbies are playing the piano, reading and planning the next adventure with his wife and children.

Patricia Valian Reser has been awarded the Lifetime Trustee award from the Oregon State University Foundation. The award is the foundation’s highest recognition for volunteer leaders. A 1960 graduate of the OSU College of Education, Reser taught in the Beaverton School District and received an honorary doctorate from the university in 2019. She and her late husband, Al, grew Reser’s Fine Foods into an international company. Reser now serves as board chair of the family-owned business, which is based in Beaverton.

Along with her family, Reser has made leadership gifts to many academic and athletic university facilities, including the expansion of Reser Stadium in 2005, improvements to Gill Coliseum and construction of the Sports Performance Center, Linus Pauling Science Center and Austin Hall, home of the College of Business. Her philanthropy also supports students, programs and faculty, including endowed faculty positions in chemistry, the arts, entrepreneurship and education.

In video messages, Oregon U.S. Rep. Suzanne Bonamici and Gov. Kate Brown noted that Reser’s commitment to philanthropy and service extends to her community and the world. They credited Reser as the driving force behind the creation of the new Patricia Reser Center for the Arts in Beaverton. Brown

The Quince Townhomes project will provide affordable homeownership for ten low-to-moderate income families. Program families earn between 40-80 percent of the area median income, and have completed (on average) more than six months of homeownership and financial counseling and training. Families that complete Habitat’s program have been prepared for the financial responsibilities of homeownership, including building savings and preparing for move-in costs, home maintenance and repairs.

While Habitat provides and installs basic appliances in new homes, this does not include laundry appliances. This grant will assist all ten homeowners with the purchase of washers and dryers. Much more than providing appliances, this grant will also provide families the dignity that comes with access to safe, affordable and reliable laundry services.

Bend-Redmond Habitat for Humanity plans to complete the Quince Townhomes and welcome ten families into their new homes in 2022. Bend-Redmond Habitat for Humanity has also received a $3,000 grant from the Washington Federal Foundation to fund the construction of Watercress Townhomes in Bend.

Bend-Redmond Habitat for Humanity is grateful for the continuing partnership with Washington Federal Foundation to advance affordable homeownership in Central Oregon.

Bend-Redmond Habitat for Humanity plans to complete the Watercress Townhomes and welcome eight families into their new homes in 2022.

WINDERMERE CENTRAL OREGON REAL ESTATE

Local real estate brokers, staff and owners with Windermere Central Oregon Real Estate supported five local charitable organizations in the Central Oregon area during 2021. Through the Windermere Foundation, a total of $9,000 was donated to local charities supporting low-income children and families.

Granted year-round, donations from the Windermere Foundation benefitted Bethlehem Inn, Shepherd’s House Ministries, St. Bertinet De Paul of Bend-Micro Village Center, Beulah’s Place and Jericho Road, Inc.

Windermere Central Oregon is proud to be a part of the larger Windermere Foundation, serving the Western U.S. since 1989. Along with launching their own fundraising activities and providing personal donations, brokers donate a portion of the commission from every home bought or sold through Windermere to the Windermere Foundation. To date, Windermere has gifted more than $46 million in donations to support programs and organizations that provide services to those in need. In honor of its 50th anniversary in 2022, Windermere Real Estate has challenged its network to reach $50 million in giving by year’s end.
Oregon State University has named Michael Freitag, Kathryn Higley and Brent Steel as its 2022 University Distinguished Professor recipients, the highest academic honor the university can bestow on a faculty member.

Freitag is an expert in fungal biology and genome structure; Higley is internationally recognized for her research on the health effects of radiation; and Steel is a scholar of environmental policy, science policy and state politics.

Freitag, Higley and Steel will give lectures on Friday, May 20. Freitag is professor in the Department of Biochemistry and Biophysics in the College of Science who has published more than 100 papers that have received more than 14,000 citations. He has mentored dozens of doctoral and post-doctoral students and advised 60 undergraduate students, nearly a quarter of whom are co-authors on papers. He is a fellow of the American Association for the Advancement of Science.

His long-time research focus is in the area of epigenetics — how DNA and protein modifications regulate the packaging, the copying and the expression of DNA. His research has yielded significant discoveries in in biology and human health.

He has received more than $6 million in national-level grant support since his arrival at OSU, including grants from the National Science Foundation, American Cancer Society and the National Institutes of Health.

Higley is the Edward N. Rickert, Jr. Professor in the School of Nuclear Science and Engineering in the College of Engineering and the interim director of the Center for Quantitative Life Sciences at Oregon State.

She has sustained a research program in health physics, radioecology and radiological dose and risk assessment, and has built one of the few academic radioecology research labs in the nation. She has received about $14 million in competitively awarded grant funding since coming to Oregon State. She was instrumental in developing the face-to-face and online radiation health physics programs and co-developed the medical physics master’s program that is offered at Oregon Health & Science University.

Since arriving at Oregon State in 2006, she has served as major professor for two honors students, 51 master’s students and 14 doctoral students.

During the Fukushima nuclear disaster in 2011 in Japan, she drew on her expertise in the health effects of radiation while providing hundreds of radio, television and print interviews.

She also served as associate director of TRACE COVID-19, an Oregon State project to determine the prevalence of the virus in the community and in OSU populations.

Steel, a professor in the School of Public Policy in the College of Liberal Arts, has taught more than 23 different undergraduate courses and 13 different graduate courses in fields including international relations, comparative politics, public administration and public policy.

He is the author or co-author of 13 books, 82 peer-reviewed articles and 36 book chapters. He has been a principal investigator on nine external grants and a co-principal investigator on 26 others totaling more than $25 million, with grantors including the National Science Foundation, U.S. Department of State and U.S. Department of Agriculture.

Steel arrived at Oregon State in 1998, started the master of public policy in 2003 and continues to serve as its director today. He also helped develop numerous degree programs, including a doctorate and bachelors in public policy, a graduate minor in rural studies and a graduate certificate in energy policy.
The Redmond Senior Center is partnering with Redmond School District and Meta to launch Tech Zoomers, a technology support program targeted at helping older adults with technology challenges and training.

Meta provided a $3,000 grant to support this pilot program, which will be held from March through June. Students from Ridgeview High School’s computer science and technology classes have volunteered to be a part of the inaugural program and will be official interns of the Redmond Senior Center.

“We are excited to support technology workshops and learning experiences for seniors across Central Oregon, as well as internships for local students. Technology is at the forefront of our future, and investing in educational programs throughout Central Oregon is integral to Meta’s mission to connect people on and off line and help build community,” said William Marks, community development manager at Meta. Meta has been part of Central Oregon since breaking ground on its Prineville Data Center in 2010.

Students will partner with seniors to help teach them new skills or provide technological support. Not only will the students gain real-world experience of providing resumes and conducting all necessary pre-work for an internship or job, but they will also learn valuable lessons through this intergenerational program. The student volunteers have spent weeks coming up with the name for the inaugural program and preparing for their official internship with the help of EDCO’s Youth Career Connect Internship Coordinators.

“This new program will be valuable for both our older adults and the students. Intergenerational events and programs benefit everyone involved, and we couldn’t be happier with the students that Redmond School District has found to support Tech Zoomers,” said Maureen Dooley, Redmond Senior Center Board of Directors president. “Their eagerness to be part of something new and make it their own speaks volumes to the character and caliber of these students.”

Annually, the Redmond Senior Center provides over 40,000 hot meals and supports thousands of older adults through hundreds of programs and activities. During the height of the pandemic, the senior center continued to provide Meals on Wheels for isolated older adults throughout the greater Redmond area and offered a place where older adults could safely connect, obtain services and participate in programs both in-person and virtual. The center is in the process of coming up with intergenerational activities that will involve broader groups in the community.

“I wanted to participate in this program to give back to the community. These senior citizens have done so much for us; I feel like it’s time we give back,” said Dhruv Patel, a senior at Ridgeview High School who plans to attend a four-year university next year to major in industrial engineering and minor in computer science.

The Redmond Senior Center hopes to continue and grow this program in coming years depending on the success of this pilot launch. Josh Davis, a Computer Science teacher at Ridgeview High School and the school district lead helping spearhead this program, stated, “This is a great opportunity for some amazing young adults to share their tech skills and knowledge with others while learning the value of giving back to their community.”

The Redmond Senior Center was launched by volunteers over 70 years ago (1949) when the population in Redmond was less than 3,000 residents. It continues to operate as the “hub” and sole resource in Redmond focused entirely on seniors. It is a stand-alone nonprofit solely supported by membership, public and private grants, businesses, occasional special events, donations and countless volunteer resources. It does not receive tax revenues nor is it operated by the City of Redmond or the Redmond Area Parks and Recreation District.

The Redmond Senior Center continues to provide essential services for older adults in the greater Redmond community (which includes part of Crook County with Powell Butte), through Meals on Wheels, Congregate Dining, regular activities and support services. For more information, contact the Redmond Senior Center 9am-2pm weekdays at 541-548-6325 or at info@redmondseniors.org and check the website at redmondseniors.org.
A

D

v

ertisement for Bid

Continued from page 3

Roundhouse

Continued from page 3

want them to succeed.”

The Roundhouse Foundation made the decision to expand the grant program following the success of the initial pilot program at Central Oregon Community College in 2021-22. The five additional Oregon community college CTE programs selected for the 2022-2023 school year are: Columbia Gorge Community College, Rogue Community College, Tillamook Bay Community College, Treasure Valley Community College and Klamath Community College.

Students do not apply for the grant — funds are awarded to every student in select study areas to assist with materials needed for class, beyond tuition and books. For example, welding technology students receive funds to buy protective clothing and equipment specific to welding. Early childhood education students can use grant funds to buy creative educational materials to bolster development of new forms of teaching.

As the job market continues to transform, CTE programs such as these provide credentials and training for a wide range of high-wage, highly skilled jobs. Because some of these programs do not include a formal college degree, funding has traditionally been difficult to secure. The supported CTE programs align with The Roundhouse Foundation’s vision of creating a positive impact through collaboration with communities and encouraging creative problem solving and innovative programming to stimulate local economies. At this time, participation in this program is by invitation only for selected community college partners.

RoundhouseFoundation.org

E

D

CO

Continued from page 3

Bank — Central & Eastern Oregon Region Advisory Board, the Oregon Business Development Corporation, the Bend Chamber of Commerce and the Bend Economic Development Advisory Board, to name a few.

Jon Stark, EDCO’s interim CEO, stated, “Hiring someone of Steve’s caliber, who brings with him such an in depth knowledge of business development and an incredible Rolodex of local connections, is a huge win for EDCO and EDCO.

We look forward to leveraging his experience in strategic planning, leading and developing teams and projects and managing resources to help take the position and organizations to the next level.”

Curley holds a bachelor of science in business management from Linfield College in McMinnville, Oregon, and an associate of science in computer science from Broom Community College, in Binghamton, New York.

“In behalf of the Board of Directors, we are thrilled to have Steve as part of the team,” commented EDCO board President Alison Huycke. “He has strong, relevant experience and we look forward to working closely with him. I’d like to personally thank BBSI and the hiring panel, which included City of Redmond Mayor George Endicott, Executive Committee members from the EDCO Board of Directors and EDCO Staff for the time they dedicated to filling this important position.”

About Economic Development for Central Oregon (EDCO)

EDCO is a nonprofit corporation supported by private and public members and stakeholders, whose mission is to create middle-class jobs in Central Oregon by: recruiting new employers to move to the region; helping entrepreneurs start new, scalable businesses; and working with businesses already located here to grow their operations.

About BBSI

BBSI has been serving Central Oregon for over 20 years, providing HR, recruitment, payroll, workers’ compensation, risk and business consulting services designed to help locally-owned businesses prosper. They are a Bend-based team who get to know their clients and seek to understand their unique business challenges and goals. Through BBSI’s model, they can provide resources to small and medium-sized businesses that often only larger organizations can afford.

edcoinfo.com • BBSI.com
Central Oregon Business Calendar
Email Your Upcoming Business Events to CBN@CascadeBusNews.com
Event Details at CascadeBusNews.com/Business-Events

BUSINESS EVENTS

March 17
11:30am-1:30pm City Club of Central Oregon Virtual and In-Person Region City Managers Forum at Riverhouse on the Deschutes Convention Center. Registration and information at cityclubofcentraloregonmay242021.growthzoneapp.com/ap/Events/Register/4pNzaap?mode=Attendee.

March 17

March 17

March 17
5:15-6:15pm COCC Virtual Allied Health Program Info Session. Register at cocc.edu/departments/allied-health.

March 19

April 12

April 14

April 20
Noon Hospice of Redmond and Redmond Senior Center Veterans Luncheon at the Redmond Senior Center. https://www.hospiceofredmond.org/.

April 23
La Pine Chamber of Commerce and Visitors Center Annual Chamber Awards Banquet. Location TBD, call the La Pine Chamber for more info at 541-536-9771.

April 29
Virtual and In-Person Seller Velocity Conference at Riverhouse on the Deschutes. Information and registration at https://www.sellersvelocityconference.com/.

May 18
Noon Hospice of Redmond and Redmond Senior Center Veterans Luncheon at the Redmond Senior Center. https://www.hospiceofredmond.org/.

May 21
Noon-2pm Saving Grace Heroes Celebration at Riverbend Park, Bend. https://visitredmondoregon.com/

June 3

WORKSHOPS & TRAINING

February 25
9am-1:30pm and 6-8:30pm Deschutes Soil and Water Conservation District and OSU Extension Service Virtual and In-Person Irrigation Water Management Workshop Series: Adapting to Drought Conditions at Deschutes County OSU Extension Office, Redmond. Register at https://www.eventbrite.com/e/irrigation-water-mgt-series-adapting-to-drought-conditions-tickets-29082133137, todd.peplin@or.nasadnet.net or 541-550-6339.

(Ongoing)
COCC Small Business Development Center Virtual Classes. View options and registration at https://www.cocc.edu/departments/continuinged/.

Building Permits

COMMERCIAL PERMITS WEEK ENDING 2-25-2022

City of Bend
$25,000.00 - Commercial (New) 200 sf. at 1545 NW Juniper St. Bend 97703 OR Owner: Judith Kopp Permit # PRRE202105617
$23,015.00 - Commercial (New) 1,067 sf. at 695 NW York Dr. Ste. 210 Bend 97703 OR Owner: MACPAC2, LLC Permit # PRRE202108880

City of Redmond
$800,000.00 - Commercial (Tenant Improvement) at 300 NW OAK Tree Ln. Redmond 97756 OR Owner: Wal-Mart Stores, Inc. PO Box 8050 Bentonville, AR 72712 Builder: Deacon Construction, LLC 503-297-8791 Permit # 711-21-002522
$324,368.00 - Commercial (Tenant Improvement) at 3500 SW 21st Pl. Redmond 97756 OR Owner: BASX Properties, LLC 3500 SW 21st Pl. Redmond, OR 97756 Builder: Lisa Reynolds Permit # 711-22-000165

City of Redmond
$950,000.00 - Commercial (New) 12,000 sf. at 1342 NE Medical Center Dr. Bend 97701 OR Owner: Bend Surgical Specialists, LLC Permit # PRRE202109236
$23,343.00 - Commercial (New) 1,025 sf. at 2680 NE Hwy 20 , Ste. 370 Bend 97701 OR Owner: Forum Holdings, LLC Permit # PRRE202200106

City of Redmond
$315,300.00 - Commercial (Alteration) at 432 SW 6th St. Redmond 97756 OR Owner: Arome Holdings, LLC 432 SW 6th St. Redmond, OR 97756 Builder: Larry Wright 541-582-3003 Permit # 711-21-002156
$92,567.00 - Commercial (New) 667 sf. at 855 SW 7th St. Redmond 97756 OR Owner: 7th Street RDM, LLC 6909 SE Topper Dr. Vancouver, WA 98664 Permit # 711-22-000393
$90,000.00 - Commercial (New) at 465 SW Rimrock Way Redmond 97756 OR Owner: School District #2 465 SW Rimrock Way Redmond, OR 97756 Permit # 711-22-000122

Deschutes County
$10,000.00 - Commercial (Alteration) at 70400 Mcallister Rd. Sisters 97759 OR Owner: Freund and Spencer Investment Group, LLC PO Box 2549 Addison, TX 75001 Permit # 247-21-006600

Crook County and City of Prineville
$81,000.00 - Commercial (New) 672 sf. at 1600 SW Baldwin Rd. Prineville 97754 OR Owner: Apple, Inc. 1 Infinite Lp. MS 36-2TX Cupertino, CA 95014 Builder: Pence Kelly Construction, LLC 503-252-3802 Permit # 217-22-001304
$38,500.00 - Commercial (New) 320 sf. at 1600 SW Baldwin Rd. Prineville 97754 OR Owner: Apple, Inc. 1 Infinite Lp. MS 36-2TX Cupertino, CA 95014 Builder: Pence Kelly Construction, LLC 503-252-3802 Permit # 217-22-001303
Celebrate Your Green Business in the April 6 Edition

Let Us Know if We Can Help?

Special Issue Rates!
$220 / eighth page color ad
$400 / quarter page color ad
$700 / half-page color ad
$1,400 / full page color ad

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

DEADLINE TO SUBMIT YOUR LANDSCAPING, ENVIRONMENTAL OR RECYCLING SERVICES STORY IS MARCH 30