March 16, 2022 • VOLUME 29 • ISSUE 6

CASCADE BUSINESS NEWS

Enhancing & Promoting the Economic Vitality of Central Oregon Since 1994

SEO Trends for 2022 — Page 27

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

FOURTH AND OLNEY PLANNED MULTI-FAMILY DEVELOPMENT RENDERING, VIEW FROM FUTURE ROUNDABOUT | RENDERING COURTESY OF TEN OVER

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 (RH) 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.

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Restoring a Diamond in the Rough

Domaine Serene Wine Lounge Enchants Downtown Bend

by KRISTINE THOMAS — CBN Feature Writer

There's more than what artistically enchants the senses to the white quartz bar top, the forest green leather chairs, the gaslight black steel fireplace and the windows seemingly stretching from the barnwood floors to the ceilings at Domaine Serene Wine Lounge in downtown Bend.

Every decorating and design detail was carefully considered to enhance guests' wine tasting experience. For example, a wood-burning fireplace would have competed with the layers of fresh blueberries, marionberries and huckleberries in the 2019 Abbey Oaks Vineyard Pinot Noir.

The white quartz allows wine enthusiasts to study or admire the wine's rich colors.

The team who took on the challenge of renovating the diamond in the rough 1917 Spheir Building carefully preserved the brick and lava rock walls, the architectural framework, the windows and more to honor the building's past and celebrate its present.

Opened in December of 2021, the Domaine Serene Wine Lounge offers a food menu inspired by 75 world-class wines produced by Domaine Serene in Dayton, Orregon, and Château de la Crée and Maison Evenstad in France.

DOMAINE SERENE WINE LOUNGE | PHOTO COURTESY OF BLRB ARCHITECTS

Heidi Slaybaugh of BLRB Architects shared the 1917 D.H. Spheir Building is listed on the National Register of Historic Places. "Turning a quite unnoticeable old building into a showcase of historic preservation at its best in Bend is

PAGE 6

Professionals Share Their Insights on the Importance of Marketing

by KRISTINE THOMAS — CBN Feature Writer

There are more than 400 craft breweries in Oregon, including 30 breweries in Bend.

Every brewery is challenged with how to distinguish its beers and how to attract their loyal followers, ultimately answering the question why should a beer drinker buy their beer over their competitors?

How is this challenge met? That's where marketing comes into play. "You can't just open a business and expect people to rush in. Marketing tells your story so people can find you," Dan Mooney of Mooney Marketing said. "Marketing is everything that has to do with your business reaching potential clients."

Mooney, along with Anne Marie Daggett of The Marketing Department, Arthur Wirtz of The Garage Inc., Torrey Sharp of Molt Brands, John Furgurson of BN Branding, Dina Barker of Brilliance In Branding (BIB) and Justin Bronson of zö agency recently shared their individual insights on marketing.

Marketing Defined

Barker shared basic marketing is sharing with the world or your target audience what you do, why it's important to them and how you do it better than the competition. "How you accomplish this is a broader spectrum," Barker added.

Furgurson said he could ask ten marketers their definition of marketing and receive ten different answers. He defines marketing as anything that helps you build your business. "Marketing is a broad, catch-all phrase that includes sales, advertising, social media, search engine optimization, pricing, distribution, web development and a hundred other specialties," Furgurson said.

He prefers to discuss branding

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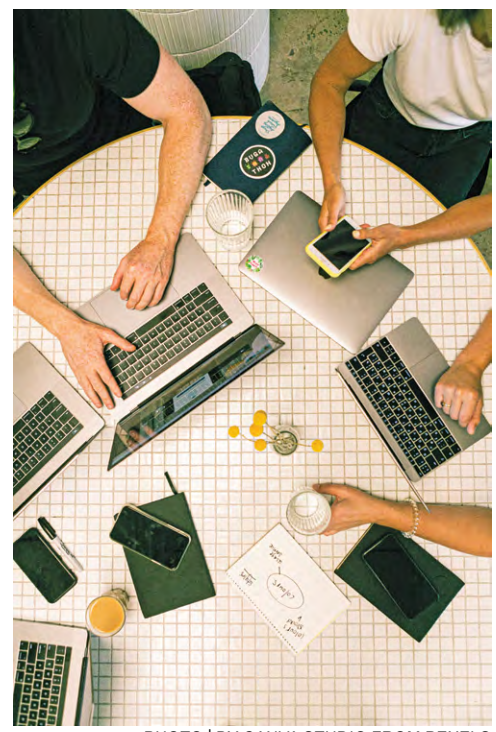

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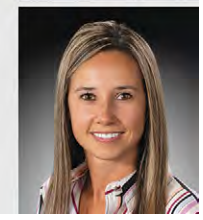

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CBN is published the first and third Wednesdays of each month.

Subscriptions are $35 for one year ($40 for out of tri-county).
CBN is a division of Cascade Publications Inc. which also publishes the monthly Cascade Arts & Entertainment magazine, Book of Lists, Sunriver Magazine, Premiere Builders Exchange Directory, Bend-La Pine High Schools Fall & Winter Sports Programs and the Art & Wine Auction Program. Locally owned and operated since 1994.

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EDCO Welcomes Steve Curley as Redmond Economic Development, Inc. Director

Steve Curley

Economic Development for Central Oregon (EDCO) announces the addition of Steve Curley to its dedicated team, in the position of Redmond Economic Development, Inc. (REDI) director, effective March 23.

Curley will be responsible for REDI's business retention/expansion and recruitment programs, which assist local companies in creating or retaining primary employment, thereby growing the local economy. He will also help with projects, initiatives and activities that directly or indirectly continue to make Redmond a friendly and competitive place in which to do business.

In his most recent position as associate state director, Oregon Small Business Development Center Network, he served as an operations specialist overseeing the network office staff and nineteen regionally located centers at 17 community colleges and two universities. Throughout his career, Curley has held positions where he has specialized in assessing the needs of businesses and worked to develop strategies to help them operate effectively and efficiently.

Curley has lived in Central Oregon since 1985 and has tirelessly served the region through the various boards he's served on, including the EDCO Board of Directors, the Deschutes County Fair Board, the U.S.

Continued on Page 38 ▶

The Roundhouse Foundation Expands Support for Career & Technical Education in Oregon

Grant Program Reaches Five More Community Colleges in the 2022-2023 School Year

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

Continued on Page 38 ▶

Occupational Health Rehab and Activity Room Remodel — 00 1113
190311 — Advertisement for Bids

FROM:

1.01 THE Owner (HEREINAFTER REFERRED TO AS Owner):
- A. LAKE DISTRICT HOSPITAL
- B. Address:
  700 South J Street
  Lakeview, Oregon97630

1.02 AND THE Architect (HEREINAFTER REFERRED TO AS Architect):
- A. PKA Architects

1.03 DATE: March 2, 2022

1.04 TO: POTENTIAL BIDDERS
- A. Your firm is invited to submit an offer under seal to Owner for construction of a Occupational Therapy Rehab and Activity Room Remodel located at:
  700 South J Street
  Lakeview, Oregon97630
  Before 5:00 pm local standard time on the 6th day of April, 2022, for:
- B. Project: Occupational Health Rehab and Activity Room Remodel
- C. Project Description: The construction of an occupational therapy rehab room and activity room remodel.
- D. Bid Documents for a Stipulated Sum contract may be obtained from the following locations:
  1. Central Oregon Builders Exchange

Continued on Page 38 ▶

RECENT TRANSACTIONS

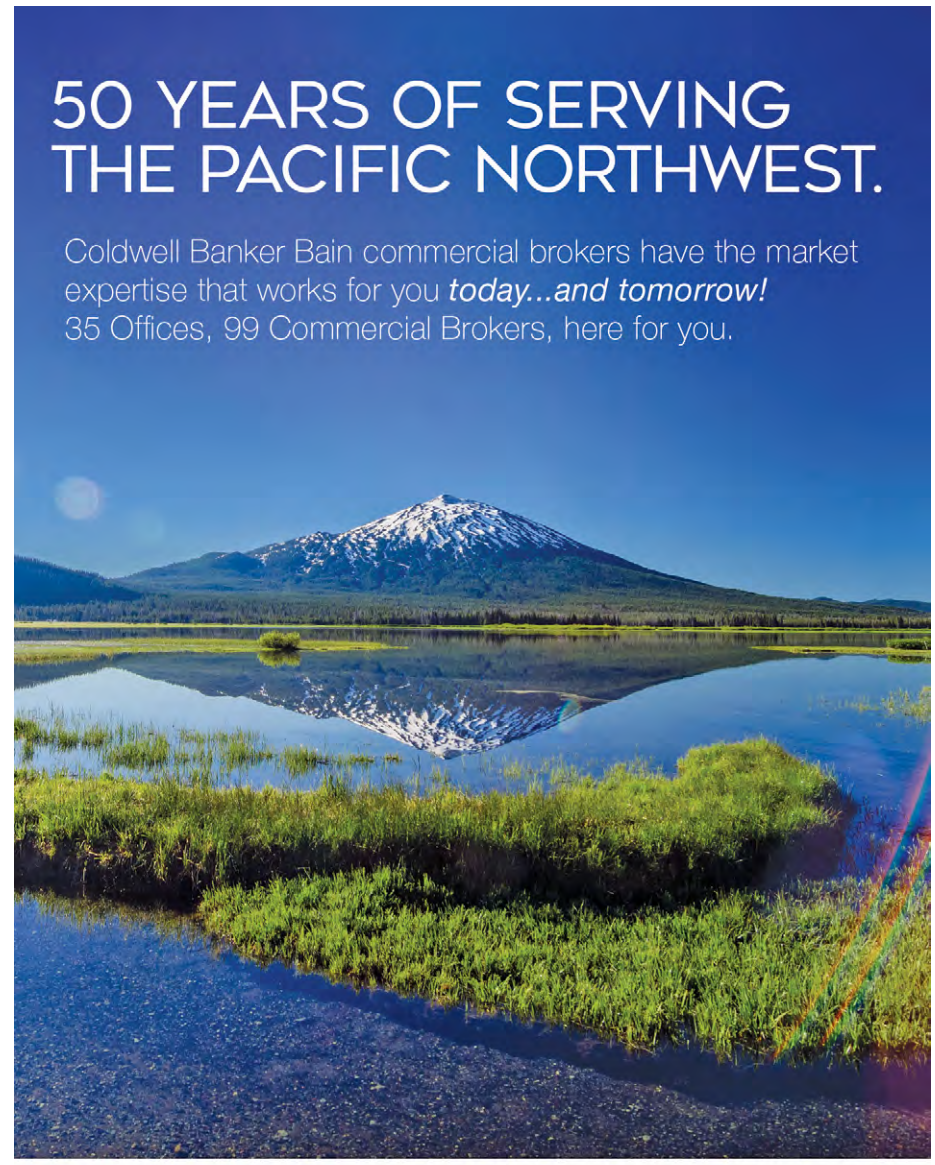
Compass Commercial Real Estate Services broker **Dan Kemp, CCIM** represented the seller, **Murray Road I, LLC**, in the sale of 20495 Murray Road in Bend. The 115,094 SF industrial building on 5.68 acres sold for $19,500,000.

Brokers **Graham Dent** and **Russell Huntamer, CCIM** with **Compass Commercial Real Estate Services** represented the seller, **Marine Drive Apartments, LLC**, in the sale of 686 NW York Drive in Bend. The 6,778 SF office building on 0.56 acres sold for $2,450,000.

Compass Commercial Real Estate Services brokers **Pat Kesgard, CCIM** and **Kristie Schmitt** represented the seller, **920 SE Street, LLC**, in the sale of 920 SE 9th Street in Bend. The 7,200 SF industrial building on 1.19 acres sold for $1,841,500.

Compass Commercial Real Estate Services brokers **Jay Lyons, SIOR, CCIM** and **Grant Schultz** represented both the

Continued on Page 38 ▶



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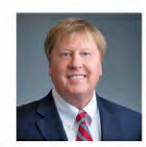

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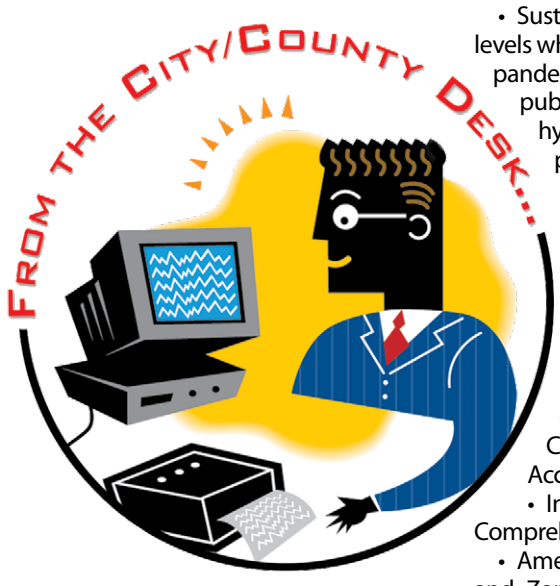

JEFFERSON COUNTY

◆ Central Oregon Intergovernmental Council (COIC), in a collaborative effort with the Jefferson County Fire Chiefs, is offering private landowners the opportunity to apply for funding in an effort to minimize fire danger as outlined in the Jefferson County Community Wildfire Protection Plan (CWPP). Eligible residents will be offered a flat-rate reimbursement of $500 for treating the land around their homes to Firewise standards. The goal of Firewise is to minimize fire danger in subdivisions and neighborhoods and make firefighting safer and more effective. Information on Firewise and how to prepare your home for wildfire can be found on the National Fire Protection Association website at nfpa.org/Public-Education/Fire-causes-and-risks/Wildfire/Preparing-homes-for-wildfire.

Local fire officials will be responsible for assuring that the standards have been met prior to dispersing funds. The fire officials are trained evaluators of defensible space standards and will assess and certify properties as requested. The overall goal of this project is to reduce the threat of catastrophic wildfire to homes in high risk areas by reducing hazardous fuels on private lands.

Applications are currently being accepted and all grants must be completed by December 1, 2022. To learn more about eligibility and fill out the application, landowners can contact their local fire protection districts, visit coic.org/emergency-preparedness/jeff-co-fuels or contact Sommers Taylor at staylor@coic.org.

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:

• Sustaining high customer service levels while continuing to implement post-pandemic business operations, including public engagement strategies with hybrid, in-person 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 SB 391, Rural Accessory Dwelling Unit legislation

• Initiating a Deschutes County Comprehensive Plan Update

• Amending the Comprehensive Plan and Zoning Code to incorporate 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 comprehensive plan updates 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 rural trails plan.

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

The Board of County Commissioners will conduct a public hearing on the full Community Development Department Work Plan later this spring.

For more information about the Work Plan process or the public hearing call 541-385-1709. 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 finalized new precinct lines on February 18. Many 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 precinct changes 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/clerk/page/precinct-and-district-maps.

The redistricting process occurs every ten years and began statewide in 2021, following the 2020 census. The Oregon Legislative Assembly completed the adoption of new congressional and legislative redistricting plans for Oregon on September 27, 2021. The plans were signed into law and subsequently upheld by the courts.

For questions about the redistricting process, contact the Deschutes County Clerk's Office at 541-388-6547 or elections@deschutes.org.

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 programs to assist students transitioning to four-year universities in Oregon and support college expenses for enrolled tribal members. The Legislature also reestablished portions of a forest products harvest tax that funds programs in OSU's College of Forestry.

The Elliott State Forest consists of 82,520 acres in Douglas and Coos counties between Coos Bay and Reedsport in the Oregon Coast Range. It was designated in 1930 as Oregon's first state-owned forest.

The legislative action converts the state forest 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 be the site of an OSU-Cascades innovation district. The 24-acre innovation district is planned within the 128-acre branch 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 economy and workforce.

The concept of an innovation district was approved in 2018 by the city of Bend as part of the campus 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 successfully 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-related 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 approximately five acres of Oregon State-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 develops understanding and innovation about forest ecosystems, forest management and renewable materials from forests. The tax also will contribute to the college's education fund.

The Legislature also approved:

• $30 million in bonding authority for deferred maintenance investments at Oregon's seven public universities.

• $1 million for the Oregon Bee Project, a cooperative effort between Oregon State Extension Service, Oregon Department of Agriculture and the Oregon Department of Forestry. The project was initiated in 2017 to support pollinators and pesticide-use education programs.

• $350,000 for maintenance and repairs of the Pacific Storm, an 84-foot research vessel operated out of Newport by the Marine Mammal Institute, which is based in Oregon State's College of Agricultural Sciences.

$250,000 for improvements and upgrades at the Eastern Oregon Agricultural Research Center in Union. The center is part of the College of Agricultural Science's Agricultural Experiment Station network.

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Kah-Nee-Ta Hot Springs Revival Gathers Steam

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

by SIMON MATHER — CBN Feature Writer

A recreational 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 teepees, 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-nee-ta. 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.

"Credit goes to current Tribal Council and other members of the local community for their support and decision to restore this Oregon landmark, create local jobs for our Tribal youth and begin to rebuild the Reservation's economy devastated by the COVID pandemic."

Projected employment opportunities are estimated at over 50 full time and over 80 part time positions during the six-month busy season. The rest of the year it is expected to support over 15 full time and more than 20 part time employees.

Mt. Hood Skibowl, working, with the WEDC, has created a multiphase plan for the Kah-Nee-Ta property. "Tribal Council directed us to focus on the first phase of the plan — to open and breathe new life into the Kah-Nee-Ta Village." said WEDC Chief Executive Officer Jim Souers. "This phase brings the family-style Village back to life while returning it to what it has always been, a place that contributes to the wellness of those who experience its natural mineral hot spring water. Added to that are the great recreational activities the property supports."

The Natural Mineral Water Hot Springs along the Warm Springs River has drawn visitors to the Kah-Nee-Ta Village for decades.

The CTWS originally developed the Village as a day use area with an Olympic size swimming pool and limited hot spring soaking in the early 1960s.

Kirk Hanna, owner and president of Mt. Hood Skibowl said, "The Village will once again offer visitors the opportunity to interact with the Reservation community's native culture and people, experience the hot springs, soak up the sun-filled days and enjoy a variety of recreational activities.

"We are excited to be part of the relaunch of the Kah-Nee-Ta Village to promote the cultural heritage and bring visitors back to experience the natural healing powers of the Hot Springs, which dates back 10,000 years ago.

"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 28 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 ▶

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Domaine Serene Wine Lounge

Continued from page 1

something I'm very proud of," Slaybaugh said.

Sphier or Spheir … the history of the building

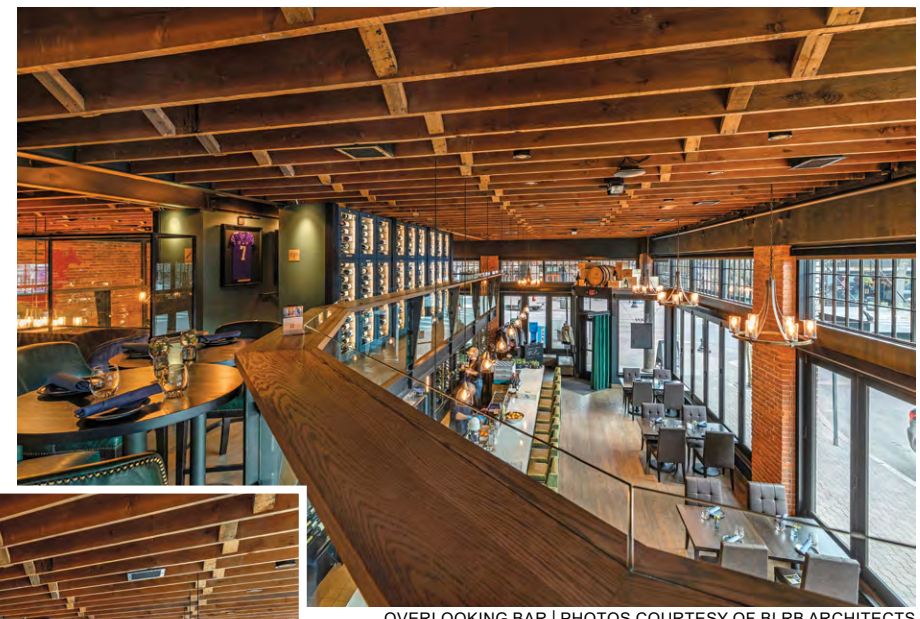
Slaybaugh shared that when she was researching the building's history for the National Register of Historic Places, she found two different spellings of the last name in newspaper articles and records. In large chalklike letters on the interior brick wall, it reads, "Domaine Serene Wine Lounge, Spheir 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.

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 tenant improvements and the finished work for Domaine Serene. "One key thing when working with old buildings is for the design team to get out of the way of the building and let the building show us what it should be," Paul Schommer of Schommer & Sons said. "The building's architectural structure was pretty impressive."



OVERLOOKING BAR | PHOTOS COURTESY OF BLRB ARCHITECTS

MEZZANINE

NIGHT LOUNGE

Schommer said it was the team's task to add modern amenities such as air conditioning and steel reinforcements to go flawlessly with the building's original red brick walls and lava stone. The team also had to adhere to Domaine Serene's high standards in everything it does from farming the grapes to producing the wine to pouring it for guests.

"Domaine Serene is the most awarded winery in America," Schommer said. "They want their lounges to have a control environment so people can enjoy the building's aesthetics while also enjoying the wine. The idea is to blend the experience of the building so the building doesn't take away from the experience of the wine.

"The thoughtfulness that went into every detail of the Domaine Serene Wine Lounge in Bend is an extension of their commitment to quality in everything they do."

Slaybaugh said the Spheir Building is once again beautiful inside and out while it also reinvigorates the level of commerce in its heydays. She said the six tenant

Continued on Next Page ▶

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Domaine Serene Wine Lounge

Continued from previous page

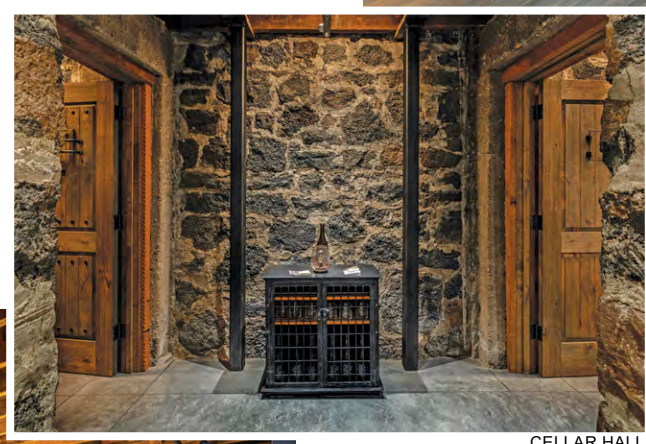
suits along Minnesota have new accordion storefront windows and the transom windows were restored. "We spent a lot of effort to restore and highlight the historic lava rock walls in the basement, the brick walls on the main floor, and the floor, ceiling and roof framing members," Slaybaugh said. "A completely 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.

DOMAINE SERENE BAR ENTRY | PHOTOS COURTESY OF BLRB ARCHITECTS



CELLAR HALL

CELLAR ROOM

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.

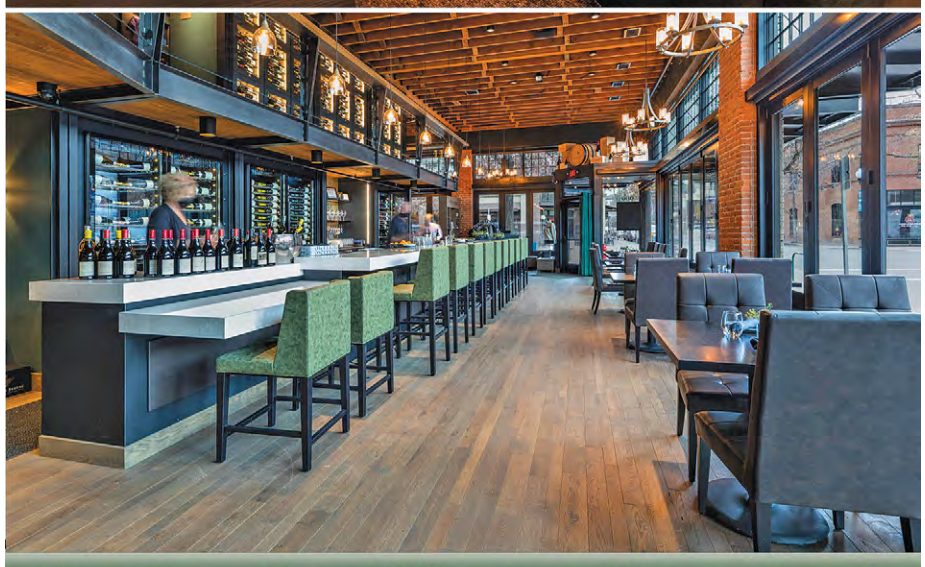
The lava walls in the Spirits' Lounge are decorated with black and white and sepia toned photos honoring Bend's days as a timber town and Domaine Serene's history.

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."

domaineserene.com • blrb.com



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Providing Excellent Service Experiences: G.A. Rogers & Associates Wins 2022 Best of Staffing Client & Talent Awards

ClearlyRated's Best of Staffing Award winners rank in the top two percent of all staffing agencies for Client and Talent satisfaction.

G.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:

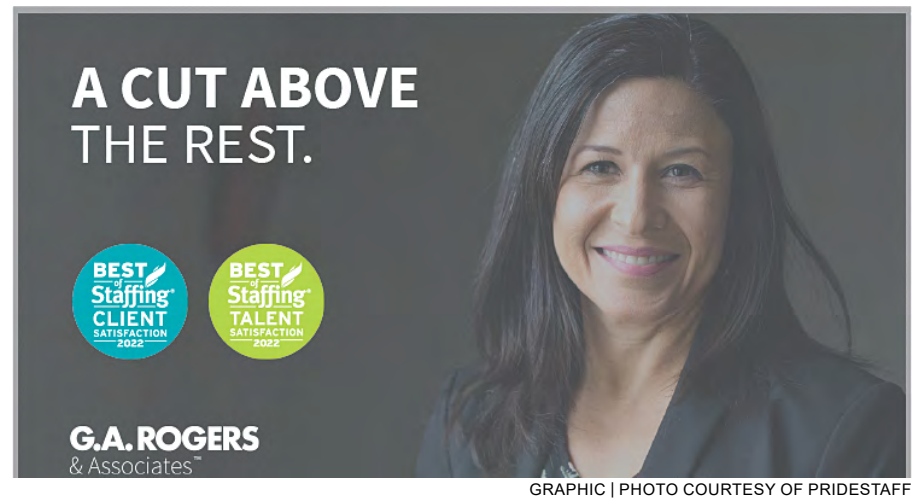
• G.A. Rogers & Associates received satisfaction scores of nine or ten out of ten from 73.3 percent of their clients, which is nearly double the industry's average.

• 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!"



GRAPHIC | PHOTO COURTESY OF PRIDESTAFF

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.

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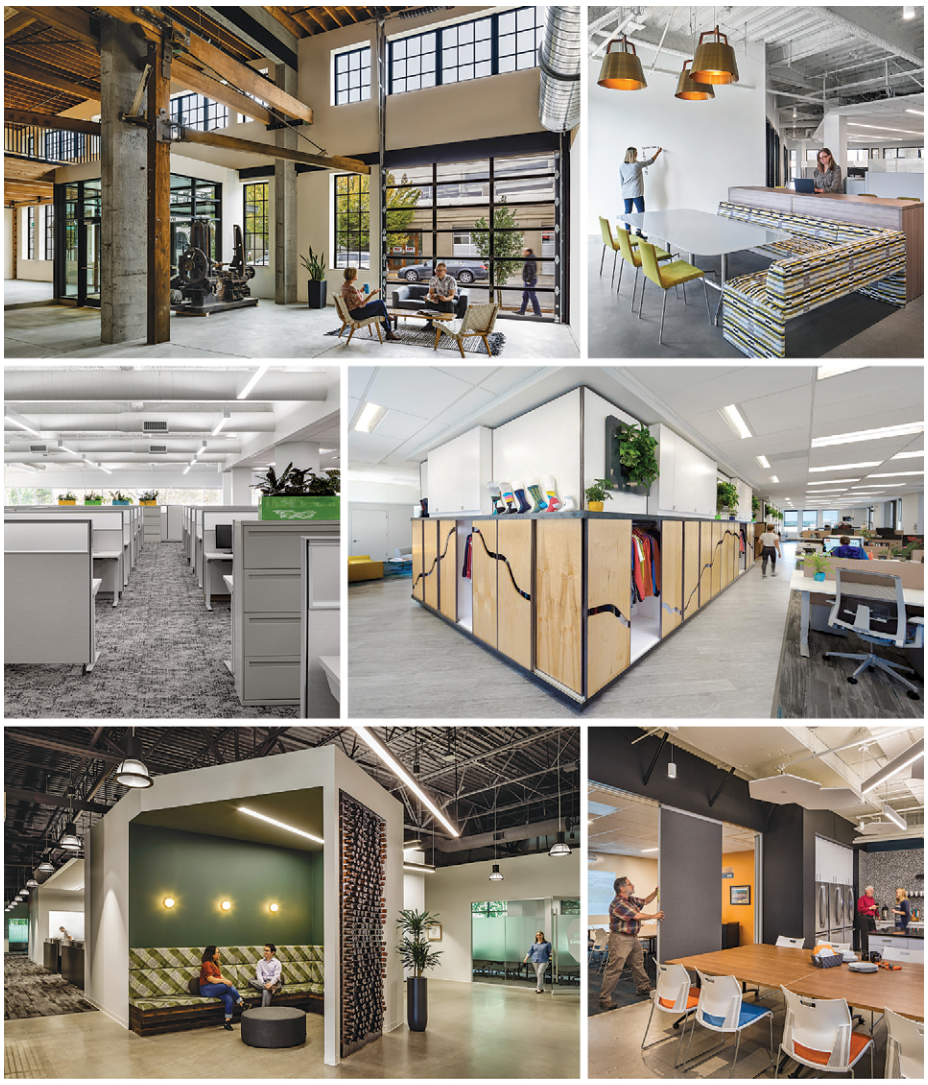

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What Employers Should Know About Lifting COVID-19 Mask Mandates

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.

Chris Morgan

Alysha Phelps

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.

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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 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, ground level 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.

Environmentally friendly 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.

VIEW FROM NE OLNEY AVE. | RENDERING COURTESY OF TEN OVER

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

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Continued from page 10

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 (BDC), a rapidly growing area in the heart of the city.

VIEW OF COURTYARD | RENDERINGS COURTESY OF TEN OVER

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.

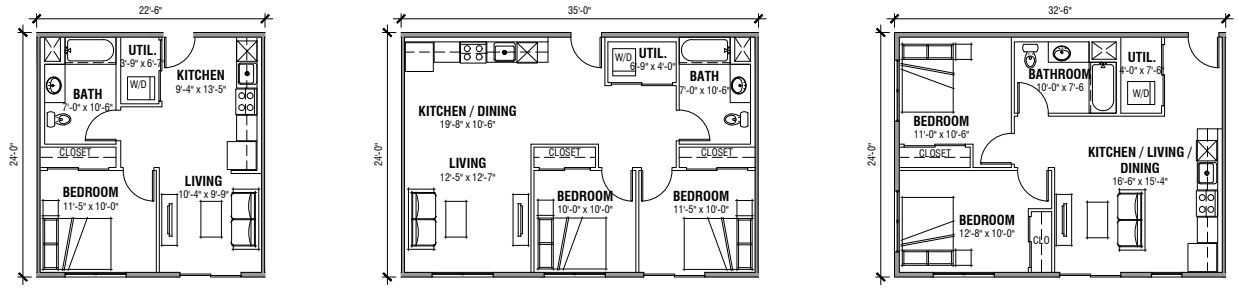
Prominent local developers Brooks Resources has also invested in the Blue Dog RV building and parking lot sandwiched between Walgreens and Les Schwab Tire Center on NE Franklin Avenue, which is inside the BCD.

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."



1 BEDROOM, 1 BATHROOM | 2 BEDROOM, 1 BATHROOM | ALT. 2 BEDROOM, 1 BATHROOM

TYPICAL UNIT, ENLARGED PLANS

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.

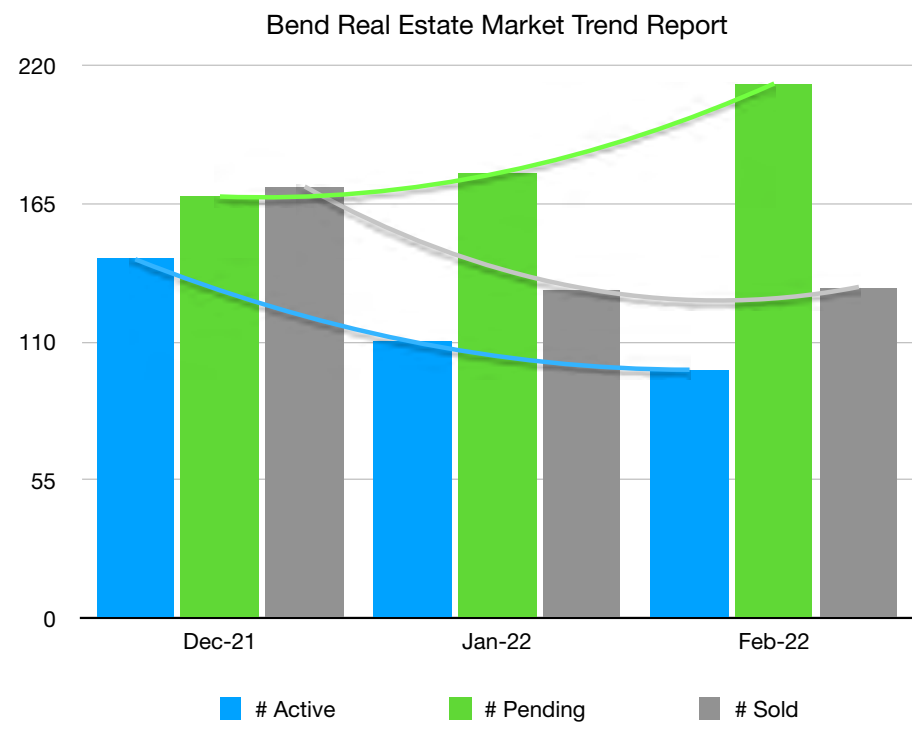
March 1 Inventory and February Activity

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 springto 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 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 actives 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 homeowners considering selling their property for top value.

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



GRAPH | COURTESY OF DUKE WARNER REAL ESTATE

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.

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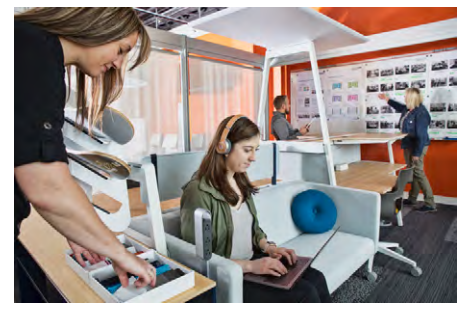
BETTER SPACES BY DESIGN



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Get Your Family Business Noticed in the Marketplace

by ANGELIKA OLSEN — Family Business Coach

After 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-story strengths lie. And whatever modality you employ to reach your target market, print, digital, web, television or social media, you can highlight your family from a few different angles. Here are some ideas.

Showcase Your Family History and Legacy

Tell the family's story. For example, if your grandparents started the business and its now a third generation family-owned business, that's a great legacy. By sharing this history, you're establishing your business as more longstanding and solid. When given a choice, customers will lean toward spending their money at more well-established family-owned businesses.

Most of us have an interesting family history that we take for granted, perhaps we've heard bits and pieces but don't have the whole account. With a little research a rich and interesting story is likely to emerge. There are professionals out there that can help capture and showcase your family's history and they provide a sophisticated means of sharing that story.

Legacy Connections Films for example, produces broadcast-quality documentary films for families throughout the world. They bring a family's history and values to life through the age-old art of storytelling. It's a wonderful way to preserve a legacy and a tool that can be integrated into your marketing strategy.

An added value of capturing the family story is that it serves to bring the family together. StoryKeep, exists to support the connection and cohesion of families. It offers a powerful way to create meaning around being a family. They can create customized books, private podcasts or produce films that capture and relay your family story, values and purpose.

Indeed, these options are investments, but can be invaluable when serving as the foundation for your marketing strategy. A story well told, can lay the groundwork to distinguish your family business for decades.

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 thinking about or naming them. They are an integral part of who we are and the choices we make all day long, every single day.

For your family to differentiate and market its business based on values, I suggest spending some time with the whole family gathered around the kitchen table. Together 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.

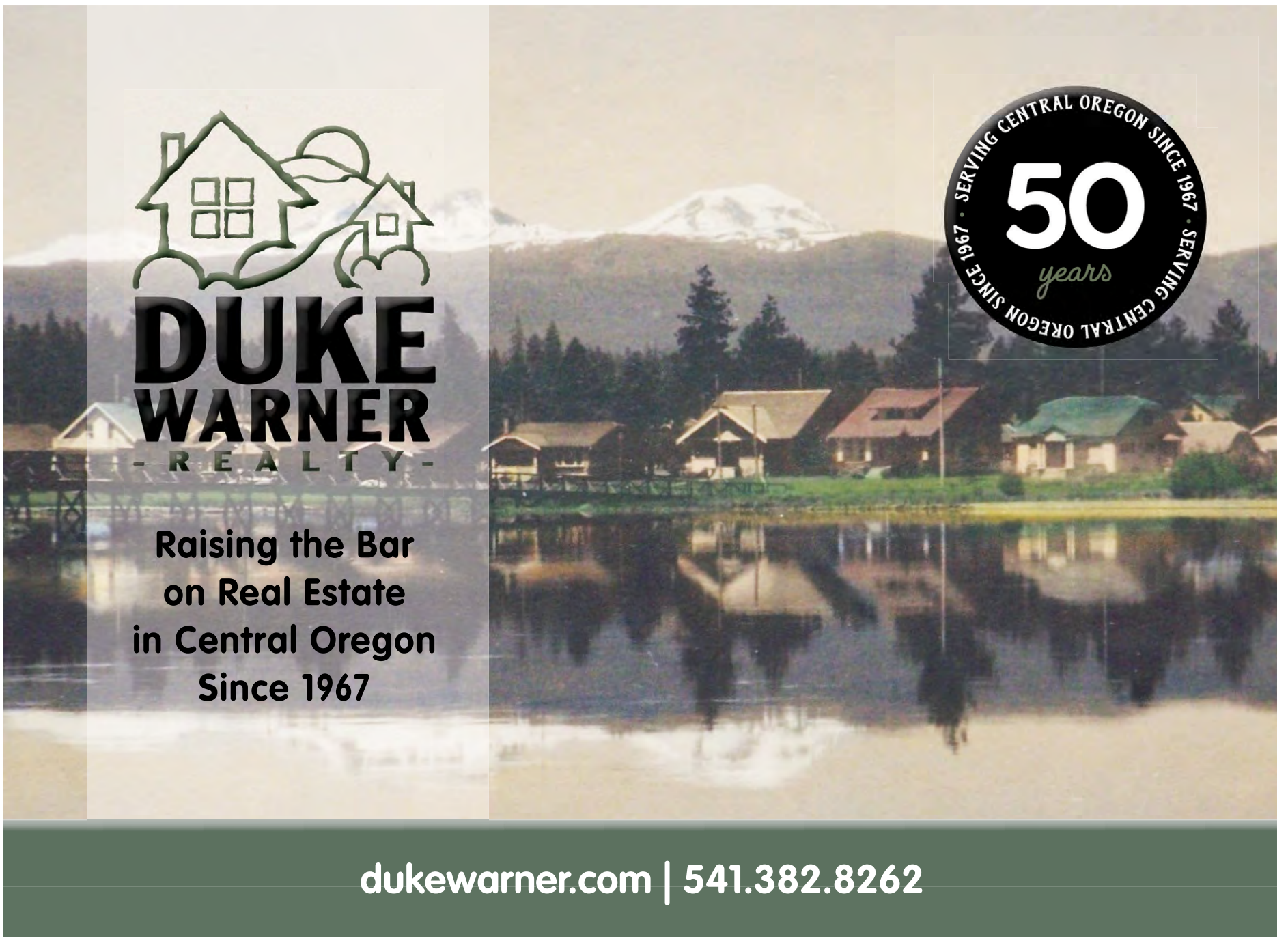
Digital Marketing Strategist, Tim Campbell, suggests using Instagram or You Tube to showcase each family-business member. Do a series of posts where one family member introduces another. Talk about their strengths, especially the ones that lead to positive customer experiences. Or one sibling can share 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



Therapeutic Associates

Helping Patients Attain 'Optimal Performance, Health & Wellness'

by ANDREA HINE

If you were in pain, or had an injury or condition that required outpatient physical therapy for other reasons ranging from vertigo to stroke recovery, would you choose a clinic with a "patient-first" emphasis, or one focused on the volume of patients coming in and out of its doors?

Therapeutic Associates, now celebrating its 70th anniversary with operations in Oregon, Washington, Idaho and California — including La Pine, Sunriver, Bend and Sisters — is founded on the first philosophy: "providing the most compassionate, cost-effective care possible, while ensuring that patients are actively involved as partners and advocates for their health," said Chris Glover PT, MPT.

In charge of both the La Pine and Sunriver locations, while also working alongside the other male and female therapists, Glover treats a variety of orthopedic conditions ranging from spinal care to disorders of the upper and lower extremities, and work-related injuries. He was drawn to Therapeutic Associates because of its core values.

In addition to treating patients with a "comprehensive, individualized approach to care," Glover explained that "these core values include a commitment to compassion for others; promoting a culture of learning, embracing ownership and individual opportunity; being a leader in the communities we serve; promoting health and well-being; and a constant drive to do the right thing."

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."

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."

CHRIS GLOVER OVERSEES OPERATIONS AT THE THERAPEUTIC ASSOCIATES CLINICS IN LA PINE AND SUNRIVER | PHOTO COURTESY OF THERAPEUTIC ASSOCIATES

therapeuticassociates.com

Kah-Nee-Ta

Continued from page 5

Association is to unify owners and operators internationally and to collaborate on ways to initiate positive growth.

"Hot springs are being reframed as wellness destinations across the country, especially in the wake of the pandemic and people looking for respite in a safe outdoor environment.

"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."

Souers said that the natural mineral water hot springs at 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."

It would also offer further opportunities to experience and appreciate Native American culture and interact with the Reservation's community.

About the Confederated Tribes of the Warm Springs

The Confederated Tribes of the Warm Springs Reservation of Oregon is based in Central Oregon with a membership of over 5,000 Tribal Members from the Warm Springs, Wasco and Paiute Tribes. 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 developing 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

WSEDC 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.

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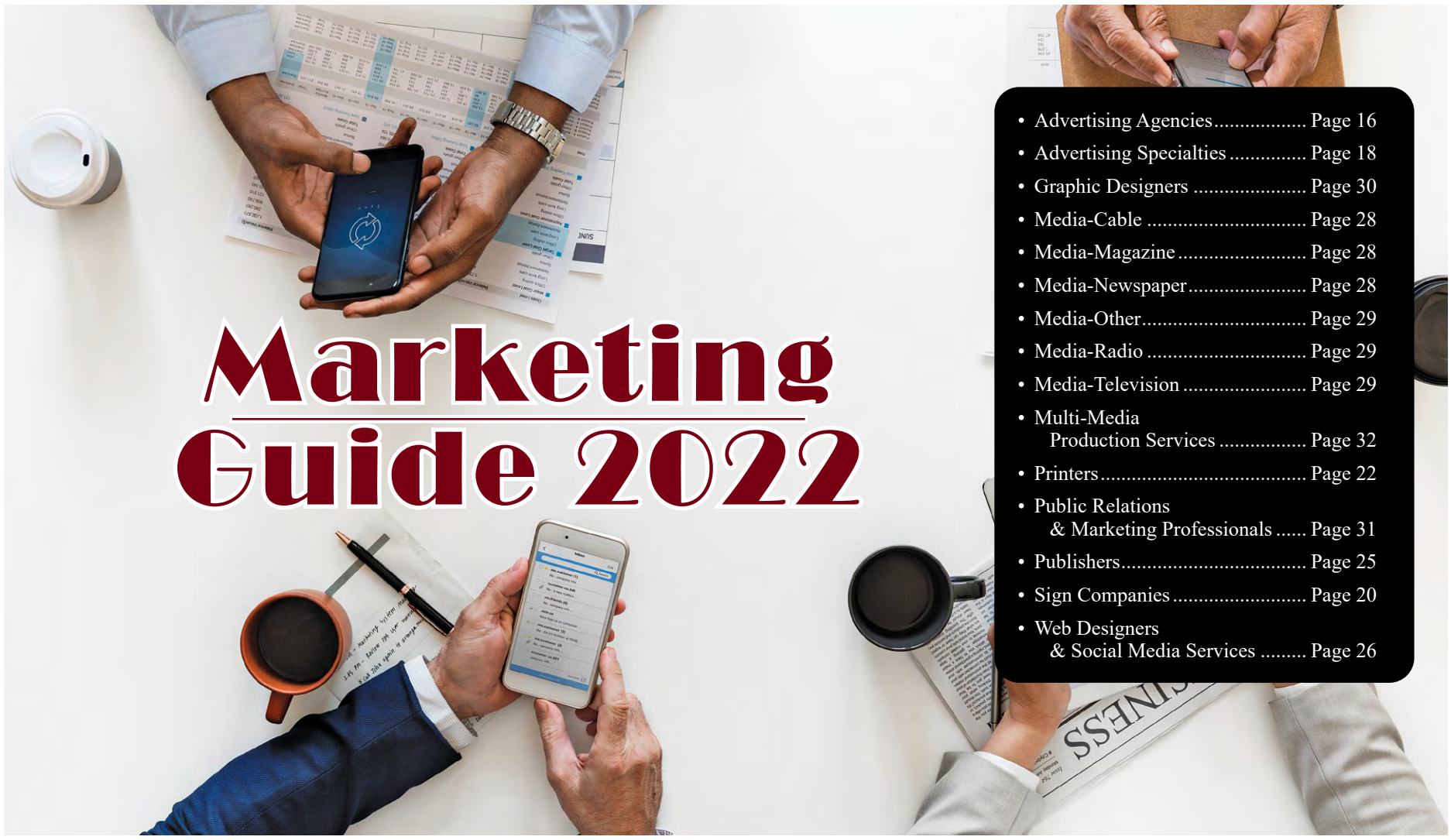

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Importance of Marketing

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because every marketing tactic involves branding. "Everything you do in business influences your brand in some small way," Furgurson said.

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

Bronson views 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 businesses often debate the value of hiring an in-house marketing team or contracting with a marketing company.

They have seen businesses try to do their own marketing, only to end up wasting time and money without tangible results. "Marketing is a must when owning a business," Mooney said. "Having a website should be the first investment you take into your business. And yes, it takes money to make money. It's important to invest in your business with marketing each year to watch it grow."

Daggett has watched businesses "throw spaghetti at the wall and see what stuck" to decide how they were going to market their company. "Hiring a marketing team will help a business reach its goals efficiently and creatively," Daggett said. "Every business is unique as should your marketing plan be as well. I recommend businesses hire a marketing team that is continually being educated on the possibilities and is passionate about their work."

Sharp said most business owners are specialists in their specific field who don't have the time or the expertise to market their company. "If done right, marketing is always a worthwhile investment because truthful messaging around real value leads to significant brand loyalty," Sharp said.

Bronson said the internet has provided consumers with access to products throughout the world. He said consumers make buying decisions based on their own sense of identity and who they believe they are. "The last two years has caused people to slow down and look at what items they purchase or services they receive and decide if it's meaningful to their own lives," he said. "I have seen people become more conscious about their choices."

With the vast amount of retail and online companies, Barker said the ways for consumers to acquire information, services and products has drastically changed. "If you don't properly market your company's goods and services — you can easily get lost or forgotten in today's fast moving world," Barker said.

Developing a marketing strategy

Imagine getting on an airplane, landing in Hawaii and then asking, "now what?" You didn't pack a suitcase or arrange for lodging. In marketing, this can be compared to people who skip creating a marketing strategy and dive into tactics such as racing to create social media, email marketing and more without having a strategy on where they are going.

Furgurson said has worked with business owners and marketing managers who confuse a marketing plan with a marketing strategy. "Let me be very clear about this: Strategy is not synonymous with a plan," Furgurson said. "Strategy is an idea. A conceptualization of how a goal could be achieved. The plan is a list of tactical approaches designed to support the strategy."

Furgurgon added General Motors CEO Jack Welch once said strategy is about figuring out the big 'aha.' It involves insight, focus and tough decisions that produce a sustainable advantage in the marketplace. "It's as much about choosing what not to do, as it is choosing what to do."

Bronson advises companies to have a clear understanding of who they are and why they do what they do. "People, progress and purpose matter most, and that should be evident in every interaction we have with our customers," he said.

Sharp shared when companies are crafting their marketing efforts, three concepts worth considering are to listen, pivot and create value. "Most of us don't listen enough. We hone our messaging based on what we hope is true about our brand verses what is indeed true about our brand," Sharp said. "Consumers are the most honest voices out there. We need to listen more to those that purchase, engage with and reject our product or service."

Sharp said it's important to be able to pivot, adding companies too often fall in love with an idea and fail to pivot as the market needs or asks. "Lastly, all brands either bring value or they don't," Sharp said. "No elaborate marketing campaign will fix your problem if you're not delivering value. Spend time on refining and adding value and the marketing will be easy."

Barker said Brilliance In Branding made the decision to invest in more equipment, offer an unparalleled showroom experience and pick up the phone and visit their clients. They also have a website and social media presence. "Our goal is to partner with our clients — provide them products, but also share ways they can expand business and increase their visibility," Barker said. "BIB added new decoration methods in our apparel and headwear facility. We invest in our community by supporting local businesses and charities. We are blessed that most of our new business is from referrals and businesses looking to support local."

Brilliance In Branding has more than 50,000 different marketing items. When visiting with clients, Barker said she first determines what will be the right items for her clients to get noticed, whether it's baseball hats or coffee mugs.

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 be your customer? This is your strategy," 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 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 then social searches."

It's all about the authenticity of the message

Roy Williams of the Wizard of Ads said, "We believe the message makes the media work; the media does not make the message work."

Daggett said marketing requires knowing who you are communicating with and having the message speak to them. "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 in the end, want 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 mission."

mooney-marketing.com • marketingdept.net
thegarageinc.com • moltbrands.com • bnbranding.com
brillianceinbranding.com • zo.agency

Advertising Agencies

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

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Media Director	Creative Director	Production Director	Clients
Astir Agency 1211 NW Trenton Ave. Bend, OR 97703	514-678-5889	N/A	www.weareastir.com hello@astiragency.com	Tim Jones	4	2015	N/A	Erik Bergstrom	Tim Jones	Nike, United Nations Foundation, Therapeutic Associates Inc., Neighbor Impact, EarthCruiser, Thump Coffee, Cog Wild Mtn. Bike Tours, Tour des Chutes, Travel, Southern Oregon, Trucks for Travel, Bend-Film, Bend Design Conference, Big Island Bike Tours, Big Mountain Heli Tours, Horizon Charters, Bend Fly Shop, Fancywork Yarn Shop, Catto's Graphics, Bend Kids Personal Pediatrics, Dr Emma Baker, The Environmental Center, Homeless Leadership Coalition, Bend Montessori School, Cascade Lakes Brewing, Giant Loop Moto, Magic Number, Warm Springs Community Action Team, Zero Energy Project, Sunlight Solar, Thomas Deatherage, Home System Solutions, Central Oregon LandWatch, Base Camp Studio, Mission Facilitators
BN Branding 61178 Forest Meadow Pl. Bend, OR 97702	541-815-0075	N/A	www.bnbranding.com JohnF@BNBranding.com	John Furgurson	3	2005	N/A	John Furgurson	N/A	Organic 3 - Smidge Brand vitamins & supplements. Superior Foods - Eathos brand frozen foods. Liv Bar. COPA. Sharp's Pig & Pet. K3 Construction. GNL Golf. Incentive Health. Leslie's Organics - Coconut Secret Brand. Slayman Cinema. Echoic Golf.
Creative Bend 3044 Lansing Ct. Bend, OR 97701	541-241-8977	N/A	www.creativebend.com	Andy Gray	8	2012	N/A	Paul Davis	N/A	Various local, regional & national.
DVA Advertising & Public Relations 109 NW Greenwood Ave., Ste. 103 Bend, OR 97703	541-389-2411	541-389-1208	www.dvaadv.com mary@dvaadv.com	Justin Yax, Mary Angelo, Gary Fulkerson, Desi Bresler	14	1990	Desi Bresler	Gary Fulkerson	Daniel O'Neil	Bandon Dunes Golf Resort, Chambers Bay Golf Course, SELCO Community Credit Union, Visit Walla Walla, Visit the Santa Ynez Valley, Snohomish County Parks, Recreation & Tourism, Visit Hood River, Tetherow Resort, Doubleback Winery, Explore Whitefish, Mt. Bachelor, Visit Leavenworth, Visit Lynnwood, The Resort at Rock Creek, Summit Medical Group, Best Care Treatment Services, Audio Tango, Grace Bio-Labs.
Every Idea Marketing 355 NE Lafayette Ave. Bend, OR 97701	541-383-2669	541-383-2072	www.every-idea.com ideas@every-idea.com	Wendie Every, Penny Eddington	5	1991	N/A	N/A	N/A	Rudy's Markets, Inc. - Newport Avenue Market, Oliver Lemon's Sisters & Terrebonne, Rohrer Mfg., Eastlake Framing, All Aspects Fencing, AG Steel, Arena Boss, Bend-LaPine Schools, Bend Park & Recreation, Cascade Power Wash, Central Oregon AG Show, Central Oregon Pee Wee Rodeo, Charlie Every Trucking, City of Bend, Corban University, CO Haulers (CAN Cancer), Crooked River Roundup, Deschutes County RFPD #2, Dry Canyon Salt, Jacobs, K Bar Z Guest Ranch & Outfitters, Klamath Basin Junior Rodeo, Northwest Sign Recycling, OSU Extension, Superior Garage Floors, Redmond Community Concert Association, Redmond Dental Group, Redmond Vet Clinic, Umatilla Electric Cooperative.
Faceout Studio 414 W Washington Ave., Ste. B Sisters, OR 97759	541-323-3220	N/A	www.faceoutstudio.com torrey@faceoutstudio.com	Torrey Sharp	11	1996	N/A	Tim Green	N/A	Penguin/ Random House, Simon & Schuster, Harper Collins, Rodale, MacMillan, Hachette, Disney, Amazon, Patagonia, Hallmark, Time Inc. Home Entertainment, Hearst, Cato Institute, Princeton, Yale, Harvard, Columbia, Cambridge, Oxford, Notre Dame, Georgetown, American Management Association, Ubisoft, Netflix
Mandala 320 SW Century Dr., Ste. 405, Pmb #375 Bend, OR 97702	541-389-6344	N/A	www.mandala.agency laury@mandala.agency	Matthew Bowler, Laury Benson, Matthew Bowler	5	1980	Laura Bryant	Paul Grignon	N/A	Energyneering Solutions EDCO, Evensol, High Plateau Capital, Cobalt Properties Group, Meridian Development, Signal Ventures, Alterra, Flying Frog Sky Lakes Medical Center, Stratos, Tentsile, Visit Central Oregon, WaFd Bank, Waypoint Hotel
Mazama Media 404 SW Coumbia St., Ste. 150 Bend, OR 97702	541-728-0558	N/A	www.mazamamedia.com info@mazamamedia.com	Sarah Turner	25	2013	N/A	Drayson Helberg	N/A	120
Molt Brands 414 W Washington Ave., Ste. A Sisters, OR 97759	503-816-6584	N/A	www.moltbrands.com torrey@moltbrands.com	Tim Green, Torrey Sharp	2	2020	N/A	Tim Green	N/A	Various local, regional & national
Project 4 Home office in Redmond, OR 97756	541-306-9979	N/A	www.project4marketing.com stephanie@project4marketing.com	Stephanie Shaver	1	2020	N/A	N/A	Stephanie Shaver	Bend Chamber of Commerce, Bend Humane Society, Blue Fox Artworks, Cascade School of Music, City Club of Central Oregon, Commute Options, Divine Charter, Fire to Inspire, FloCube, JenofEve, Moonrae Botanicals, Mountain Moon Apothecary, Northwest Astrologer, Offer Now USA, Redmond Food Project, Valley Twig & more.
Relativity Agency (formerly GB2 Agency) 1950 NW Jack Lake Ct. Bend, OR 97703	541-410-6965	N/A	www.relativityagency.com georell.bracelin@gmail.com	Georell Bracelin	3	2009	Georell Bracelin	Georell Bracelin, Tenley Sutton	Tenley Sutton	Bend Outdoor Worx, Outside+, Cairn, Brooks Resources, ASI Wealth Management, Bend Park & Recreation District, Deschutes Public Library, Cascades East Transit, Discovery West, Embark, East Cascades Women's Group, The Environmental Center, Family Access Network (FAN), InFocus Eye Care, Partners In Care, ReThink Waste, Tokyo Starfish, Neal Huston & Associates Architects & more.
Savy Agency 550 SW Industrial Way, Ste. 105 Bend, OR 97702	541-283-6566	541-359-3068	www.savyagency.com rob@savyagency.com	Rob Brown	12	2007	Christina Brown	Christina Brown	Lauren Kirchoff	Local, national, international, varied clients.
Six-Three Marketing 20464 Klahani Dr. Bend, OR 97702	541-390-8058	N/A	www.sixthreemarketing.com kelly63@bendcable.com	Kelly Hardgrave	1	2003	Kelly Hardgrave	Kelly Hardgrave	Kelly Hardgrave	Pronghorn Resort, About Time Tours, The Village at Sunriver, Lynch Murphy McLane LLP, Hickman Williams & Assoc., JD Steel Co., Iron Inc., U.S. Steel Stairs
SMARTZ 450 SW Powerhouse Dr., Ste. 429 Bend, OR 97702	541-388-4398	N/A	www.smartz.com info@smartz.com	Mark Knowles	19	1987	N/A	N/A	N/A	N/A
SocialSuite Public Relations 70 SW Century, Ste. 100-475 Bend, OR 97702	541-639-5002	N/A	www.socialsuitepr.com andrea@socialsuitepr.com	Andrea Wasilew Larson	2	2004	Andrea Wasilew Larson	N/A	N/A	(Select past/present - PR services) Synergy Health & Wellness, Corban University, Cascade Lakes Relays, Zensmith Technology Consulting, Nashelle Jewelry, Tetherow Resort, Dave's Killer Bread, Bend-Broadband Vault, Coresite, IDW Publishing, One Earth Recycling, Hopscotch Kids, along with many other consumer, lifestyle, travel, professional services, telecom & high-tech companies.
Spangler Creative 516 SE Gleneden Place Bend, OR 97702	541-799-9113	N/A	www.spanglercreative.com matt@spanglercreative.com	Matt Spangler	1	1993	Matt Spangler	Matt Spangler	Matt Spangler	World Vision US, World Vision International, Water Mission, MCM Fund, Mt. Bachelor Tax, Rotary District 5110, Warm Beach Camp Ministries, Denali Benefits & more.
Studio Absolute 65400 Hwy. 20 Bend, OR 97702	541-280-6836	N/A	www.studioabsolute.com russ@studioabsolute.com	Russ McIntosh	3	2009	Cheryl McIntosh	Russ McIntosh	Russ McIntosh	Abilitree, Brasada Ranch, Bernhardt Coffee, Cascade Culinary Institute, Coachwell, City of Sisters, Cuppa Yo Frozen Yogurt, CS Construction,Element 1, Expressway Market, Groza Construction, Gerdes Financial, High Lakes Healthcare, Lenity Architecture, New Era Homes, Pacific Equity Partners, Sunriver Resort, The No-Bake Cookie Co., Trevin Duey Construction, TILT Cosmetics
Sublime Creative Agency 1001 SW Emkay, Ste. 100 Bend, OR 97702	541-390-2009	N/A	www.sublimecreativeagency.com molly@sublimecreativeagency.com	Molly Renner	1	1996	Molly Renner	Molly Renner	N/A	Pine Tavern, Nail Magic, Bend Garbage Companies, Oregon Body & Bath, The Center Foundation, Touchmark, HR Search Experts, Seven Peaks Ventures, COCC Cascade Culinary Institute, Zolo Media, Touchmark, Central Oregon Dermatology, Guardian Group, Golf Board, Bend Hoops, Mama Ts Pet Products, Cycle Pub, Destination Designworks, Awbrey Glen, Juniper Pediatrics, Shared Future Coalition, MC Smith Signs, Saving Grace, Cascade Financial Strategies, PhotoLounge, Streamline Solar.
The Garage, Inc. PO Box 8531 Bend, OR 97708	541-330-5950	N/A	www.thegarageinc.com art@thegarageinc.com	Marie Wirtz, Art Wirtz	4	1996	Art Wirtz	Marie Wirtz	Art Wirtz	Bend Brewfest, Millsite Landscape, Telos Talent Partners Services, CAS Group, Entre Prises USA, Summit Supply, The Shelter Studio, Oregon Music Educators Assoc, Bend Furniture & Design, New Leaf Academy, Pro Outfitters, Linehan Outfitters
Wordplay Creative Copy & Campaigns 61010 River Buff Trail Bend, OR 97702	541-408-1998	N/A	www.camdavis.com cam@camdavis.com	Cam Davis	1	2002	N/A	Cam Davis	Cam Davis	AdvenChair, Century Insurance, Cross Dot Digital + Creative, Kinetic Branding, The Marketing Department, Molt Brands, Oregon Trail of Dreams, RDD, Sisters Woodlands
zö agency 70 SW Century Dr., Ste. 1100 Bend, OR 97702	541-350-2778	N/A	www.zo.agency connect@zo.agency	Sonja Anderson, Rachel Rice	15	2013	Dan Olson	Jon Dunnington	Rachel Rice	Local, regional, national.

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

The Elements of Successful Marketing

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

Justin Bronson

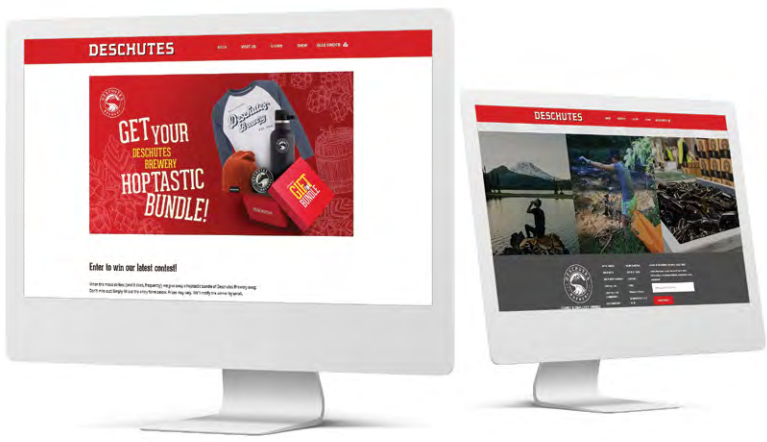
Grace Avilez

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 robot 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 here 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 archetypes. 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 yourself, your customer and how the tension between the two can connect you even more deeply when a brand (your voice) is authentic and meaningful to your customer.



DESCHUTES WEBSITE

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 people who we are and advance our ideas into the world. 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." Creative work can help you visually express what your brand stands for and connect with your customers on an emotional level. They can also be used to drive conversions and increase your return on investment (ROI). Standing out in a crowded marketplace takes creativity and hard work, but it's worth it.

Marketing Campaign

Next, 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 strategy. But how 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 ailing 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 cause(s) of their 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 emeritus (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 our 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

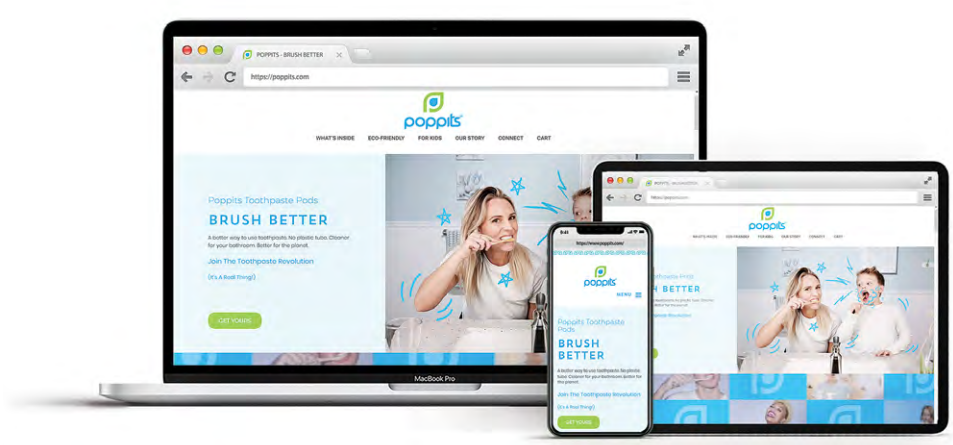
Exit strategies are an important thing to consider and should be planned in advance. No business owner who undertakes this grand journey of entrepreneurship ever plans to see it end, but the reality is that at some point it does. That's why planning out your exit strategy is so important: it gives you 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 take your limited resources coupled with overwhelming 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 enterprise while the wheels of change effortlessly roll in the background, ambassadored by our loving tribe.

zo.agency



POPPITS WEBSITE MOCKUP | PHOTOS COURTESY OF ZO AGENCY

2022 Marketing Guide

Advertising Specialties *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Accolades 1244 NE Second St., #2 Bend, OR 97701	541-389-3229	541-389-5585	www.accoladesus.com accoladesus@gmail.com	Terri Defoe	2	1974	Trophies, engraving, signage & awards of all kinds, custom logos & glass etchings, ADA signs, laser engraving.
Alliance Supply Co./Bend Embroidery 2275 NE Doctors Dr., Ste. 4 Bend, OR 97701	541-241-5582	541-382-0537	www.alliancesupplyco.com jeanie@alliancesupplyco.com	Jeanie Dumont	11	2004	Custom embroidery, spirit wear, medical scrubs, career apparel, mat service & sales.
Bear Prints 688 SW Veterans Way, Ste. 4 Redmond, OR 97756	541-388-1274	N/A	www.bearprints.us sales@bearprints.us	Customer Service	4	1978	Screen printing & embroidery. Custom decorated garments.
Bend Awards & Engraving 642 NE First St. Bend, OR 97701	541-389-9300	541-389-1758	www.bendawards.com	Roy Larsen	6	1976	Complete engraving, awards & advertising, graphics & promotional specialties.
Bend Promotional Products PO Box 5396 Bend, OR 97708	541-389-9806	541-388-6744	www.bendad.com bendad@bendpromotionalproducts.com	Robert Sandberg, Lisa Lindgren	2	1982	Promotional items, safety awards, grand openings, customer gifts & one million items with your logo.
Brilliance In Branding, LLC 1320 SE Armour Rd., Ste. B-3 Bend, OR 97702	541-382-5406	888-839-7103	www.brillianceinbranding.com dina@barkergroupnw.com	Dina Barker	8	2016	Bend's best full service promotional branding company. Showcase your corporate identity with logoed products, apparel & headwear - featuring Richardson Caps. We offer in-house fulfillment services for events, ongoing programs & special occasions. Our onsite embroidery facility can handle all your apparel & caps needs. Leather patches, screen printing, awards, banners & signage, tradeshow displays, pet products, safety gear, golf products, health & wellness, the latest tech, drinkware & more. We welcome visitors to our large showroom, call today.
Bullseye LAPP LLC 3180 NW Gumpert Rd. Prineville, OR 97754	541-416-0434	541-416-0436	www.bullseyelapp.com bullseye@bendnet.com	Mark McCutchen	2	2001	Screen printed & embroidered apparel, promotional products, signs & banners.
Buzztag 48 SE Bridgeford Blvd., Ste. 110 Bend, OR 97702	541-318-7081	N/A	www.buzztag.co hello@buzztag.co	Brenda Speirs	10	2007	Branded merchandise, promotional products, corporate gifts, e-commerce company stores, company store product management, warehousing & fulfillment, imprinted apparel & caps, in-house embroidery & heat press, screen printing, global shipping.
Central Oregon Flag & Banner 1291 SE Wilson Ave. Bend, OR 97702	541-382-1415	541-385-0902	www.centormall.com/FlagandBanner flagandbanner@bendbroadband.com	June Gowens	2	1990	Flags, flag poles & custom flags.
Centro Print Solutions 34 SE Bridgeford Blvd. Bend, OR 97702	541-382-3534	541-385-3225	www.CentroPrintSolutions.com info@centroprintsolutions.com	Rick Lawrence	8	1971	Customized full service printing & print management solutions such as business forms, marketing collateral, graphic design, imprinted promotional products, decorated apparel, warehousing, delivery & dedicated account representative.
Cheryl McIntosh Photography PO Box 1393 Bend, OR 97709	541-280-0086	N/A	www.greatthingsaredone.com cheryl@greatthingsaredone.com	Cheryl McIntosh	1	2015	Commercial & architectural photography, marketing, copywriting, social media content development, market research, business naming, graphic design.
Coriant 745 NW Mt. Washington Dr., Ste. 108 Bend, OR 97702	541-306-4842	N/A	www.e-coriant.com gale@e-coriant.com	Gale Slaughter	1	2007	Print & marketing solutions; commercial, envelopes, forms, direct mail, digital, labels, newsprint, magazines, publications, thermal, variable imaging, barcodes. Marketing materials, campaigns, packaging, promotional products & apparel. Graphic & advertising design, print & supply chain management, fulfillment & reporting.
Dana Signs 615 SW Umatilla Ave. Redmond, OR 97756	541-548-7226	541-548-5312	www.danasigns.com sales@danasigns.com	Rick & Laurie Hetherington	4	2001	Custom interior & exterior signs & graphic design services. Vehicle graphics. Decals. Menu cards. Message boards. Banners. Full service custom direct to garment printing & embroidery service to add your logo or message to a complete line of wearables.
Display It Big 61580 American Ln., Ste. 5 Bend, OR 97702	541-318-9392	N/A	www.displayitbig.com makeitbig@displayitbig.com	John Minor	2	1998	Full-color graphics & promotional advertising. Indoor & outdoor signs & banners, stickers, fliers, artwork reproduction, digital output machine for flyers & brochures. Your favorite picture on canvas, tradeshow graphics, giclee printing on watercolor paper.
DONE | Photography + Marketing PO Box 1393 Bend, OR 97709	541-280-0086	N/A	www.greatthingsaredone.com cheryl@greatthingsaredone.com	Cheryl McIntosh	1	2015	Commercial & architectural photography, marketing, copywriting, social media content development, market research, business naming, graphic design.
DT Enterprises PO Box 4036 Sunriver, OR 97707	541-598-0707	541-598-0707	www.dtpromo.com dollymealey@gmail.com	Dolly Mealey	1	2011	Promotional products & custom apparel.
Greatname Promotions PO Box 1254 Sisters, OR 97759	541-549-3700	541-549-3701	www.greatnamepromo.com help@greatnamepromo.com	Tom Showalter	1	2004	Advertising specialties, promotional products, corporate gifts, decorated apparel & event support.
Identity Zone 43 NW Cherry Ln., Ste. 105 Madras, OR 97741	541-475-8700	541-475-8703	www.theidzone.com Kelly@theidzone.com	Kelly Simmelink	7	2005	Embroidery, screen-printing & promotional products.
Momentum Promo Inc. 597 Sisters Park Ct. Sisters, OR 97759	541-549-0807	541-549-6017	www.momentumpromo.com	N/A	1	1996	Screen printing, sign-making, embroidery, promotional products & fleece-wear.
N the Zone Ink & Eye of the Needle 62958 NE Layton Ave., Ste. 4 Bend, OR 97701	541-728-9663	N/A	www.ntzink.com info@ntzink.com	Josh Love, Deanna Smith	11	1999	Custom decorated apparel & headwear. Screen printing, embroidery, heat press vinyl, branded promotional products, stickers, banners, graphic design & large showroom of product samples & catalogs for business, personal, sports & clubs.
Progressive Screen Printing 20756 High Desert Ct., Ste. 4 Bend, OR 97701	541-385-0931	N/A	www.progressivescreenprinting.com sales@progressivescreenprinting.com	Sean McAllister	5	1986	Wholesale T-shirt specialist, screen-printing on garments w/ 14 & 8 color automatic presses. Full-service art department & art reproduction.
Rainbow Threads 147 SE McKinley Bend, OR 97702	541-382-8441	541-330-2199	www.rainbowthreads.biz sales@biboregon.com	Dina Barker	2	1990	Everything needed to showcase your corporate identity through promotional products & apparel. Quality control & new in-house embroidery. Embroidery & screen printing for uniforms, corporate & casual apparel, caps or custom headwear. Giveaways, awards, banners & signage, tradeshow displays, pet products, safety gear, golf products, health & wellness, the latest drinkware, packaging & more.
RK Advertising & Promotions 2660 NE Hwy., Ste. 610-116 Bend, OR 97701	541-312-4658	541-312-5190	www.rkadvertising.com terry@rkadvertising.com	Terry MacMillan	2	1999	Corporate branding & promotional products firm.
Send Out Cards - TLC Makes a Difference PO Box 4631 Bend, OR 97707	541-390-4841	N/A	www.sendoutcards.com/tlcmake-sadifference tlcmakesadifference@gmail.com	Paula Frame	1	2009	An online system (available 24/7) that provides a simple & professional way for businesses to follow-up with their clients, vendors & associates.
Spangler Creative 516 SE Gleneden Place Bend, OR 97702	541-799-9113	N/A	www.spanglercreative.com matt@spanglercreative.com	Matt Spangler	1	1993	Brand identity, graphic design, web design, web development, ad campaign design, print collateral from business cards to annual reports, outdoor billboards & signage, apparel imprint design. Over 25 years experience with global nonprofit organizations.
T-Shirts R Us 619 NE Greenwood Ave. Bend, OR 97701	541-382-3180	541-330-0257	www.facebook.com/pages/T-SHIRTS-R-US t_shirtsrus@msn.com	Paul Reichert, Robert Reichert	4	1980	Retail, business logos, outerwear, embroidery & silk-screening, photo shirts & mugs. Player names & numbers.
Zolo Media - KOHD-TV & KBNZ-TV 63090 Sherman Rd. Bend, OR 97703	541-749-5151	541-749-4633	www.zolomedia.com advertising@zolomedia.com	Matt McDonald, Amy Witt, Shawn Wilcox	15	1955	Television in Central Oregon including advertising for ABC-KOHD, CBS-KBNZ & 30 cable networks along with Community Channel 11 & commercial broadcast production. Original content for CO Daily, COTV & CO4 Visitor's Network.

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Project 4 Birthed Out of a Desire to Help Local Businesses Survive Pandemic

by RONNI WILDE — CBN REPORTER

Stephanie Shaver

When Stephanie Shaver was working as the Marketing, Design and Production manager for the Bend Chamber of Commerce in 2020 as 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 also 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. "Where 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 changes that were happening in a moment's notice. "Oddly enough, it was the pandemic that sparked the creation of Project 4. I have a personal drive to help and serve my community, so when I saw so many businesses struggling, that is what lit my flame to launch an end-to-end marketing agency. It was a wild ride," she says with a laugh. "I mean, who launches a company during a global pandemic? Me, that's who."

Shaver has been in the marketing industry for close to two decades, she says, leading creatives in print, digital, radio and TV campaigns, building and executing brand and marketing strategies and 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 the material world, 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.

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To Receive, Send Your Email to:

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CASCADE cbn BUSINESS NEWS

Sign Companies *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Types of Signs
Carlson Sign Co. 1605 NE Forbes Rd. Bend, OR 97701	541-382-2182	541-382-2196	www.carlsonsign.com pcarlson@carlsonsign.com	Peter Carlson	24	1948	All types of signs, awnings & billboards.
Cascade Graphics 475 SE Bridgeford Blvd. Bend, OR 97702	541-389-7622	541-382-8187	www.cascadegraphics.com billy@cascadegraphics.com	Billy Sherritt, Wendy Marlin	13	1979	Large format digital printing, commercial screen printing w/UV inks, die-cutting, decals, laminating, merchandisers, displays, bumper stickers, signs, banners, fleet graphics, custom product imprinting, instrument panels, specialty inks & materials & fulfillment.
Central Oregon Flag & Banner 1291 SE Wilson Ave. Bend, OR 97702	541-382-1415	541-385-0902	www.centormall.com/FlagandBanner flagandbanner@bendbroadband.com	June Gowens	2	1990	All types of signs.
Cornerstone LLC Landscape Maintenance 1576 NW Fresno Ave. PO Box 1908 Bend, OR 97709	541-280-3523	N/A	Cornerstonelogan@gmail.com	Drew Logan	1	2004	Installation of residential colonial crossbars; commercial signs for land/acreage, offices; commercial street signs; CCB#225679.
Dana Signs 615 SW Umatilla Ave. Redmond, OR 97756	541-548-7226	541-548-5312	www.danasigns.com sales@danasigns.com	Rick & Laurie Hetherington	4	1992	Custom interior & exterior signs & graphic design services. Vehicle graphics. Decals. Menu cards. Message boards. Banners. Full service custom direct to garment printing & embroidery service to add your logo or message to a complete line of wearables.
Dealin' in Signs, Inc. 63018 Plateau Dr., Ste. 1 Bend, OR 97701	541-312-3001	N/A	www.dealinsigns.com dealinsigns@gmail.com	Chad & Stephanie Zirkle	6	2011	Vehicle wraps, signs, banners & large format printing.
Display It Big 61580 American Ln., Ste.5 Bend, OR 97702	541-318-9392	N/A	www.displayitbig.com makeitbig@displayitbig.com	John Minor	2	1998	Indoor & outdoor signs & banners, stickers, fliers, artwork reproduction, digital output machine for flyers & brochures. Your favorite picture on canvas, tradeshow graphics, giclee printing on watercolor paper.
Driving Force Graphics 62980 Boyd Acres Rd., Ste. E1 Bend, OR 97701	541-385-5049	541-617-1265	www.drivingforcegraphics.com sales@drivingforcegraphics.com	Darren Coffell	6	1995	All types.
M.C. Smith Signs 1515 NE Second St. Bend, OR 97701	541-389-2471	N/A	www.mcsmithsigns.com sales@mcsmithsigns.com	Rick & Laurie Hetherington	7	1974	Custom signs & graphic design service. Interior & exterior signs, wall & free-standing monument signs, real estate & resort signs, vehicle & trailer graphics, decals, banners, message boards, yard signs, address & builder signs.
Mail Copies & More/Office Express 380 SW Fifth St. Madras, OR 97741	541-475-5656	541-475-5662	www.madrasofficeexpress.com officeexpress@gmail.com	Rick Allen, Loren Dunten	4	1997	All types.
Northwest Sign Recycling LLC 1415 NW Murphy Ct., Prineville PO Box 2424 Redmond, OR 97756	541-279-0386	541-383-2072	www.nwsignrecycling.com tory@nwsignrecycling.com	Tory Allman, Penny Eddington, Wendie Every	5	2004	Using 36,000 pounds per square inch of water, we remove old sign laminates without chemicals & without harming the integrity of the aluminum. We recycle existing aluminum signs into clean, reusable, sign blanks ready for new sign faces. We also offer refacing services & new aluminum signs.
One Day Signs 550 NW 12th St. Bend, OR 97703	541-385-6535	N/A	www.1daysigns.com 1DS@1daysigns.com	Jeffrey Mertins	1	1990	All types of signs. Real estate, banners, vehicle decals, magnetic, ADA, digital printing & design work.
Redmond Sign Company 124 SE Railroad Blvd. Redmond, OR 97756	541-923-3966	541-548-3966	kjw421@gmail.com	Kevin Wendler	4	1950	All types of signs, electric UL, neon, awnings, sandblasting, stone, concrete, computer design, painting, gold leaf, vinyl, truck lettering, hand painting & pin striping.
Sign Pro 512 SE Glenwood Bend, OR 97702	541-382-7446	541-389-5464	www.signprooregon.com signpro@signprooregon.com	Susie Decker	4	1992	All types of signs - ADA signs & digital printing.

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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 has 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 Graphix & Signs 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 capacity. "It's been a good transition," he says. "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."

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

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 Grenfell purchased Dana Signs in 2002, and then purchased M.C. Smith Signs in 2016. The Grenfells also grew the 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 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 has 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."

RICK AND LAURIE HETHERINGTON, OWNERS OF M.C. SMITH SIGNS IN BEND AND DANA SIGNS IN REDMOND | PHOTOS COURTESY OF RICK HETHERINGTON

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 are having 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 employees. We can recruit from outside the area, and when we advertise, there is interest, but then people look at what it costs to live in Central Oregon. Once they do the math and see what it will cost to move here, it severely 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 business and nonprofit organizations in Bend, Redmond and Central Oregon."

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

2022 Marketing Guide

Printers *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Abracadabra Printing & Design 1441 SW Chandler Ave., Ste. 102 Bend, OR 97702	541-388-4760	541-388-0208	www.abracadabrabend.com print@abracadabrabend.com	Mark & Jeanette Fairlee	4	1988	Offset & digital printing, copy services, design & typesetting. Fax, lamination & bindery.
Bear Prints 688 SW Veterans Way, Ste. 4 Redmond, OR 97756	541-388-1274	N/A	www.bearprints.us sales@bearprints.us	Customer Service	4	1978	Screen printing & embroidery. Custom decorated garments.
Bend Mapping & Blueprint 137 NE Greenwood Ave. Bend, OR 97701	541-389-7440	541-382-4220	www.bendmapping.com orders@bendmapping.com	Rob Butler	2	2004	Large format xerox, blueprinting, color copying, scanning & plotting, lamination, mounting & aerial photography.
Bend Rubber Stamp & Printing 1320 SE Reed Market Rd., Ste. 180 Bend, OR 97702	541-389-2110	541-389-2110	www.bendstampandprinting.com bendstamps@gmail.com	Mike Guest	4	1973	Printing, copying, large format poster prints, rubber stamps, graphic design, promotional items.
Brilliance In Branding, LLC 1320 SE Armour Rd., Ste. B-3 Bend, OR 97702	541-382-5406	888-839-7103	www.brillianceinbranding.com dina@barkergroupnw.com	Dina Barker	8	2016	Bend's best full service promotional branding company. Showcase your corporate identity with logoed products, apparel & headwear - featuring Richardson Caps. We offer in-house fulfillment services for events, ongoing programs & special occasions. Our onsite embroidery facility can handle all your apparel & caps needs. Leather patches, screen printing, awards, banners & signage, tradeshow displays, pet products, safety gear, golf products, health & wellness, the latest tech, drinkware & more. We welcome visitors to our large showroom, call today.
Cascade Graphics 475 SE Bridgeford Blvd. Bend, OR 97702	541-389-7622	541-382-8187	www.cascadegraphics.com billy@cascadegraphics.com	Billy Sherritt, Wendy Marlin	13	1979	Large format digital printing, commercial screen printing w/UV inks, die-cutting, decals, laminating, merchandisers, displays, bumper stickers, signs, banners, fleet graphics, custom product imprinting, instrument panels, specialty inks & materials & fulfillment.
Central Oregonian 558 N Main St. Prineville, OR 97754	541-447-6205	541-447-1754	www.centraloregonian.com news@centraloregonian.com	Teresa Tooley, Tony Ahern	16	1882	Layout, design, prepress & quality webpress printing on a variety of sizes, colors & stocks.
Centro Print Solutions 34 SE Bridgeford Blvd. Bend, OR 97702	541-382-3534	541-385-3225	www.CentroPrintSolutions.com info@centroprintsolutions.com	Rick Lawrence	8	1971	Customized full service printing & print management solutions such as business forms, marketing collateral, graphic design, imprinted promotional products, decorated apparel, warehousing, delivery & dedicated account representative.
CL Printing & Copy Center, Inc. 1210 SW Highland Ave. Redmond, OR 97756	541-504-9334	541-504-9335	clprintingredmond.com carl@clgraphicsredmond.com	Erica Campbell, Matthew Rock	3	1997	Full service printing, copying, blueprints & design. UPS shipping. Wide format printing & laminating.
Corbynite Printing & Design Bend, OR 97701	541-480-5198	541-306-3207	www.centraloregonprinting.com jake@corbynitesteele.com	Ronni Herrold, Jake Herrold	3	2000	Design, production, printing.
Coriant 745 NW Mt. Washington Dr., Ste. 108 Bend, OR 97702	541-306-4842	N/A	www.e-coriant.com gale@e-coriant.com	Gale Slaughter	1	2007	Print & marketing solutions; commercial, envelopes, forms, direct mail, digital, labels, newsprint, magazines, publications, thermal, variable imaging, barcodes. Marketing materials, campaigns, packaging, promotional products & apparel. Graphic & advertising design, print & supply chain management, fulfillment & reporting.
DeLeone Corp. 1258 SW Lake Rd. Redmond, OR 97756	541-504-8311	541-504-8411	www.cascadelabels.com orders@deleone.com	Michael De Leone	12	1972	Pressure sensitive label printing.
Display It Big 61580 American Ln., Ste. 5 Bend, OR 97702	541-318-9392	N/A	www.displayitbig.com makeitbig@displayitbig.com	John Minor	2	1998	Indoor & outdoor signs & banners, stickers, fliers, artwork reproduction, digital output machine for flyers & brochures. Your favorite picture on canvas, tradeshow graphics, giclee printing on watercolor paper.
FedEx Office 61 NW Oregon Ave., Ste. 102 Bend, OR 97701	541-317-5915	541-317-5937	www.fedex.com/us/office/online-printing.html usa0540@fedex.com	Megan Parker	5	1998	Digital printing, b/w & color copying, oversize color, computer rental & blueprint copies. Sony digital photo printer, binding & lamination, banners, posters & shipping.
High Cascade Printing 1375 SE Wilson Ave., Ste. 130 Bend, OR 97702	541-389-0213	N/A	www.highcascadeprinting.com	Tim & Patti Rausch	2	1982	Digital full color, general commercial printer, business/color printing & bindery, computerized typesetting & copy preparation.
La Pine Business Center 16388 Third St. PO Box 3239 La Pine, OR 97739	541-536-5580	541-536-5673	www.BooksBoxesandBS.com lapinebusinesscenter@gmail.com	Jeanette Mein	3	1994	UPS, FedEx, packaging services, personal mailboxes, mail services, Notary, custom printing, signs & banners, vinyl printing, scanning, email, shredding, custom design, books & greeting cards.
Mail Copies & More/Office Express 380 SW Fifth St. Madras, OR 97741	541-475-5656	541-475-5662	www.madrasofficeexpress.com officeexpress@gmail.com	Loren Dunten, Rick Allen	4	1997	Graphic design, layout, flyers, brochures, business cards, copies 36 inch wide, color copies, b/w copies, vehicle lettering, shipping services, office supplies & full-service sign shop.
Minuteman Press 235 SE Wilson Ave., Ste. 100 Bend, OR 97702	541-749-2900	N/A	minuteman.com/us/locations/or/bend mmpbend.or211@minuteman.com	Renee Mansour	6	2003	Commercial printing, graphic design, branded apparel, full-service mailings with discounted postage, brochures, EDDM, flyers, business cards, business forms, letterheads, envelopes, invitations, newsletters, promotional products, labels, large format printing & dye sublimated products & apparel, blueprinting/large format & more.
Moonlight Business Process Outsourcing 2491 NE Twin Knolls Dr. Bend, OR 97701	866-348-9791	541-617-1831	www.moonlightbpo.com ellen@moonlightbpo.com	Ellen Koch	13	1985	Commercial printing both offset & Digital, direct mail, all mailing services, UV coating & bindery. Presort & daily mail pick up, statement & invoice printing, digital printing & variable, personalization & Transpromo data. Lock Box services, return mail services, data archiving, scanning & onsite secure document storage. Certifications: SOC1 Type II, SOC2 Type II, PCI, independently audited yearly for all certifications as well as a HIPAA compliance certificate. Other certifications WBENC, WBE & WOSB. NEW to MBPO services HP Indigo press as well as pressure seal print & mail services.

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Printer Resources & Recycling Focuses on Sustainability & a Hands-On Approach

by RONNI WILDE — CBN Reporter

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

(L-R) FRANK PATKA, CO-OWNER AND CEO OF PRINTER RESOURCES & RECYCLING WITH MARC GILTNER, CO-OWNER AND VICE PRESIDENT OF SERVICE | PHOTOS COURTESY OF FRANK PATKA

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Printer Resources

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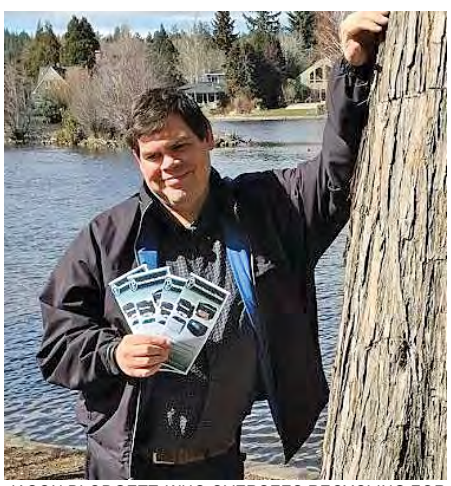
quickly signed the paperwork and started the moving process to where I am today, including additional Suites 204 and 206. I've been here since about 2002."

Printer Resources & 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.



JASON BLODGETT, WHO OVERSEES RECYCLING FOR PRINTER RESOURCES & RECYCLING

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."

(L-R) MICKEY MESZAROS, VICE PRESIDENT OF SALES, AND MARC GILTNER, CO-OWNER AND VICE PRESIDENT OF SERVICE | PHOTOS COURTESY OF FRANK PATKA

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 grandsons 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."

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Printers *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
More Ink 1245 S Hwy. 97, Ste. C-1 Bend, OR 97702	541-317-5577	541-317-5575	www.moreinkbend.com info@moreinkbend.com	Michael O'Rourke	3	1994	Printing, black & white copies, color copies, type-setting, blueprint services, bindery & fax service.
Premier Printing Solutions 63052 Layton Ave., Ste. 170 Bend, OR 97701	541-617-9899	N/A	www.ppsbend.com pps@ppsbend.com	Brett Davis	6	1999	Printing services for traditional business marketing products as well as packaging, roll & sheet labels, trade show graphics, art reproduction, large format graphics & more.
Press Pros Printing Company 20798 High Desert Lane Bend, OR 97701	541-389-7767	541-389-4872	www.presspros.com debra@presspros.com	Larry & Debra Peterson	16	1982	Full service printer, digital copies, mailing services & promotional products.
Progressive Screen Printing 20756 High Desert Ct., Ste. 4 Bend, OR 97701	541-385-0931	N/A	www.progressivescreenprinting.com sales@progressivescreenprinting.com	Sean McAllister	5	1986	Wholesale T-shirt specialist, screen-printing on garments w/ 14 & 8 color automatic presses. Full-service art department & art reproduction.
Ryder Graphics 370 SW Columbia St. Bend, OR 97702	541-382-5934	541-382-5908	www.rydergraphics.net scott@rydergraphics.net	Scott Ryder	15	1990	Full commercial printing, specializing in four-color process & election printing.
Skyliner Print & Design 1151 SE Centennial Ct., Ste. 3 Bend, OR 97702	541-749-2151	N/A	www.skylinerprint.com print@skylinerprint.com	Travis Waltz, Tor Hanson	4	2019	Full service printing including blueprints, small & large format documents, mylar, spec books, document management, binding, large format laminating & mounting services, graphic design & installation services. Local pickup & delivery available. *Business formerly known as ARC Document Solutions.
Snyder & Sons Unlimited 521 NE Seward Ave. Bend, OR 97701	541-330-1803	541-382-6927	www.snyderandsons.com info@snyderandsons.com	Lori Pintok-Snyder	1	1996	Graphic design, website design & printing services including single to four color process & other promotional media. Consulting.
The Bulletin/EO Media Group & Central Oregon Media Group 320 SW Upper Terrace Dr., Ste. 200 PO Box 6020 Bend, OR 97702	541-617-7839	N/A	printdrop@bendbulletin.com	Holly Rouska	172	1903	High quality, high volume print & distribution. Daily newspaper & commercial printing. Advertising, marketing, digital, design, printing, distribution.
The Printing Post 498 SW Sixth St., Ste. 101 Redmond, OR 97756	541-548-7101	541-548-6093	www.theprintingpost.com debra@theprintingpost.com	Debra & Larry Peterson, Bern Thiesen	4	1978	Commercial printing, digital copies, graphic design, promotional products, mailing services.
Visuality 21050 Young Ave., Ste.1 Bend, OR 97703	541-280-1488	N/A	www.visulaity.biz michaele@visuality.biz	Michaele Grabenhorst	1	2000	Coordinator of print & design projects throughout the Northwest.
X-Press Printing Inc. 664 W Hood Ave. PO Box 904 Sisters, OR 97759	541-549-9321	541-549-4142	www.xpressprinting.biz jeff@xpressprinting.biz	Jeff Swales	14	1989	Commercial & quick print, full color offset, digital color, digital b/w, computer to plate, business printing, design, direct mail & marketing services, variable data, electronic file transfer & proofing.

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

2022 Marketing Guide

Publishers *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Parent Company	Publishing Offered
Bend Magazine 974 NW Riverside Blvd. Bend, OR 97701	541-948-5200	N/A	www.bendmagazine.com ross@oregon-media.com	Ross Johnson	14	2015	Oregon Media LLC	Lifestyle magazine.
Cascade Publications Inc. 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.cascadebusnews.com jeff@cascadebusnews.com	Jeff Martin	10	1994	Cascade Publications Inc. Bend, OR	Full service publishing from editorial to design & layout of newspapers, magazines, resource guides, annual reports & online e-newsletters & e-blasts. Publishes Cascade Business News, Cascade A&E.
Cascadia Magazine Company 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.cascadepublications.com jeff@cascadebusnews.com	Jeff Martin	10	1994	Cascade Publications Inc. Bend, OR	Full service publishing from editorial to design & layout of newspapers, magazines, resource guides, annual reports & online e-newsletters & e-blasts. Publishes Sunriver Magazine.
Central Oregonian 558 N Main St. Prineville, OR 97754	541-447-6205	541-447-1754	www.centraloregonian.com news@centraloregonian.com	Tony Ahern, Teresa Tooley	16	1881	Pamplin Media Group	Newspapers to business cards & forms & full web press.
Madras Pioneer 345 SE Fifth St. Madras, OR 97741	541-475-2275	541-475-3710	www.madraspioneer.com hgill@madraspioneer.com	Tony Ahern, Holly Gill	8	1904	Pamplin Media Group	Newspaper, yearly Sageland Magazine, Central Jefferson Co. phone book, newspaper, various jobs & printing out-sourced.
Maverick Publications 63324 Nels Anderson Rd. PO Box 5007 Bend, OR 97701	541-382-6978	N/A	www.maverickbooks.com moreinfo@maverickbooks.com	Gary Asher	6	1968	Maverick Publications Bend, OR	Full service self-publishing.
MoeGang Productions PO Box 1874 Bend, OR 97709	541-280-3337	N/A	rmoeggy@gmail.com marcee2007@gmail.com	Marcee Hillman Moeggenberg, Ryan Moeggenberg	2	2017	MoeGang Productions, Bend, OR	Full-service publishing, design & layout of all types of publications, print media & more.
Nugget Newspaper 442 E Main Ave. PO Box 698 Sisters, OR 97759	541-549-9941	541-549-9940	www.nuggetnews.com editor@nuggetnews.com	Kiki Dolson, Jim Cornelius	8	1978	The Nugget Newspaper, Inc. Sisters, OR	General interest community paper & other publications: The Nugget Newspaper, Sisters Oregon Guide & Discover Sisters Country.
One Stop Writing Shop Bend, OR 97701	541-317-1509	N/A	www.OneStopWritingShop.com linden@OneStopWritingShop.com	Linden Gross	1	2006	One Stop Writing Shop LLC, Bend OR	Writing, writing coach, editorial & self-publishing services.
The Bulletin/EO Media Group & Central Oregon Media Group 320 SW Upper Terrace Dr., Ste. 200 PO Box 6020 Bend, OR 97702	541-617-7839	N/A	printdrop@bendbulletin.com	Holly Rouska	172	1903	Western Communications, Inc. Bend, OR	Daily newspaper & commercial printing.
Visuality 21050 Young Ave., Ste. 1 Bend, OR 97703	541-280-1488	N/A	www.visuality.biz michaele@visuality.biz	Michaele Grabenhorst	1	2000	Grabenhorst Ltd,	Produces street maps & Bend & Redmond. Wildflowers of Central Oregon poster. Book publisher & coordinator of print projects throughout the NW.

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

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- Comprehensive searchable, easy-to-use, real-time websites with high tech visitor tracking.
- Online Book of Lists

Cascade Business News
Enhancing & Promoting the Economy Vitality of Central Oregon Since 1994

Central Oregon's primary source for business news.

E-Headlines
Every Tuesday & Thursday
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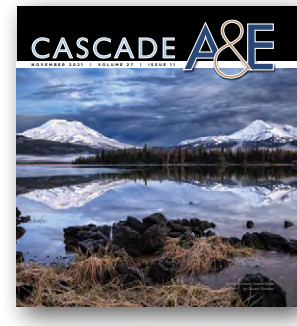
Cascade Arts & Entertainment Magazine
Dedicated to Arts & Culture in Central Oregon



Oregon's only arts magazine, features articles, reviews and news.

AE Weekly
Every Wednesday
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CascadeAE.com

Book of Lists
CBNBookofLists.com
#1 "Business to Business" Marketing Tool

Compilation of industry lists also available online. Central Oregon's #1 "Business to Business" marketing tool.

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The high-class magazine for visitors and residents alike.

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The Village at Sunriver Summer Guide

404 NE NORTON AVE | BEND OR 97701 | 541 388 5665

Web Designers & Social Media Services

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

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Alpine Internet 838 NW Bond St., Ste. 2 PO Box 31 Bend, OR 97703	541-312-4704	N/A	www.alpineinternet.com hello@alpineinternet.com	Brian Cash	5	1999	Website & app development, hosting, cloud services, support & devops, data-drivenresults, WordPress development, email & social marketing, webmaster services, webdatabases, consulting services, Apple developer, certified Google Apps partner, certified Google AdWords partner.
Astir Agency 1211 NW Trenton Ave. Bend, OR 97703	541-678-5889	N/A	www.weareastir.com hello@astiragency.com	Tim Jones	4	2012	Strategy-driven branding & design for the outdoor industry & nonprofits worldwide.
Bend Web Design 63109 Turret Ct. Bend, OR 97701	541-678-3668	N/A	www.bendwebdesign.co info@bendwebdesign.co	Jason Morgan	1	2014	Web design, search engine optimization, social media marketing, graphic design, IT & more.
Binary Star Systems Bend, OR 97701	541-316-8027	N/A	www.BinaryStarSystems.com hello@binarystarsystems.com	Lisa Sipe, Jim Sipe	2	2003	Website design, software development, mobile app development, email marketing, branding & graphic design.
Camp Creative, Inc. 2900 NW Clearwater Dr., Ste. 200 Bend, OR 97703	541-622-3636	N/A	www.campcreative.net rcamp@campcreative.net	Richard Camp, Mike West, Amber Caisse	10	2015	Full service UX design, customer journey development, web application design & development, interactive touch screens, content development, copywriting, SEO, social media strategy & management. Web application development.
Cight Solutions 920 SW Emkay Dr., Ste. 107 Bend, OR 97701	833-600-4007	N/A	cightsolutions.com info@cightsolutions.com	Ron Montgomery	15	2019	Digital marketing, website design, social media management, blogging, Google business profile management, reputation management, listing management, SEO, digital ads, branding, email marketing & graphic design.
Cross Dot Digital & Creative Agency LLC 1001 SW Emkay Dr., Ste. P Bend, OR 97702	541-977-7797	N/A	www.crossdotdigital.com michelle@crossdotdigital.com	Michelle Hart	10	2019	Graphic design, brand identity, website design, social media, copywriting & content marketing, digital marketing services, reputation management.
Effectual Inc. 2738 NW Potts Ct., Ste. 110 Bend, OR 97703	800-770-1868	N/A	www.Effectual.com info@Effectual.com	Robb Allen	350	2019	Build-to-suit custom applications such as enterprise web apps, mobile apps, IoT, AI/ML, & responsive websites; content strategy & digital marketing; strategic consulting for digital product/service strategies & amazon web services (AWS) Premier Partner.
JF Possibilities, Inc. PO Box 1214 La Pine, OR 97739	541-410-2760	N/A	www.jfpossibilities.com info@jfpossibilities.com	Jon Foster	2	2003	Server Management, website & application development, consulting & computer security.
Kinetic Branding 780 NW York Dr., Ste. 204 Bend, OR 97703	541-550-7272	N/A	www.kineticbranding.com paul@kineticbranding.com	Paul Ruettgers	2	2000	Brand strategy, graphic design, web design, SEO, CMS, E-Commerce, advertising, packaging design, print design.
Litehouse Technology, LLC 740 NE Third St., Ste. 3 Pmb 152 Bend, OR 97701	541-589-3362	N/A	www.litehousetech.com contact@litehousetech.com	Zack Jenks	1	2007	Web development & support.
LuLish Design 3720 NW 25th St. Redmond, OR 97756	541-350-0594	N/A	www.LuLish.com lynnette@lulish.com	Lynnette Braillard	2	2005	Full-service agency: web development + design, SEO/SEM, digital marketing, marketing plans & strategy, content marketing, PR, copywriting, campaigns & more.
Mazama Media 404 SW Coumbia St., Ste. 150 Bend, OR 97702	541-728-0558	N/A	www.mazamamedia.com info@mazamamedia.com	Sarah Turner	25	2013	Result-driven social media management, web design, search engine optimization, graphic design.
Organic Webs 204 NW St. Helens Pl. Bend, OR 97701	541-617-8574	N/A	www.organicwebs.com mas@organicwebs.com	Michelle Sobala	3	2002	Custom Wordpress themes & websites, user conversion, user experience, search engine optimization, Facebook ads, YouTube optimization, APPS, graphic design & more.
Parallel Forty Four Bend & Redmond, OR	541-604-8484	N/A	www.parallelfortyfour.com alexandra@parallelfortyfour.com	Alexandra McCrea, Sean McCrea	2	2020	Full-service social media partner providing photography, web design, social media, reviews, & influencer management, content creation, logo & business card design, banner & signage design & consulting services.
Project 4 Home office in Redmond, OR 97756	541-306-9979	N/A	www.project4marketing.com stephanie@project4marketing.com	Stephanie Shaver	1	2020	Website design & maintenance. SEO. Social media management & strategist.
Schloer & Associates 61835 Walter Ct. Bend, OR 97702	541-388-7342	N/A	in2dtp@gmail.com	Harriett Schloer	1	1985	Website design for nonprofits, online learning using the Canvas Platform.
SMARTZ 450 SW Powerhouse Dr., Ste. 429 Bend, OR 97702	541-388-4398	N/A	www.smartz.com info@smartz.com	Mark Knowles	19	1987	Smartz can help your business with paid marketing, creative web design, smart development & disciplined web marketing principles, to deliver bright, meaningful results & ROI. Certified Google Premier Partner, over 25 years of service.
Snyder & Sons Unlimited 521 NE Seward Ave. Bend, OR 97701	541-330-1803	541-382-6927	www.snyderandsons.com info@snyderandsons.com	Lori Pintok-Snyder	1	1996	Graphic design, website design & printing.
Spangler Creative 516 SE Gleneden Place Bend, OR 97702	541-799-9113	N/A	www.spanglercreative.com matt@spanglercreative.com	Matt Spangler	1	1993	Brand identity, graphic design, web design, web development, ad campaign design, print collateral from business cards to annual reports, outdoor billboards & signage, apparel imprint design. Over 25 years experience with global nonprofit organizations.
The Garage, Inc. PO Box 8531 Bend, OR 97708	541-330-5950	N/A	www.thegarageinc.com art@thegarageinc.com	Art Wirtz, Marie Wirtz	4	1996	Website design, web marketing, Wordpress CMS, custom CMS development, SEO/user experience.
Web Mentors 160 S Oak St., Ste. 414 PO Box 3500-414 Sisters, OR 97759	541-408-1693	N/A	www.webmentors.com michael@webmentors.com	Michael Curry	3	2002	eBusiness solutions for strategic direction, new websites, updated branding, logo & search engine optimization.
WebBlox 780 NW York Dr., Ste. 204 Bend, OR 97703	541-848-7749	N/A	www.webblox.com paul@webblox.com	Paul Ruettgers	3	2012	Custom web design, web development, content management system, search engine optimization, social media, e-commerce.

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

SEO Trends for 2022

by RON MONTGOMERY — Cight Solutions

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.

Increase in The Adoption of Automation for SEO

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 SERPS results.
- Team reporting on rankings and traffic.
- Links and backlink profiles.
- SEO audits.

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 range of insights into the consumer. It can help can with the understanding of:

- Trending product interests.
- Needs and frustrations.
- Product preferences.
- Immediacy.

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:

- Training and Certification of SEO, content and digital across organizations.
- CEO, CMO and SEO alignment on goals and outcomes.
- Technology and platform training and management.
- Evangelism of results, both internally and externally.
- Greater collaboration with IT and development.

SEO is one of the oldest and most valuable forms of digital marketing. As search algorithms have continuously become more intelligent and more contextual, marketers 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.

Hopefully, all the above will help guide your SEO success this year! With help from the Cight Solutions team, you can be noticed. You can also learn more about SEO and why it matters in our blog posts at cightsolutions.com or on our YouTube Channel.

cightsolutions.com

Media - Cable *(Listed Alphabetically)*

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

Media - Magazine *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Circulation	Format	Owner / Headquarters
Bend Magazine 974 NW Riverside Blvd. Bend, Or 97701	541-948-5200	N/A	www.bendmagazine.com ross@oregon-media.com	Ross Johnson	14	2015	20,000 quarterly	Lifestyle Magazine.	Oregon Media LLC
Cascade Arts & Entertainment 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.CascadeAE.com jeff@cascadebusnews.com	Jeff Martin	4	1995	10,000 to 15,000 monthly, weekly E-Broadcast every Wednesday	Arts Magazine.	Cascade Publications Inc., Bend, OR
Central Oregon Rancher, LLC PO Box 1 Powell Butte, OR 97753	541 420-5212	N/A	www.centraloregonrancher.com rancher@reagan.com	Scott Johnson, Mark Howard	2	1953	16,000 Monthly	Farm & Ranch Trade News Magazine.	Scott Johnson & Mark Howard, Publisher, Powell Butte, OR.
Red Bee Press PO Box 1981 Bend, OR 97709	541-306-9611	N/A	redbeepress.com debbie@redbeepress.com	Debbie Agnew	4	2012	Over 100,000 per quarter	Coupon publication.	Debbie Agnew, Bend, OR
Sageland Magazine 345 SE Fifth St. Madras, OR 97741	541-475-2275	541-475-3710	www.madraspioneer.com tahern@madraspioneer.com	Tony Ahern, Holly Gill	8	1999	10,000 Annually	Jefferson County lifestyle magazine.	Pamplin Media Group, Portland, OR.
Sisters Oregon Guide 442 E Main Ave. PO Box 698 Sisters, OR 97759	541-549-9941	N/A	www.sistersoregonguide.com vicki@nuggetnews.com	Vicki Curlett	5	1995	40,000 Printed | 7,000 Electronic	Comprehensive guide to Sisters, Oregon & surrounding areas including Camp Sherman & Black Butte Ranch. Official Sisters guide distributed by Sisters Area Chamber.	The Nugget Newspaper, LLC, 442 E Main Ave., Sisters, OR.
Small Farmers Journal 215 N Cedar., Ste. 2 PO Box 1627 Sisters, OR 97759	800-876-2893	N/A	www.smallfarmersjournal.com agrarian@smallfarmersjournal.com	Lynn R. Miller	6	1976	4,000 Quarterly	Farmers Journal Quarterly Magazine.	Small Farmers Journal, Sisters, OR.
Sunriver Magazine 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.CascadeBusNews.com jeff@cascadebusnews.com	Jeff Martin	4	2010	25,000 Annually	Sunriver lifestyle magazine.	Cascadia Magazine Company LLC, Bend, OR.

Media - Newspaper *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Circulation	Format	Owner / Headquarters
Cascade Business News (CBN) 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.CascadeBusNews.com jeff@cascadebusnews.com	Jeff Martin	4	1994	6,000 to 10,000 Printed Twice Monthly. Twice Weekly E-Headlines.	Business Newspaper	Cascade Publications Inc. Bend, OR
Central Oregonian 558 N Main St. Prineville, OR 97754	541-447-6205	541-447-1754	www.centraloregonian.com news@centraloregonian.com	Teresa Tooley, Tony Ahern	16	1882	4,400 Twice Weekly	Newspaper	Pamplin Media Group, Portland, OR.
Madras Pioneer 345 SE Fifth St. Madras, OR 97741	541-475-2275	541-475-3710	www.madraspioneer.com hgill@madraspioneer.com	Tony Ahern, Holly Gill	8	1904	3,200	Newspaper	Pamplin Media Group, Portland, OR.
Nugget Newspaper 442 E Main Ave. PO Box 698 Sisters, OR 97759	541-549-9941	541-549-9940	www.nuggetnews.com editor@nuggetnews.com	Jim Cornelius, Kiki Dolson	8	1978	7,400 Weekly	Tabloid	The Nugget Newspaper, Inc. Sisters, OR
Redmond Spokesman 226 NW Sixth St. PO Box 788 Redmond, OR 97756	541-548-2184	541-548-3203	www.redmondspokesman.com news@redmondspokesman.com	Steve Hawes, Kyle Killen	5	1910	5,200 Weekly	Newspaper	Western Communications, Bend, OR
Spilyay Tymoo Newspaper PO Box 489 Warm Springs, OR 97761	541-553-3274	541-553-3539	www.wsnews.org	Dave McMechan	3	1976	2,500 Twice Monthly	Newspaper	Confederated Tribes, Warm Springs, OR
Sunriver Scene 57455 Abbot Dr. PO Box 3278 Sunriver, OR 97707	541-585-2937	541-593-5669	www.sunriverowners.org susanb@srowners.org	Susan Berger	2	1974	6,500-10,000 Monthly	Newspaper; hardcopy & electronic editions	Sunriver Owners Association, Sunriver, OR. 57455 Abbot Drive, Sunriver, OR 97707
The Bulletin/EO Media Group & Central Oregon Media Group 320 SW Upper Terrace Dr., Ste. 200 PO Box 6020 Bend, OR 97702	541-617-7839	N/A	printdrop@bendbulletin.com	Holly Rouska	172	1903	N/A	Newspaper	Western Communications, Inc., Bend, OR
The Source Weekly 704 NW Georgia Ave. Bend, OR 97703	541-383-0800	541-383-0088	www.bendsource.com info@bendsource.com	Aaron Switzer	13	1997	15,000 Weekly	Tabloid	Aaron Switzer, Bend, Oregon.

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Media - Other *(Listed Alphabetically)*

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

Media - Radio *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Format	Owner / Headquarters
107.7 The Beat 63088 NE 18th St. Bend, OR 97701	541-382-5263	541-388-0456	www.1077TheBeat.com Jeremy@combinedcommunications.com	Jeremy Groh	25	1986	Top 40	Combined Communications Bend, OR
Cowan Broadcasting LLC, KNLR 97.5 & KNLX 104.9 30 SE Bridgeford Bend, OR 97702	541-389-8873	541-389-5291	www.knlr.com info@knlr.com	Terry Cowan	5	1985	Adult Contemporary Christian. KNLR 97.5 HD-2 & 106.1 FM are programming Spanish Christian called La Luz Radio.	Terry Cowan
KBND AM 1110, FM 100.1 63088 NE 18th St., Ste. 200 Bend, OR 97701	541-382-5263	541-388-0456	www.KBND.com Jeremy@combinedcommunications.com	Jeremy Groh	17	1938	News Talk	Combined Communications, Bend, OR
KBNW-AM (1340 AM & 104.5 FM) 854 NE Fourth St. Bend, OR 97701	541-383-3825	541-383-3403	www.kbnwnews.com kshipman@horizonbroadcastinggroup.com	Keith Shipman	11	2008	News/Talk	Summit Broadcasting Group, LLC (operated by Horizon Broadcasting Group, LLC)
KLRR FM 101.7 63088 NE 18th St., Ste. 200 Bend, OR 97701	541-382-5263	541-388-0456	www.1017.fm Jeremy@combinedcommunications.com	Jeremy Groh	17	1986	Adult Alternative	Combined Communications Bend, OR
KLTW FM 95.7 FM -Playing Whatever- 854 NE Fourth St. Bend, OR 97701	541-419-0141	541-383-3403	www.bend957fm kshipman@horizonbroadcastinggroup.com	Keith Shipman	11	1999	Adult Hits	Horizon Broadcasting Group, LLC Central Oregon
KMGX FM 100.7 345 Cyber Dr., Ste. 101-103 Bend, OR 97702	541-388-3300	541-388-3303	backyardbend.com/themix1007 ahilmes@bendradiogroup.com	Andy Hilmes	30	1983	Adult Contemporary	GCC Bend, LLC. (Bend Radio Group)
KPOV, High Desert Community Radio, 88.9 FM 501 NW Bond St. Bend, OR 97703	541-322-0863	N/A	www.kpov.org sam@kpov.org	Sam Corti	4	2005	Eclectic music & talk, volunteer produced.	N/A
KQAK FM 105.7 854 NE Fourth St. Bend, OR 97701	541-383-3825	541-383-3403	www.kqak.com kshipman@horizonbroadcastinggroup.com	Keith Shipman	11	1986	Classic Hits	Horizon Broadcasting Group, LLC
KRCO AM 854 NE Fourth St. Bend, OR 97701	541-383-3825	541-383-3403	www.krcoam.com kshipman@horizonbroadcastinggroup.com	Keith Shipman	11	1950	Classic Country	Horizon Broadcasting Group, LLC Central Oregon
KRDM AM 1240 PO Box 817 Redmond, OR 97756	541-548-7621	N/A	www.radiolabronca.com sales@radiolabronca.com	Juan Zendejas	5	2006	Spanish	Red Mountain Broadcasting, LLC
KRXF 92.9 FM 345 SW Cyber Dr., Ste. 101-103 Bend, OR 97702	541-388-3300	541-388-3303	backyardbend.com/929online ahilmes@bendradiogroup.com	Andy Hilmes	30	1978	Modern Rock	GCC Bend, LLC. (Bend Radio Group)
KSJJ FM 102.9 345 SW Cyber Dr., Ste. 101 Bend, OR 97702	541-388-3300	541-388-3303	backyardbend.com/ksjj1029 ahilmes@bendradiogroup.com	Andy Hilmes	30	1980	Today's Country	GCC Bend, LLC. (Bend Radio Group)
KTWS FM 98.3 63088 NE 18th St., Ste. 200 Bend, OR 97701	541-382-5263	541-388-0456	www.TheTwins.com alvarez@thetwins.com	Ron Alvarez	17	1996	Classic Rock	Combined Communications Bend, OR
KWPK FM 104.1 854 NE Fourth St. Bend, OR 97701	541-383-3825	541-383-3403	www.thepeak1041.com kshipman@horizonbroadcastinggroup.com	Keith Shipman	11	2001	THE PEAK ' Hot Adult Contemporary (KWPK-FM)	Horizon Broadcasting Group, LLC Central Oregon
KXIX FM 94.1 345 Cyber Dr., Ste. 101-103 Bend, OR 97702	541-388-3300	541-388-3303	backyardbend.com/power94 ahilmes@bendradiogroup.com	Andy Hilmes	30	1994	Top 40	GCC Bend, LLC. (Bend Radio Group)
New Country 99/7 The Bull 63088 NE 18th St., Ste. 200 Bend, OR 97701	541-382-5263	541-388-0456	www.997thebull.com Jeremy@combinedcommunications.com	Jeremy Groh	17	2000	Contemporary Country	Combined Communications Bend, OR

Media - Television *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Audience	Format	Owner / Headquarters
KOHD-TV ABC- KBNZ-TV CBS - Zolo Media 63090 Sherman Rd. Bend, OR 97703	541-749-5151	541-749-4633	www.zolomedia.com advertising@zolomedia.com	Shawn Wilcox, Juliane Reed, Matt McDonald	53	1955	120,000 Bend DMA (Bend, Sisters, Black Butte Ranch, Terrebonne & Redmond) residential/commercial.	KOHD-TV ABC - KBNZ-TV CBS, 30 national cable networks on BendBroadband & Crestview Cable, Local Community Channel COTV11 & CO4 Visitors Network.	TDS Broadcasting, LLC Madison, WI
NewsChannel 21 KTVZ-NBC KFXO-FOX NTVZ-CW KQRE-Telemundo 62990 OB Riley Rd. Bend, OR 97701	541-383-2121	541-382-1616	www.ktvz.com ktvz@ktvz.com	Ron Parodi	60	1996	Central Oregon News Leader for over 40 years! Market includes Bend, Redmond, La Pine & Sunriver among others.	NBC / FOX / CW / Telemundo Affiliations - Local news, Network, Entertainment & Sports programming.	News & Press Gazzette, St. Joseph Missouri
Para-tech Satellite Systems 361 NE Franklin Ave., Bldg. E #15 Bend, OR 97701	541-389-1514	541-385-7120	www.paratechsatellite.com paratechsat@gmail.com	Nancy Baker	5	1983	Direct TV & Dish Network Satellite TV.	N/A	Para-Tech Satellite systems.
Zolo Media - KOHD-TV ABC- KBNZ-TV CBS - COTV11 - CO4 63090 Sherman Rd. Bend, OR 97703	541-749-5151	541-749-4633	www.zolomedia.com advertising@zolomedia.com	Matt McDonald, Amy Witt, Shawn Wilcox	53	1955	120,000 Bend DMA (Bend, Sisters, Black Butte Ranch, Terrebonne & Redmond).	KOHD-TV ABC - KBNZ-TV CBS, 30 national cable networks on BendBroadband & Crestview Cable, Local Community Channel COTV11 & CO4 Visitors Network CO4.	TDS Broadcasting, LLC Madison, WI

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Graphic Designers

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

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Brand Rocket Partners 19699 Mountaineer Way, E222 Bend, Oregon 97792	206-947-0683	N/A	brandrocket@outlook.com	Daniel P. Smith, Darlis J. Smith	2	2016	Graphic Design, Marketing, Social Media & Copywriting
Bright Light Graphics 1712 NE 12th St. Bend, OR 97701	503-501-6031	N/A	www.brightlightgraphics.com lieve@brightlightgraphics.com	Lieve Maas	1	2011	Book design, graphic design, self-publishing, brand identity design.
Cight Solutions 920 SW Emkay Dr., Ste. 107 Bend, OR 97702	833-600-4007	N/A	cightsolutions.com info@cightsolutions.com	Ron Montgomery	15	2019	Digital marketing, website design, social media management, blogging, Google business profile management, reputation management, listing management, SEO, digital ads, branding, email marketing & graphic design.
Kate Miller Design 200 SW James Dr. Bend, OR 97702	541-390-5853	N/A	www.katemillerdesign.com kate@katemillerdesign.com	Kate Miller	1	2000	Logo/brand identity design + website design/custom WordPress development.
Kinetic Branding 780 NW York Dr., Ste. 204 Bend, OR 97703	541-550-7272	N/A	www.kineticbranding.com paul@kineticbranding.com	Paul Ruettgers	2	2000	Brand strategy, graphic design, web design, SEO, CMS, E-Commerce, advertising, packaging design, print design.
Mazama Media 404 SW Coumbia St., Ste. 150 Bend, OR 97702	541-728-0558	N/A	www.mazamamedia.com info@mazamamedia.com	Bud Torcom	25	2014	Result-driven social media management, web design, search engine optimization, graphic design.
McGregor Design PO Box 736 Sisters, OR 97759	541-549-1128	N/A	www.dennismcgregor.com dennis@dennismcgregor.com	Dennis McGregor	1	1989	Graphic design & illustrations.
MoeGang Productions PO Box 1874 Bend, OR 97709	541-280-3337	N/A	rmoeggy@gmail.com marcee2007@gmail.com	Marcee Hillman Moeggenberg, Ryan Moeggenberg	2	2017	Full-service publishing, design & layout of print media & more.
Parallel Forty Four Bend & Redmond, OR	541-604-8484	N/A	www.parallelfortyfour.com alexandra@parallelfortyfour.com	Sean McCrea, Alexandra McCrea	2	2020	Full-service social media partner providing photography, web design, social media, reviews, & influencer management, content creation, logo & business card design, banner & signage design & consulting services.
Perez Design PO Box 1087 Bend, OR 97709	541-322-9768	N/A	www.perezdesign.com carlos@perezdesign.com	Carlos Perez	2	2001	Creative solutions for forward thinking businesses & organizations.
Project 4 Home office in Redmond, OR 97756	541-306-9979	N/A	www.project4marketing.com stephanie@project4marketing.com	Stephanie Shaver	1	2020	Marketing materials both digital & print. From logo development to company flyers & everything in between.
Sexton Design, LLC 301 NW Greyhawk Ave. Bend, OR 97701	541-382-1055	Same as phone	www.sextonhomedesign.com vernsextondesign@gmail.com	Vernon Sexton, Ian Sexton	2	1974	Graphic design services, vinyl decals, vehicle lettering, signs, computer illustration, screen print design, custom illustrations & architectural design.
Smiley Design 443 NW Delaware Ave. Bend, OR 97703	541-382-8406	N/A	www.facebook.com/SmileyDesign smileyhowe@bendbroadband.com	Barbara Smiley	1	1980	Graphic design, logos & branding, lettering & calligraphy, painting & illustration, private art classes.
Snyder & Sons Unlimited 521 NE Seward Ave. Bend, OR 97701	541-330-1803	541-382-6927	www.snyderandsons.com info@snyderandsons.com	Lori Pintok-Snyder	1	1996	Graphic design, website design & printing.
Spangler Creative 516 SE Gleneden Place Bend, OR 97702	541-799-9113	N/A	www.spanglercreative.com matt@spanglercreative.com	Matt Spangler	1	1993	Brand identity, graphic design, web design, web development, ad campaign design, print collateral from business cards to annual reports, outdoor billboards & signage, apparel imprint design. Over 25 years experience with global nonprofit organizations.
Studio Absolute 65400 Hwy. 20 Bend, OR 97702	541-280-6836	N/A	www.studioabsolute.com russ@studioabsolute.com	Russ McIntosh	3	2009	Brand identity design, graphic design, packaging design, collateral + brochure design, signage design, advertising design, website design + build.
Tor Naerheim Brand Design LLC 806 NW Brooks, Ste. 210 Bend, OR 97701	541-550-7217	541-633-7362	www.tnbd.net tor@tnbd.net	Tor Naerheim	4	1995	Brand solutions: identity, strategy, naming, messaging, brand guidelines, collateral, product design. Digital solutions: interface design, desktop + mobile + tablet, user experience, user interface, CMS development, mobile applications, e-commerce.
Whitten Design 2894 NE Baroness Pl. Bend, OR 97701	541-241-6469	N/A	www.whittendesign.com results@whittendesign.com	Darius Whitten	1	1999	Branding, advertising,marketing communication. Logos, ad campaigns, publication design, brochures, annual reports, direct mail, trade show booths, book design, web design, email marketing, press kits, billboard & transit, newsletters, menus.
X-Press Printing Inc. 664 W Hood Ave., PO Box 904 Sisters, OR 97759	541-549-9321	541-549-4142	www.xpressprinting.biz jeff@xpressprinting.biz	Jeff Swales	14	1989	Commercial & quick print, full color offset, digital color, digital b/w, computer to plate, business printing, design, direct mail & marketing services, variable data, electronic file transfer & proofing.

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

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Public Relations & Marketing Professionals

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

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Clients	Services
Campbell Consulting Group, Inc. Bend, OR 97701	541-410-9113	N/A	www.campbellconsulting.com judy@campbellconsulting.com	Judy Campbell	5	1996	Urban South Brewery, GasHouse cannabis, Brooks Resources, Discovery West, Alter Agents, Bend Factory Stores, CannabizTeam & more.	Strategic media relations, public relations, media training, influencer marketing, social media.
Cight Solutions 920 SW Emkay Dr., Ste. 107 Bend, OR 97702	833-600-4007	N/A	cightsolutions.com info@cightsolutions.com	Ron Montgomery	15	2019	N/A	Digital marketing, website design, social media management, blogging, Google business profile management, reputation management, listing management, SEO, digital ads, branding, email marketing & graphic design.
Deschutes Gift Baskets, LLC 632 SW SixthSt., Ste. 1, Redmond, OR 97756	541-977-1036	N/A	www.deschutesgiftbaskets.com david@deschutesgiftbaskets.com	David Thorne	3	1999	Orion Eye, BMC, Savy Agency, St. Charles Medical Group, Labor Ready, Alpine Real Estate & Directors Mortgage.	Gift baskets for all occasions, personalized gift programs, branded gift baskets for business events.
Eclipse Marketing 1900 NE Third St., Ste. 106-290 Bend, OR 97701	541-318-0900	541-318-0901	www.eclipsemarketing.agency lisa@eclipsemarketing.agency	Brian Canady, Lisa Canady	2	2001	N/A	Media planning/buying, broadcast production, copy writing, print & web design, account management.
FelCom, LLC 16455 Fair Mile Rd. Sisters, OR 97759	541-549-1359	N/A	felcom@pobox.com	Rick Felde	4	1991	Martin Engineering, BossTek, Martin Vibration Systems	Public relations, marketing communications, technical writing, trade press media relations. Specializing in feature articles, press releases & more.
Global Strategies International 19785 Village Office Ct. Bend, OR 97702	541-639-3055	N/A	www.globalstrategies.com jeremy.sanchez@globalstrategies.com	Jeremy Sanchez	46	2004	Adobe, Cisco, Ford, IBM, Intel, Nestle, Purina, Thomson Reuters, DuPont, TD Ameritrade, Career Education Corporation, Philips & The Australia Post.	Specializing in data driven marketing for global enterprise clients. Focus on search & content marketing, consulting services span market insights & more.
Hubbell Communications PO Box 2221 Bend, OR 97709	541-420-8603	N/A	www.ThinkHubbell.com erin@thinkhubbell.com	Ward Hubbell, Erin Foote Morgan	9	2018	Pacific Power, Oregon State Sheriff's Association, Jeld-Wen, Oregon Dental Association, Fred Meyer, Columbia Sportswear, Oregon Health Sciences University, Oregon Trout, Amazon	Public relations, public affairs, communications, crisis management, issue advocacy services, grassroots activation, coalition management & more.
LuLish Design 3720 NW 25th St. Redmond, OR 97756	541-350-0594	N/A	www.LuLish.com lynnette@lulish.com	Lynnette Braillard	2	2005	Old Mill District, Hayden Homes Amphitheater, Visit Central Oregon, Redmond CVB	Full-service agency: web development + design, SEO/SEM, digital marketing, marketing plans & strategy & more.
MarketMotif Consulting, Inc. Bend, OR 97703	541-318-8602	N/A	www.marketmotif.com Marketing@MarketMotif.com	Penny Bartels	2	1999	AppDirect, Armanino, Figma, New Relic, Palo Alto Networks, Trend Micro, WhereScape.	Technology content planning & development; white papers, eBooks, case studies, web copy, articles & more.
Off The Front Marketing Bend, OR 97701	541-312-2151	N/A	www.offthefront-marketing.com tracys@offthefront-marketing.com	Tracy Smith	1	2002	Autodesk, Verity, Inktomi, Pine Mountain Ranch, Cascade Cycling Classic, InsideRide, Toyota-United Pro Cycling Team, Wool Town, Autonomy Inc. & more.	Full service marketing.
Project 4 Home Office In Redmond, OR 97756	541-306-9979	N/A	www.project4marketing.com stephanie@project4marketing.com	Stephanie Shaver	1	2020	Bend Chamber of Commerce, Bend Humane Society, Blue Fox Artworks, Cascade School of Music, City Club of Central Oregon, Commute Options & more.	Marketing strategies, brand consultant, SEO, project management, graphic design (print + digital), social media management, traditional advertising including TV, radio + print, publications (layouts + editorial + design) + more! Seriously, the list goes on!~
SMARTZ 450 SW Powerhouse Dr., Ste. 429 Bend, OR 97702	541-388-4398	N/A	www.smartz.com info@smartz.com	Mark Knowles	19	1987	N/A	Smartz can help your business with paid marketing, creative web design, smart development & disciplined web marketing principles & more.
SocialSuite Public Relations 70 SW Century, Ste. 100-475 Bend, OR 97702	541-639-5002	N/A	www.socialsuitepr.com andrea@socialsuitepr.com	Andrea Wasilew Larson	2	2004	(Select past/present - PR services) Synergy Health & Wellness, Corban University, Cascade Lakes Relays, Zensmith Technology Consulting, Nashelle Jewelry & more.	Public + media relations, digital + social media marketing, campaign launches.
StingRay Communications Bend, OR	541-390-6411	N/A	www.hellostingray.com shanrae@hellostingray.com	ShanRae Hawkins	1	2014	City of Bend, City of Prineville, Deschutes Basin Board of Control, Central Oregon Irrigation District, Parametrix, Arnold Irrigation District & Gallatin Public Affairs	Communications, public involvement, marketing strategy, public relations, reputation & crisis management, brand management & more.
SWPR Group, LLC Bend, OR 97703	503-349-3548	N/A	www.swpr-group.com sarah@swpr-group.com	Sarah Williamson	1	2012	Apex Learning, Xello, Beable, Entrepreneurial Learning Initiative.	PR & marketing communications for the education industry.

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Multi-Media Production Services *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Audio Tango PO Box 7812 Bend, OR 97708	877-284-7876	N/A	www.audiotango.com welcome@audiotango.com	Tim Underwood	2	1993	Voice talent & audio production services for radio/TV commercials, multimedia, on hold/ IVR, e-Learning & internet applications. ISDN & Source-Connect equipped facility & award-winning work.
Camp Creative, Inc. 2900 NW Clearwater Dr., Ste. 200 Bend, OR 97703	541-622-3636	N/A	www.campcreative.net rcamp@campcreative.net	Amber Caisse, Mike West, Richard Camp	10	2015	Interactive content, interactive touch screens, video production, branding, graphic design, copywriting. Web application development.
Flick Five Films 20810 Sockeye Pl., Ste. 200 Bend, OR 97701	541-317-5055	N/A	www.flickfive.com hans@flickfive.com	Hans Skjersaa	2	1997	Television commercials, informational & sales videos, web videos, websites, video brochures, biographies, documentaries & films.
Hand in Hand Productions 61535 S Hwy. 97, #9-374 Bend, OR 97702	541-788-0336	N/A	www.handinhandproductions.net info@handinhandproductions.net	Matt Hand	3	2004	Media production from scripting to completion, event consultation, event audio visual support, media duplication, live event web streaming.
MEI Communications 61562 American Lp., Ste. 2 Bend, OR 97702	541-382-3232	541-382-7848	www.forphoto.com mike@forphoto.com	Mike McMurray	3	1977	Digital video production, print brochures, video documentaries, how-to's, promotional CD's, DVD's, CD-ROM, commercial advertising photography, interactive & streaming video, website development & stock photography.
Rage Productions Bend, OR	541-382-1001	Call first	www.rageproductions.com sky@rageproductions.com	Sky Pinnick	1	1994	Commercial production, film & video production, post-production, DVD authoring, motion design, special effects & interactive media.
SoundSmith Studios 63556 Bridle Ln. Bend, OR 97703	541-389-0584	N/A	www.recordingstudiobendoregon.com soundsmithstudiosclay@gmail.com	Clay Smith	1	1990	BY APPOINTMENT ONLY - recording & audio production, jingles, demos, album projects, teleconferences, music scores, audio mastering & video production & editing.
Strada Unlimited Pmb 189 PO Box 3500 Sisters, OR 97759	541-420-3788	N/A	www.stradaproductions.com rickstradacranes@gmail.com	Rick Johnson	2	1990	Film/video production with Strada Productions, Strada Camera Crane specialists, ultra-widescreen video advertising/digital signage platforms & content development.
Studio 7 20125 Marsh Rd. Bend, OR 97701	541-350-4097	Call first	www.studiosevenmusic.com dave@studiosevenmusic.com	Dave Turnbull	2	2003	Multi-track digital recording, jingle production, mobile DJ, live sound & lighting.
Sun Mountain Video Productions/Event Vision PO Box 5801 Bend, OR 97708	541-480-6609	N/A	www.eventvisionav.com eventvisionbend@gmail.com	Phil Pierce	1	1990	Live event multi-media production services.
Visual Thinking Northwest 20257 Knightsbridge Pl., Ste. E-8 Bend, OR 97702	541-317-0619	N/A	www.visual-thinking.com kr@visual-thinking.com	Kevin Raichl	3	1997	Video & audio production: 4K, HD & web video. Excellent equipment including 4K aerials. Veteran shooters & editors, known for crisp, clean images, edited sweetly. Terrific customer service.
Wahoo Films LLC 888 NW Hill, Ste. 5 Bend, OR 97703	541-585-3456	N/A	www.wahoofilms.com contact@wahoofilms.com	Kevin Watkins, Maria Hunt, Michelle Alvarado, Henry Kim	4	2005	Wahoo Films drives meaningful change for your company & your community through thoughtful storytelling & visual artistry â€" our SHORT FILMS have a BIG IMPACT!

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We're nurturing wellbeing & creating ripple effects that help our community members live better lives.

38% of Central Oregon households were living on the edge, or were already living below, the federal poverty level *before* COVID-19.

That's why we've been focusing our grantmaking on helping the nonprofits that serve our community's most marginalized to adapt, recover, and stabilize.

We've awarded over $1 million to 58 local nonprofits since the pandemic began.

26% of Central Oregonians are served by a United Way funded program or service.

United Way of Central Oregon

WE FIGHT FOR THE HEALTH, EDUCATION, FINANCIAL STABILITY, AND RESILIENCE OF EVERY PERSON IN OUR COMMUNITY.

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KPOV 88.9 FM

High Desert Community Radio

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Tax Deductions You Won't Believe

by ED WETTIG, CFP — Cornerstone Financial Planning Group

While 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]

PHOTO | BY MIKHAIL NILOV FROM PEXELS

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.*

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Jenn Davis

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. Davis has worked in nonprofits as a program administrator and in direct service assisting families achieve reunification with their children and family stabilization. She has extensive experience working with at-risk youth, homelessness, commercial sexual exploitation of children and working with survivors of sexual assault and domestic violence.

Davis 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.

Davis spends her free time skiing at Mt. Bachelor, paddle boarding and exploring Central Oregon with her family and two dogs.

Ray Miao

The **Council on Aging of 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 older 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 had 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 #2 Boards. His past 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 counselling) volunteer. Miao is a member of the Nature Printing Society and creates plant and fish prints (Gyotaku). He and his wife Chris have lived in Central Oregon since 1991. They enjoy gardening, bird watching, traveling and volunteering.

Lindsay Roberts

The Skjersaa Group, who operates in partnership with **Duke Warner Realty**, has named **Lindsay Roberts** as operations manager. Roberts brings concierge-level customer service experience to her new role with the Skjersaa Group. Before moving back to Bend in 2020, Roberts led the front desk operations and managed the spa of 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 it became available in January by Mollie 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.

Steve Schaffer & Paula Schaffer

Tom Barry, **Steve Schaffer** and **Paula Schaffer** have been named 2021 Volunteers of the Year at **KPOV 88.9 - High Desert Community Radio**.

Barry is a host of Pop Excavations on Fridays from 4-5pm. He is a professor of sociology at Central Oregon Community College (COCC.) Hisacademic areas of interest include examining the intersections of popular culture and mass media and the production and reproduction of social inequities. For many years, Barry has been teaching KPOV's DJ training class in partnership with COCC Community Education. Since the pandemic, KPOV's usual DJ classes were canceled. Barry was able to improvise by teaching a class virtually and training the new recruits one on one in the studios ensuring KPOV had a new class of DJs and all those interested in taking the class had options. Barry has also been dedicated to mentoring youth DJs for KPOV's Youth Radio Hour on Wednesdays at 4pm.

Tom Barry

Steve and Paula have been volunteering at KPOV for the last six years. Steve is the co-host of the Tuesday Point, the host of the Friday Point and for the last four months, has stood in to host the Thursday Point. Paula started off coordinating interviews for the Tuesday and Friday point and has evolved to be the engineer and production coordinator for the Thursday and Friday Point. Paula and Steve focus their shows on building justice and stronger community in Central Oregon, issues on which they are actively engaged in their hometown of Redmond and throughout the region. Steve and Paula are always willing to donate their time and energy to KPOV. In their non-KPOV life, they have been personal strength trainers for over 20 years.

The three were nominated by KPOV volunteers, staff, board and DJs and selected as Volunteers of the Year by the KPOV Board of Directors.

Alex Helm

Kyle Kittelman

O'Brien Design-Build welcomes **Alex Helm** and **Kyle Kittelman**.

Helm joins O'Brien Design-Build as a Bend project manager. He has over nine years of experience in numerous Oregon market sectors, including involvement in multi-family, education and hospitality projects. Helm brings a passionate approach when working with clients to find solutions that exceeds needs and meets budgets. Originally from Damascus, Oregon, Helm graduated with a Construction Engineering Management degree from Oregon State University. He began his career as a project engineer for Andersen Construction from 2013-2018, and then joined P&C Construction in 2018; bringing nearly a decade of experience paired with his knowledge of the Oregon market to O'Brien Design-Build.

Kittelman also joins O'Brien Design-Build as a Bend project manager. Kittelman is a construction professional with over a decade of experience running a variety of project types including hotels, schools, corporate offices, apartments and restaurants. He is LEED Green Certified and is passionate about construction technology and finding better ways to serve clients. Kittelman brings robust project management experience at prestigious firms such as Deacon Construction, Barley Construction, Pacific Construction & Development, Exxel Pacific, Shelter Holdings, etc. As a project manager, Kittelman is skilled at managing jobs up to $130 million, and he will help to expand current market sectors in Central Oregon.

Jill Mahler

KPOV High Desert Community Radio has announced the retirement of longtime key employee **Jill Mahler**. Mahler started at KPOV in 2008 as office manager and was 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.

Greg Hagfors

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 seven-member policy governance 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 nearing the end of life.

Hagfors is a familiar name to many in Central Oregon both as a Bend resident and having served as chief executive officer of the Bend Memorial Clinic (now Summit 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 2016, 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 mergers and 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.

Aaron Tarnow

4 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 (nationalhomewatchassociation.org). Home Watch is a visual inspection of a 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 Tarnow** purchased 4 Seasons in 2019. For over 30 years, 4 Seasons has provided Home Watch services to the resort community of Sunriver. Tarnow 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 coordination of repair services.

Tarnow 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, Tarnow

More Who's Who Next Page ▶

Who's Who

Continued from page 34

worked in the medical field as an orthotist/prosthetist, 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

Amanda Ferrari

Mark Roberts

Rotary Club of Greater Bend welcomes new members.

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 now working with Duke Warner Realty.

Prior to finding her way to Bend in 2006, Ferrari had the opportunity to live and travel throughout South America and Asia where her favorite part was experiencing different cultures and getting to know the locals. Since high school, Ferrari has found freedom and pleasure in running. She actually met her husband, CJ, in a running club in Boise Idaho. Together they are raising their children and also enjoying backpacking, golfing and involvement with our local community.

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 experience taking clients from the concept phase through execution of their vision is transparent, nonintimidating and agreeable.

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

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. She 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

More Who's Who Page 36 ▶

Businesses Serving Community

FIRST STORY PRESENTS CHECK TO HABITAT FOR HUMANITY

(L-R) MELLISSA KAMANYA, LENKA MOOR, JULINE BODNAR, SHARON BURK | PHOTOS COURTESY OF BEND-REDMOND HABITAT FOR HUMANITY

BEND-REDMOND HABITAT FOR HUMANITY

Bend-Redmond Habitat for Humanity has received a $5,000 grant from First Story to assist homeowners with the purchase of washers and dryers at Quince Townhomes in Redmond, Oregon.

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) 12 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. Vincent 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.

Who's Who

Continued from page 35

also cited Reser's engagement with Medical Teams International, a Tigard-based nonprofit.

Michael Freitag

Kathryn Higley

Brent Steel

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.

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Redmond Senior Center Partners with Redmond School District & Meta to Launch Tech Zoomers Program for Members

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.

redmondseniors.org

Full Access High Desert Celebrates 20th Anniversary

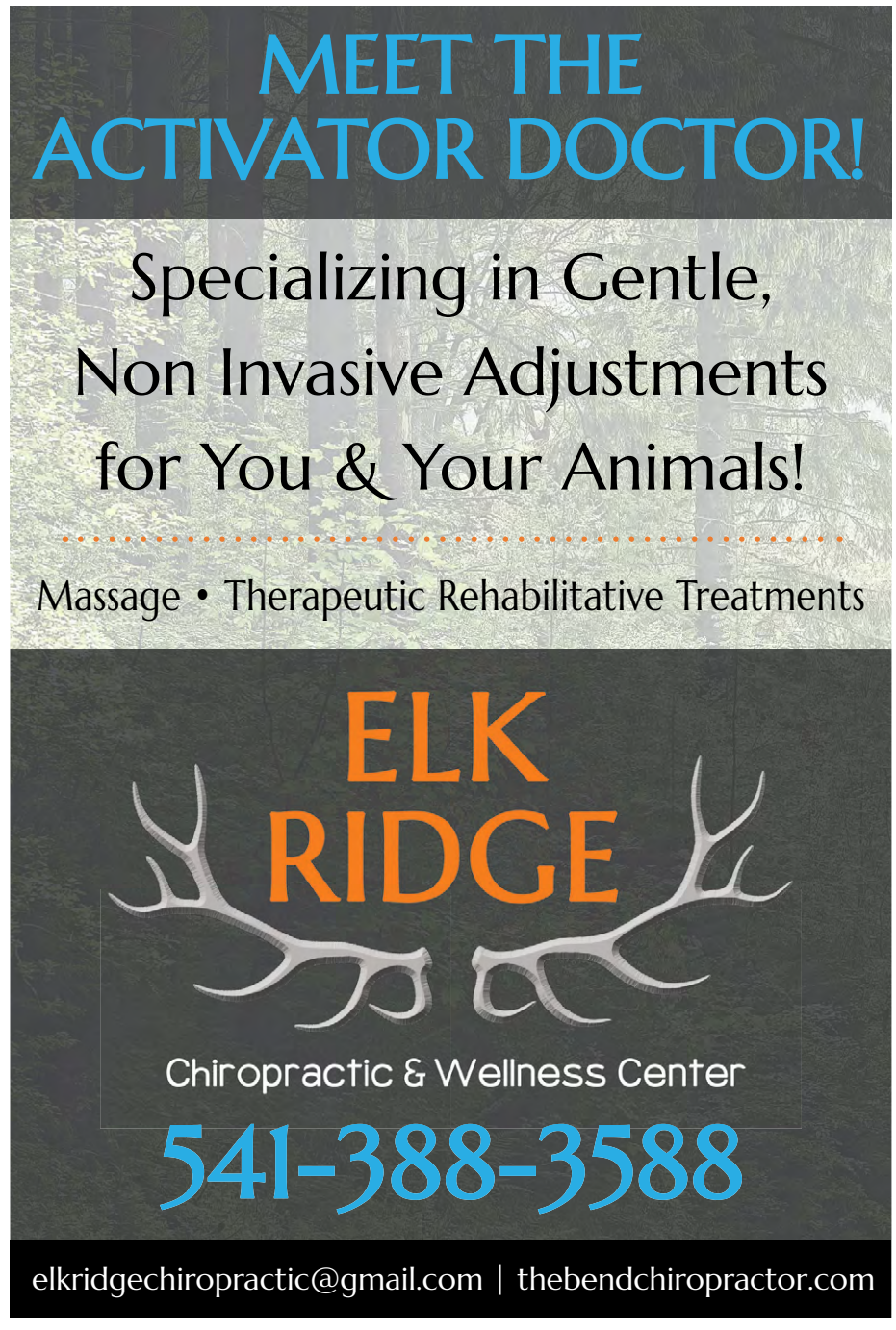
Full Access High Desert has provided case management to adults (18+) with Intellectual and Developmental Disabilities since 2002 for eligible residents of Deschutes, Crook, Jefferson and Lake counties. We are a local nonprofit agency in Central/ High Desert Oregon that serves adults with Intellectual and Developmental Disabilities to live fully in their communities, consistent with their preferences and choices. We support the individuals we serve through Person Centered planning and aid them in locating and accessing resources that will assist them with their disability related support needs. By providing assistance and support, these individuals are able to live in their own homes or family homes. This allows the opportunity to keep families together; honor and individual's choice, dignity and basic human rights; provide a platform for individuals to give back to their community through employment and other activities; and is more cost effective than more comprehensive services.

"We are honored to have been a member of the Intellectual and Developmental Disability community in Central and High Desert Oregon for 20 years," Executive Director Heather Hopkins-Slechta stated. "It has been fascinating to see the changes to services throughout the years and even more so to see the dreams, goals and accomplishments of the individuals we have served during this time." Full Access High Desert serves approximately 390 individuals in Central Oregon — Deschutes, Crook, Jefferson and Lake Counties.

Full Access High Desert is one of 14 Support Service Brokerages that serve individuals throughout the state. Brokerages are the result of the Staley settlement which was brought forth by individuals and families advocating for a community support system that didn't previously exist. Brokerages provide a navigation point for people and coordinate additional services such as personal care, employment supports and community access supports. A change in 2013 also afforded these services to children through county programs and allowed for adults to have a choice in receiving services either from a county program or a Support Service Brokerage such as Full Access High Desert.

Our Mission: Assisting Individuals with Intellectual and Developmental Disabilities to Pursue a Quality of Life in Central Oregon That is Consistent with Their Preferences and Choices. Do you have a family member or are an individual with an Intellectual or Developmental Disability age 18 or older who would like to know more about Full Access High Desert? Please visit our website.

fullaccesshd.org



Advertisement for Bid

Continued from page 3

2. Salem Contractors Exchange
3. Medford Builders Exchange
4. Contractor Plan Center
5. Eugene Builders Exchange
6. Kalamath Builders Exchange

E. Refer to other bidding requirements described in Document 00 2113 - Instructions to Bidders and Document 00 3100 - Available Project Information.

F. Submit your offer on the Bid Form provided. Bidders may supplement this form as appropriate.

G. Your offer will be required to be submitted under a condition of irrevocability for a period of 30 days after submission.

H. The Owner reserves the right to accept or reject any or all offers.

A non-mandatory bidders conference is scheduled for 12:00PM on the 16th of March at Lake District Hospital. The project site is open for examination by bidders only during the prebid conference.

END OF SECTION

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

EDCO

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 REDI 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 Broome Community College, in Binghamton, New York.

"On behalf of the Board of Directors, we are thrilled to have Steve as part of the team," commented REDI 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 REDI 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.

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RECENT TRANSACTIONS

Continued from Page 3

seller,**Chris Telfer**, and the buyer, **Bryan Donahue**, in the sale of 155 SW Irving Avenue in Bend. The 2,200 SF office building on 0.16 acres sold for $880,000.

Compass Commercial Real Estate Services brokers **Peter May, CCIM** and **Russell Huntamer, CCIM** represented the landlord, **Forum Holdings, LLC**, in the lease of a 1,395 SF retail suite located at the Forum Shopping Center at 2550 NE Highway 20 in Bend.

Brokers **Graham Dent**, **Jay Lyons, SIOR, CCIM** and **Grant Schultz** with **Compass Commercial Real Estate Services** represented the landlord, **1001 Building Associates, LLC**, in the lease of an 8,456 SF office suite located at 1001 SW Emkay Drive in Bend.

Compass Commercial Real Estate Services brokers **Peter May, CCIM** and **Dan Kemp, CCIM** represented the tenant, **Summit West Environmental**, in the lease of a 1,781 SF office suite located at 550 NW Franklin Avenue in Bend.

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Central Oregon Business Calendar

Email Your Upcoming Business Events to CBN@CascadeBusNews.com

Event Details at CascadeBusNews.com/Business-Events

BUSINESS EVENTS

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

March 17
4pm Redmond Chamber St. Paddy's Day Shenanigans in Redmond. Event details at https://www.visitredmondoregon.com/event/st-paddys-day-shenanigans/#!event-register/2022/3/17/st-paddy-apos-s-day-pub-crawl.

March 17
4:30-5:30pm The Environmental Virtual March Green Drinks: Who's Green Burial is it Anyway? Register at https://www.eventbrite.com/e/march-green-drinks-whose-green-burial-is-it-anyway-tickets-266579174487.

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

March 29
5:30-7:30pm Bend Chamber What's Brewing — Legislative Update with Sen. Knopp and Rep. Kropf at Open Space Event Studios. Information and registration at https://bendchamber.org/bend-event/legislative-update-with-sen-knopp-and-rep-kropf/.

April 12
5:30-8pm Bend Chamber Bend 101 — Onramp for Community Connection at Tetherow Event Pavilion. Information and registration at https://bend101.regfox.com/bend-101.

April 14
8-9:30am Bend Chamber Commerce & Coffee at Geneva Financial, Bend. Information and registration at https://bendchamber.org/bend-event/commerce-coffee-geneva-financial/.

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.sellervelocityconference.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
Farm to Fork Benefitting Heart of Oregon Corps at Seventh Mountain Resort. Tickets go on sale April 3, 2022, pricing TBA. Farm to Fork info video: https://www.youtube.com/watch?v=BNZYWpZBXsU&t=35s, Farm to Fork: https://heartoforegon.org/news-events/farm-to-fork/, Heart of Oregon Corps website: https://heartoforegon.org/, Facebook: https://www.facebook.com/events/403740410533735/.

WORKSHOPS & TRAINING

April 9, July 23 and September 17
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-290821233137, todd.peplin@or.nacdnet.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

COMMERCIAL PERMITS WEEK ENDING 3-4-2022

City of Bend

$1,795,140.00 - Commercial (Multi Family) 79,239 sf. at 63188 Britta St. Bend 97703 OR Owner: KWDS, LLC Permit # PRNC202105147

$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

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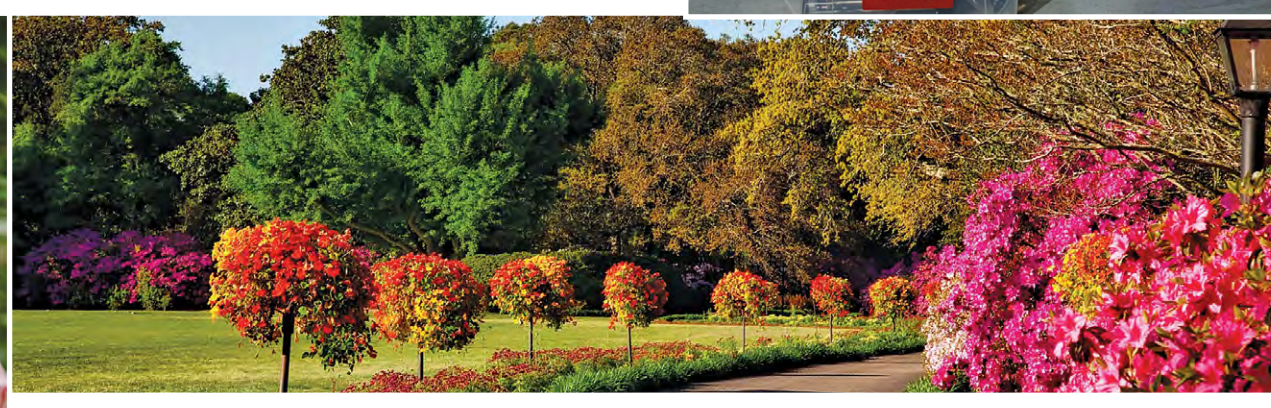

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