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Jesse Luersen

Cascade Lakes Brewing Co. has hired **Jesse Luersen**, an operations and people specialist, as its new hospitality director. In her new role, Luersen will partner with Director of Culinary Operations Jeff Kelly to oversee food and beer service at Cascade Lakes' Bend Brewpub and 7th Street Pub in Redmond as well as the opening of the brewery's new Eastside Bend pub, which is scheduled to open in early 2023. She will also help manage Cascade Lakes' special events.

Luersen has more than a decade of professional hospitality industry experience, with a wide range of roles that have taken her from Vermont to Hawaii and Alaska, with stops in Sunriver, San Francisco and Redlands, California. Most recently, she served in Bend as the regional director of tasting rooms for Evoke Winery, overseeing operations for the winery's tasting rooms in Bend, Hood River and Seaside. Before that, she was the first mate and captain for Silver Fox Charters in Homer, Alaska, and the first mate for Maui Classic Charters in Hawaii.

Luersen is a Bend native and a graduate of Summit High School. She holds a bachelor of arts in Environmental Studies from the University of Redlands, where she also played college basketball. Jesse lives in Bend with her fiancé, Madeline Steen, and their dog, Ivy. In her free time, she is an avid fly fisherman, whitewater rafter, boat enthusiast and beer lover.

Elk Ridge Chiropractic & Wellness Center announced the arrival of its new Physical Therapist, Doctor **Corinne Hieatt**. Hieatt joined the team on October 10, and will be servicing Elk Ridge patients in the new physical therapy building adjacent to the main Elk Ridge building on Franklin Avenue in Bend.

Before Hieatt became a physical therapist, she completed my undergraduate degree from the University of California at San Diego with degrees in biology and Spanish literature (Se habla Español). She then earned her doctor of physical therapy degree from the University of Southern California.

Hieatt is drawn to physical therapy because of a passion for helping her patients reach their highest potential. She love the diversity of treating patients of all ages — from infants who need help reaching their motor milestones, to fall-prevention in the elderly. Hieatt also has a lot of experience with orthopedic and sports injury rehabilitation, and a special interest in neck, back and hip injuries.

Outside of the clinic, Hieatt loves to surf the river wave in Bend and go to the coast to surf in the ocean whenever she can. She practices yoga and meditation daily; and is an avid hiker, camper, snowboarder, cross country skier and is currently working on her mountain biking skills.



Corinne Hieatt

SELCO Community Credit Union has hired **Shelley Riley** as its vice president of Marketing. In her new role, Riley will oversee all marketing and communications efforts for SELCO, which serves more than 150,000 members across Oregon.

Riley brings more than 20 years of banking and marketing experience, helping some of the largest financial institutions in the U.S. develop member-focused strategies and multi-channel marketing plans. SELCO completed a significant upgrade to a state-of-the-art digital banking platform in October, and Riley's expertise will be critical as SELCO continues to bolster its technological infrastructure.

Before joining SELCO, Riley spent two years as a senior marketing consultant for Wells Fargo Bank, providing strategic consultation for critical marketing optimization projects across the bank's U.S. operations. Before that, she served three years as Union Bank's director of credit marketing strategy and three years as a strategic marketing executive in Bank of America's North Carolina headquarters. In all, her career has spanned more than 20 years and includes some of the most recognizable names in banking.

Riley, a native Oregonian, graduated from the University of Oregon with bachelor's degrees in marketing and management. She lives in Portland with her husband and her two dogs. In her free time, she is an avid sports fan and scary movie aficionado, and loves to hike, camp, ski and kayak.

Better Business Bureau (BBB) announced their Oregon winners for the 2022 Torch Awards: **Webfoot Concrete Coatings** (Bend) — Large Business of the Year, **Bridge City Law I Accident & Injury Lawyers** (Portland, Oregon) — Small Business

of the Year, **Brandefined** (Beaverton, Oregon) — Medium Business of the Year, **Klaus Roofing Systems of Oregon** (Eugene, Oregon) — Medium Business of the Year and **O'Brien Bookkeeping Services** (Eugene, Oregon) — Spark Recipient.

The Torch Awards for Ethics is the most prestigious honor BBBGW+P bestows on businesses operating within its eight-state service area. Winners must demonstrate a high level of personal character, meet the highest standards of ethics and build trust with their customers and the community.



Edward Ewe

In November, **Volunteers in Medicine** welcomed **Edward Ewe** as the newest board member to the board of directors.

Ewe is a clinical assistant professor and the community counseling clinic director at Oregon State University-Cascades. As a professional counselor, he has worked with individuals and couples at his private practice in Bend. In addition to counseling, Ewe teaches and provides clinical supervision to counseling students at the OSU Cascades and is an approved clinical supervisor in Oregon and Washington. He has 16 years of experience as a professional counselor and 13 years as a clinical supervisor. Ewe was conferred the Western Association for Counselor Education and Supervision (WACES) 2021 Outstanding Mentor Award because of his involvement and mentorship of counselors in training. Prior to moving to the Pacific Northwest, he had the opportunity to serve on an executive board at a local behavioral health organization in Oklahoma

Precise Flight, Inc. announced the promotion of **Bill Hoback** of Bend to the position of chief operating officer.

Hoback has worked for Precise Flight for more than a decade, most recently serving as Precise Flight's general manager. He has also held positions of senior director of Business Development, sales director, senior sales executive and OEM sales manager for Precise Flight. Prior to joining the company Hoback worked for Cessna Aircraft in assembly, quality, flight line, customer service and special projects.

Hoback will begin his role as Chief Operating Officer in November 2022.



Bill Hoback



Anna Higgins



Rochelle Williams

The **High Desert Education Service District** (HDESD) has appointed two new leadership positions to the executive team, including an assistant superintendent and a regional director of school improvement. The two positions report to Superintendent Paul Andrews and serve students, families, schools districts and communities in Crook, Deschutes and Jefferson Counties.

Anna Higgins is HDESD's new assistant superintendent, overseeing the organization's human resources, communication and innovation efforts.

In addition, she continues to serve as the executive director of i4Education, the nonprofit innovation arm of the HDESD. Higgins, joined HDESD in 2013 as a founder and executive director of Better Together Central Oregon, a regional, cross-sector partnership working to improve the educational outcomes and well-being of young people from cradle to career. She most recently served as HDESD's chief strategy and innovation officer. Higgins brings more than 19 years of expertise in education and nonprofit leadership to the role.

Rochelle Williams is HDESD's new regional director of school improvement, providing system-level visionary leadership in the development and implementation of a region-wide ecosystem of support to improve the academic success of students. Williams brings more than 25 years of pre-kindergarten through 12th grade classroom and administrative leadership to the new role, most recently having served since 2018 as principal for Pine Ridge Elementary School in Bend. In her new role, she will partner with Shay Mikalson, HDESD's chief student success officer, to facilitate the creation and implementation of an equity-centered, data-informed vision to improve student academic achievement in partnership with educators and community members.

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Aaron Tarnow

4 Seasons Home Services has earned accreditation from the National Home Watch Association (NHWA) for the fourth year. The NHWA was formed in 2009 in order to establish and maintain the highest industry standards for Home Watch and absentee homeowner services throughout the United States and Canada. Home Watch is a 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 more than 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 the area has to offer. Prior to purchasing 4 Seasons, Tarnow 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.

Hawthorn Healing Arts announces the addition of Dr. **Nicole Gansemer**, ND to our multidisciplinary group of healthcare providers. Dr. Gansemer will be scheduling patient appointments later in November. Dr. Gansemer graduated from the National University of Natural Medicine (NUNM) in Portland, Oregon where she earned a Doctorate in Naturopathic Medicine. After graduating, she went on to complete a CNME accredited residency and extensive post-graduate training and mentorship in tick-borne diseases, biotoxin illness and other environmentally acquired illnesses.

Dr. Gansemer hails from rural Iowa where she discovered an interest in medicine very early on. Her pursuit of medicine launched officially with a study in pharmacy at Drake University followed by pursuit of an undergraduate degree in Multidisciplinary Sciences from the University of Iowa. After this Dr. Gansemer worked as a nursing assistant in hospitals all over the Denver Metro area until discovering her true calling; Naturopathic Medicine. Soon after she made her way to Portland and formalized her medical training earning a Doctorate in Naturopathic



Nicole Gansemer

Medicine. With an approach to medicine that is evidence-based but rooted in the laws of nature Dr. Gansemer now strives to provide holistic support for patients by weaving together Eastern and Western medicine to help facilitate deep healing of the mind, body and spirit.

In addition to a doctorate in Naturopathic medicine Dr. Gansemer has studied plant medicines from around the world ranging from the Amazon Jungle to the forests of the Pacific Northwest. She also has additional training in Craniosacral Therapy and Neural Therapy. These healing modalities, in addition to her medical training, have laid a strong foundation for her practice.

Dr. Gansemer's expertise lies in chronic infectious disease and tick-associated illnesses, environmental toxicity, chronic fatigue, autoimmune disease, digestive issues, infertility and hormone imbalances. Her treatment plans often include modalities such as pharmaceutical medications, IV therapy, peptide therapy, botanical medicine, homeopathy and drainage remedies, nutritional counseling, detoxification strategies and stress reduction techniques.



Alexandra Gupta



April Rector



Ben Williams



Edward Booth

Kernutt Stokes recently announced the hiring of nine new hires and one promotion. **Maricruz Gomez** and **Elizabeth (Liz) Herron** were hired as receptionists in the Bend office. **Holly Rice** has joined the firm as a senior tax associate in the Corvallis office. In the Eugene office, **Travis Meyer** has been hired as operational accountant; **Julie Hubbard** as virtual accounting associate; **April Rector** as receptionist; **Ben Williams** as IT help desk specialist; and **Edward Booth** and **Alexandra Gupta**, both University of Oregon alumni, are the newest associates. **Matt Brody** of the Eugene office has been promoted to IT system administrator.



Travis Meyer



Julie Hubbard



Matt Brody

Businesses Serving Community



PHOTO | COURTESY OF FAMILY ACCESS NETWORK

FAMILY ACCESS NETWORK

The Family Access Network (FAN) received \$10,000 from TJX Foundation to celebrate the grand opening of a new Marshalls department store in Redmond. FAN places advocates directly in schools across Crook, Deschutes

and Jefferson counties to connect children in need with crucial resources that will help them flourish in school and in life. Now entering its 30th year of operation, FAN continues to open doors to hope by providing food, school supplies, clothing, transportation assistance, health care and so much more.

“We’re so excited that TJX Foundation chose to celebrate the grand opening of their Marshalls location by giving back to the community!” said Lauren Olson, FAN Foundation Board Chair. “It is always inspiring to see the local business community recognize the importance of FAN’s services, especially as we equip kids for another winter.”

TJX Foundation’s Community Mission is to provide great value to their communities by helping vulnerable families and children access the resources and opportunities they need to build a better future. Their foundations proudly support a variety of organizations, from national charitable groups to local nonprofits. This support can include donations to local charities when they open a new store or grants to Associate-recommended organizations that fit their giving guidelines. In fiscal 2022, their community efforts globally, including foundation giving, supported nearly 2,500 nonprofit organizations worldwide.

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