

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



Four talented people joined the staff of the Latino Community Association (LCA) in 2022.

Leslie Cano, a former reporter for KTVZ News, joined LCA as advocacy coordinator because she wanted to use her voice to do more than reporting. Cano grew up in Fullerton, California, with a sister and a hard-working single mother from Oaxaca, Mexico. In 2019, she graduated from California State University in Fullerton with a degree in broadcast journalism and worked for media outlets in southern California.

Jazlyn Lépez came to work for LCA in August as a bilingual OHP navigation specialist and was trained to help enroll and provide health system guidance to immigrant family members who have recently qualified for the Oregon Health Plan. She graduated from Redmond High School and Phagan's Beauty School and worked in customer service with Consumer Cellular and Ulta Beauty. Lépez, a Central Oregon resident for 20 years, is married with two little girls, a dog and a kitten, and loves to read.

Lourdes Reyes became LCA's second bilingual OHP navigation specialist in October. She grew up in Oaxaca, Mexico, and came to Central Oregon with her family in 1998. When she discovered LCA several years ago, she enrolled in the English and computer classes to improve her job skills. Volunteers in Medicine hired Reyes as an eligibility liaison and receptionist in 2019. She began working for LCA part-time on contract during the pandemic as a *promotora* (outreach worker) in collaboration with the Deschutes County Health Department to inform the Spanish-speaking public about COVID-19. Besides connecting residents with health care, she hopes to inspire more people to continue studying for success.

Brent Walters, formerly a Spanish teacher at Redmond Proficiency Academy (RPA), was hired as workforce education coordinator in October. He grew up in Mesa, Arizona, and discovered snow when his family lived in Chicago, Illinois. After he earned a bachelors in Spanish at Arizona State University, he worked for a snow sports retailer in Phoenix. In 2015, he and his fiancé moved to Bend for the job at RPA and to be close to Mt. Bachelor and its slopes for snowboarding.

The Wallace Group announces that **Kiefer Kuhn**, R.G., staff geologist, earned his Oregon Registered Geologist license in November 2022. He has been an integral member of the Wallace Group's staff since December of 2019. Kiefer's multi-disciplinary and technical experience includes environmental assessments and compliance, geotechnical investigations and construction materials testing services.



NewsChannel 21 announced that veteran broadcast journalist **Cathy Marshall** has been named news director, effective December 13.

Marshall joined NewsChannel 21 as our Sunrise news anchor earlier this year. She came to Central Oregon with nearly 40 years of experience in broadcast news as a reporter and anchor. She has worked as an anchor for CNN and has also worked with news stations in Boston, New Haven, Seattle and Portland, and as a sideline reporter for Beaver Sports Network. She had been working as a reporter, anchor and managing editor at NBC affiliate, KGW in Portland since 2011.

As an anchor she's been part of Emmy winning breaking

news coverage and also been recognized by The Associated Press for her reporting. She has covered many historical events live while anchoring for CNN, including the storming of the Branch Davidian compound in Waco, Texas, the day that Nelson Mandela was released from prison, the arrest of OJ Simpson and the fall of the Soviet Union.

The **Deschutes Land Trust** would like to extend a warm welcome to our new volunteer program manager, **Allen Pfeiffer**. He is responsible for recruiting, engaging and supporting the Land Trust's corps of volunteers. Pfeiffer has a bachelor of science in natural resources from Oregon State University and prior to joining the Land Trust, he worked with volunteers donating their time to end hunger in their community. In his spare time, you can find Pfeiffer hiking, kayaking, enjoying all kinds of music and pop culture and adventuring with his wife and their two dogs.



NuScale Power Corporation (NYSE: SMR) announced that **Karin Feldman** will assume the role of interim chief operating officer/interim chief nuclear officer (COO/CNO) effective January 6, 2023. Current COO/CNO, Dale Atkinson, will retire on January 5, 2023, after more than eight years with NuScale.

As Interim COO/CNO, Feldman will have full responsibility for the operations, engineering, program management, quality assurance, information technology and regulatory affairs functions and will report to John Hopkins, NuScale's president and CEO.

Feldman joined NuScale in 2012, presently serves as vice president, Program Management Office, and is responsible for establishing and maintaining project management, project controls, cost estimating and risk management standards. She is the primary NuScale interface for U.S. Department of Energy cooperative agreement management and is responsible for the development and oversight of the NuScale project portfolio. Feldman will maintain these duties while she assumes the role of interim COO/CNO.

Feldman holds a bachelor's degree in nuclear engineering and radiological sciences from the University of Michigan and a master's degree in nuclear engineering from the Massachusetts Institute of Technology. Prior to NuScale, she spent over a decade in the aerospace industry supporting program development activities for next-generation space and launch systems.

During Atkinson's tenure with NuScale, the company submitted an application and subsequently received design approval from the U.S. Nuclear Regulatory Commission, a landmark milestone for NuScale and the advanced nuclear industry. He has also played a key role in NuScale's growth, overseeing the company's on-time or early achievement of the U.S. Department of Energy's milestones for its financial assistance award projects and supervising the completion of several critical engineering design developments.

NuScale is conducting a national search to identify the next COO/CNO.

NuScale also announced the appointment of two new board members, Dr. **Bum-Jin Chung** and **Shinji Fujino**, who each bring deep nuclear expertise and outstanding experience in national and international governing bodies. This expands NuScale's Board of Directors from eight to ten members and continues to grow the organization's strong leadership.

Dr. Chung is a professor in the Nuclear Engineering Department at Kyung Hee University in South Korea. He is an expert in nuclear thermal hydraulics and safety and began his career at South Korea's Ministry of Science and Technology. While at Kyung Hee University, Dr. Chung has served on various government and industry committees on nuclear safety, research and development and national energy and electricity planning. He has also been called upon as an international expert,

More Who's Who Next Page ►



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

New hires, promotions, accolades, awards, retiring? Send us your

Who's Who!

Send a high resolution head shot and a short, 100- to 150-word writeup to CBN@CascadeBusNews.com to be seen in the next edition of *Cascade Business News*.

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

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

Who's Who
Continued from previous page

consulting with the International Atomic Energy Agency and the Organisation for Economic Co-operation and Development.

Fujino currently works as a senior advisor at Unison Capital. From 2016 to 2021, he worked as the managing executive officer and Global Head of Equity Finance Group at Japan Bank for International Cooperation, a Japanese governmental agency that financially supports Japanese industries' activities abroad. Previously he served at the Ministry of Economy, Trade and Industry, Government of Japan, where he was in charge of a wide range of policy areas, particularly energy policy and international affairs. He also worked in the International Energy Agency, as head of Country Study Division to review energy policies of its member countries.

Puffin Drinkwear, makers of personality-infused apparel for your drink to wear, announced that **Scott Allan** is being brought on as interim CEO starting immediately. Allan brings to Puffin Drinkwear extensive experience in domestic and international growth, fundraising, marketing, corporate development and commercializing innovative new products.

The selection of Allan was based on his significant experience in the outdoor products industry. He has over 25 years of experience working with growth-stage businesses and product lines. In prior operating roles, Allan led Hydro Flask from June 2012 to February 2020, initially as president and CEO and following its acquisition by Helen of Troy as SVP and global GM. During this time, Hydro Flask grew from a \$3 million, 14-person water bottle company into a brand twice named to the Inc 500, *Outside Magazine's* Top 100 Places to Work, and REI's Category Vendor Partner of the Year, and became the number one water bottle brand in sporting goods, outdoors and natural foods. In addition, Allan was named the 2015 EY Pacific Northwest Entrepreneur of the Year in Consumer Products.

Allan serves on the board of directors of Rumpl, the Portland, Oregon outdoor blanket brand; the board of directors of Cubii, the Chicago, Illinois home fitness brand; and is the lead advisory board member for Lotus Sustainable, a Carlsbad, California reusable shopping cart bag and produce bag brand. Allan also volunteers in the Oregon State University — Outdoor Products degree program. In addition, he is a board member and chairs the Development Committee of Camber Outdoors, a national nonprofit supporting active-outdoor industries' workplace diversity, equity and inclusion.

To celebrate what would have been the 126th birthday of namesake Marie Lamfrom, the Marie Lamfrom Charitable Foundation (MLCF) distributed grants to nonprofits in honor of colleagues, volunteers, leaders or members at these organizations who demonstrated grit in their daily work. Just seven of nearly 200 nominees were selected. Among those honored was **Perla Ruiz**, a **Family Access Network (FAN)** advocate currently serving Ponderosa Elementary School and Mountain View High School in the Bend-La Pine School District. To recognize her contributions to helping Central Oregon kids thrive, MLCF awarded FAN with a \$12,000 grant.

Ruiz's nomination highlighted her journey from first discovering FAN as a client, to later being hired as a FAN advocate herself, and showed the ways she uses her personal experience to help Central Oregon families open doors to new possibilities. The 2021-22 school year required even more grit from Ruiz, as she took on serving a high school for the first time under the continued shadow of the pandemic. Ruiz told her FAN journey in her own words for FAN's 2020 annual fundraiser, which can be seen at [youtube.com/watch?v=dhNps0Edpu4](https://www.youtube.com/watch?v=dhNps0Edpu4).



(L-R) ROBYN HARMON, FAN PROJECT MANAGER; PERLA RUIZ, FAN ADVOCATE AND MARIE LAMFROM AWARD RECIPIENT JULIE LYCHE, FAN EXECUTIVE DIRECTOR | PHOTO COURTESY OF FAMILY ACCESS NETWORK

Businesses Serving Community



WASHINGTON TRUST BANK BEND TEAM (L-R) ASHLEY MEARS, MARK GRIFFIN, CRAIG CHENOWITH, AUDREY BELDEN, CORY ALLEN, WENDY CASTILLO, CAITLIN SIMS, THERESA GRAY AND LAURA CUTOLO | PHOTO COURTESY OF WASHINGTON TRUST BANK

WASHINGTON TRUST BANK

Bend's Washington Trust Bank team has gone above and beyond this season to help spread holiday cheer! Recently, they surprised members of our community by paying for their trees at the Boy Scout Troop 90 Bend Christmas tree lot located at the Habitat for Humanity ReStore Bend-Redmond.