Pioneering Path for Long-Distance Trail Blazer
Bend-Based “Triple Crown” Hiker Launches Business to Deepen Landscape Links

by SIMON MATHER — CBN Feature Writer

Intrepid long-distance hiker Renee Patrick has translated a lifelong love of the outdoors into a new business path, with the launch of a pioneering consulting business designed to enhance extended trail experiences and encourage advocacy for the environment.

The Bend-based athlete, affectionately dubbed “She-ra” for her exploits — after her childhood favorite superhero warrior princess character from the Masters of the Universe animated series — has undertaken some of the most daunting “thru-hike” trips (essentially, an end-to-end backpacking trip on a long-distance route such as the 2,650-mile Pacific Crest Trail) across the U.S. and beyond.

As part of completing multiple long-distance treks, she is what is known as a Triple Crown hiker, which is a recognition for those individuals who have undertaken, in their entirety, the complete lengths of the Appalachian Trail (AT), The Continental Divide Trail (CDT) and the PCT.

Now, after a varied education and career accumulating a diverse range of complementary skills, she is embarking on a fresh direction, offering services in enhancing endurance hiking experiences through her new business venture: Renee Patrick Consulting, specializing in “long-distance trails for an engaged future.”

One of Patrick’s primary goals with the initiative is to provide trail audit reviews generating insight and services to help long-distance trail organizations and developers to improve the hiking experience and inspire action on behalf of the environment.

She said, “The short version is I’m a creative who seeks to combine my love of design, language, nature, people and long-distance hiking into positive changes for our community and the environment. I like to say my favorite trail is the one I haven’t hiked yet!”

2023 Business Excellence Awards
Awarding Achievement & Honoring Legacy

by NOAH NELSON — CBN Feature Writer

The 2023 Business Excellence awards was hosted by the Bend Chamber on March 7 at the Riverhouse Convention Center. The purpose of the ceremony is to recognize and celebrate a diverse range of organizations large and small for their contributions to the Bend business community.

Nine recipients were selected to win in a total of four different categories, most of which were separated by large businesses (more than forty employees) and small businesses (under 40 employees). The event was MCd by Emily Kirk, anchor/reporter from Central Oregon Daily News.

As guests from across Bend’s business community filled the space, they tried themselves to free appetizers and a free cocktail from the bar while admiring the red carpet that had been rolled down the center of the room.

The night kicked off with an introduction from Bend Chamber of Commerce CEO Katy Brooks and board chair Jay Lyons. In the introduction, the two spoke about the struggles the Bend community has faced in the last few years, citing covid, industry shifts and the ongoing employment retention issue. However, the two also emphasized that there comes a time to celebrate the bright parts of life; the times where individuals and teams...
YOUR LIFE HAS CHANGED.
YOUR FINANCIAL PLAN HASN’T?

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Compass Commercial Real Estate Services brokers Jay Lyons, SIOR, CCIM, Graham Dent, SIOR and Grant Schultz represented the seller, Advantage Qalicb 1, LLC, in the sale of 442 SW Umatilla Avenue in Redmond. The 14,964 SF office building on 1.56 acres sold for $3,100,000.

Dan Steelhammer, Broker, of Fratzke Commercial Real Estate Advisors, Inc., represented the Owner in a 24-month lease of 1547 +/- SF of office space at 446 NW 3rd Street, in Prineville.

Brokers Ron Ross, CCIM, Terry O’Neil, CCIM, Luke Ross and Dan Kemp with Compass Commercial Real Estate Services represented the seller, Helm Investments, LLC, in the sale of 1419 and 1455 NW 8th Street in Bend. Broker Ron Ross also represented the buyer, Landlock Enterprises. The 9-unit multifamily complex sold for $3,900,000.

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The Bend Cultural Tourism Fund (BCTF), a Visit Bend project, is now accepting applications for its annual grant program. The project was created to enhance and support Bend’s cultural opportunities and offerings. The BCTF helps organizations, from musical productions to art exhibits to film festivals and more, leverage marketing resources to attract more cultural tourists during the shoulder seasons and winter months.

Bend’s vibrant arts and culture scene is part of what makes our community special, and the BCTF would like to help keep this industry strong.

Have an idea for a cultural opportunity with the potential to draw visitors to Bend? Check out the grant application link below to learn more. Applicants are encouraged to contact the program administrator to see if your project fits within the program guidelines.

The 2023 application period is open now through April 7, 2023. Apply Now at BendCultureGrants.com.

Puffin Drinkwear, a line of personality-infused apparel for your drink to wear, has increased annual recurring revenues while expanding its product offering with more than 50 new SKUs and updating its technology. The brand expanded its retail extension to Bass Pro Shop, Scheels, Cabela’s, Bass Pro Shops and Scheels.

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The Bend City Council will begin to consider how to protect Bend’s urban tree canopy, which is a term that refers to the part of a city that is shaded by trees, during a work session on March 15. (bendoregon.gov/councilagenda)

At the work session, Councilors will learn about how existing tree preservation regulations are applied. The Council then may provide direction on what changes should be explored.

The City does have tree-related rules already on the books. Some include:
- On all undeveloped properties or properties without land use approval, trees of a certain diameter must be kept.
- Those trees that are kept must be protected from clearing and grading activities and incorporated into the site as it is developed.

And here’s what the existing Bend Development Code says when it comes to removing trees:
- On development sites, deciduous trees with a diameter of six inches or bigger and coniferous trees with a diameter of ten inches or bigger as measured four feet above the ground need to be inventoried and protected unless approved for removal through a formal land use permitting process.
- A tree may be removed if retaining it prevents the development of public streets, utilities, housing or other uses permitted in the zone.

Read more of existing tree codes, BC 16.10.100, Tree Preservation at bend.municipal.codes/BC/16.10.100?medium=email&source=govdelivery, and BDC 3.2.200, Landscape Conservation at bend.municipal.codes/BDC/3.2.200?medium=email&source=govdelivery.

Effective March 3, the Bend Development Code (BDC) includes several new ‘clear and objective’ standards along with a ‘discretionary track’ (a process which involves substantial judgment). For these particular standards, if a developer chooses to use the discretionary track, they must state in the written narrative that they are electing to use this path. If the application is a Type I and the developer requests a discretionary review of a particular standard, then the Type I application will be elevated to a Type II review.

The recent BDC amendments also provide consistency among the Development Code, the City’s 2020 Transportation System Plan (TSP), and the City of Bend Standards and Specifications. Bend’s TSP Goals define the community’s desired outcomes for the transportation system and guide development of policies, actions, projects, and programs in the TSP. These amendments to the BDC provide consistency with the TSP in regard to street definitions, mobility hubs, complete streets, and bicycle low-stress routes.

The City of Bend Standards and Specifications establish the design criteria and construction standards for all related infrastructure throughout the City, including Capital Improvement Projects, maintenance projects, and private development projects. The Standards and Specifications apply to all related infrastructure which will be ultimately owned, operated, and maintained by the City of Bend.

The online BDC should be updated in the next few weeks to reflect these amendments. Until then, you may refer to the adopted Ordinance No. NS-2463. PLETXT20220451, The City of Bend is proposing amendments to the Bend Comprehensive Plan, Transportation System Plan (TSP) and Bend Development Code (BDC). The proposed amendments are primarily to provide consistency between the BDC and the recently adopted TSP and updated City of Bend Standards and Specifications. In addition, the proposed amendments include house-keeping amendments in other sections of the code for consistency and clarity. The amendments are to the Bend Comprehensive Plan Chapter 7, Transportation Systems, Chapter 9, Community Appearance and Chapter 11, Growth Management, and Transportation System Plan (TSP) Chapters 5, Transportation Projects and Programs and Bend Development Code (BDC) Chapters 1.2 Definitions, 2.1 Residential Districts, 2.7 Special Planning Districts, Refinement Plans, Partitions, Replats and Property Line Adjustments, 4.3 Subdivisions, 4.5 Master Plans, and 5.2, Nonconforming Uses and Development and minor amendments throughout the BDC for consistency and clarity.

Effective March 3, the Bend Development Code will no longer require developers to provide on-site parking; however, there are requirements for van accessible parking for certain developments. PLETXT20220763, The Type IV amendments are to Bend Development Code (BDC) Chapters 1.2, Definitions, 2.1, Residential Districts, 2.7, Special Planning Districts, Area Plans and Master Plans, 3.1, Lot, Parcel and Block Design, Access and Circulation, 3.3, Vehicle Parking, Loading and Bicycle Parking, 3.6, Special Standards and Regulations for Certain Uses, 3.8, Development Alternatives, 4.2, Minimum Development Standards Review, Site Plan Review and Design Review and 4.8, Transportation and Parking Demand Management (TDMD) Plan.
As Oregon and the rest of the nation still face staffing issues, Sheila Jordan, founder of Workability LLC, offers a solution that is based in inclusivity. Workability LLC is an online job board that aims to connect neurodiverse adults with inclusive employers across the country.

Neurodiversity is the idea that people experience and interact with the world around them in different ways; it is often used in the context of Autism Spectrum Disorder, but also includes ADHD and learning disabilities.

“85 percent of neurodiverse adults with college degrees are underemployed or unemployed,” Jordan said. “Overall, I think neurodiverse workers have been overlooked.”

Jordan and her husband adopted two children from the foster care system years ago. Both of their children are neurodiverse, but Jordan and her husband always maintained the motto of “whatever it takes.”

“When my oldest son expressed interest in his first job, I wondered if he would be supported and have someone who would help him succeed, or the opposite?” Jordan said. “I realized there is a need to create a job board for the job seeker to find a neurodiverse-friendly environment.”

During the pandemic and in the following years, businesses have struggled to hire and keep employees on their team. An industry that was hit particularly hard was pharmaceuticals. “We’ve all seen the handwritten sticky notes that say sorry we’re close to being understaffed,” Jordan said. “It occurred to me that many of the attributes for a successful pharmacist align with attributes that many neurodiverse workers would have.”

As a result, Workability LLC was recently awarded a sizable contract from Oregon’s Pre-Employment Transition Services (Pre-ETS) Program. This contract will help provide adolescents and young adults who have Intellectual Developmental Disabilities (IDD) the opportunity to earn a fair wage, grow and thrive in a professional setting.

With this contract, Jordan hopes to help repair the pharmacy labor shortages in Central and Eastern Oregon. Jordan also finds that many of the skills that make someone a good pharmacist overlap with traits that are commonly found in neurodiverse or autistic individuals, including the ability to focus for long periods on areas of interest, the ability to perform repetitive tasks where accuracy, rules and routine are important, and an emphasis on reliability and punctuality.

“Retail pharmacies in Central and Eastern Oregon can expect the first wave of Pre-ETS participants to complete the coursework and be ready for placement before the end of this academic year,” Jordan said.

Aside from pharmacy, Workability LLC helps neurodiverse adults break into a diverse range of industries. Jordan says that the overall response from businesses has been mixed.

“Larger environments can be more flexible, while small businesses can be a bit more intimidating and have difficulty accommodating certain needs,” Jordan said. “If employers have the courage to hire neurodiverse workers, they will find it to be very rewarding.”

Jordan added that neurodiverse workers tend to have high retention rates, “Given the current employment turnover rate, it wouldn’t hurt to have employees show up on a regular basis and thrive on a daily routine.”

Despite only being in business for a year and a half, Workability LLC has seen significant growth. While current growth suggests a bright future, Jordan is also preparing for a more negative scenario. “There’s chatter about a recession, which is worrisome when your primary business is a job board,” Jordan said. “If the current employment turnover rate, it wouldn’t hurt to have employees show up on a regular basis and thrive on a daily routine.”

Despite only being in business for a year and a half, Workability LLC has seen significant growth. While current growth suggests a bright future, Jordan is also preparing for a more negative scenario. “There’s chatter about a recession, which is worrisome when your primary business is a job board,” Jordan said. “If the current employment turnover rate, it wouldn’t hurt to have employees show up on a regular basis and thrive on a daily routine.”

Regardless, Jordan is optimistic about the future of neurodiverse employment. “There are always challenges, but I believe that as society becomes more aware of neurodiversity, we will see more opportunities for neurodiverse workers.”

Workability held their first in person event last February. While Jordan says the event was “modestly attended,” she is optimistic that these events will help get the Workability name out in the community. However, one of the best ways to understand Jordan’s mission is to see her work firsthand. “For employers who have already had a positive experience with neurodiverse employees, they are typically very welcoming and encouraging,” Jordan said. “The people who are still learning how neurodiversity works, there is hesitancy, but that typically comes out of naivety.”

To help support local, Workability offers a special rate for Central Oregon employers to post jobs. For Central Oregon employers looking to hire, using workability.one is now as affordable as Craigslist.
The longer story is that she traces an abiding need for adventure to a childhood growing up in the abundant wilderness of Wisconsin with three younger brothers. There, she thought “four treehouses, a lake within biking distance and wild-spirited friends” were the norm, and has continued seeking joy through the outdoors ever since.

She attended Bradley College in Illinois where she followed her curiosity with art, design and multimedia classes along with creative writing, literature and science courses, and after graduating with a liberal arts degree joined the Peace Corps for a two-year stint in Burkina Faso in West Africa as a health education volunteer.

She recalled, “I managed to make it through to the other side of my two-year experience intact. Well, almost. I found myself in a military coup in Ivory Coast over the holidays, battled to eradicate guinea worm from the 15 villages I was assigned to, and formed a theater troupe of young folks from my village of Zogore to hold performances about AIDS education.”

Patrick also painted murals but picking up Jean Deeds’ seminal book *There Are Mountains to Climb*, written in 1969, proved to be a turning point.

The book details how Deeds, at 51, gave up a successful career and comfortable lifestyle to spend six months carrying a 40-pound backpack over the rugged Appalachian Trail.

It is a personal account of “walking more than 2,000 miles across mountain ranges and through small towns” and finding the magic in nature and the beauty in people; of overcoming fear and discomfort and of finding the inspiration to continue hiking each day. “The story of an unexpected spiritual evolution that grew out of a remarkable test of physical endurance and mental fortitude proved inspirational for Patrick and ‘many cases of giardia’ later, she left Africa to embark on her first long-distance hike, following in Deeds’ footsteps on the Appalachian Trail.

She observed, “The challenges really weren’t that different from the Peace Corps. I was comfortable being dirty, didn’t mind the lack of electricity or running water, and I constantly thought of food I would eat if I had a chance!”

“I fell in love with walking every day, all day, for five months. This was what I was meant to do. That, and figure out that whole career thing.”

So, thereafter, Patrick moved to Washington D.C., and interned in exhibition design at the Smithsonian before heading to London for more learning, at Goldsmith College international school looking at design futures “to study how design can make the world a better place.”

She said, “My small class was filled with students from around the world who were interested in designing a healthier society for all of us. I chose to look at museum exhibition design through that lens and theorized that we need to ‘take the museum out of the museum’ to create an immersive environment for people to learn and apply knowledge in a more dynamic way.”

The following chapter involved moving to Portland, Oregon, and working as a graphic designer until she could satisfy the urge for the next big trail. The Pacific Crest in 2006, which proved to be another key step.

She said, “I thought a solo hike in a high snow year? Bring it on!”

“In fact, I wasn’t solo all that much. I met amazing people and felt incredibly strong through what will remain one of the most joyful experiences of my life. If I wasn’t addicted to living out of a bag for months at a time and sleeping on dirt before, now I was.”

Striving to make a living by working outdoors, she spent several years leading hiking and cross-country ski and snowshoe tours out of Portland; moved to Durango, Colorado to lead backcountry trail crews; taught a lightweight backpacking class at Portland Community College; became a field staffer for two years at a wilderness therapy company in Bend; and then did a season of logistics for the Grand Canyon Foundation.

She ended that phase hiking more epic trails like the Northville Placid Trail, Colorado Trail and Arizona Trail, but desired to lay down some roots and took a position with our very own Cascade Publications group in Bend, publisher of CBN, where she dove into the Bend arts community as editor of the A&E magazine, wrote extensively and helped launch a new arts coalition in Central Oregon.

Even while not working specifically in the outdoors during this time, she needed to “scratch that creative and hiking itch” so founded the brand “Hikertrash” with fellow hiking pal Brian Franke (they sold the company a few years later). The label ‘Hiker Trash’ is a term of endearment for those in the long-distance hiking community who have chosen to ditch social norms and live another way while on a trail journey.

What started with a screen-printing project in a home garage turned into a business that donated a percentage from sales back to trail organizations and made hats, shirts and other whimsical items to dress favorite pals on the trails.

She was drawn to transition back into the outdoor industry and joined a coalition of Bend outdoor companies to help establish the nonprofit Oregon Outdoor Alliance, while also engaging with outdoor companies as a hiking ambassador.

By 2015 the unknown beckoned once again, so Patrick set foot on the Continental Divide Trail (CDT) for a solo thru-hike of the trans-continental trail.

She describes her five-month odyssey in completing the CDT as a “pivotal” experience, which opened her eyes to the true value of a personal communing with nature, and the benefits that could be derived from widening access to such potentially life-affirming “deep time”...
opportunities during long-distance hikes.

The notionally difficult CDT meanders some 2,400 — 3,100 miles (depending which route is taken) along the backbone of the Continental Divide from the Mexican and Canadian borders, stretching through New Mexico, Colorado, Wyoming, Idaho & Montana.

An accomplished writer, speaker and podcaster, Patrick also produced a daily blog of her travels as she chronicled her experiences over the course of the adventure.

She worked with the CDT Coalition as their first trail ambassador that year and was taken under the wing of CDT Executive Director Teresa Martinez, who gave invaluable insight into the world of what it takes to create and manage an incredibly expansive trail. 160 days and 2,708 miles later Patrick reached Canada to cap off her Triple Crown achievement.

Returning to Bend after hitting over 10,000 miles hiked, the next big goal appeared in the shape of a potential Triple Crown achievement.

2,708 miles later Patrick reached Canada to cap off her Triple Crown achievement.

She jumped at the chance to work for the Oregon Natural Desert Association (ONDA) which had created a “virtual route” but which needed help to figure out the next steps to make this a viable, feasible adventure in the deserts of Eastern Oregon.

Patrick’s breadth of experiences to date proved a perfect fit, and she recalled, “It was when I realized that the Oregon Desert Trail was my museum exhibit, that the prospect really clicked.

“I saw my role as facilitating a person’s experience through the OregonDesertTrail, that traverses some of the most spectacular natural areas of the state’s dry side, including the Oregon Badlands Wilderness, Hart Mountain National Antelope Refuge, Steens Mountain, the Pueblo Mountains and the Owyhee Canyonlands.

“I was curating the hiker’s experience and creating a perfect fit, and she recalled, “It was when I realized that the Oregon Desert Trail was my museum exhibit, that the prospect really clicked.

“I wanted them to leave the 750 miles having learned something about eastern Oregon, having learned that we, as hikers, have a role to play in the health and future of the public lands that make trails possible and having learned that we are all a part of nature, not separate from it.”

To that end, Patrick has designed and created a dozen different unique “story maps” using her multimedia experience to offer an interactive and compelling platform to illustrate an issue or describe an experience in an immersive way. Through maps, images, video, sound and text, trails can be brought alive and deepen a hiker’s experience.

Over the last three years she has also been instrumental in developing the Blue Mountains Trail — an immersive adventure through the diverse interconnected eco-regions that comprise the Greater Hells Canyon Region of northeast Oregon, while also working on an upcoming new route named the Columbia Plateau Trail, tracing the John Day River through many wilderness study areas.

As a veteran thru-hiker with over 20 years of experience planning, hiking and improving long-distance trails, Patrick says she is at heart an environmentalist and passionate outdoor enthusiast who believes that long-distance hiking can deepen our relationship with the landscapes and environmental issues that desperately need more advocates.

Current environmental hot-button issues being encountered in Oregon wilderness areas include potential moves toward lithium mining, a controversial motorized jet fighter training program involving low flying over the pristine Owyhee River area, and wildlife migration path impacts.

Patrick added, “When we see ourselves as part of nature, we act differently.

“By following my curiosity for over 25 years, my parents and I have committed in this work to improve the long-distance hiking experience through resource development, community outreach and hiker engagement, all through the lens of thousands of miles backpacked on trails around the world.

“I want to guide long-distance trail organizations and developers in improving the hiking experience and inspiring action on behalf of the environment.”

Following her new company launch, Patrick will be increasing exposure through attending major events such as the American Trails Webinar on March 23, followed by the American Long Distance Hiking Association (ALDHA)-West Cascade Ruck conference in Stevenson Washington later this month, and the International Trails Summit in Reno, Nevada, in April.

From resource reviews to logo design, stakeholder engagement to mapping, her business honed over the last year in preparation for its official launch, can design, build, write, communicate, or publish the materials and resources needed to make client trails a world-class experience.

Patrick said, “Trails have been created and used since time immemorial. Each has its own personality and traits.

“They are a form of communication with the world around us, and they provide a way to be in relationship with the land and connect us to the earth, to each other, to our histories, and our future.”

An extra dimension Patrick is looking to add to her enterprise is factoring in paddling to the trails equation.

She said, “Rivers are trails too. I began packrafting over ten years ago, and I came to understand firsthand that rivers were the original trails in many parts of the world; they are often the path of least resistance through a landscape.

“Since then, I have paddled on numerous rivers around the country and embarked on several long-distance paddling trips. I want to use my skills to enhance the paddling experience on river trails.”

Another initiative she is working on is the creation of a survey that will be posted on the website to gain information on current trail pinch points and how resources could be improved.

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Dr. Blair Struble of Struble Orthodontics and Summit Bank
Vice President, Business Client Advisor
Carly Carmichael

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Business & Industry
March 15, 2023 • Cascade Business News • 7
Most of the strategies we employ to help clients build enterprise value involve steps to mitigate a potential buyer’s perception of risk. The lower the perceived risk, the higher the price a buyer is likely to pay. Minimizing risk factors takes deliberate attention, time and specific strategies. One of the most straightforward ways to improve operating efficiencies, increase short-term profitability and simultaneously enhance enterprise value, is to establish and document Standard Operating Procedures (SOPs).

Simply put, SOPs document the normal way you do things in your company. Usually, SOPs are developed for regular, repetitive, routine tasks. Examples of this include: processing payroll, taking inventory, handling customer complaints or warranty claims, onboarding new employees, vendors or customers, conducting annual reviews, handling disciplinary matters and complaints or warranty claims, onboarding new employees, vendors or customers, conducting annual reviews, handling disciplinary matters and complaints or warranty claims.

For example, I had a manufacturing client who relied on a specialized and very expensive piece of equipment. Sometimes, the equipment would just stop working. The first time it happened, the diagnostic and repair process was lengthy and expensive. Meanwhile, production was stalled.

In the diagnostic process, my client discovered that a tiny, obscure sensor was the culprit. When this sensor burned out, everything shut down. Going forward, a packet containing a couple of the troublesome sensors along with a simple note was posted on the machine: “If this machine stops working, check the XYZ sensor first.” That’s an SOP. It does not matter who operates the machine or who owns the company, the solution is now memorialized. It’s “baked-in” to the operation of the business.

Your business probably has many of these standard operating procedures...some routine and some rare. Unfortunately, in many businesses, these become “tribal knowledge,” like: “Suzy used to take of that, but I don’t know how she did it.” In other words, the knowledge was concentrated with Suzy, who does not work for the company anymore. This illustrates the problem of concentration of knowledge and the lack of documentation. Concentration of key operating knowledge, whether with the owner or an employee, dramatically increases a buyer’s perception of risk, their concerns about transferability of the business and thus dramatically diminishes enterprise value.

To the extent you can document and point to a resource — think of it like an operator’s manual for your business — that a new employee or a new owner can turn to with operational questions, the more efficient your business will be. Buyers will feel safer, and the business will be more valuable. And you, as the owner, can go on vacation without having to field tons of basic questions that could have been documented in your SOPs.

Here are a few tips on how to document your SOPs:

1. **Keep it Simple.** You’re likely heard terms like “Six Sigma” and “ISO 9000,” which often serve to complicate the process of creating SOPs. While these programs have merit in larger businesses, they are often too complicated for small companies, which leads many owners and managers to go without SOPs. Rather than spending days planning out a complicated workflow of interdependent steps, simply record a video of how you want the task completed. Whatever you do today works; it got to you where you are now. Simply shoot an instructional video of the way you want it done. It does not need to be perfect. Once you have a rough video, break it into short bite-sized chunks.

2. **Use Video.** Instead of writing up your SOPs, use video as your primary medium for explaining how you want things done. Videos engage the three most prevalent learning styles: With a video, a visual learner can see your directions on screen, an auditory learner can hear your instructions and a kinesthetic learner can learn by doing the task as you show them on screen. That’s why employees are 75 percent more likely to watch a video than read a document, email, or other written source. Sixty-nine percent of employees say they would rather learn a new skill from a video than a written document.

This makes sense when you consider the context your employees grew up in. If you have people under 40 on your team, they grew up in an era where YouTube has been a far more dominant medium than the local newspaper. Younger people today spend more time watching videos than they do reading books. Video has become their dominant medium for consuming information, and by 2030, today’s young people will make up 90 percent of the workforce.

It’s not just millennials who prefer video. Most of us would rather watch a quick video than pour over a detailed set of written instructions, and viewers remember 95 percent of a video’s message compared with just 10 percent when reading text. Even better, shooting a quick screen flow of you performing a task on your screen is infinitely faster than trying to create a written guide for employees to follow. Video is faster to create and easier for users to absorb, which leads to higher adoption rates.

3. **Keep It Short.** TikTok limits videos to three minutes. Twitter caps posts to 280 characters. We live in a time where less is more, and our attention spans have shrunk. Therefore, when creating SOPs, aim to make short videos of less than two minutes in length. Show your employees how you want them to perform a specific task, and if you need more than two minutes, break your instructions up into a few shorter video steps.

There are plenty of other SOP considerations, but the fundamental point is this: Take the time now to clearly document your key operating practices. Your company will operate better in the short term, it will be more attractive when it comes time to sell and the transition to new ownership will be smoother. It’s an easy investment in your business that’s worth making.

**More Tips: **

Michael Spie is a local mergers and acquisitions advisor and business consultant. CrossPointeCapital.com 10xGroups.com
Employee Performance Conversations: The Accountability Ask

by HEATHER WALL, Director of Human Resources — Brightways Counseling Group

Have you ever had an uncomfortable conversation with an employee regarding their performance or attendance goals? Have you ever heard from an employee, “I didn’t know,” or, “nobody ever told me?” Did these responses throw you off when you were trying to inform the employee of their shortcomings? There is a solution to this scenario, and it is surprisingly simple... accountability.

Accountability is the acceptance of personal actions that contribute to the success or failure of achieving a planned goal. According to one of my favorite leadership books, No Ego, by Cy Wakeman; there are four factors to accountability: commitment, resilience, ownership, and continuous learning.

I have had many conversations over the years with employees surrounding their performance. Usually, the conversation begins with the people manager or HR informing the employee of the areas in which they need to improve. Next, the conversation pivots to a plan and timeline in which the employee must meet or exceed the defined performance expectations. In my experience, nearly eight out of ten times, this conversation turns to an ugly debate or an awkward silence session where the employee is offended and assumes that this conversation now means that it’s time for them to find another job. The silver lining is there are a few times in which the employee owns the responsibility for their shortcomings, appreciates the candid feedback and path towards improvements, and becomes further committed and loyal to the organization.

A few years into my HR career, I saw the success of a corrective performance conversation with an employee. After performance concerns were shared with me by their manager, we coordinated a sit-down conversation with the employee to review the areas of concern and shared a performance improvement plan, aka PIP. This plan outlined areas lacking and examples of said behaviors, a list of policies (copied from the handy-dandy handbook) that the employee needed to use to improve their performance, a date to have improvement goals met, and of course a disclaimer of our at-will policy.

I had conserved several times in which the employee owns the responsibility for their shortcomings, even contributed and voiced their belief that they were underperforming, they admitted to not being motivated, and the employee offered a sincere apology. They knew that they were underperforming, they admitted to not being motivated as they once had been, and they shared that when a task became confusing, they were afraid to admit it and to ask for help since they were a tenured employee. This employee owned it, apologized, asked for forgiveness, and assured that they would improve in all areas listed within the PIP. This employee was beyond grateful of the opportunity to improve and be given a second chance. More importantly, the employee took ownership, was committed to the plan of improvement, clearly showed resilience in their efforts to overcome the stigma of being known as a poor performer and took it upon themselves along with the openness to ask for help to continue to learn and grow in their role and beyond... ACCOUNTABILITY!

This once experience showed me that if conversations with employees are managed correctly; employees may take the same approach and accept accountability to remedy and improve. While you may not be able to force accountability onto your team, you can encourage those four factors of accountability to be the driver to employee performance- commitment, resilience, ownership, and continuous learning.

Start by adding the following statement to all job descriptions, “additional duties are required as needed.” Then, set the tone of the organization as one where collaboration and support are shared core values. Check-in with employees regularly regarding their commitment to job. Share with your team the impact their job duties are making to your customers, the community, and to the business. When employees know that they are contributing, they are more likely to actively participate in the company’s successes. Commitment and Ownership

Resilience is derived when an employee is committed to self-reflection and problem solving. Resilient employees ask questions and collaborate as they forge ahead through any concerns that arise within their role. “Resilient employees are more likely to overcome, adapt, and have an optimistic outlook on their role and their impact to the organization.”

Finally, continuous learning. This seems obvious, but ideally the organization has tools, guides, and training solutions to help aid a committed employee with improvements efforts. The key is that the employee needs to own the continuous learning aspect of accountability, but the manager and company can invest in solutions such as training or tools to support this phase of accountability. As an HR Professional, I believe that the lessons within the book, No Ego, by Cy Wakeman may inspire people managers and leaders alike to shift from reactive management approaches to proactive accountability efforts. This work will create sustainable performance standards, productivity efforts, and positive employee engagement. Happy reading!

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Business Excellence Awards

Continued from page 1

stood strong and found success.

The duo was followed by Wendy McGrane, team manager and VP at US Bank. McGrane shared a thoughtful anecdote about the connectivity of Bend. “Living in Bend requires us all to pass the Safeway test,” she said. “We’re all part of the community here, and anything we do in our business lives, from our words with clients to our relationships with coworkers—we need to be prepared to see those people at Safeway. We’re a very connected community, and that’s why we come together on nights like this to celebrate one another.”

The awards categories were presented in the following order: the emerging leader award, given to an individual under 40 who has shown great strides in their personal and professional development while supporting their community; Excellence in Innovation, awarded to organizations who have demonstrated unique and innovative strategies;
Business Excellence Awards
Continued from previous page

Beaver Coach Sales & Services, Workplace Engagement; The High Desert Food & Farm Alliance and Mid Oregon Credit Union, Community Stewardship, The Caldera High School Pack Shack and Compass Commercial Real Estate Services, Organizational Growth; and the late Bill Smith for the Lifetime Achievement Award.

Each of the recipients had their time at the podium to talk about their award and what they did to achieve it, sharing valuable insight for all the other organizations in attendance. The award show took an emotional turn as Mike Hollern, longtime friend of Bill Smith, who died in 2022, took to the stand to speak about his friend’s life and legacy. In the background, a memorial slideshow of Bill’s life played.

Hollern told stories going back to the late 60’s when he was first meeting Bill, and spoke about his character, work ethic, love for his family and his passion for Bend. After Hollern stepped down, the Smith family took to the stage. Bill’s daughter shared a wholesome memory of her father, saying that he could never walk past a piece of litter without picking it up, and that he would sometimes go around Bend when the town was still in its early development stages and toss sunflower seeds into random dirt lots and street corners.

The night ended with MC Emily Kirk commenting on how our unofficial town motto, “be nice, you’re in Bend,” could easily be replaced to the new saying of the night, “be like Bill,” referencing how Bill Smith’s legacy of stewardship and love for this Bend lives on through those who do as he did.

bendchamber.org
five-star hoteliers” about the management of the resort’s lodging and resort operations. “We’re on our way to becoming the first five-star property here in Oregon,” Delashmutt said.

With development underway, news of the resort has spread. The Thornburgh website received 95,000 visitors in the first two months, and Delashmutt said that the resort has begun to accept reservations on cabins and homesites; cabins which will be built as net-zero structures, utilizing a solar panel roofing system from Tesla.

However, not everyone is excited with this news. Since 2005, the resort development has become one of the litigious land use projects in Oregon’s history, with more than 50 appeals at various levels, up to the Oregon Supreme Court, in some cases. Central Oregon LandWatch, an environmental and land-use focused nonprofit organization, has cited a variety of environmental concerns; a major one being the resort’s proposed water use, in conjunction with Central Oregon’s worsening drought conditions.

The resort submitted a request last summer to decrease their allotted water usage from 2,129 AF to 1,460 AF, and said in a statement that, “The reduction in water usage reflects an ongoing commitment to resource efficiency. We have chosen to forego building one golf course, reduced the amount and size of lakes and irrigated areas, and received approval for a reduction in the number of required overnight lodging.”

Additionally, the resort announced a $400,000 pledge with the mission to protect and help restore the Crooked River Watershed.

However, opponents to the development have remained vocal, often citing the point that any increase in water use, during these drought conditions, is irresponsible and unsustainable. A statement from LandWatch reads, “in recent years, it has become clear the resort lacks a permanent, long-term water supply for resort use, as required by the County Code. The resort did meet the requirement to demonstrate it had water
In 2018, the resort’s 2008 water permit expired, and what followed has been a series of new proposals, appeals and ample litigation time. In July, the Oregon Water Resources Department issued an order that denied the resort’s request for an extension on their water permit, with the OWRD stating, “the permit holder did not prosecute the construction of the well within five years of permit issuance.”

LandWatch states that, “the expiration of permit G-17036 (Thornburgh’s 2008 water permit) is a substantial change affecting the legal requirement that the resort must demonstrate it has a permanent water supply available.” In addition to water use, concerns over public land access have surfaced over the years, as many mountain bikers and hikers are concerned they will lose access to miles of trails.

To address that concern, Delashmutt is working with Paul Thomasberg, co-founder of COTA, to design and build a trail system connecting the Maston trail system with the Cascade View trails. According to the developers, “this partnership is building a trailhead and parking lot at the Rock Pit on the north side of the Clines Buttes to allow the public easy access to the trail system. The initial planning was conducted in the early 2000s as a part of the long-range trail plan for the region, and active trail construction has been underway since last year.”

Amid controversy over the environmental costs of the resort, another major concern held by the resort’s opponents is the resort’s 2022 Fish and Wildlife Mitigation Plan, an update from the original 2008 plan.

LandWatch, along with the Oregon Department of Fish and Wildlife and the Confederated Tribes of the Warm Springs argue that the 2022 FWMP falls flat, and does not adequately protect fish and wildlife to meet the legal standard of “no net loss or net degradation of the resource.”

The ODFW stated in a letter that the organization, “cannot concur that the 2022 plan will result in reliable, legally protected wet water that results in no net loss or no net degradation of the resource.”

Similarly, the CTWS stated in a letter their disapproval, saying, “fishery resources at issue are both treaty-protected and vital to the Tribe’s cultural identity and existence,” and, “The Tribe does not currently have enough information to evaluate whether the applicant can rely on this strategy to demonstrate that its water use and mitigation plan completely mitigates negative impacts on the fishery resource so that there is no net loss or net degradation of the resource.”

LandWatch believes that the proposal should be struck down, stating, “The County should consider the issue of water availability for the resort holistically, not in a piecemeal fashion. The County should consider the implications of the 1,200-year drought; OWRD’s July 2022 denials; the effects on fish and wildlife; ODFW’s lack of agreement with the 2022 FWMP; the effects on neighboring wells; the effects on the Tribe’s treaty-protected resources; and the lack of capacity of the groundwater resource, all together, in a new resort application.”

Still, Delashmutt remains optimistic about Thornburgh and the methods put forward to mitigate the development’s environmental impact. He asserts that Thornburgh can become one of the most eco-friendly resorts in the country, and, if everything goes to plan, the resort could be a “nation-first achievement.”

“We are pursuing other community wide energy initiatives which could make Thornburgh the model of sustainability,” Delashmutt said. “It’s a crazy beautiful property and we are dedicated to preserving that beauty and enhancing it.”
PrideStaff, a nationally franchised staffing organization, announced that it has earned ClearlyRated’s Best of Staffing Client and Talent 10-Year Diamond Awards for a fifth consecutive year; a rare honor given to staffing firms for providing superior service to their clients and job seekers for four consecutive years.

PrideStaff is the only nationwide, commercial staffing firm in the U.S. and Canada with over $100 million in annual revenue to have earned Best of Staffing Awards for both client and talent satisfaction for fourteen consecutive years.

- PrideStaff received satisfaction scores of nine or ten out of ten from 80.9 percent of clients, nearly double the industry’s average of 46 percent.
- PrideStaff received a Net Promoter Score from placed talent that was more than 400 percent the industry average in 2022.

Winners have proven to be industry leaders in service quality based entirely on ratings provided by their clients and candidates. On average, customers who work with winning agencies are more likely to be completely satisfied with the services provided, compared to those working with non-winning agencies. “We’re thrilled to win the 10-Year Diamond Award from ClearlyRated once again, and to be recognized for client and talent service excellence for a fourteenth consecutive year,” said PrideStaff Co-CEO Tammi Heaton. “Winning Best of Staffing Awards is incredibly meaningful to our organization because they directly reflect the exceptional service experience we delivered for our clients and candidates, as we work to develop long-lasting partnerships that help achieve their goals.”

“By remaining focused on what our clients and candidates value most, and by balancing best-in-class processes and technology with personal service from experts in our local offices, we’ve been able to build strong, loyal partnerships that benefit all parties involved. Over the past year, we’ve helped employers power their businesses, adapt to volatile conditions, and stay fully staffed during an extremely tight employment market. For the job seekers that have entrusted us with their careers, we’ve worked hard to understand how their employment needs have changed, providing access to flexible and meaningful work opportunities nationwide”, continued Heaton. “As the talent market and economy changes in 2023 and beyond, PrideStaff will continue developing world-class experiences for the clients and talent we are honored to serve.”

About PrideStaff:
PrideStaff 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 more than 5,000 clients and are headquartered in Fresno, California. With 40 plus years in the staffing business, PrideStaff offers the resources and expertise of a national firm with the spirit, dedication and personal service of smaller, entrepreneurial firms. PrideStaff is the only nationwide, commercial staffing firm in the U.S. and Canada with over $100 million in annual revenue to earn ClearlyRated’s prestigious Best of Staffing 10-Year Diamond Awards five years in a row, highlighting exceptional client and talent service quality.

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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Focusing on Providing an Excellent Experience

PrideStaff Wins 2023 Best of Staffing Client & Talent 10-Year Diamond Awards

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How to Fit Merch Into Your Marketing Strategy

by BRENDA SPEIRS, CEO — Buzztag

S

ith Godin, a hero around these parts, once said, “Marketing that works is marketing that people choose to notice.” Being seen and being remembered is what we're all striving for as guardians of our brands. So we create loads of content, social media posts, emails, brochures, videos, promotions and 563 other things that might possibly grab someone's attention and make them want to buy what we offer. Deciding what stays, what goes, what's working and what's not is a Herculean effort.

WHAT IS MERCH/SWAG IN MARKETING?

Merchandise / Stuff We All Get (SWAG)

Adding promotional products to your marketing mix adds a new, personal, tactile dimension to your brand message. People love stuff they can touch and feel. And when it's thoughtful, personal and meaningful, they love it even more. Yep, MERCH is awesome because every item used, seen and loved reminds people of your brand.

WHAT’S THE BIG DEAL ABOUT MERCH, ANYWAY?

We're glad you asked. Here’s the totally legit scoop.*

• 85% of people like receiving promotional products
• 58% of people keep their promotional products for 1-4 years
• 73% of people use a promotional product once a week
• 8 out of 10 people remember the brand advertised
• 21% of people make a purchase after receiving a promotional product

The advertising power of merch is not limited to the recipient. Imagine a woman walking down the street carrying a branded tote bag. She chose it from all the other bags in her closet because there's something about it she loves (style, size, color, message, logo, functionality, etc.). Every person she passes on the sidewalk, in the street and in the aisles of the grocery store sees her tote bag. She's a walking billboard for your brand.

THE WONDERFUL WORLD OF DIGITAL MARKETING

Let's face it—we're living in a digital world. Technology makes it easy for people to find the goods and services they need and like. While a good chunk of your marketing efforts should go towards a creative digital strategy, promotional products can be the glue that binds real-world experiences and online awareness.

We have a few ideas about merging merch with your digital marketing. Many people sit behind a desk in the office or at home for 8+ hours a day, five days a week. They might get up to fill their coffee mug or if they are in the office, walk the long way to the restroom to avoid making eye contact with the office savant. (“No, Kevin, I don't want to talk about last night’s episode of Yellowstone.”) But the majority of their time is spent sitting and staring at a screen. Imagine how their day might change for the better if they had a little piece of happiness at their desk. Something useful. Something that made them smile every time they looked at it. Something that reminds them, “Hey, you matter.”

For example, a wellness company could give out a swell bottle imprinted with their logo and wellness message to “Drink More Water.” The purpose? “Keep this bottle at your desk where you can see it and be reminded throughout the day to do small, good things for your body. Oh, and how about you track your water intake on our new health app? Got a water buddy? You totally should.”

Memories, your customers are your brand ambassadors. “I can't wait to share this brochure with my friends,” said no one ever. Despite what marketing gurus/ninjas/overlords might tell you, email marketing is not dead. But an email inbox is sacred space. Only helpful, interesting and entertaining emails make it through the barricade of Orange Alert-level spam filters.

Why not send a small gift to people when they sign up for your list? Yes, actual swag that they receive in the mail. Ask for a physical address upon sign-up. Say something witty like, “We want to show your mailbox some mad love. ” swag they received in the mail. Ask for a physical address upon sign-up. Say something witty like, “We want to show your mailbox some mad love. ”

Alert-level spam filters.

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Our Five Best Tips for Using Swag in Your Marketing

1. Keep your swag on theme with your other marketing efforts. Your brand message should be congruent across all avenues of promotion.

2. Make it interesting. People value what's different.

3. Create an experience. People loved to be loved.

4. Don't treat swag as an afterthought.

5. Think custom. By planning ahead and creating a piece of swag unique to your brand, you ignite the “whoa” factor.

Marketing is a long-term relationship, not a one-night stand. Promotional products show a commitment to customers that goes deeper than just your main product or service. Good swag says, “We totally get you. We’re glad you're here. Thank you for being you.” And that’s always good for business.

*Data courtesy of PPAI.org

buzztag.co
### Advertising Agencies

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

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| The Geeks, Inc.    |       |     |               |         |       |             |                |                  |                   |        |
| Weepark Creative Corp |     |     |               |         |       |             |                |                  |                   |        |

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How to Unbeach Your Whale (of a Business)

by SONJA ANDERSON, CEO — zö agency

Hello curious businesses and fellow ad folks! Before we begin, let me warn you this article is full of analogies and excessive use of the word ‘like’ for no other reason than it might keep you awake long enough to read it all, and it slightly amuses us. Without further ado...

Are you tired of flailing around like a beached whale when it comes to marketing and advertising? Do you dream of being the big fish in the pond, but just can’t seem to get your message out there in the perfect way for those ideal customers? Fear not, dear friends! Marketing and advertising agencies are here to rock your world!

First off, let’s get one thing straight. Marketing and advertising aren’t just fancy words to throw around at cocktail parties. They’re critical components of any successful business. And that’s why these magical agencies come into play.

So what exactly do these agencies do? Well, they’re experts in all things marketing and advertising. They can help you define your brand, create killer content, and get your message out there to the masses. And the best part? You don’t have to lift a finger. Unless, of course, you’re trying to click the “send” button on that email you’ve been procrastinating on. In that case, you’re on your own.

But before you go handing over the keys to your kingdom, let’s talk about how to choose the right agency. First things first, you need to define your goals and objectives. Do you want to increase brand awareness? Drive sales? Increase your social media following? Increase your brand awareness? Drive sales? Don’t just hire an agency, you’re forming a partnership. One that it is important to regularly evaluate and assess.

Oh, and speaking of finding the perfect agency, have you heard of zö agency? (If not, that’s us!) We’re like the Swiss Army Knife of marketing and advertising. Hopelessly devoted to (and based in) Bend, Oregon, we serve the entire U.S. with a West Coast Love and businesses that don’t adapt will be left in the dust. But with the help of the perfect agency, you can stay ahead of the curve and be the Hermione Granger of your industry.

Finally, let’s wrap this up like a burrito. You did it! You made it through the 2023 Marketing Guide. Congratulations! And let’s gush about our team here at zö agency. We’re the yin to your yang, the peanut to your jelly, the Batman to your Robin. You get the idea. So you can sit back and watch as they work their magic. It’s like having a personal assistant who actually knows what they’re doing.

And speaking of magic, let’s discuss trends. Digital transformation, data-driven marketing, personalization, artificial intelligence, and automation. It’s like a Harry Potter book on steroids. These trends are changing the game, and businesses that don’t adapt will be left in the dust. But with the help of a marketing and advertising agency, you can stay ahead of the curve and be the Hermione Granger of your industry.

And oh, and speaking of finding the perfect agency, have you heard of zö agency? (If not, that’s us!) We’re like the Swiss Army Knife of marketing and advertising. Hopelessly devoted to (and based in) Bend, Oregon, we serve the entire U.S. with a West Coast Love vibe. We’re the perfect agency to start a conversation with. Hint, Hint.

Finally, zö agency is a full-service agency, which means we can handle everything from branding to social media to web development. We’re the jack-of-all-trades, but unlike that guy you went to high school with who dabbled in everything from beatboxing to solving a Rubik’s Cube, zö agency is really good at what we do.

But what sets zö agency apart from the rest? For starters, we’d like to introduce you to our daily collaborative approach to the work. Like “I brought bagels now let’s get to work” fun collaborative, (i.e. tomorrow it’s your turn to bring the bagels). We’re not just going to do what you tell us to do and call it a day. We’re going to work with you (yes, on your side of the table) to understand your goals, the people who need to hear what you have going on, and your beautiful brand voice. It’s like having a business partner who’s also a mind reader. With bagels.

And let’s gush about our team for a second. We’re family, one we affectionately call tribe. And maybe the Avengers of marketing and advertising. We’ve got designers, developers, writers, strategists, and analyst. It’s like we went to Hogwarts and got sorted into every house. But unlike the Slytherins, we’re all on the same team and working towards a common goal.

But don’t just take my word for it. zö agency has a track record of success that speaks for itself. We’ve worked with clients in a wide range of industries, from tech to hospitals to fashion. We’re like that cool kid in high school who was friends with everyone.

And the best part? zö agency knows how to have a good time. We’re like the life of the party, but without the regrettable decisions and hangovers. We’re all about having fun while doing the job done. It’s like we’re the Mary Poppins of marketing and advertising. We’ll make the work seem like play, but still get it done with flying colors.

So, if you’re looking for an agency that’s going to take your business to the next level, look no further than zö agency. We’re like the Robin to your Batman (or vice versa, we can roll with it), the Sam to your Frodo, the guac to your chips. We’re the perfect partner in crime for all your marketing and advertising needs.

You did it! You made it through the analogies (sorry ‘bout that) and perhaps took away a thing or two to think about when getting yourself out of beached whale mode.

zö agency

ALBERTO BOLANOS JUSTIN BRONSON MITJA KADROW

RACHEL RICE IRON COMER SHAWN DI CRISTO TODD ANDERSON

FULL SERVICE AGENCY TRIBE Bend, Oregon (541) 350 2778
Advertising Specialties (Listed Alphabetically)

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<th>Company / Address</th>
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| Centro Print Solutions | 541-382-3534 | 541-385-0225 | [email protected] | Rick Lawrenz | 8 | 1971 | Custom full-color printing & print management solutions such as business forms, marketing collateral, promotional products, branded apparel, direct mail, advertising & digital production services.
| Chronicler Printing | 541-280-0906 | N/A | [email protected] | Cheryl McIntosh | 1 | 2013 | Customized & architectural photography, marketing, corporate, social media content development, market research, business advertising, graphic design.
| Coriant | 541-316-4842 | N/A | [email protected] | Gail Magnuson | 1 | 2007 | Print & marketing solutions: custom, corporate, print, direct mail, digital design, rote, receipe, magazines, publications, directories, variable printing, brochures. Marketing materials, stationery, packaging, promotional products, apparel. Graphic design & advertising services, logo design & print (large format).
| Dana Signs | 541-318-9392 | N/A | [email protected] | Rick & Laurie Barker | 8 | 2016 | Leather patches, screen printing, awards, banners & signage, tradeshow displays, pet products, safety equipment, re-useable & display, drinkware & more.
| Display It Big | 541-716-0531 | N/A | [email protected] | Deanna Smith | 11 | 1999 | Promotional items, safety awards, grand openings, customer gifts & one million items with your logo.
| Display It Big | 541-416-0434 | 541-416-0436 | [email protected] | Lisa Lindgren | 2 | 1982 | Promotional items, safety awards, grand openings, customer gifts & one million items with your logo.
| Display It Big | 541-280-0906 | N/A | [email protected] | Cheryl McIntosh | 1 | 2013 | Customized & architectural photography, marketing, corporate, social media content development, market research, business advertising, graphic design.
| Display It Big | 541-318-9392 | N/A | [email protected] | Rick & Laurie Barker | 8 | 2016 | Leather patches, screen printing, awards, banners & signage, tradeshow displays, pet products, safety equipment, re-useable & display, drinkware & more.
| Display It Big | 541-318-9392 | N/A | [email protected] | Rick & Laurie Barker | 8 | 2016 | Leather patches, screen printing, awards, banners & signage, tradeshow displays, pet products, safety equipment, re-useable & display, drinkware & more.
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Next Studios was born out of the necessity for accessible studio space to support the Bend and Central Oregon creative community. The founder of the studio space, Chris Fasan, originally came up with the concept of a shared studio space when he discovered that Bend is lacking in that area.

As the founder of Version-X Branding, Fasan was in constant need of studio space that could support his design agency, and other production companies in Bend. “We didn't have many local options, but we wanted to provide for ourselves and other photo/video people a nice professional studio space.” Founded in 2021, Next Studios has an in-house team of three people; Fasan, the owner; Lindsey Baumsteiger, the photographer; and Paige Anocibar, the marketing coordinator. Next Studios can host a variety of creative pursuits, including model shoots, brand photography, video shoots, classes, meetings and recording sessions.

“We with this in-house team, we also create photo and video content for our clients,” Fasan said.

Speaking on the need for a local studio, Baumsteiger said, “There are not a ton of photo studios for creatives. When I started working here, I found Next studio and got so excited. We’re a big little city and it’s exciting to learn that this creative outlet exists, and the more we get the word out, the more we realize that people are excited to have this available.”

Baumsteiger also noted that along the way, she and her team learned that there are many more creatives in Bend and Central Oregon who are looking for a space like this, they just didn’t know where to go.

One of the main goals in Next Studios’ daily operations involves solving the puzzle of how to make the studio as accessible as realistically possible. “We're still playing around with making this creative space accessible for brands, companies and individuals in town,” Fasan said. “We’ve been trying to figure out what that means and we’ve been trying to put that package together with an emphasis on supporting local. We’re still experimenting to find what works the best!”

In the Central Oregon creative community, Next Studios plays an important role; to provide individual creatives like photographers, videographers and models, a space where they can create professional content for an affordable price. By doing so, Next Studios is helping cultivate the new generation of creatives in the region.

For example, a prospective model might not be able to afford professional headshots and studio time, and this would inhibit how effectively they could market themselves. As a result, photographers, videographers and production studios have a hard time finding local talent, and are forced to outsource to other regions. In this way, even by supplying something seemingly small like studio space for a model's headshots, Next Studios is inadvertently helping to grow the overall industry while supporting local creatives.

“We want creatives to be able to learn a living,” Fasan said. “Our emphasis is on local business and creating locally with local talent; not outsourcing to far away destinations. It is important to us to build those connections with local people, face to face.”

Adding to that, Anocibar said, “supporting local is important because of the personal relationships. I think about the businesses I frequent and how that human touch always makes me want to come back. I want to provide that for ourselves and our community.”

Putting a final emphasis on how Next Studios is prioritizing local talent, Baumsteiger said, “It's important to be a part of something bigger than you. The creative industry is not shrinking, instead, it is definitely growing. We have more large businesses coming to town and many small businesses growing larger. This provides exponentially more opportunity for creatives to make a living, and we want to set ourselves up to be ready for that growth.

While the business is still young, Fasan and the team are in the planning stages for future events, including a potential “model day” where models and prospective models can get professional headshots taken down for their portfolio, making it easier to apply for new work.

Looking to the future, Fasan and the team at Next Studios envisions Bend as a self-sufficient creative space, where companies and brands can connect with local production agencies to create professional work using local talent, creating more job opportunities for locals and more money staying in our Central Oregon economy.

Next Studios • 1001 SW Emkay Dr., Ste. 130
nextstudiosbend.com

Support Deschutes Children's Foundation
05 · 06 · 2023

RIPPLES TICKETS NOW ON SALE
$125 | deschuteschildrensfoundation.org
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Competitors but to instead create community through partnerships. We’re grateful
to create something to be passed on for generations.

Working alongside his wife Ashlee, the husband and wife team set out to build 3BK Sign + Construction, LLC. This family owned and operated business paved the way for the Kentners not only to work side by side, instilling in their children the values of handwork, integrity and dedication but is allowing them to create something to be passed on for generations.

One of our initial goals was not to view other companies in the industry as competitors but to instead create community through partnerships. We’re grateful to live in such a thriving community, where there’s plenty of space for everyone; and if we can work together, the impact we make can be that much greater!

It was through this outlook that true relationships and immense opportunity were created; the greatest opportunity of all being an offer to purchase Sign Pro of Central Oregon. We’d built such a strong partnership with Susie Decker (previous owner) that she hand-picked us to carry on the 30 year established business.

As the new owners of Sign Pro, we’re grateful for the continued support of the community. We’re excited to be able to offer to our customers all aspects of signage, from large commercial signs and LED conversions to vehicle graphics, A-frames, and job site signs. Through the merge of our two businesses, we’re truly full service.

Though our team is evolving, with significant growth anticipated in the upcoming seasons, it’s important to us, as Bend natives, that we never outgrow the small town family feel that customers experience when they walk through our doors.

Ask SCORE: How Do I Change My Small Business Strategy in Response to Consumer Trends?

by JIM DARCEY, Mentor — Central Oregon SCORE

Consumer trends are ever-changing, and that means your small business must be, too. While it may be deflating to learn that you can’t rest on your laurels once you’ve got your venture up and running, this news can actually be positive. Your need to be responsive to your customers’ changing tastes can keep your business fresh and full of energy as you strive to serve them in the best way you can.

Here are some ways to help you shift your business strategy to respond to consumer trends.

Figure Out What Trends Are Developing:
You must know what your customers are thinking in order to give them what they want, so your top priority should be to identify which trends are on the way up. Here are some ways to keep your finger on the pulse of what’s hot.

Solicit Customer Feedback:
There are many ways to seek customer input. Feedback forms, surveys, focus groups, formal consumer panels, one-on-one interviews and inquiries via social media can all add to the picture.

Engage on Social Media:
Social media is a goldmine of information about what consumers are interested in. Follow influencers and trending topics to see what topics your ideal audience is discussing, what products they’re pursuing and what ideas they’re touting. Interact with those you’d like to learn more from.

Ask Young People You Know:
Your kids and other young people in your life are easily accessible sources of vast knowledge about trends. Better yet, they can probably explain the latest trends to you in a way you might understand.

Look at Your Competitors:
There’s a high likelihood that your competitors are also trying to catch ahold of the latest trends, so keep an eye on what those in your industry are doing to get a hint where and how you might need to compete next.

Shift Your Strategy to Catch the Energy:
Once you’ve got a sense of what trends are developing, it’s time to take action. These trends have energy; you need to act fast to grab on. Here are some methods of shifting your business strategy to meet the moment.

Make a Plan:
Once you know the details of a new trend, you can create a specific plan to take advantage of the changes it brings. The nature of the plan will depend on the situation, but it may include elements of product development, marketing, sales and other functions. Include a timeline for the tasks that make up the plan so you can keep the pace going.

Always Have New Stuff Brewing:
Successful companies invest a lot in developing new ideas and products, continually working on new things and never stopping to let the business get stagnant. Doing so increases the chances that you’ll have something in the works to match a developing trend even before it gains steam.

Embrace Agile Project Management:
Markets and trends change so fast that your team needs to be able to shift quickly, designing and executing a new strategy with agility. Employ the principles of agile project management, which is a methodology that was developed to help tech teams complete complex projects quickly and flexibly.

Once you’ve identified the latest trends, put a plan in place and figure out your strategy for executing it, you’ll be ready to grab ahold of exciting opportunities to grow your business. Encourage your team to stay creative, flexible, energetic and strategic to make the most out of these moments of change.

Have more questions? Reach out to SCORE for free, expert mentoring and resources to guide you through your small business journey. Visit score.org to learn more. In addition, if you have managerial and/or business ownership experience and would like to consider giving back to the community by being a business mentor, please visit centraloregon.score.org and click on the “volunteer” button.

centraloregon.score.org
C hatGPT and generative AI in general have taken the world by storm. Companies are already laying off people who create content and replacing them with generative AI. Buzzfeed was likely the largest, most visible company to do this. While generative AI is being overhyped at the moment, which is often the case with new technologies, it is also advancing blindingly fast and has the potential to completely change marketing as we know it. Let’s look at generative AI and why marketing as we know it will become obsolete.

My background in Marketing

My first undergraduate degree was in merchandising with a minor in marketing, and my MBA was heavily marketing focused. I was a Marketing Director and sat on the International Council of Marketing Directors board for a couple of years. I was mentored by one of IBM’s CMOs while working as a market and business analyst. For the last couple of decades, I’ve done market research and marketing consulting, so I know a bit about the topic.

Marketing

Marketing is about manipulation at scale. When it’s done right, it supercharges sales (making closing a deal far easier), increases consideration for your product against your competition, and improves perceptions surrounding an entity, product, service, politician, initiative or topic. When done wrong, it can be a black hole into which you pour money.

The historical advantage marketing has over sales is scale. A few can touch a lot. The historical disadvantage is targeting. A salesperson can get to know specifically how to influence an individual, while marketing, before generative AI, could not. The older tools (like bots and IVR, Interactive Voice Response systems) used to tightly target at scale were often more annoying than effective.

However, some time back, IBM spun its Watson AI into an initial generative AI tool and rolled it into AI tools for car insurance. By the end of the trial, prospects were trying to ask the AI out, and close rates went up even when compared against human salespeople. And that was years ago.

AI Impact on Marketing

AI tools like ChatGPT, Deepfakes, and Dall-E 2 enable marketing to not only target better groups but to potentially exceed sales capabilities by better targeting individuals. Imagine going to your line executive and, rather than the typical “our sales are down,” you were able to say the campaign resulted in “70% higher sales.”

Marketing people are generally salaried while sales people are paid by commission. These tools imbue sales capabilities into scaled marketing efforts which should, over time, make marketing more powerful and make human salespeople obsolete (except when selling higher ticket items). But the transition will not only put marketing and sales in conflict (these tools should be owned by marketing but sales often has more power in an organization), and they will severely change not only how marketing is done but the skills needed to do marketing well. Learn how best to use these tools. One emerging internet publication worth checking out is Infinite Retina for more information on this topic.

Wrapping Up: Sales is at Greater Risk

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In the last few years, Farewell Media has grown exponentially: starting as a side hustle, Farewell Media has become a full business with the onset of contractors, employees and interns. They’ve continuously looked to innovate the website development industry by introducing their monthly search engine optimization services, which with clients are able to receive monthly updates to their websites’ existing pages to optimize search engine traffic. The company stands out from other web development businesses in that they do not adhere to the norm of using WordPress to develop all of their websites. Instead, they’ve become one of the leading agencies in the United States using a tool called Webflow to create all clients’ websites. Through this period of innovation, Farewell Media has shown its excellence in innovation and progress by continually learning and finding new ways to improve clients’ websites to ensure only the best possible sites are being published.

Farewell Media Named Bend Chamber’s 2023 Business Excellence in Innovation Award Recipient

by IRIS LAWSON — Farewell Media

Farewell Media was awarded the Excellence in Innovation award for a small organization from the Bend Chamber. Every year, Bend Chamber chooses just one small business to present this award to. Recipients of the Excellence in Innovation award have had to demonstrate significant innovation in development, technology or other business practices, and Farewell Media did so to no small extent.

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If we cannot fix it, No charge to you!

2669 NE Twin Knolls Dr., Suite 205, Bend
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www.MyPrinterResources.com
As welcome options for businesses adapting spots for curbside meal pick up — embraced select food kiosks and dedicated parking and a dining area will be located in the patio and outdoor fireplace. Built-in counters by Redmond-based SunWest Builders.

The first product available from CORE is a production range of environments and situations. With this platform, CORE Chassis are designed to withstand an unparalleled growing demand for high-performing EarthCruiser, created to meet the industry-tested four-wheel drive system, for sale this multiple platforms.

"We are looking to fill gaps and solve problems," said Daniel Belcher, vice president of sales. "We are pleased to bring in this current digital solutions to our customer base.

The first phase, which is slated to be open in the fall, will include a gourmet food hub that includes a variety of food vendors and a small grocery store. The second phase, which is expected to open in 2024, will include additional food vendors and a variety of other amenities.

"We are excited to welcome local businesses to the Grove NWX," said Belcher. "We believe this will be a great addition to the NorthWest Crossing community and a destination for locals and visitors alike.

Also, as an increasing number of well-known organizations like IBM, General Motors, Deloitte, In-N-Out Burger, AMD and Mondelēz International have appointed female CEO's the trend towards women in leadership roles is growing.

According to 2019 Grant Thornton's research, a record high of 29 percent of senior management roles are held in 2010 and 24 in 2015. Women-run Fortune 500 companies from two in 2000, to 15 in 2015 are leading the way.

Here are a few fun facts for you. Forty percent of CEOs in 2000 were led by female founders. However, in 2010, only 16 percent of CEOs were women. Additionally, in 2015, 15 percent of CEOs were women.

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Dr. Jessica Hammerman and Isaac Peterson are the husband and wife duo behind the local publishing company, Emerald Books. As a full-service, independent publisher, Emerald Books is an author’s one-stop shop for nearly all of their publishing needs, from expert editing to layout and design.

Both owners are or have been instructors at the college level, and both are currently active writers. In fact, it was writing that helped the two bond early on in their relationship. "Writing was one of the foundations of our relationship, as we would write love letters to each other," Peterson said. "Living in New York, I worked as a journalist and she was an editor at an art review magazine."

In New York, the two would work together on their writing projects and eventually found themselves with a multitude of work that was waiting to be published. However, right around 2010, the publishing industry saw a major shift. "The industry went through a change where digital services allowed you to publish your own books, including distribution, assuming you had the knowledge to do so."

While independent publishing was a side gig for the two, a certain book came across their paths that would change everything. The late Jack Schwartz, long time editor and contributor at The New York Times, had just written his memoir and was looking for a publisher. Schwartz passed in 2021 after a long battle with COVID, and much of the information from his obituary was taken from his memoir; the book was also mentioned in the newspaper.

"All of a sudden, we had a book mentioned in The New York Times, and we started to get writers to reach out from everywhere, looking to get their work published," Peterson said.

The husband and wife duo moved to Bend around 2010, at which point Emerald Books began to take shape organically. "I didn’t immediately find work, so I kept publishing on the side," Peterson said. "I had no plans of starting a company, but once we published that memoir, there were so many people interested in Schwartz’ life that our popularity grew."

Peterson would continue to publish on the side while working as a part-time and freelance teacher. Eventually, he discovered his passion for publishing when he realized that he included the subject in nearly all of the classes he taught, even helping elementary age art students publish a book full of their work. "As a teacher, I wanted to provide my students something to show off their hard work, and a book worked out perfectly," Peterson said.

After a few years working design and layout jobs at local publications, Peterson got tired of the noncompetitive wages he was being offered, so he took those design skills, combined them with his and his wife’s affinity for writing and editing, and turned their side gig into their full time job in 2016. "At first it was really just for fun, but we had so many writers reach out for our services, and we realized we had to start taking things seriously," Peterson said. "I always just wanted to be an employee and keep doing my creative thing, but it was honestly harder to be an employee at low wages than being a business owner."

The duo created an LLC, got their pricing right and restructured the company. Once serious time and effort was put in, the company just kept growing, even during times when other companies were facing layoffs and bankruptcy. "We were lucky to do all that work before COVID hit," Peterson said. "We saw layoffs and foreclosures all over, but our industry got lucky. So many writers were trapped at home and decided to write as much as they could and see if they could get published."

With such a successful foundation based on genuinely helping new and emerging writers, Emerald Books stands as a very accessible publishing resource. In an industry where nearly everything can be done by individual freelancers, Emerald Books combines nearly all of those services, from copyediting and proofreading to design and layout; all the author has to provide is their written work.

Now, the goal of the company is to localize their growth. While they still have clients from New York and all over the world, their new goal is to grow in Bend as much as possible, from publishing local authors to being active members of their community and joining local writer’s clubs.

"Overall, publishing is a complicated business that we simplify. All you do is give us the writing and we shape whatever you can imagine," Peterson said. "Tons of books we’ve published wouldn’t exist if the writer was just tossed into the freelance industry. With a background in art, I can do drawings and paintings to help create an author’s visual concepts, while my wife Jessica is one of the best writers and editors you’ll ever meet."

Emerald Books • 959 NE West Way, Bend
emerald-books.com
## Web Designers & Social Media Services

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

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/E-mail</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Services</th>
</tr>
</thead>
</table>
| Alpine Internet  
201 SE Blvd. B, Ste. 2  
Bend, OR 97702 | 541-312-4766 | N/A | wearespaceinternet.com  
help@wearespaceinternet.com | Brian Coughlin | 5 | 1998 | Web & app development, hosting, cloud services, support & design, data-warehousing, WordPress, developer, email & social marketing, veteran services, web databases, consulting services, Apple developer, certified Google Ad partner, certified Google AdWords partner. |
| 360° Media  
1221 NE Victoria Ave.  
Bend, OR 97701 | 541-478-3888 | N/A | www.360mediacentral.com  
info@360mediacentral.com | Tim Jones | 4 | 2012 | Strategy-driven branding & design for the outdoor industry & consumer marketplace. |
| Bead Web Design  
3519 Travis St. C  
Bend, OR 97701 | 541-475-3648 | N/A | webbeatholddesign.com  
info@webbeatholddesign.com | Jason Morgan | 1 | 2014 | Web design, search engine optimization, social media marketing, graphic design, IT & more. |
| Binary Star Systems  
100 SW Columbia St.  
Bend, OR 97701 | 541-316-4027 | N/A | info@binarystar.com  
Jen Speck  
Jen Speck | 2 | 2013 | Website design, software development, mobile app development, email marketing, branding & graphic design. |
| Capri Creative, Inc.  
3906 NE Trumeter Dr., Ste. 200  
Bend, OR 97703 | 541-422-3034 | N/A | www.createcommunications.net  
april@createcommunications.net | Sean Bell  
Richard Camp | 10 | 2015 | Full-service UX, UI, customer journey development, web application design & development, interactive touch screens, content development, copywriting, SEO, customer media strategy & management. Web application development. |
| C Sight Solutions  
SE 25th Dr., Ste. 107  
Bend, OR 97702 | 541-403-9113 | N/A | info@csightsolutions.com  
Julie Campbell | 5 | 1996 | Marketing strategy, search engine optimization, data analysis, social media, community management, & SEO services. |
| Cight Solutions  
SE 25th Dr., Ste. 107  
Bend, OR 97702 | 541-403-9113 | N/A | info@csightsolutions.com  
Ron Montgomery | 15 | 2019 | Digital marketing, website design, social media management, blogging, Google business profile management, reputation management, SEM/SMM, digital branding, search marketing, graphic design. |
| Cross Dot Digital & Creative Agency LLC  
3131 SE Trusted Dr., Ste. P  
Bend, OR 97702 | 541-877-7797 | N/A | www.crossdotdigital.com  
michaellhart@crossdotdigital.com | Michelle Hart | 10 | 2019 | Graphic design, brand identity, website design, social media, copywriting & content creation, digital marketing services, reputation management. |
| Eluardo Inc.  
41 NW Front St., No. 110  
Bend, OR 97703 | 503-755-1069 | N/A | www.filmurano.com  
info@filmurano.com | Robbi Allen | 180 | 2019 | Build-to-suit custom applications such as enterprise web apps, mobile apps, EET, ALUM, & corporate websites; content strategy & digital marketing; consulting for Rev product/personal website strategy & creative web services. (APN Preferred Partner) |
| Farzad Media  
1149 NE Third St., Ste. 7  
Bend, OR 97701 | 541-280-4467 | N/A | www.adfinal.com  
oxvar@farzadmedia.com | Kevin Wattson | 15 | 2016 | Website design, social media, CMS, web development, SEO/PPC, website maintenance, websites. |
| IP Throwlight, Inc.  
9X Box 1224  
La PINE, OR 97739 | 541-403-2380 | N/A | info@ipthrowlight.com  
Jon Foster | 2 | 2013 | Social media strategy, social media application development, consulting & company security. |
| J K Consulting  
541-588-2723 | N/A | www.jkenison.com  
ken@jkenison.com | Paul Kenison | 20 | 2010 | Brand strategy, graphic design, web design, SEO, CRM, E-Commerce, advertising, packaging design, print design. |
| Kamala Technology, LLC  
475 NE Third St., Ste. 3  
Bend, OR 97701 | 541-585-3502 | N/A | www.kamalatech.com  
info@kamala.com | Zak Jolicoeur | 5 | 2017 | Website development & support. |
| Lady Design  
1702 N Panamita St.  
Bend, OR 97702 | 541-350-0590 | N/A | www.ladylab.com  
info@ladylab.com | Lynne Breinfeld | 2 | 2019 | Full-service agency website development & design, SEO/PPC, digital marketing, marketing plan & strategy, content marketing, PPC, consulting, camps & tours. |
| Minutiae  
541-785-6555 | N/A | www.minutiae.com  
info@minutiae.com | Scott Turner | 25 | 2011 | Result driven software that meets customers expectations. |
| Microsoft  
6725 NW Bridge Lane  
Bend, OR 97702 | 541-877-9218 | N/A | wearesociety.com  
Scott Emerson | 5 | 2022 | Website development, website design & creative, SEO's paid local, branding. |
| Oregon Web  
201 NW S. Hayden PI  
Bend, OR 97702 | 541-407-9878 | N/A | www.oregonweb.com  
michelle@oregonweb.com | Michelle Sobal | 5 | 2012 | Custom WordPress themes & plugins, website conversions, user experiences, search engine optimization, Facebook ads, Twitter optimization; APPS, graphic design & more. |
| Pacific Forty Four  
10130 NE Redmond, OR  
Bend, OR 97702 | 541-408-8881 | N/A | www.pacificfortyfour.com  
info@pacificfortyfour.com | Alexander McCue  
Scott McCue | 2 | 2010 | Full-service social media partnership providing photography, web design, social media, review, & web management, content curation, logos & business card design, brand & logo design, consulting services. |
| Picnic  
24 NE 2nd St.  
Bend, OR 97701 | 541-346-0999 | N/A | www.personalmarketing.com  
personalmarketing@personalmkt.com | Stephanie Storer | 1 | 2020 | Website design & maintenance, SEO, Social media management & strategies. |
| SpaceAge  
93 NE Olympic St., Ste. 101  
Bend, OR 97702 | 541-388-4388 | N/A | www.spaceage.com  
kevin@spaceage.com | Mike Kervin | 22 | 1987 | Secure site help your business with paid marketing, content-driven web design, development & deployment with digital marketing principles to deliver bright, meaningful results & ROI. Certified Google AdWords Partner. |
| Tgold Sleeves  
210 SW Courtland Drive  
Bend, OR 97702 | 541-331-1019 | N/A | www.tgoldsleeves.com  
sales@tgoldsleeves.com | Laura Pulver  
Sandra Pulver | 1 | 1996 | Graphic design, website design & printing. |
| The Grafix, Inc.  
418 NE Third St.  
Bend, OR 97702 | 541-350-5350 | N/A | www.thegrafix.com  
info@thegrafix.com | Steve Webis  
Alison Webis | 4 | 1996 | Website design, web marketing, Wordpress CMS, custom CMS development, SEO (user experience). |
| WebMasters  
905 Oak St., Ste. 414  
Bend, OR 97702 | 541-439-1655 | N/A | www.webmastersolutions.com  
info@webmastersolutions.com | Michael Carey | 5 | 2012 | E-commerce website developer for direct to consumer websites, web hosting, SEO. |
| Wally Adventure  
200 SW Bend Rd.  
Bend, OR 97702 | 541-886-7740 | N/A | www.wallyadventure.com  
Is Your Small Business Doing Everything to Maximize Organic Traffic

Five Must Know SEO Tactics

by ERIC FLOWERS, SEO Manager & Content Strategist — OneScout Agency

Sea...
### Media - Cable (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Ext.</th>
<th>Circulation</th>
<th>Format</th>
<th>Owner / Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>TDS Telecom</td>
<td>541-388-5665</td>
<td>N/A</td>
<td><a href="http://www.tds.com">www.tds.com</a></td>
<td>Jeff Martin</td>
<td>4</td>
<td>1995</td>
<td>10,000 to 15,000 monthly, weekly</td>
<td>E-Broadcast every Wednesday</td>
<td>Cable Network, Networx, Westport, MA</td>
</tr>
</tbody>
</table>

Central Oregon Daily operates both the CBN & ABC affiliates featuring locally-based morning local news, information & commerce production. Advertising solutions also include local commercial & online advertising on TDS cable networks, the Central Oregon Visitor’s Network in a suite of digital products.

### Media - Magazine (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
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<th>Circulation</th>
<th>Format</th>
<th>Owner / Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCP Media Group</td>
<td>541-388-5665</td>
<td>N/A</td>
<td><a href="http://www.bcpmedia.com">www.bcpmedia.com</a></td>
<td>Jeff Martin</td>
<td>4</td>
<td>2004</td>
<td>6,000 printed twice monthly, twice weekly</td>
<td>E-Headlines</td>
<td>Business Newspaper, Bend, OR</td>
</tr>
</tbody>
</table>

Cascade Business News (CBN) Portland, OR

### Media - Newspaper (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
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<th>WebSite/Email</th>
<th>Contact</th>
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<th>CO Year Ext.</th>
<th>Circulation</th>
<th>Format</th>
<th>Owner / Headquarters</th>
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</thead>
<tbody>
<tr>
<td>The Bulletin</td>
<td>541-677-7819</td>
<td>N/A</td>
<td><a href="http://www.thebulletin.com">www.thebulletin.com</a></td>
<td>Holly Brooks</td>
<td>14</td>
<td>1995</td>
<td>12,000 weekly</td>
<td>Newspaper</td>
<td>320-News Group, Bend, OR</td>
</tr>
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</table>

The Bulletin/EIO Media Group & Central Oregon Media Group, 5000 Daily News Dr., Ste. 301, Bend, OR 97702

The Source Weekly, 799 NW McArinis Ave, Bend, OR 97703
### Media - Other (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Ext.</th>
<th>Circulation</th>
<th>Format</th>
<th>Owner / Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWPK FM 104.1 Bend, OR 97701 541-383-5853</td>
<td>541-383-5853</td>
<td>541-383-5845</td>
<td><a href="http://www.cascademediacom.com">www.cascademediacom.com</a> <a href="mailto:kshipman@horizonbroadcastinggroup.com">kshipman@horizonbroadcastinggroup.com</a></td>
<td>Keith Shipman, Bill Biles, Dean Chimento</td>
<td>11</td>
<td>2019</td>
<td>N/A</td>
<td>Local news from KWNM, KLIX, KBLI, KOHD &amp; KBNZ News team, national, international, political, sports, health &amp; entertainment news from ABC Network, Compass Global News Network.</td>
<td>Horizon Broadcasting, LLC</td>
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### Media - Radio (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Ext.</th>
<th>Circulation</th>
<th>Format</th>
<th>Owner / Headquarters</th>
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</thead>
<tbody>
<tr>
<td>KXIX FM 94.1 Bend, OR 97701 541-382-5263</td>
<td>541-382-5263</td>
<td>541-382-5265</td>
<td><a href="http://www.941xix.com">www.941xix.com</a> <a href="mailto:joey@horizonbroadcastinggroup.com">joey@horizonbroadcastinggroup.com</a></td>
<td>Joey Gehr</td>
<td>17</td>
<td>2018</td>
<td>News, Talk, Sports</td>
<td>Combined Communications, Bend, OR</td>
<td></td>
</tr>
<tr>
<td>KLMX FM 104.1 FM 104.1 854 NE Fourth St, Bend, OR 97701</td>
<td>541-382-5853</td>
<td>541-382-5845</td>
<td><a href="http://www.939thelost.com">www.939thelost.com</a> <a href="mailto:joey@horizonbroadcastinggroup.com">joey@horizonbroadcastinggroup.com</a></td>
<td>Joey Gehr</td>
<td>17</td>
<td>2018</td>
<td>News, Talk, Sports</td>
<td>Combined Communications, Bend, OR</td>
<td></td>
</tr>
<tr>
<td>KZLT FM 107.7 Redmond, OR 97756 PO Box 817</td>
<td>541-749-5151</td>
<td>541-749-4633</td>
<td><a href="http://www.paratechsatellite.com">www.paratechsatellite.com</a> <a href="mailto:paratechsat@gmail.com">paratechsat@gmail.com</a></td>
<td>Nancy Baker</td>
<td>5</td>
<td>1983</td>
<td>Direct TV &amp; Dish Network</td>
<td>Para-tech Satellite Systems</td>
<td></td>
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### Media - Television (Listed Alphabetically)

<table>
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<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Ext.</th>
<th>Audience</th>
<th>Format</th>
<th>Owner / Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTVZ-TV ABC - KZTV-FOX</td>
<td>541-382-5260</td>
<td>541-388-0456</td>
<td><a href="http://www.997thebull.com">www.997thebull.com</a> <a href="mailto:joey@horizonbroadcastinggroup.com">joey@horizonbroadcastinggroup.com</a></td>
<td>Joey Gehr</td>
<td>25</td>
<td>1994</td>
<td>Hot Adult Contemporary</td>
<td>Combined Communications, Bend, OR</td>
<td></td>
</tr>
</tbody>
</table>

CBN has made every effort to ensure that all information is accurate and up-to-date. We cannot, however, guarantee it. Please contact us immediately if you know that certain information is not correct or you would like to be added to a list. 541-388-3665 or email cbn@cascadbusinesnews.com.
## Graphic Designers:

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

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Website/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sexton Design, LLC</td>
<td>541-420-7272</td>
<td>N/A</td>
<td><a href="mailto:sextondesign@gmail.com">sextondesign@gmail.com</a></td>
<td>Ian Sexton</td>
<td>3</td>
<td>1974</td>
<td>Digital solutions: interface design, desktop + mobile + tablet, user experience, user interface, CMS development, mobile applications, e-commerce. Brand solutions: identity, strategy, naming, messaging, brand guidelines, product design, digital solutions: interface design, desktop + mobile + tablet, user experience, user interface, CMS development, mobile applications, e-commerce. Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>Kinetic Branding</td>
<td>541-289-3462</td>
<td>N/A</td>
<td><a href="mailto:infokinetic@johnkinetic.com">infokinetic@johnkinetic.com</a></td>
<td>Russ McIntosh</td>
<td>3</td>
<td>2009</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>MoeGang Productions</td>
<td>541-800-4027</td>
<td>N/A</td>
<td><a href="mailto:info@mogangproductions.com">info@mogangproductions.com</a></td>
<td>Brent Beatty</td>
<td>4</td>
<td>1995</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>Jeff Sutorius</td>
<td>541-543-3282</td>
<td>N/A</td>
<td><a href="http://www.javawriter.com">www.javawriter.com</a></td>
<td>Jeff Sutorius</td>
<td>18</td>
<td>1999</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>MoeGang Productions</td>
<td>541-800-4027</td>
<td>N/A</td>
<td><a href="mailto:info@mogangproductions.com">info@mogangproductions.com</a></td>
<td>Brent Beatty</td>
<td>4</td>
<td>1995</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>Tor Naerheim Brand Design LLC</td>
<td>541-814-1581</td>
<td>N/A</td>
<td><a href="mailto:info@torbend.com">info@torbend.com</a></td>
<td>Tor Naerheim</td>
<td>25</td>
<td>2014</td>
<td>Result-driven bot software that converts conversations into customers.</td>
</tr>
<tr>
<td>Whitten Design</td>
<td>541-540-1055</td>
<td>Same as</td>
<td><a href="mailto:whittenwhitten@hotmail.com">whittenwhitten@hotmail.com</a></td>
<td>Darius Whitten</td>
<td>1</td>
<td>1999</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>Inspired Melissa</td>
<td>541-382-1055</td>
<td>Same as</td>
<td><a href="mailto:info@inspiredmelissa.com">info@inspiredmelissa.com</a></td>
<td>Melissa McGlenn</td>
<td>1</td>
<td>2012</td>
<td>Graphic design services, vinyl decals, vehicle lettering, signs, custom illustrations, screen print design, custom illustrations &amp; architectural design.</td>
</tr>
<tr>
<td>Blue Sky Graphics</td>
<td>541-390-0835</td>
<td>N/A</td>
<td><a href="mailto:blue_sky_logo@gmail.com">blue_sky_logo@gmail.com</a></td>
<td>Carlos Perez</td>
<td>2</td>
<td>2001</td>
<td>Creative solutions for forward thinking &amp; business organizations.</td>
</tr>
<tr>
<td>Parallel Forty Four</td>
<td>541-390-8998</td>
<td>N/A</td>
<td><a href="mailto:info@parallelfortyfour.com">info@parallelfortyfour.com</a></td>
<td>Stephanie Shaver</td>
<td>1</td>
<td>2020</td>
<td>Marketing services both digital &amp; print. From logo development to company face &amp; everything in between.</td>
</tr>
<tr>
<td>Moeggenberg &amp; Moeggenberg</td>
<td>541-540-1055</td>
<td>Same as</td>
<td><a href="mailto:info@moeggenberg.com">info@moeggenberg.com</a></td>
<td>Vernon Sexton</td>
<td>5</td>
<td>1974</td>
<td>Book design, graphic design, self-publishing, brand identity design, print design.</td>
</tr>
<tr>
<td>Central Oregon Community College</td>
<td>541-540-6424</td>
<td>N/A</td>
<td><a href="http://www.mazamamedia.com">www.mazamamedia.com</a></td>
<td>Bud Torcom</td>
<td>25</td>
<td>2014</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>Project 4</td>
<td>541-800-1551</td>
<td>N/A</td>
<td><a href="mailto:info@project4marketing.com">info@project4marketing.com</a></td>
<td>Stephanie Shaver</td>
<td>1</td>
<td>2020</td>
<td>Marketing services both digital &amp; print. From logo development to company face &amp; everything in between.</td>
</tr>
<tr>
<td>Studio Absolute</td>
<td>541-525-9760</td>
<td>N/A</td>
<td><a href="http://www.studioabsolute.com">www.studioabsolute.com</a></td>
<td>Russ McIntosh</td>
<td>3</td>
<td>2009</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>Snyder &amp; Sons Unlimited</td>
<td>541-805-405-1803</td>
<td>541-330-1803</td>
<td><a href="mailto:info@snyderandsons.com">info@snyderandsons.com</a></td>
<td>Lori Pintok-Snyder</td>
<td>1</td>
<td>1996</td>
<td>Graphic design, website design &amp; printing.</td>
</tr>
<tr>
<td>Whitten Design</td>
<td>541-540-1055</td>
<td>Same as</td>
<td><a href="mailto:whittenwhitten@hotmail.com">whittenwhitten@hotmail.com</a></td>
<td>Darius Whitten</td>
<td>1</td>
<td>1999</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>MoeGang Productions</td>
<td>541-800-4027</td>
<td>N/A</td>
<td><a href="mailto:info@mogangproductions.com">info@mogangproductions.com</a></td>
<td>Brent Beatty</td>
<td>4</td>
<td>1995</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>Sexton Design</td>
<td>541-525-9760</td>
<td>N/A</td>
<td><a href="http://www.sextondesign.com">www.sextondesign.com</a></td>
<td>Vernon Sexton</td>
<td>5</td>
<td>1974</td>
<td>Book design, graphic design, self-publishing, brand identity design, print design.</td>
</tr>
<tr>
<td>Whitten Design</td>
<td>541-540-1055</td>
<td>Same as</td>
<td><a href="mailto:whittenwhitten@hotmail.com">whittenwhitten@hotmail.com</a></td>
<td>Darius Whitten</td>
<td>1</td>
<td>1999</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
</tr>
<tr>
<td>Whitten Design</td>
<td>541-540-1055</td>
<td>Same as</td>
<td><a href="mailto:whittenwhitten@hotmail.com">whittenwhitten@hotmail.com</a></td>
<td>Darius Whitten</td>
<td>1</td>
<td>1999</td>
<td>Branding, advertising, marketing communication, logo, ad campaigns, publication design, brochure, annual reports, direct mail, trade shows, book design, web design, email marketing, print line, billboards, news, entertainment, casino.</td>
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</tbody>
</table>
### Public Relations & Marketing Professionals

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

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>WebSite/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Clients</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLATT OFF Studios</td>
<td>503-453-5626</td>
<td>N/A</td>
<td><a href="mailto:hello@blattstudio.com">hello@blattstudio.com</a></td>
<td>Sarah Korp</td>
<td>3</td>
<td>2022</td>
<td>Monthly Design Brief on project based.</td>
<td>Branding, web design &amp; development, digital &amp; print design, marketing strategy, copywriting, video &amp; video production &amp; product design.</td>
</tr>
<tr>
<td>Campbell Consulting Group, Inc.</td>
<td>541-431-9413</td>
<td>N/A</td>
<td><a href="mailto:nancy@campbellconsulting.com">nancy@campbellconsulting.com</a></td>
<td>Nancy Campbell</td>
<td>5</td>
<td>1996</td>
<td>Urban Scout-Scotch, Beaverton Insurance Corp., Cross Fire Insurance Agency, Willamette West, Amer Agers, Salem Independent Film Festival.</td>
<td>Serving tourism, craft beer, Equipment &amp; software companies specializing in retail marketing, public relations, media training, social media &amp; more.</td>
</tr>
<tr>
<td>Brightside Media</td>
<td>541-609-4997</td>
<td>N/A</td>
<td><a href="mailto:info@brightsidemedia.com">info@brightsidemedia.com</a></td>
<td>Monte Montgomery</td>
<td>15</td>
<td>2013</td>
<td>N/A</td>
<td>Digital marketing, website design, social media management, blogging, SEO, search marketing strategy, paid marketing, social media &amp; more.</td>
</tr>
<tr>
<td>SocialSuite Public Relations</td>
<td>541-639-5002</td>
<td>N/A</td>
<td><a href="mailto:info@socialsuitepr.com">info@socialsuitepr.com</a></td>
<td>Andrea Wasilewski</td>
<td>7</td>
<td>2014</td>
<td>Reuters, DuPont, TD Ameritrade, Career Education Corporation, Philips, The Art Institute.</td>
<td>Specializing in digital marketing for global enterprise clients. Focus on search &amp; content strategies, resulting in more leads &amp; clients.</td>
</tr>
<tr>
<td>StingRay Communications</td>
<td>541-540-1603</td>
<td>N/A</td>
<td><a href="mailto:andrea@socialsuitepr.com">andrea@socialsuitepr.com</a></td>
<td>Sarah Williamson</td>
<td>1</td>
<td>2012</td>
<td>Apex Learning, Xello, Beable, Entrepreneurial Networks, Trend Micro, WhereScape.</td>
<td>Full-service agency, public relations, digital &amp; social media marketing, public + media relations, daily media training, social media &amp; more.</td>
</tr>
<tr>
<td>Hubbell Communications</td>
<td>541-388-4398</td>
<td>N/A</td>
<td><a href="mailto:info@smartz.com">info@smartz.com</a></td>
<td>Lisa Canady</td>
<td>19</td>
<td>1987</td>
<td>N/A</td>
<td>Full-service agency, public relations, digital &amp; social media marketing, public + media relations, daily media training, social media &amp; more.</td>
</tr>
<tr>
<td>MarketMotif Consulting, Inc.</td>
<td>541-518-6082</td>
<td>N/A</td>
<td><a href="mailto:social@marketmotif.com">social@marketmotif.com</a></td>
<td>Penny Buchs</td>
<td>2</td>
<td>1999</td>
<td>DVD Direct, Armantos, Epes, New Rick, Palo Alto Venture, Kase Capital, Windthin.</td>
<td>Full-service agency, content marketing, digital &amp; social media marketing, public relations, content marketing, crisis management &amp; more.</td>
</tr>
<tr>
<td>Hill Thoma Marketing</td>
<td>541-512-2313</td>
<td>N/A</td>
<td><a href="mailto:info@hillthoma.com">info@hillthoma.com</a></td>
<td>Tracy Smith</td>
<td>1</td>
<td>2002</td>
<td>Hubbell, Vena, Silverton, Pine Mountain Ranch, Cascade Cycling Club, Infoblox, Tresco, Unfed Pro Cycling Team, Tread Town, Awareness Inc. &amp; more.</td>
<td>Full-service marketing.</td>
</tr>
<tr>
<td>Project 4</td>
<td>541-426-7979</td>
<td>N/A</td>
<td><a href="mailto:info@project4marketing.com">info@project4marketing.com</a></td>
<td>Stephanie Novak</td>
<td>1</td>
<td>2014</td>
<td>N/A</td>
<td>Marketing strategy, brand consultation, PH campaigns, logo &amp; brand development, website development &amp; maintenance, SEO/SEM &amp; more.</td>
</tr>
<tr>
<td>SMARTZ</td>
<td>541-588-4708</td>
<td>N/A</td>
<td><a href="mailto:info@smartz.com">info@smartz.com</a></td>
<td>Matt Koczkodaj</td>
<td>19</td>
<td>1987</td>
<td>N/A</td>
<td>Help withpaid marketing, creative website design.</td>
</tr>
<tr>
<td>Sitka Communications</td>
<td>541-390-4316</td>
<td>N/A</td>
<td><a href="mailto:info@sitkacommunications.com">info@sitkacommunications.com</a></td>
<td>Shaina Madere</td>
<td>1</td>
<td>2014</td>
<td>City of Bend, City of Prineville, Pacific Radio Board of Directors, Craft Beer Festival, Cascade Lakes Relay, Zensmith Innovation.</td>
<td>Digital &amp; social media marketing, public relations, digital strategy.</td>
</tr>
<tr>
<td>J.M. Global Associates, Inc.</td>
<td>535-485-5588</td>
<td>N/A</td>
<td><a href="mailto:info@socialsuitepr.com">info@socialsuitepr.com</a></td>
<td>Sarah Williams</td>
<td>1</td>
<td>2012</td>
<td>Xps Learning, Xalo, Beable, Entrepreneurial Networks,</td>
<td>Full-service &amp; marketing communications for the education industry.</td>
</tr>
</tbody>
</table>
## Multi-Media Production Services (Listed Alphabetically)

<table>
<thead>
<tr>
<th>Company / Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Website/Email</th>
<th>Contact</th>
<th>Staff</th>
<th>CO Year Est.</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio Tango</td>
<td>541-286-7878</td>
<td>N/A</td>
<td><a href="http://www.audiotango.com">www.audiotango.com</a></td>
<td>Tina Underwood</td>
<td>2</td>
<td>1993</td>
<td>Award-winning voice talent &amp; audio production services for radio/TV commercials, multimedia, social media, e-learning &amp; internet applications, Source Connect Pro, zoom &amp; phone patch equipped facility.</td>
</tr>
<tr>
<td>BLEATHTH Studio</td>
<td>541-435-5020</td>
<td>N/A</td>
<td><a href="http://www.breatheaudio.com">www.breatheaudio.com</a></td>
<td>Nate Kopel</td>
<td>1</td>
<td>2012</td>
<td>Branding, web design &amp; development, digital &amp; print design, marketing &amp; strategy, copywriting, photos &amp; video production &amp; product design.</td>
</tr>
<tr>
<td>Camp Creative, Inc.</td>
<td>541-622-9360</td>
<td>N/A</td>
<td><a href="http://www.campcreative.net">www.campcreative.net</a></td>
<td>Richard Capay, Steve Bidew</td>
<td>10</td>
<td>2015</td>
<td>Innovative concept, innovative touch screens, video production, branding, graphic design, copypying, web application development.</td>
</tr>
<tr>
<td>Dish Fit Films</td>
<td>541-327-9555</td>
<td>N/A</td>
<td><a href="http://www.dishfitfilms.com">www.dishfitfilms.com</a></td>
<td>Hare Skjernes</td>
<td>2</td>
<td>2007</td>
<td>Telecommunications, informational &amp; sales videos, web videos, technical, video brochures, logographics, documentaries &amp; films.</td>
</tr>
<tr>
<td>Head in Head Productions</td>
<td>541-786-0520</td>
<td>N/A</td>
<td><a href="http://www.headinheadproductions.com">www.headinheadproductions.com</a></td>
<td>Matt Hand</td>
<td>5</td>
<td>2014</td>
<td>Multi production from scripting to completion, event coordination, event audio visual support, media production, live event streaming.</td>
</tr>
<tr>
<td>MEI Communications</td>
<td>541-582-5322</td>
<td>N/A</td>
<td><a href="http://www.meicommunications.com">www.meicommunications.com</a></td>
<td>Mike McGarvey</td>
<td>5</td>
<td>1977</td>
<td>Digital video production, print brochures, video documentaries, how-to’s, promotional CD’s, DVD’s, CD-ROM, commercial advertising photography, immersive &amp; streaming video, includes development &amp; shoot photography.</td>
</tr>
<tr>
<td>Hand in Hand Productions</td>
<td>Call first</td>
<td>Call first</td>
<td><a href="http://www.handinhandproductions.net">www.handinhandproductions.net</a></td>
<td>Clay Smith</td>
<td>1</td>
<td>1994</td>
<td>Commercial production, digital video production, post production, DVD authoring, motion design, special effects &amp; innovative media.</td>
</tr>
<tr>
<td>Studio 7</td>
<td>541-423-7730</td>
<td>N/A</td>
<td><a href="http://www.studio7music.com">www.studio7music.com</a></td>
<td>Dave Turnbull</td>
<td>2</td>
<td>2003</td>
<td>Multi-track digital recording, jingle production, mobile DJ, live sound &amp; lighting.</td>
</tr>
<tr>
<td>Strada Unlimited</td>
<td>541-350-4097</td>
<td></td>
<td><a href="http://www.stradaproductions.com">www.stradaproductions.com</a></td>
<td>Henry Kim</td>
<td>4</td>
<td>2005</td>
<td>Wahoo Films drives meaningful change for your company &amp; your community through thoughtful storytelling &amp; visual artistry - our SHORT FILMS have a BIG IMPACT!</td>
</tr>
<tr>
<td>Rado Productions</td>
<td>541-382-1000</td>
<td>Call first</td>
<td><a href="http://www.raprodproduction.com">www.raprodproduction.com</a></td>
<td>Skip Pilk</td>
<td>1</td>
<td>1994</td>
<td>Commercial production, digital video production, post production, DVD authoring, motion design, special effects &amp; innovative media.</td>
</tr>
<tr>
<td>SoundShed Studios</td>
<td>541-888-0384</td>
<td>N/A</td>
<td><a href="http://www.soundshedstudios.com">www.soundshedstudios.com</a></td>
<td>Charles Smith</td>
<td>1</td>
<td>1990</td>
<td>BY APPOINTMENT ONLY - recording &amp; audio production, jingles, demos, album projects, conferences, music videos, audio mastering &amp; video production.</td>
</tr>
<tr>
<td>Studio 7</td>
<td>541-382-3232</td>
<td>N/A</td>
<td><a href="http://www.studiosevenmusic.com">www.studiosevenmusic.com</a></td>
<td>Dave Turnbull</td>
<td>2</td>
<td>2003</td>
<td>Multi-track digital recording, jingle production, mobile DJ, live sound &amp; lighting.</td>
</tr>
<tr>
<td>Ten Million Video Productions/Front Video</td>
<td>541-390-3053</td>
<td>N/A</td>
<td><a href="http://www.tenmillionvideo.com">www.tenmillionvideo.com</a></td>
<td>Phil Price</td>
<td>1</td>
<td>1990</td>
<td>Live event multi-media production services.</td>
</tr>
<tr>
<td>Wilson Films LLC</td>
<td>541-385-3203</td>
<td>N/A</td>
<td><a href="http://www.wilsonfilms.com">www.wilsonfilms.com</a></td>
<td>Kevin Williams, Matt Hand, Michelle Alvarado, Kelly Kies</td>
<td>4</td>
<td>2015</td>
<td>Wilson Films drives meaningful change for your company &amp; your community through thoughtful storytelling &amp; visual artistry - our SHORT FILMS have a BIG IMPACT!</td>
</tr>
</tbody>
</table>

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

by ED WETTIG, CFP — Cornerstone Financial Planning Group

You know how important it is to plan for your retirement, but where do you begin? One of your first steps should be to estimate how much income you’ll need to fund your retirement. That’s not as easy as it sounds, because retirement planning is not an exact science. Your specific needs depend on your goals and many other factors.

USE YOUR CURRENT INCOME AS A STARTING POINT

It’s common to discuss desired annual retirement income as a percentage of your current income. Depending on whom you’re talking to, that percentage could be anywhere from 60% to 90%, or even more. The appeal of this approach lies in its simplicity, and the fact that there’s a fairly common-sense analysis underlying it: Your current income sustains your present lifestyle, so taking that income and reducing it by a specific percentage to reflect the fact that there will be certain expenses you’ll no longer be liable for (e.g., payroll taxes) will, theoretically, allow you to sustain your current lifestyle. However, if you intend to travel extensively, you might easily need 100% or more of your current income!

PROJECT YOUR RETIREMENT EXPENSES

Your annual income during retirement should be enough to meet your retirement expenses. That’s why estimating those expenses is a big piece of the retirement planning puzzle. But you may have a hard time identifying all your expenses and projecting how much you’ll be spending in each area, especially if retirement is still far off. To help you get started, here are some common retirement expenses:

- Food and clothing
- Housing: Rent or mortgage payments, property taxes, homeowners insurance, property upkeep and repairs
- Utilities: Gas, electric, water, telephone, cable TV
- Transportation: Car payments, auto insurance, gas, maintenance and repairs, public transportation
- Insurance: Medical, dental, life, disability, long-term care
- Health-care costs not covered by insurance: Deductibles, co-payments, prescription drugs
- Taxes: Federal and state income tax, capital gains tax
- Debts: Personal loans, business loans, credit card payments
- Savings and investments: Contributions to IRAs, annuities and other investment accounts
- Recreation: Travel, dining out, hobbies, leisure activities
- Care for yourself, your parents or others: Costs for a nursing home, home health aide or other type of assisted living

Don’t forget that the cost of living will go up over time. Although we are experiencing high inflation currently, the average annual rate of inflation over the past 20 years has been approximately 2.5%. And keep in mind that your future expenses will change from year to year. The amount of income you receive from those sources will depend on the amount you invest, the rate of investment return and other factors.

THE NATURE OF INCOME SOURCES

Once you have an idea of your retirement income needs, your next step is to assess how prepared you are to meet those needs. In other words, what sources of retirement income will be available to you? Your employer may offer a traditional pension that will pay you monthly benefits. In addition, you can likely count on Social Security to provide a portion of your retirement income. Additional sources of retirement income may include a 401(k) or other retirement plan, IRAs, annuities and other investments.

If you’re lucky, your expected income sources will be more than enough to fund your retirement. But what if it looks like you’ll come up short? Don’t panic — there are probably steps that you can take to bridge the gap. A financial professional can help you figure out the best ways to do that, but here are a few suggestions:

- Try to cut current expenses so you’ll have more money to save for retirement
- Shift your assets to investments that have the potential to substantially outpace inflation (but keep in mind that investments that offer higher potential returns may involve greater risk of loss)
- Lower your expectations for retirement so you won’t need as much money (no beach house on the Riviera, for example)
- Work part-time during retirement for extra income
- Consider delaying your retirement for a few years (or longer)

There are probably steps that you can take to bridge the gap. A financial professional can help you figure out the best ways to do that, but here are a few suggestions:

- Try to cut current expenses so you’ll have more money to save for retirement
- Shift your assets to investments that have the potential to substantially outpace inflation (but keep in mind that investments that offer higher potential returns may involve greater risk of loss)
- Lower your expectations for retirement so you won’t need as much money (no beach house on the Riviera, for example)
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- Consider delaying your retirement for a few years (or longer)

Don’t forget that the cost of living will go up over time. Although we are experiencing high inflation currently, the average annual rate of inflation over the past 20 years has been approximately 2.5%. And keep in mind that your retirement expenses may change from year to year.

To determine your total retirement needs, you can’t just estimate how much annual income you need. You also have to estimate how long you’ll be retired. Why? The longer your retirement, the more years of income you’ll need to fund it. The length of your retirement will depend partly on when you plan to retire. This important decision typically revolves around your personal goals and financial situation. For example, you may see yourself retiring at 50 to get the most out of your retirement. Maybe a booming stock market or a generous early retirement package will make that possible.

Although it’s great to have the flexibility to choose when you’ll retire, it’s important to remember that retiring at 50 will end up costing you a lot more than retiring at 65.

IDENTIFY YOUR SOURCES OF RETIREMENT INCOME

Once you know what your expected income sources will be, your next step is to assess how much income you’ll need. For example, Social Security benefits may provide a portion of your retirement income. Additional sources of retirement income may include a 401(k) or other retirement plan, IRAs, annuities and other investments. The amount of income you receive from those sources will depend on the amount you invest, the rate of investment return and other factors.

MAKE UP ANY INCOME SHORTFALL

If you’re lucky, you can use your expected income sources to fund your retirement. But what if you’re not so lucky? You may have to make up the difference. A financial professional can help you figure out the best ways to do that, but here are a few suggestions:

- Try to cut current expenses so you’ll have more money to save for retirement
- Shift your assets to investments that have the potential to substantially outpace inflation (but keep in mind that investments that offer higher potential returns may involve greater risk of loss)
- Lower your expectations for retirement so you won’t need as much money (no beach house on the Riviera, for example)
- Work part-time during retirement for extra income
- Consider delaying your retirement for a few years (or longer)

There are probably steps that you can take to bridge the gap. A financial professional can help you figure out the best ways to do that, but here are a few suggestions:

- Try to cut current expenses so you’ll have more money to save for retirement
- Shift your assets to investments that have the potential to substantially outpace inflation (but keep in mind that investments that offer higher potential returns may involve greater risk of loss)
- Lower your expectations for retirement so you won’t need as much money (no beach house on the Riviera, for example)
- Work part-time during retirement for extra income
- Consider delaying your retirement for a few years (or longer)

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How to Increase the Value & Marketability of Your Business

Take Advantage of Our Free Online Business Analysis and get an Assessment of the Marketability of Your Business Based on Eight Key Value Drivers

As a mergers and acquisitions advisor for 31 years, I’ve evaluated over 5,000 companies and provided advisory services on hundreds of transactions worth about a half-billion dollars. I’ve learned what makes a business sellable, and how to position a business so you get the best deal when it’s time to sell. Eight key factors make that possible.

To see how these factors influence the value of your business, call or send an email and request our free, confidential, no-obligation 10x Value Catalyst Assessment. Or simply go to the business growth link below.
Bend native Mollie Hogan has joined DeLay and Billings Team Real Estate at Cascade-Hasson Sotheby’s. Hogan is a highly successful Realtor with 20 years in the industry. Deeply rooted in her community, she has an innate ability to care for each of her client’s unique needs, and thrives on ensuring the highest level of service. She draws on her business and interior design background to help her customers capitalize on their investments. The Pacific Northwest is Hogan’s wonderland. When she’s not at work you will find her out on the trails with her two dogs, relaxing at Elk Lake or taking advantage of the eclectic arts and music scene in Bend. If you need a good recommendation for how to spend a week in Central Oregon, Hogan is your girl.

LRS Architects welcomes its newest hire, Jewel Kayfes, director of business development and marketing. Kayfes will oversee strategic business development and marketing initiatives for the firm to continue the growth and reach of LRS. Kayfes brings 14 years of experience leading large-scale teams in winning and maintaining client and partnership relationships that meet a company’s strategic vision. Her straightforward and influential personal work style helps establish cohesive and collaborative work environments that bring out the best in each team member. As a creative and strategic thinker, she prioritizes and implements policies and procedures that increase engagement and brand visibility. Kayfes received her bachelor’s degree from Oregon State University. She is also a National Delegate and former president of CREW Portland and a member of the SMPS Oregon chapter, where her team won several awards for their work. Kayfes was honored with the 2020 Women of Vision Award by the Daily Journal of Commerce for her accomplishments in the built environment and her mentoring role for women in the workplace.

Habitat for Humanity welcomes Chris Wheat as new director of retail operations. Wheat and his family arrived in Bend after traveling the world and the country for a year and a half. Formerly the director of operations for a church in Chicago, Wheat also enjoys renovating homes and is thrilled to have a chance to combine his passion and knowledge at the ReStore. When he’s not at the office, you’ll find him playing with his kids at parks, going for walks, paddle-boarding or teaching his daughter to ski.

BBT Architects (BBT) announced Nathan Leigh has joined the firm as design staff. Leigh is skilled in the planning and design of various building types including educational, residential and civic facilities. Leigh received his bachelor of architecture degree from the University of Oregon where he also minored in planning, public policy and management. He is a highly skilled in 3D visualization through illustrative concepts. His responsibilities as design staff will include assisting in projects from early conceptual design through final construction.

R&H Construction recently announced today the growth of their preconstruction services department.

Spencer Gravelle has joined the R&H Construction Central Oregon team as a preconstruction and business development manager. Working hand-in-hand with the design team and subcontractors, Gravelle provides clients with comprehensive estimates and cost-effective solutions to ensure their project goals are met. Gravelle brings a decade of preconstruction experience for projects ranging from tenant improvements and occupied renovations to the ground-up construction of recreation, education and multifamily/mixed-use developments. Hailing from California, Gravelle’s background includes working for a large, commercial general contractor as well as a custom residential builder.

Windermere Central Oregon announces the return of John Baker, principal broker and former Oregon Realtors Association State president in 1999. Baker has had nearly 50 years of experience in real estate, property management, training and negotiations working with clients in Central Oregon and the Willamette Valley. His return will once again be a valuable addition to our team of real estate professionals.

Holm Made Toffee Co. proved to be a triple threat at the 19th annual Oregon Chocolate Festival over the weekend in Ashland, Oregon. Featuring a wide selection of over 50 exhibitors, artisan chocolatiers and confectioners from across the West Coast, Holm Made Toffee walked away with a win in three categories:

- People’s Choice Award — voted by festival attendees
- Best Chocolate Candy — voted by festival judges
- Best in Show — voted by festival judges

These three awards follow last year’s ‘Best Chocolate Candy’ win, totaling 13 wins for the Holm’s in a ten year span of attending the festival.

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More Who’s Who Next Page
Gravelle received a bachelor’s degree in Construction Management from California State University, Chico. Jim Stewart has transitioned to preconstruction and business development manager for R&H’s Central Oregon preconstruction services team. Prior to taking on a preconstruction role, Stewart spent the majority of his 11-year R&H career working as a superintendent, constructing some of Central Oregon’s largest and most complex developments including projects for Deschutes Brewery, Housing Works and Sunriver Brewing. In his new role, Stewart utilizes his 30 years of industry experience and boots-on-the-ground expertise to add value during the preconstruction phase and ensure projects are set up for success from the start.

Partners In Care announced that CEO Greg Hagfors has been elected to serve on the Board of Directors for the Oregon Hospice and Palliative Care Association (OHPCA). OHPCA appointed nine new Board of Directors members from across the state of Oregon. OHPCA’s board consists of members from four distinct categories: Hospice Providers, Other Health Care Providers, Palliative Care Providers and Community Representatives. Partners In Care will function as an advocate for hospice organizations east of the Cascades through Hagfors’ representation on the board.

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 performance improvement support for the health system and physician owned medical practices. He joined the Partners In Care team as CEO in April 2022.

Over the past year, Hagfors has led Partners In Care through the opening of its new Hospice House, as well as its expansion of administrative spaces to support the growing team. Under his leadership and for the second year in a row, Partners In Care was recognized with five stars on the CAHPS (Consumer Assessment of Healthcare Providers and Systems) Hospice Survey, which measures family satisfaction with hospice programs in Oregon and ten percent nationally. Star ratings are posted at Medicare Compare, which provides a single user-friendly interface that consumers can use to make informed healthcare decisions based on data such as cost, quality of care, volume of services, and caregiver feedback including the willingness to recommend a hospice. Of those families surveyed by Medicare, 94 percent would recommend Partners In Care hospice services to others seeking care, ten percent higher than the national average.

St. Charles Health System’s Board of Directors announced that Dr. Steve Gordon has accepted the position of president and CEO for the health system on a permanent basis. Dr. Gordon has been serving as interim president and CEO since July. Gordon is an experienced health care executive and former member of the St. Charles Board of Directors. A primary care and internal medicine physician by training, he has served in executive leadership roles for PeaceHealth in Vancouver, Wash., Providence Health and Services in Portland and Salem Health. He is a graduate of Harvard College, Harvard Medical School and Harvard Kennedy School of Government.

Over the past seven months, Gordon has launched a new service-line focused structure that groups and manages services that support a patient throughout their health care journey. Under his leadership, the health system realized improved financial performance for the second half of 2022 and is committed to returning to a positive operating margin by the end of 2023. Retaining highly experienced caregivers and working to recruit new permanent staff are among his top priorities.

Working with an external search firm, the St. Charles Board conducted a survey along with small group and individual meetings with a variety of identified stakeholders to determine the attributes most desired in the next health system CEO. The top qualities identified by more than 1,600 St. Charles caregivers and community partners were compassion for patients and staff, experience as a direct health care provider and visibility and presence across all sites of care and in the communities St. Charles serves.

Sandler Training has moved from Portland to Bend. Sandler Training specializes in sales training, sales management training, customer service training and one-on-one success coaching. Founder Jeff Schneider has operated the business in Portland for 16 years prior to opening in Central Oregon. Schneider has trained thousands of sellers and leaders across the country using the Sandler methodology. He is a keynote speaker and expert in revenue growth for B2B companies and has online boot camps and weekly training sessions via Zoom every week.

After more than five years on the job, K9 Kim with Bend Police Department retired on January 31, 2023. Kim, an apprehension K9, is an eight-year-old Belgian Malinois and arrived in Bend in October 2017. She was purchased from Adlerhorst International in Riverside, California, after being imported from Holland.

Apprehension K9s are trained to track, locate and bite and hold suspects until the handler calls the K9 off and makes an arrest. Kim and her first handler, Officer Kevin Ubaldez, were certified by the Oregon Police Canine Association in December 2017. In November 2021, Kim partnered with Corporal James Kinsella. Over her career, she participated in more than 2,000 hours of training. She also assisted on Central Oregon Emergency Response Team callouts throughout her career, and officially served on CERT from November 2021 until her retirement.

Throughout the course of her career, Kim was deployed 913 times. She talked 98 captures, located eight pieces of evidence and participated in 35 community demonstrations. Though small in stature, Kim was fierce and tenacious. She was also gentle and loving when she wasn’t actively working.

Kim will have a retired K9 handler and trainer in Oregon. Throughout her tenure with the Bend Police Department, Kim was an invaluable member of our team, and we thank her for her service. She will be greatly missed.

Who's Who
Continued from previous page

Businesses Serving Community

WINDERMERE 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 2022. Through the Windermere Foundation, a total of $11,500 was donated to local nonprofits supporting low-income children and families.

Grantled year-round, donations from the Windermere Foundation benefitted the Family Access Network, Rotary Club of Redmond, Camp Eagle Cap, NeighborImpact and St. Vincent de Paul of Redmond.

“Whether through volunteering or monetary donations, our brokers come together year after year to continue Windermere’s longstanding mission of service to the communities in which we live and work. Their dedication to uplifting their neighbors in need is another example of how Windermere brokers step up in their communities,” said Scott Mitchelson, president of Windermere Services Company in Oregon and SW Washington.

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 every commission to the Windermere Foundation for every home bought or sold through Windermere. To date, Windermere has gifted more than $50 million in donations to support programs and organizations that provide services to those in need.
Hayden Homes Celebrates Women Executives During Women in Construction Week

by KATY WOODERSON, Vice President of Marketing — Hayden Homes

Four out of eight executive team members at Hayden Homes are women and were celebrated by the company during Women in Construction Week, March 5-11.

The share of female representation in Hayden Homes’ leadership team far exceeds national trends. Women make up an estimated 11-14 percent of the construction industry, 18 percent of senior leadership roles in the construction industry and 38 percent of all leadership positions in the U.S.

Hayden Homes has been recognized by several publications as a best company to work for, most recently by Seattle Business Magazine, and its leaders believe the inclusive work environment has a lot to do with why employees enjoy working with the home builder.

Women fill 38 percent of all positions at Hayden Homes, which is more than double the national share of women in the construction industry. Women are represented at all levels of the company, including on job sites and as project managers.

“We focus on attracting and retaining talented team members from diverse backgrounds,” said Patti Murphy, vice president of employee experience at Hayden Homes. “Women join Hayden Homes at all stages of their career because there’s more than one path to a career in construction.”

Murphy is one of four women on Hayden Homes’ executive team. The women include:

• Sara D’Eathe, vice president of finance and accounting. D’Eathe joined the company in 2021 but she’s not new to the construction industry. After completing her undergraduate degree, she started her career in the land and acquisitions department of a large Canadian home builder and has more than 25 years of experience working in the financial services industry.

• Deborah Flagan, vice president of community engagement. Flagan has held many roles in her 23 years with the company. Today, she advocates for successful tools to drive housing affordability and availability for the middle market throughout Washington, Oregon, Idaho and Montana. This week Deb was named to Governor Tina Kotek’s Housing Production Advisory Council.

• Patti Murphy, vice president of employee experience. Murphy joined the company in 2017 and has spent the past 16 years of her career in human resources in the construction industry.

• Katy Wooderson, vice president of marketing. Wooderson joined the company in 2017 and has 16 years of cross-industry marketing and communications experience, including sports marketing, hospitality, healthcare and new home construction.

New data from LinkedIn shows that women continue to be underrepresented in leadership positions, even in industries with high percentages of female workers, such as healthcare and administrative and support services.

“We’re proud of the inclusive culture we’ve built at all levels of the company,” said Flagan. “Our team members stay with us because they don’t just enjoy their work, they enjoy the people they work with and the work we do for our communities.”

Women in Construction Week was first organized by The National Association of Women in Construction in 1998. The annual event invites all workers in construction and related industries to celebrate and promote women in construction, to both recognize their contributions and educate communities about opportunities to start a career in the trade.

To view a list of available Hayden Homes positions, visit hayden-homes.com/work-with-us.

Ripples Tickets & Volunteer Call

Come Together in Support of Vulnerable Children & Families Across Central Oregon!

provided by DESCUTES CHILDREN’S FOUNDATION

Deschutes Children’s Foundation invites you to join us for the 2023 Ripples Gala, May 6, 5:30pm at Riverhouse on the Deschutes!

“Just as Ripples spread out when a single pebble is dropped into water, the actions of individuals can have far-reaching impacts”

~ Dalai Lama

Purchase tickets at deschuteschildrensfoundation.ejoinme.org/tickets. Sign up to volunteer at signupgenius.com/go/10c0f48adab2ba2f8-ripples#.deschuteschildrensfoundation.org
by MAUREEN DOOLEY, Communications Director — Partners In Care

On February 16, 2023, the Carter Center announced that former U.S. President Jimmy Carter is using in home hospice for his end-of-life care. This news raises questions for many Americans on a topic that people don't often think about until it's too late: What is hospice care? How does it differ from palliative care? What is the difference between hospice agencies? What organizations exist in the community that provide this care? This article provides an overview of hospice and palliative care services, and how they operate in the community.

Hospice care is a no-cost, non-clinical case management program for medically fragile patients who are terminally ill, based on the hospice philosophy of care that had been adopted in the United States just years earlier. The organization evolved into what we now know as Partners In Care. With a team of hospice and palliative care physicians, nurse practitioners, registered nurses, social workers, chaplains, nursing assistants, therapists, grief counselors, administrative and support staff, Partners In Care is now the largest and leading provider of hospice, home health and palliative care in Central Oregon. We are unique among hospice, home health, and end-of-life care organizations, operating as an independent nonprofit managed by executives and medical professionals who live in Central Oregon. We are also guided by a board of directors with strong connections in the community, and decisions are made quickly by a board that our employees interact with daily. Partners In Care is rooted in the local community and has a long history of providing compassionate, professional care for our neighbors.

Nonprofit vs for-profit, why does it matter?

In 2019, national data showed that across the nation about 71% of hospices were operating as for-profit, 26% were classified nonprofit, and 3% were government owned. In Central Oregon, hospices are equally split, with three community-based nonprofits and three for-profit, corporate-owned organizations.

While “not-for-profit” or “for-profit” are only tax status designations by the IRS, they do represent real world differences that are important to know when making critical healthcare decisions. Nonprofit hospice organizations, like Partners In Care, direct proceeds to services that further enhance care for chronically or terminally ill patients and their families. This means all financial decisions are made and measured by the need to deliver the highest quality and most extensive patient and family care possible — not made for the bottom line or shareholders. Our mission centers around focusing on patient satisfaction, and we measure success by making lasting, positive contributions in our communities.

The Partners In Care Difference

Partners In Care has served communities across Deschutes, Crook, and Jefferson counties since 1979, when Central Oregon looked much different than today. In that same year, a group of volunteers created their own model of care for people who were terminally ill. The hospice philosophy of care that had been adopted in the United States just years earlier. The organization evolved into what we now know as Partners In Care. With a team of hospice and palliative care physicians, nurse practitioners, registered nurses, social workers, chaplains, nursing assistants, therapists, grief counselors, administrative and support staff, Partners In Care is now the largest and leading provider of hospice, home health and palliative care in the region. Our mobile workforce of over 200 employees serves patients and their families in a 10,000-square mile area, from Madras to Prineville, Sisters to La Pine and Christmas Valley. Around 150 local volunteers support fundraising, community resource coordination, and patient and family interaction.

Partners In Care has evolved and grown much like hospice has but still operates as a community-based organization, with service and stewardship at its roots. As the name Partners In Care suggests, our multi-disciplinary team not only cares for patients and families but is also a valuable partner with other community resources and organizations, coordinating care, providing educational offerings, and meeting a broad spectrum of needs for many population segments.

Partners In Care also offers physical, emotional, and spiritual supportive care services to both patients and families, wherever they call home. Transitions is a no-cost, non-clinical case management program for medically fragile individuals with a life-limiting illness, including those who may not qualify for home hospice or hospice care, in order to provide this care for patients who are homebound and need short-term medical support and assistance with a serious illness, injury, or recovery from surgery. Palliative care offers specialized medical care for people with a serious illness, helping them enjoy a better quality of life. Our palliative care providers focus on relieving symptoms related to a patient’s illness or side effects from treatments and help people make decisions about their healthcare options.

Hospice is a philosophy of care that treats the person rather than the disease and focuses on affirming life. This care is delivered whenever the patient calls home and at our Hospice House, the centerpiece of Partners In Care. Our new Hospice House, which opened in 2022, doubled the capacity for patients needing skilled care from six to 12 beds, offering both respite and inpatient hospice care. It is the only facility of its kind east of the Cascade mountains, and one of only three in the state of Oregon. Our grief support programs offer bereavement counseling, classes, and group gatherings for families during hospice care and after the death of a loved one. We also offer unique support for veterans, even if they are not fully funded by Medicare or insurance.

Partners In Care’s six lines of service are covered by Medicare, Medicaid, private insurance, or community donations. Our services support value-based care, helping to reduce hospitalizations, unnecessary trips to the emergency department, and futile or unwanted medical treatments. We truly are “partners in care” as we partner with patients and their families to understand unique, personalized needs that dictate the care our team provides.

Recognized for excellent care

For the second year in a row, Partners In Care was recognized with five stars on the CAHPS (Consumer Assessment of Healthcare Providers and Systems) Hospice Survey, which measures patient and family satisfaction with hospice care teams. This recognition places Partners In Care in the upper 5% of hospice programs in Oregon and 10% nationally. Star ratings are posted at Medicare’s Care Compare, which provides a single user-friendly interface that consumers can use to make informed healthcare decisions based on data such as cost, quality of care, volume of services, and caregiver feedback including the willingness to recommend a hospice. Of those families surveyed by Medicare, 94 percent would recommend Partners In Care hospice services to others seeking care, 10% higher than the national average.

When is the right time to learn about hospice?

While we don’t want to think about ourselves or our loved being diagnosed with a serious or terminal illness, it’s best to be prepared when it comes to planning for hospice or palliative care. The right time to learn about it is now. The team at Partners In Care is available to provide resources, education, and answer questions about all services offered. Contact us at 541-382-5882 24 hours a day, seven days a week as you review your healthcare options to make the most informed decision for you or your loved one.

Nonprofit Hospice & Palliative Care

Healthy Communities

The Value of Local, Nonprofit Hospice & Palliative Care

Partners In Care has been Committed to the Community for Over 40 Years

Can You Resist this Face?

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As a nonprofit Community Health Center, for more than 20 years Mosaic has served Central Oregon. Our services go beyond medical care, and we are here for everyone—as reflected in our updated name: Mosaic Community Health.

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S

Summit Bank

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manufacturing and healthcare, and offers a skilled workforce and low cost of living. Additionally, there has been an abundance of outdoor recreation opportunities, which makes it an attractive location for both businesses and colleagues seeking a high quality of life.

The acquisition of this new building is part of the company’s ongoing efforts to expand its presence in the Central Oregon Region in response to demand. The addition of this new location will provide greater convenience for customers, enhance accessibility and allow the company to better serve the financial needs of the community.

We are thrilled to announce the acquisition of this building in Redmond, Oregon,” said Wanschell. “This is an important step in our growth strategy, and we are confident that this new location will help us better serve our clients in the area. We look forward to continuing to provide exceptional financial services and support to the Redmond business community.”

The new bank building is expected to open in the fall of 2023, following a brief period of renovation and remodeling. The company encourages its clients to stay tuned for updates on the official opening date.

sbkb.bank

B

Bend Outdoor Worx

Continued from page 3

with this structure,” says Gary Brachelin, BOW’s founder. “This arrangement allows us to offer more accessibility and flexibility, attracting stellar companies from all across the country and furthering Bend’s position as a hub of the outdoor industry. We’re also excited about the addition of several dynamic new co-hort mentors, along with a new enhanced curriculum, and believe this will be one of our best years ever.”

An outdoor-specific industry accelerator, Bend Outdoor Worx was conceived in 2013, offering mentorship, infrastructure, related resources and industry connections to help outdoor companies scale, become more sustainable and successful. Over the years, the program has grown substantially and gained international recognition, and companies who have completed BOW’s program have shown impressive records of success. For a full alumni list, visit bendoutdoorworx.com.

bendoutdoorworx.com

P

Puffin Drinkwear

Continued from page 3

Dillards, L.L. Bean and Public Lands. In addition, the company also hired Scott Allan, former CEO of Hydro Flask and leader in the outdoor industry for 25 years.

“The Puffin team is proud of the rapid growth these past few years powered by the special connection consumers have with our can coolers,” said Puffin Drinkwear Founder Tyrone Hazen. “This ranking continues to show our stance in the outdoor industry, and we have even more designs launching spring 2023 and fall 2023.”

Puffin Drinkwear, along with the other 18 honorees, showed a remarkable growth rate of approximately 559 percent between 2019 and 2021. Puffin Drinkwear ranked alongside national corporations including Zappos, Under Armour, Jamba Juice and Timberland.

“This year’s Inc. 5000 Regional winners represent one of the most exceptional and exciting lists of America’s off-the-charts growth companies. They’re doing great things, and they all delivered an outsized impact on the economy. Remember their names because they’re the companies you’ll be hearing about for years to come,” said Scott Omelianik, editor-in-chief of Inc. Magazine.

Puffin Drinkwear, a line of personality-infused apparel for your drink to wear, launched in 2019 on a mission to do good and have fun together. The Oregon-based company quickly gained traction online and in retail, now on shelves at over 4,000 stores throughout the United States and Canada, including R.E.I., Bass Pro Shop, L.L. Bean, Williams Sonoma and Public Lands.

puffindrinkwear.com

RECENT TRANSACTIONS

Continued from Page 3

Brian Fratzke, CCIM, Principal, & Ryan Cook, Broker, both of Fratzke Commercial Real Estate Advisors, Inc., represented the Owner in a 64-month lease of 7464 +/- SF of office space at 929 SW Simpson Avenue, in Bend.

Compass Commercial Real Estate Services broker Bob Raimondi, CCIM represented both the seller, Aero Facilities, LLC, and the buyer, Twin Oaks Aircraft Maintenance, LLC, in the sale of a 6,400 SF hangar at the Bend Airport located at 63205 Gibson Air Road in Bend. The hangar sold for $750,000.

Tom Tapia, CCIM, Principal, of Fratzke Commercial Real Estate Advisors, Inc., represented the Owner; and Brian Fratzke, CCIM, Principal, of Fratzke Commercial Real Estate Advisors, Inc., represented the Tenant in a 4-year lease of 2100 +/- SF of industrial space at 717 SE 7th Street, in Bend.

Broker Robert Raimondi, CCIM with Compass Commercial Real Estate Services represented the seller, Aero Facilities, LLC, in the sale of a 6,400 SF hangar at the Bend Airport located at 63205 Gibson Air Road in Bend.

Ryan Cook, Broker, of Fratzke Commercial Real Estate Advisors, Inc., represented the Tenant in a 24-month lease of 750 +/- SF of office space at 131 NW Hawthorne Avenue, in Bend.

Compass Commercial Real Estate Services brokers Jay Lyons, SIOR, CCIM and Grant Schultz represented the landlord, OMP, LLC, in the lease of a 1,696 SF office suite located at 400 SW Bluff Drive in Bend.

Dan Steelhammer, Broker, of Fratzke Commercial Real Estate Advisors, Inc., represented the Owner in a 36-month lease of 8400 +/- SF of industrial space at 20724 Carmen Loop, in Bend.

Tom Tapia, CCIM, Principal, of Fratzke Commercial Real Estate Advisors, Inc., represented the Owner; and Brian Fratzke, CCIM, Principal, of Fratzke Commercial Real Estate Advisors, Inc., represented the Tenant in a 36-month lease of 5152 +/- SF of industrial space at 615 SE Glenwood Drive, in Bend.

Dan Steelhammer, Broker, & Ryan Cook, Broker, both of Fratzke Commercial Real Estate Advisors, Inc., represented the Owner; and Brian Fratzke, CCIM, Principal, of Fratzke Commercial Real Estate Advisors, Inc., represented the Tenant in a 60-month lease of 1800 +/- SF of industrial space at 20760 Carmen Loop, in Bend.

Dan Steelhammer, Broker, & Ryan Cook, Broker, both of Fratzke Commercial Real Estate Advisors, Inc., represented the Owner in a 6-month lease of 1800 +/- SF of industrial space at 20772 Carmen Loop, in Bend.

Dan Steelhammer, Broker, of Fratzke Commercial Real Estate Advisors, Inc., represented the Owner in a 12-month lease of 5000 +/- SF of industrial space at 63051 NE Corporate Place, in Bend.
**Business Events**

**March 15**
- 4-5pm COIC Virtual and In-Person Public Comment Meeting of the 2024-2027 Statewide Transportation Improvement Program at ODOT Region Headquarters, Bend.

**March 15**
- 5pm City of Bend Urban Area Planning Commission Meeting.

**March 15**
- 5:30-8pm ConnectW Monthly Meeting, Betrayal, the Unconscious Legacy with Ally Davidson, at Open Space Studios.

**March 16**
- 11am-1pm City Club of Central Oregon March Forum, We Need to Talk about Gun Safety, at Riverhouse on the Deschutes Convention Center.

**March 16**
- 5:30-7:30pm Sisters Ranger District Open House at Sisters-Camp Sherman Fire Hall.

**March 16**
- 8-9:30am Deschutes County Chamber Commerce & Coffee at Furnish Hope Warehouse.

**March 17**
- 3-5pm Bend Chamber Ribbon Cutting at Council on Aging of Central Oregon Senior Services, Bend.

**March 18**
- 4:30pm EDCO PubTalk at Worthy Brewing, Bend.

**March 20**
- 5-6pm Bend CampDevLab at Tetherow Pavilion.

**March 22**
- 8-9:30pm Bend Chamber Commerce & Coffee at Furnish Hope Warehouse.

**March 23**
- 9am Visit Bend Board of Directors Meeting at Waypoint Hotel.

**March 23**
- 1pm Deschutes County Board of Commissioners Meeting.

**March 23**
- 5:30-7:30pm Cultivate Bend Kickoff Event: Cultivating Possibilities, at Open Space Event Studios, Bend.

**March 23**
- 8-9:30am Bend Chamber Commerce & Coffee at Furnish Hope Warehouse.

**March 23**
- 3-5pm Bend Chamber Ribbon Cutting at Council on Aging of Central Oregon Senior Services, Bend.

**March 23**
- 4:30pm EDCO PubTalk at Worthy Brewing, Bend.

**March 24**
- 8am Deschutes County Legislative Update.

**March 24**
- 4:30pm Enjoy Downtown Redmond Agenda Meeting at SCP Wayfair.

**March 27**
- 1pm Deschutes County Board of County Commissioners Meeting.

**March 28**
- 6pm City of Redmond City Council Meeting.

**March 29**
- 9am Deschutes County Board of County Commissioners Meeting.

**March 31**
- 8am Deschutes County 2023 Legislative Update.

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**Workshops & Training**

**Building Permits**

**COMMERCIAL PERMITS WEEK ENDING 2-24-23**

**City of Redmond**
- $150,000.00 - Commercial (New) 1,800 sf. at 1425 NE Greenwood Ave. Redmond 97756 OR Owner: Dawn Liberty, LLC 62675 Steenkamp Rd. Bend, OR 97701 Permit # 711-23-000041
- $78,317.00 - Commercial (New) 1,300 sf. at 731 SW 10th St. Redmond 97756 OR Owner: Toney Properties, LLC 2747 SW 6th St. #201 Redmond, OR 97756
- $60,913.00 - Commercial (New) 1,008 sf. at 905 NE 7th St. Redmond 97756 OR Owner: Stacey and Erica Drake 21270 Gift Rd. Bend, OR 97703 Permit # 711-23-000118
- $30,000.00 - Commercial (New) 320 sf. at 308 SW Evergreen Ave. Redmond 97756 OR Owner: Blackthorn Holdings, LLC 50 NW Drake Rd. Bend, OR 97703 Permit # 711-23-000186

**City of Bend**
- $2,450,000.00 - Commercial (New) 20,300 sf. at 21000 Cooley Rd. Bend 97701 OR Owner: Pacificcorp
  Builder: Kirby Nagelhout Construction Co. #541-678-7571 Permit # PRNC202203350
- $600,000.00 - Commercial (New) 61 sf. at 61583 SE 27th St. Ste. 140 Bend 97702 OR Owner: Rhino Spencer, LLC
  Builder: Empire and Construction & Development, LLC #541-389-0070 Permit # PRRE202205962
- $316,701.00 - Commercial (New) 23,950 sf. at 62864 NE Oxford Ct. Bend 97701 OR Builder: Empire and Construction & Development, LLC #541-389-0070 Permit # PRRE202107539
- $95,996.00 - Commercial (Alteration) 6,706 sf. at 1300 NW Wall St. Bend 97703 OR Owner: Deschutes County PO Box 6005 Bend, OR 97708 Permit # PRRE202005727

**Deschutes County**
- $3,407,439.00 - Commercial (New) 15,465 sf. at 21420 Stevens Rd. Bend 97702 OR Owner: Church of God Cleveland 100 NE Bend River Mall Dr. #104-103 Bend, OR 97703 Permit # 247-22-008469

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**Watch for Upcoming Editions of CASCADE BUSINESS NEWS**

**2023 Editorial Calendar**

**issue date** | special sections | industry lists
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April 5 | Environmental Special | Landscaping Businesses, Environmental Companies, Recycled Products & Services
April 19 | Real Estate Report | Realtors, Title Companies, Mortgage Companies, Property Managers
REAL ESTATE REPORT 2023

Don’t miss your opportunity to market directly to Central Oregon’s business community in our April 19 issue of Cascade Business News.

Along with providing a comprehensive list of Real Estate Companies, Title Companies, Mortgage Companies and Property Managers, we will feature informative articles on the industry.

Advertisers are encouraged to submit industry-related commentary.

Deadline for space & art is April 12 for this issue. Contact Jeff Martin at 541-388-5665 to reserve your ad space or email jeff@cascadebusnews.com.

Advertising materials are due April 12 for this issue.