



## Pioneering Path for Long-Distance Trail Blazer

### Bend-Based “Triple Crown” Hiker Launches Business to Deepen Landscape Links

by SIMON MATHER — CBN Feature Writer



RENEE PATRICK ON THE BLUE MOUNTAINS TRAIL | PHOTO  
COURTESY OF RENEE PATRICK CONSULTING

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!”

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## 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 treated 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



KATY BROOKS, CEO OF THE BEND CHAMBER KICKS OFF THE 2023 BUSINESS EXCELLENCE AWARDS |  
PHOTO BY THOMPSON CREATIVE

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

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## 2023 Marketing Guide — Pages 15-32

## The State of Thornburgh

### Resort Makes Development Progress, Faces Pushback on Recent Proposals

by NOAH NELSON — CBN Feature Writer



RENDERING | COURTESY OF THORNBURGH RESORT

Thornburgh Resort, the more than 2,000 acre property north of Bend and adjacent to the Cline Buttes, has made significant progress in their early stages of development. The luxury community expects to begin construction of the first cabins around the first of April, the Tribute Golf Course has been fully shaped and molded, and Lake Thornburgh is expected to be lined and filled early this summer.

The golf course, routed by Coore & Crenshaw, and built

by Whitman, Axland, & Cutten, will emphasize native landscaping and will feature 1,000 year old juniper trees lining the edges. The paths providing access to the course are made with sand and crushed gravel that was already present on the property. The course is set to be seeded this summer, and is expected to be play-ready by the summer of 2024.

The developer, Kameron Delashmutt, said that Thornburgh is in negotiations with “the nation’s leading

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

Subscriptions are \$35 for one year (\$40 for out of tri-county).

CBN is a division of Cascade Publications Inc. which also publishes the monthly Cascade Arts & Entertainment magazine, Book of Lists, Sunriver Magazine, Premiere Builders Exchange Directory, Bend-La Pine High Schools Fall & Winter Sports Programs and the Art & Wine Auction Program. Locally owned and operated since 1994.

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RECENT TRANSACTIONS

**Compass Commercial Real Estate Services** brokers **Jay Lyons, SIOR, CCIM, Graham Dent, SIOR** and **Grant Schultz** represented the seller, **Advantage Qalich 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.

Continued on Page 38 ►

Bend Outdoor Worx Announces 2023 Co-hort

Bend Outdoor Worx (BOW), an outdoor-specific accelerator, has announced the selection of their 2023 co-hort. The businesses chosen to participate include Broke Supply Company, a fresh look on equine accessories and apparel; Packasport, innovative cargo carriers for people who crave adventure; and MODL Outdoors, a buildable ecosystem of flexible adventure essentials. Broke Supply Company is based in Bend, Packasport In New York and MODL Outdoors is headquartered in Colorado.

“We are continuing to offer our new hybrid format, mixing multi-day, in-person sessions with online gatherings and have found great success

Continued on Page 38 ►

The Bend Cultural Tourism Fund Accepting Applications

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](https://BendCultureGrants.com).  
[visitbend.com](https://visitbend.com)

Summit Bank Acquires New Building in Redmond

Craig Wanichek, president and chief executive officer of Summit Bank (OTC PINK: SBKO), announced today that the Oregon-based business bank acquires a new bank building in Redmond. The building, located in downtown Redmond at 538 SW Highland Ave., is a significant addition to the company’s growing business banking market across the region.

The new building is strategically located in a high-traffic area, which will enable the company to better serve its clients in the Redmond community. The facility offers ample parking and will undergo renovation with a modern, state-of-the-art yet timeless design fitting downtown Redmond. The investment aligns with the company’s commitment to providing excellent banking service led by business leaders in the community.

Redmond, Oregon has become a hub



(L-R) ROGER LEE, JILL CUMMINGS AND MAARTY LEUNEN | PHOTO COURTESY OF SUMMIT BANK

for businesses in Central Oregon due to its prime location at the intersection of major highways, a growing airport and a business-friendly environment. The city has a diverse economy, including industries such as technology,

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Puffin Drinkwear Ranks No. 8 on Inc. Magazine’s List of Pacific Region’s Fastest-Growing Private Companies

*Inc. Magazine* revealed that Puffin Drinkwear ranked No. 8 on its third annual Inc. 5000 Regionals: Pacific List- a ranking of the fastest-growing Pacific private companies based in Alaska, Hawaii, California, Oregon and Washington. Born of the annual Inc. 5000 franchise, this regional list represents a unique look at the most successful private companies within the Pacific economy, generating sustainable growth and jobs.

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,



PHOTO | COURTESY OF PUFFIN DRINKWEAR

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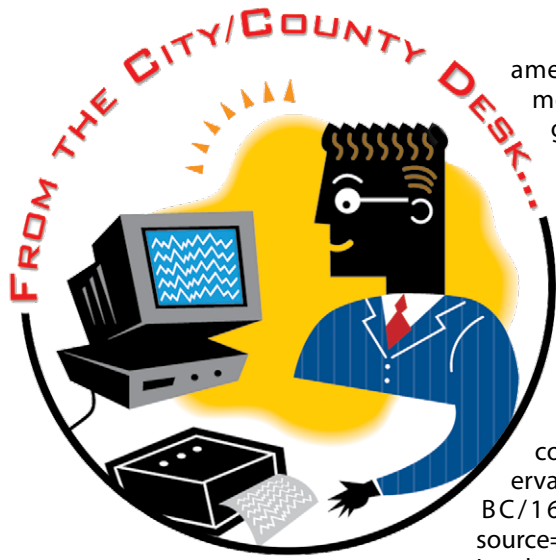
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◆ The Bend City Council will begin to consider how to protect Bend’s urban tree canopy, which is a term that refers to the part of a city that is shaded by trees, during a work session on March 15. ([bendoregon.gov/councilagenda](http://bendoregon.gov/councilagenda))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

ameter 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](http://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](http://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. PLTEXT20220451, 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) Chapter 5, Transportation Projects and Programs and Bend Development Code (BDC) Chapters 1.2 Definitions, 2.1 Residential Districts, Chapter 2.2, Commercial Zoning Districts, 2.3, Mixed-Use Zoning Districts, 2.4, Industrial Zoning Districts, 2.6, Public Facilities Zoning District, 2.7,

Special Planned Districts, Refinement Plans, Area Plans and Master Plans, 3.1, Lot, Parcel and Block Design, Access and Circulation, 3.2, Landscaping, Street Trees, Fences and Walls, 3.3, Vehicle Parking, Loading and Bicycle Parking, 3.4, Public Improvement Standards, 3.5, Other Design Standards, 3.6 Special Standards and Regulations for Certain Uses, 3.8 Development Alternatives, 4.1, Development Review and Procedures, 4.2, Minimum Development Standards Review, Site Plan Review and Design Review, 4.3, Subdivisions, Partitions, Replats and Property Line Adjustments and 4.5 Master Plans, Chapter 4.7, Transportation Analysis, 4.8, Transportation and Parking Demand Management (TPDM) Plan, 4.9, Annexations, Chapter 5.1, Variances, and 5.2, Nonconforming Uses and Developments 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.

PLTEXT20220763, The Type IV amendments are to Bend Development Code (BDC) Chapters 1.2, Definitions, 2.1, Residential Districts, 2.7, Special Planning Districts, Refinement Plans, 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.



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# Workability LLC

## Connecting Neurodiverse Workers with Inclusive Employment

by NOAH NELSON — CBN Feature Writer

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 environment 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, but I think that our programmatic work on training and rehabilitation programs will balance us out and provide us a stabilizing force, should a recession hit,” Jordan said.

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



PHOTO | COURTESY OF WORKABILITY

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.

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# Renee Patrick Consulting

Continued from page 1

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; of 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 Outward Bound Odin Falls.

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 Frankle (they sold the



RENEE PATRICK

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”

Continued on Next Page ►



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# Renee Patrick Consulting

Continued from previous page

opportunities during long-distance hikes.

The notoriously 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 CDTC 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 helping establish the relatively new 750-mile Oregon Desert Trail, 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.

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 eastern Oregon through the resources I created and the connection I hoped to inspire in those spending a day, to a week, to a few months out there on the route.

“I was curating the hiker’s experience and creating a way for them to learn about the ecosystems, habitats and public lands issues to help them see the value in participating in their stewardship and future.

“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 mooted 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 interests and passions now culminate 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



RENEE ON THE OREGON DESERT TRAIL — ABERT RIM | PHOTO COURTESY OF RENEE PATRICK CONSULTING

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.

[longdistancetrailconsulting.com](http://longdistancetrailconsulting.com)



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# Building Enterprise Value with Standard Operating Procedures

by MICHAEL SIPE, President — CrossPointe Capital

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 so forth.

However, SOPs can also be developed to handle those rare, but critical things that occasionally happen, which, if not done well, can be very costly. 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've 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 you to 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.

Michael Sipe is a local mergers and acquisitions advisor and business consultant. [CrossPointeCapital.com](mailto:CrossPointeCapital.com) [10xGroups.com](mailto:10xGroups.com)

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# 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 employee 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 conducted dozens of these types of meetings up to this point, and the following scenario is what changed my HR beliefs surrounding performance conversations with employees.

When the PIP was presented, the employee offered a sincere apology. They owned the responsibility of their performance; they didn’t make excuses. 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 change. 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 employee’s knows that they are contributing, they are more likely to actively participates 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. A wonderful quote from the No Ego book that ties well with resiliency, “your circumstances are not the reason you can’t succeed; they are the reality in which you must succeed.” 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;



CHLOE AND MONTE FROM TDS: CHLOE CRABTREE, BEND CHAMBER AND MONTE AXTELL, TDS | PHOTO BY BRITTANY HIRST PHOTOGRAPHY



(ABOVE) EMCEE, EMILY KIRK, NEWS ANCHOR WITH CENTRAL OREGON DAILY



(LEFT) KATIE ANDERSON, CEO AND FOUNDER WITH APERION MANAGEMENT GROUP PRESENTS THE AWARD FOR EXCELLENCE IN WORKPLACE ENGAGEMENT—SMALL ORGANIZATION, TO OREGON MEDIA | PHOTOS BY THOMPSON CREATIVE

Excellence in Workplace Engagement, awarded to organizations that create uniquely welcoming, inspiring and healthy workplace cultures; Excellence in Community Stewardship, awarded to nonprofit organizations that have had a significant impact on our community and neighboring ones; Excellence in Organizational Growth, awarded to organizations that successfully navigated the challenges of rapid growth; and the Lifetime Achievement Award, given to an individual who has displayed a profound amount of passion and effort in shaping our community over the years.

The award winners are as follows: Lisa Nelson, Emerging Leader; Farewell Media, Innovation; Oregon Media and

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# 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



(ABOVE) MIKE HOLLERN OF BROOKS RESOURCES PAYS TRIBUTE TO THE LATE BILL SMITH, THE LIFETIME LEADER AWARD RECIPIENT



(LEFT) MARNEY SMITH, TRISH SMITH, AND MATTHEW SMITH RECEIVE THE LIFETIME LEADER AWARD ON BEHALF OF THEIR LATE FATHER, BILL SMITH | PHOTOS BY THOMPSON CREATIVE



STUDENT REPRESENTATIVES FROM CALDERA HIGH SCHOOL PACK SHACK RECEIVE THE EXCELLENCE IN ORGANIZATION GROWTH AWARD—SMALL ORGANIZATION

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.

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# Thornburgh Resort

Continued from page 1

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



MADISON HOME - FRONT | RENDERINGS COURTESY OF THORNBURGH RESORT



MADISON HOME - BACK

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

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Thornburgh Resort

Continued from previous page

available in 2008, but no longer does.”

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, as well as the BLM, 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



RUBY CABIN - FRONT | RENDERINGS COURTESY OF THORNBURGH RESORT



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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.”

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**P**rideStaff, 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 Diamond 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."

"I am pleased to introduce the 2023 Best of Staffing winners alongside their validated service ratings on ClearlyRated.com," said ClearlyRated's CEO and Founder Eric Gregg. "These firms have demonstrated a remarkable commitment to delivering amazing experiences, despite another year of macroeconomic uncertainty. Hats off to these service leaders - it's truly an honor to recognize and celebrate their achievements."

**About PrideStaff:**

PrideStaff was founded in the 1970s as 100 percent company-owned units and



PHOTO | COURTESY OF PRIDESTAFF

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.

PrideStaff • 2214 NE Division St., Ste. 202, Bend • 541-797-6941

[pridestaff.com/bend](http://pridestaff.com/bend)

March 16 at 11:30am

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# Marketing Guide 2023

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## How to Fit Merch Into Your Marketing Strategy

by **BRENDA SPEIRS, CEO — Buzztag**

**S**eth 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.”

Remember, 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.”

What would it be like to arrive home after a long day of work, check your mailbox and find something besides bills and a circular for cheap auto parts? What would receiving a little piece of branded awesomeness—with a “thank you for letting us into your life... and your inbox” note—feel like?

Pretty dang amazing.

### 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.  
Marketing is about inspiring people.
3. Create an experience. People loved to be loved.  
Don’t treat swag as an afterthought.
4. Cheap, low-quality swag rarely makes people fall in love with our brand.  
Make it good.
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 PPAL.org  
buzztag.co



Advertising Agencies

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

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Media Director	Creative Director	Production Director	Clients
Astir Agency 1211 NW Trenton Ave. Bend, OR 97703	514-678-5889	N/A	www.weareastir.com hello@astiragency.com	Tim Jones	4	2015	N/A	Erik Bergstrom	Tim Jones	Nike, United Nations Foundation, Therapeutic Associates Inc., Neighbor Impact, EarthCruiser, Thump Coffee, Cog Wild Mtn. Bike Tours, Tour des Chutes, Travel, Southern Oregon, Trucks for Travel, Bend-Film, Bend Design Conference, Big Island Bike Tours, Big Mountain Heli Tours, Horizon Charters, Bend Fly Shop, Fancywork Yarn Shop, Catto's Graphics, Bend Kids Personal Pediatrics, Dr Emma Baker, The Environmental Center, Homeless Leadership Coalition, Bend Montessori School, Cascade Lakes Brewing, Giant Loop Moto, Magic Number, Warm Springs Community Action Team, Zero Energy Project, Sunlight Solar, Thomas Deatherage, Home System Solutions, Central Oregon LandWatch, Base Camp Studio, Mission Facilitators
BLASTOFF! Studio 1001 SW Disk Dr., Ste. 250, Office #5 Bend, OR 97702	503-453-5826	N/A	blastoffstudio.com hello@blastoffstudio.com	Nate Kupish	1	2022	Nate Kupish	Nate Kupish	Nate Kupish	Monthly Design Retainers & project-based
BN Branding 61178 Forest Meadow Pl. Bend, OR 97702	541-815-0075	N/A	www.bnbranding.com JohnF@BNBranding.com	John Furgurson	3	2005	N/A	John Furgurson	N/A	Organic 3 - Smidge Brand vitamins & supplements. Superior Foods - Eathos brand frozen foods. Liv Bar. COPA. Sharp's Pig & Pet. K3 Construction. GNL Golf. Incentive Health. Leslie's Organics - Coconut Secret Brand. Slayman Cinema. Echoic Golf.
Creative Bend 3044 Lansing Ct. Bend, OR 97701	541-241-8977	N/A	www.creativebend.com	Andy Gray	8	2012	N/A	Paul Davis	N/A	Various local, regional & national.
DVA Advertising & Public Relations 109 NW Greenwood Ave., Ste. 103 Bend, OR 97703	541-389-2411	541-389-1208	www.dvaadv.com mary@dvaadv.com	Justin Yax, Mary Angelo, Gary Fulkerson, Desi Bresler	14	1990	Desi Bresler	Gary Fulkerson	Daniel O'Neil	Bandon Dunes Golf Resort, Chambers Bay Golf Course, SELCO Community Credit Union, Visit Walla Walla, Visit the Santa Ynez Valley, Snohomish County Parks, Recreation & Tourism, Visit Hood River, Tetherow Resort, Doubleback Winery, Explore Whitefish, Mt. Bachelor, Visit Leavenworth, Visit Lynnwood, The Resort at Rock Creek, Summit Medical Group, Best Care Treatment Services, Audio Tango, Grace Bio-Labs.
Every Idea Marketing 355 NE Lafayette Ave. Bend, OR 97701	541-383-2669	541-383-2072	www.every-idea.com ideas@every-idea.com	Wendie Every, Penny Eddington, Kasey Every, Laura Davis	5	1991	N/A	N/A	N/A	Rudy's Markets, Inc. - Newport Avenue Market, Oliver Lemon's Sisters & Terrebonne, Rohrer Mfg., Eastlake Framing, All Aspects Fencing, AG Steel, Arena Boss, Bend-LaPine Schools, Bend Park & Recreation, Cascade Power Wash, Central Oregon Pee Wee Rodeo, Charlie Every Trucking, City of Bend, Corban University, CO Haulers (CAN Cancer), Crooked River Roundup, Deschutes County RFPD #2, Dry Canyon Salt, Jacobs, K Bar Z Guest Ranch & Outfitters, Klamath Basin Junior Rodeo, Northwest Sign Recycling, Superior Garage Floors, Redmond Community Concert Association, Redmond Dental Group, Redmond Vet Clinic.
Faceout Studio 414 W Washington Ave., Ste. B Sisters, OR 97759	541-323-3220	N/A	www.faceoutstudio.com torrey@faceoutstudio.com	Torrey Sharp	11	1996	N/A	Tim Green	N/A	Penguin/ Random House, Simon & Schuster, Harper Collins, Rodale, MacMillan, Hachette, Disney, Amazon, Patagonia, Hallmark, Time Inc. Home Entertainment, Hearst, Cato Institute, Princeton, Yale, Harvard, Columbia, Cambridge, Oxford, Notre Dame, Georgetown, American Management Association, Ubisoft, Netflix
Mandala 320 SW Century Dr., Ste. 405, Pmb #375 Bend, OR 97702	541-389-6344	N/A	www.mandala.agency laury@mandala.agency	Matthew Bowler, Laury Benson, Matthew Bowler	5	1980	Laura Bryant	Paul Grignon	N/A	Cobalt Properties Group, High Plateau Capital, Meridian Development, Emergent HCS, Emergency Technical Decon, Public Safety Towers, Signal Ventures / Flying Frog, Sky Lakes Medical Center, Stratos, SunGreen Solutions, Taos Sky Valley, Tentsile, Thornburgh, Visit Central Oregon, WFCA / Western Fire Chiefs Association, WHA Insurance, WaFd Bank, Waypoint Hotel
Mazama 404 SW Coubia St., Ste. 150 Bend, OR 97702	541-728-0558	N/A	www.mazamamedia.com info@mazamamedia.com	Sarah Turner	25	2013	N/A	Drayson Helberg	N/A	120
Molt Brands 414 W Washington Ave., Ste. A Sisters, OR 97759	503-816-6584	N/A	www.moltbrands.com torrey@moltbrands.com	Torrey Sharp, Tim Green	2	2020	N/A	Tim Green	N/A	Various local, regional & national.
Project 4 Home Office in Redmond, OR 97756	541-306-9979	N/A	www.project4marketing.com stephanie@project4marketing.com	Stephanie Shaver	1	2020	N/A	N/A	Stephanie Shaver	Bend Chamber of Commerce, Bend Humane Society, Blue Fox Artworks, Cascade School of Music, City Club of Central Oregon, Commute Options, Divine Charter, Fire to Inspire, FloCube, JenofEve, Moonrae Botanicals, Mountain Moon Apothecary, Northwest Astrologer, Offer Now USA, Redmond Food Project, Valley Twig & more.
Relativity Agency (formerly GB2 Agency) 1950 NW Jack Lake Ct. Bend, OR 97703	541-410-6965	N/A	www.relativityagency.com georell.bracelin@gmail.com	Georell Bracelin	3	2009	Georell Bracelin	Georell Bracelin, Tenley Sutton	Tenley Sutton	Bend Outdoor Worx, Outside+, Cairn, Brooks Resources, ASI Wealth Management, Bend Park & Recreation District, Deschutes Public Library, Cascades East Transit, Discovery West, Embark, East Cascades Women's Group, The Environmental Center, Family Access Network (FAN), InFocus Eye Care, Partners In Care, ReThink Waste, Tokyo Starfish, Neal Huston & Associates Architects & more.
Savy Agency 550 SW Industrial Way Bend, OR 97702	541-283-6566	541-359-3068	www.savyagency.com rob@savyagency.com	Rob Brown	12	2007	Christina Brown	Christina Brown	Lauren Kirchoff	Local, national, international, varied clients.
Six-Three Marketing 20464 Klahani Dr. Bend, OR 97702	541-390-8058	N/A	www.sixthreemarketing.com kelly63@bendcable.com	Kelly Hardgrave	1	2003	Kelly Hardgrave	Kelly Hardgrave	Kelly Hardgrave	Hayden Homes, Simplicity by Hayden Homes, Juniper Preserve, The Pretty Pussycat, About Time Tours, The Village at Sunriver, Lynch Murphy McLane LLP, Hickman Williams & Assoc., JD Steel Co., Iron Inc., U.S. Steel Stairs
SMARTZ 917 NW Harriman St., Ste. 101 Bend, OR 97701	541-388-4398	N/A	www.smartz.com sales@smartz.com	Mark Knowles	22	1987	N/A	N/A	N/A	N/A
SocialSuite Public Relations 70 SW Century, Ste. 100-475 Bend, OR 97702	541-639-5002	N/A	www.socialsuitepr.com andrea@socialsuitepr.com	Andrea Wasilew Larson	2	2004	Andrea Wasilew Larson	N/A	N/A	(Select past/present - PR services) Synergy Health & Wellness, Corban University, Cascade Lakes Relays, Zensmith Technology Consulting, Nashelle Jewelry, Tetherow Resort, Dave's Killer Bread, Bend-Broadband Vault, Coresite, IDW Publishing, One Earth Recycling, Hopscotch Kids, along with many other consumer, lifestyle, travel, professional services, telecom & high-tech companies.
Studio Absolute 65400 Hwy. 20 Bend, OR 97702	541-280-6836	N/A	www.studioabsolute.com russ@studioabsolute.com	Russ McIntosh	3	2009	Cheryl McIntosh	Russ McIntosh	Russ McIntosh	Abilitree, Brasada Ranch, Bernhardt Coffee, Cascade Culinary Institute, Coachwell, City of Sisters, Cuppa Yo Frozen Yogurt, CS Construction,Element 1, Expressway Market, Groza Construction, Gerdes Financial, High Lakes Healthcare, Lenity Architecture, New Era Homes, Pacific Equity Partners, Sunriver Resort, The No-Bake Cookie Co., Trevin Duey Construction, TILT Cosmetics
Sublime Creative Agency 395 SW Bluff Dr., Ste. 10 Bend, OR 97702	541-390-2009	N/A	www.sublimcreativeagency.com molly@sublimcreativeagency.com	Molly Renner	1	1996	Molly Renner	Molly Renner	N/A	Pine Tavern, Nail Magic, Bend Garbage Companies, Oregon Body & Bath, The Center Foundation, Touchmark, HR Search Experts, Seven Peaks Ventures, COCC Cascade Culinary Institute, Zolo Media, Touchmark, Central Oregon Dermatology, Guardian Group, Golf Board, Bend Hoops, Mama T's Pet Products, Cycle Pub, Destination Designworks, Awbrey Glen, Juniper Pediatrics, Shared Future Coalition, MC Smith Signs, Saving Grace, Cascade Financial Strategies, PhotoLounge, Streamline Solar.
The Garage, Inc. PO Box 8531 Bend, OR 97708	541-330-5950	N/A	www.thegarageinc.com art@thegarageinc.com	Art Wirtz, Marie Wirtz	4	1996	Art Wirtz	Marie Wirtz	Art Wirtz	Bend Brewfest, Millsite Landscape, Telos Talent Partners Services, Healing Waters Lodge, Entre Prises USA, Summit Supply, The Shelter Studio, Oregon Music Educators Assoc, Bend Furniture & Design, Omnivore Ventures, Pro Outfitters, Linehan Outfitters
Wordplay Creative Copy & Campaigns 61010 River Buff Trail Bend, OR 97702	541-408-1998	N/A	www.camdavis.com cam@camdavis.com	Cam Davis	1	2002	N/A	Cam Davis	Cam Davis	AdvenChair, Century Insurance, Cross Dot Digital + Creative, Kinetic Branding, The Marketing Department, Molt Brands, Oregon Trail of Dreams, RDD, Sisters Woodlands
zō agency 210 SW Century Dr., Ste. 421 Bend, OR 97702	541-350-2778	N/A	www.zo.agency connect@zo.agency	Sonja Anderson, Alberto Bolanos, Rachel Rice, Justin Bronson	27	2013	Sonja Anderson	Chris Liggett	Rachel Rice	Local, regional, national.

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



# 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 an 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 where these magical agencies come in. They're the yin to your yang, the peanut butter to your jelly, the Batman to your Robin. You get the idea.

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 so you can finally show off to your high school crush? Whatever your goals, make sure they're crystal clear. Otherwise, you'll end up with a bunch of confused creatives who are about as useful as a screen door on a submarine.

Once you've got your goals sorted, it's time to do some research. Don't just go with the first agency that pops up on Google. That's like swiping right on Tinder without even reading the bio. Take the time to do your due diligence and find an agency that aligns with your goals and values. And for the love of all that is holy, don't pick an agency just because they have a ping pong table in their office. That's like marrying someone just because they have a cute dog.

Once you've found your perfect match, it's time to start building a long-term relationship. And no, I'm not talking about a romantic

relationship (although, you'll surely fall in love if you've picked the right team). I'm talking about a business relationship. You want an agency that's in it for the long haul, not just a one-night ... well you get the drift. So, take the time to build trust and communication, and don't

be afraid to have the occasional heart-to-heart. Getting on the level with your agency is rooted in trust and mutual respect so be open, honest and receptive.

Now, let's talk benefits. Working with an agency is like having a superhero on speed dial. You get access to their expertise, their fancy tools and technology, and their cost-effective approach. And the best part? You get to 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.

Finally, let's wrap this up like a burrito. When it comes to working with an agency, communication is key. Don't be afraid to speak up and set clear expectations. Collaboration is also crucial. You're not just hiring 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? (*Hi! 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.

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 take an all-in every day 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 analysts. 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 hospitality to healthcare. 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 getting 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.

zo.agency



ALBERTO BOLANOS



JUSTIN BRONSON



MITJA KADOW



RACHEL RICE



RON COMER



SHAWN DICRISICIO



TODD ANDERSON



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TRIBE

Bend, Oregon

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(541) 350 2778



Advertising Specialties (Listed Alphabetically)

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Accolades 1244 NE Second St., #2, Bend, OR 97701	541-389-3229	541-389-5585	www.accoladesus.com accoladesus@gmail.com	Terri Defoe	2	1974	Trophies, engraving, signage & awards of all kinds, custom logos & glass etchings, ADA signs, laser engraving.
Alliance Supply Co./Bend Embroidery 2275 NE Doctors Dr., Ste. 4 Bend, OR 97701	541-241-5582	541-382-0537	www.alliancesupplyco.com jeanie@alliancesupplyco.com	Jeanie Dumont	11	2004	Custom embroidery, spirit wear, medical scrubs, career apparel, mat service & sales.
Bear Prints 688 SW Veterans Way, Ste. 4 Redmond, OR 97756	541-388-1274	N/A	www.bearprints.us sales@bearprints.us	Customer Service	4	1978	Screen printing & embroidery. Custom decorated garments.
Bend Awards & Engraving 642 NE First St., Bend, OR 97701	541-389-9300	541-389-1758	www.bendawards.com	Roy Larsen	6	1976	Complete engraving, awards & advertising, graphics & promotional specialties.
Bend Promotional Products PO Box 5396 Bend, OR 97708	541-389-9806	541-388-6744	www.bendad.com bendad@bendpromotionalproducts.com	Robert Sandberg, Lisa Lindgren	2	1982	Promotional items, safety awards, grand openings, customer gifts & one million items with your logo.
BLASTOFF! Studio 1001 SW Disk Dr., Ste. 250, Office #5 Bend, OR 97702	503-453-5826	N/A	blastoffstudio.com hello@blastoffstudio.com	Nate Kupish	1	2022	Branding, web design & development, digital & print design, marketing & strategy, copywriting, photo & video production & product design.
Brilliance In Branding, LLC 1320 SE Armour Rd., Ste. B-3 Bend, OR 97702	541-382-5406	888-839-7103	www.brillianceinbranding.com dina@barkergroupnw.com	Dina Barker	8	2016	Full service promotional branding company. Logoed products, apparel & headwear - featuring Richardson Caps. In-house fulfillment services for events, ongoing programs & special occasions. Onsite embroidery. Leather patches, screen printing, awards, banners & signage, tradeshow displays, pet products, safety gear, golf products, health & wellness, the latest tech, drinkware & more.
Bullseye LAPP LLC 3180 NW Gumpert Rd. Prineville, OR 97754	541-416-0434	541-416-0436	www.bullseyelapp.com bullseye@bendnet.com	Mark McCutchen	2	2001	Screen printed & embroidered apparel, promotional products, signs & banners.
Buzztag 48 SE Bridgeford Blvd., Ste. 110 Bend, OR 97702	541-318-7081	N/A	www.buzztag.co hello@buzztag.co	Brenda Speirs	10	2007	Branded merchandise, promotional products, corporate gifts, e-commerce company stores, company store product management, warehousing & fulfillment, imprinted apparel & caps, in-house embroidery & heat press, screen printing, global shipping.
Central Oregon Flag & Banner 1291 SE Wilson Ave. Bend, OR 97702	541-382-1415	541-385-0902	www.centormall.com/FlagandBanner flagandbanner@bendbroadband.com	June Gowens	2	1990	Flags, flag poles & custom flags.
Centro Print Solutions 34 SE Bridgeford Blvd. Bend, OR 97702	541-382-3534	541-385-3225	www.CentroPrintSolutions.com info@centroprintsolutions.com	Rick Lawrence	8	1971	Customized full service printing & print management solutions such as business forms, marketing collateral, graphic design, imprinted promotional products, decorated apparel, warehousing, delivery & dedicated account representative.
Cheryl McIntosh Photography PO Box 1393 Bend, OR 97709	541-280-0086	N/A	www.greatthingsaredone.com cheryl@greatthingsaredone.com	Cheryl McIntosh	1	2015	Commercial & architectural photography, marketing, copywriting, social media content development, market research, business naming, graphic design.
Coriant 745 NW Mt. Washington Dr., Ste. 108 Bend, OR 97702	541-306-4842	N/A	www.e-coriant.com gale@e-coriant.com	Gale Slaughter	1	2007	Print & marketing solutions; commercial, envelopes, forms, direct mail, digital, labels, newsprint, magazines, publications, thermal, variable imaging, barcodes. Marketing materials, campaigns, packaging, promotional products & apparel. Graphic & advertising design, print & supply chain management, fulfillment & reporting.
Dana Signs 615 SW Umatilla Ave. Redmond, OR 97756	541-548-7226	541-548-5312	www.danasigns.com sales@danasigns.com	Rick & Laurie Hetherington	4	2001	Custom interior & exterior signs & graphic design services. Vehicle graphics. Decals. Menu cards. Message boards. Banners.
Display It Big 61580 American Ln., Ste. 5 Bend, OR 97702	541-318-9392	N/A	www.displayitbig.com makeitbig@displayitbig.com	John Minor	2	1998	Full-color graphics & promotional advertising. Indoor & outdoor signs & banners, stickers, fliers, artwork reproduction, digital output machine for flyers & brochures. Your favorite picture on canvas, tradeshow graphics, giclee printing on watercolor paper.
DONE   Photography + Marketing PO Box 1393 Bend, OR 97709	541-280-0086	N/A	www.greatthingsaredone.com cheryl@greatthingsaredone.com	Cheryl McIntosh	1	2015	Commercial & architectural photography, marketing, copywriting, social media content development, market research, business naming, graphic design.
DT Enterprises PO Box 4036 Sunriver, OR 97707	541-598-0707	541-598-0707	www.dtpromo.com dollymealey@gmail.com	Dolly Mealey	1	2011	Promotional products & custom apparel.
Flash Ink 910 SE Wilson Ave., Ste. A-3 Bend OR 97702	541-323-5274	N/A	www.flashink.com info@flashink.com	Dan Wellisch	7	2008	Custom Screen printing, embroidery & promotional products.
Greatname Promotions PO Box 1254, Sisters, OR 97759	541-549-3700	541-549-3701	www.greatnamepromo.com help@greatnamepromo.com	Tom Showalter	1	2004	Advertising specialties, promotional products, corporate gifts, decorated apparel & event support.
Identity Zone 43 NW Cherry Ln., Ste. 105 Madras, OR 97741	541-475-8700	541-475-8703	www.theidzone.com Kelly@theidzone.com	Kelly Simmelink	7	2005	Embroidery, screen-printing & promotional products.
Momentum Promo Inc. 597 Sisters Park Ct. Sisters, OR 97759	541-549-0807	541-549-6017	www.momentumpromo.com sales@momentumpromo.com	Customer Service	1	1996	Screen printing, sign-making, embroidery, promotional products & fleece-wear.
N the Zone Ink & Eye of the Needle 62958 NE Layton Ave., Ste. 4 Bend, OR 97701	541-728-9663	N/A	www.ntzink.com info@ntzink.com	Josh Love, Deanna Smith	11	1999	Custom decorated apparel & headwear. Screen printing, embroidery, heat press vinyl, branded promotional products, stickers, banners, graphic design & large showroom of product samples & catalogs for business, personal, sports & clubs.
Progressive Screen Printing 20756 High Desert Ct., Ste. 4 Bend, OR 97701	541-385-0931	N/A	www.progressivescreenprinting.com sales@progressivescreenprinting.com	Sean McAllister	5	1986	Wholesale T-shirt specialist, screen-printing on garments w/ 14 & 8 color automatic presses. Full-service art department & art reproduction.
Rainbow Threads 147 SE McKinley Bend, OR 97702	541-382-8441	541-330-2199	www.rainbowthreads.biz sales@biboregon.com	Dina Barker	2	1990	Promotional products & apparel. Quality control & new in-house embroidery. Embroidery & screen printing for uniforms, corporate & casual apparel, caps or custom headwear. Giveaways, awards, banners & signage, tradeshow displays, pet products, safety gear, golf products, health & wellness, the latest drinkware, packaging & more.
Send Out Cards - TLC Makes a Difference PO Box 4631 Bend, OR 97707	541-390-4841	N/A	www.sendoutcards.com/tlcmake- sadiifference tlcmakesadiifference@gmail.com	Paula Frame	1	2009	An online system (available 24/7) that provides a simple & professional way for businesses to follow-up with their clients, vendors & associates.
T-Shirts -R Us 619 NE Greenwood Ave. Bend, OR 97701	541-382-3180	541-330-0257	www.facebook.com/pages/T- SHIRTS-R-US t_shirtsrus@msn.com	Paul Reichert, Robert Reichert	4	1980	Retail, business logos, outerwear, embroidery & silk-screening, photo shirts & mugs. Player names & numbers.
Zolo Media - KOHD-TV & KBNZ-TV 63090 Sherman Rd. Bend, OR 97703	541-749-5151	541-749-4633	www.zolomedia.com advertising@zolomedia.com	Matt McDonald, Amy Witt, Shawn Wilcox	15	1955	Television in Central Oregon including advertising for ABC-KOHD, CBS-KBNZ & 30 cable networks along with Community Channel 11 & commercial broadcast production. Original content for CO Daily, COTV & CO4 Visitor's Network.

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](mailto:cbn@cascadebusnews.com).



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# Demystifying Digital Marketing



In this second in-person, hands-on, **Demystifying Digital Marketing** series, our expert presenter will discuss the different elements of digital marketing and which are right for you to grow your sales.

In this session you will learn:

- What is digital marketing
- What are the key elements of digital marketing
- Which elements are right for your business
- Where you can begin growing your business with digital marketing

• DATE & TIME: February 2<sup>nd</sup> 5:30-7pm  
• LOCATION: Deschutes Public Library, downtown Bend  
• FEE: Free  
• EVENT LANGUAGE: English



Scan QR Code to register  
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[score.org/centraloregon/event/what-digital-marketing-person-workshop-demystifying-digital-marketing](https://score.org/centraloregon/event/what-digital-marketing-person-workshop-demystifying-digital-marketing)



# Self Sufficient Creativity

## Next Studios Cultivates a More Creative Bend

by NOAH NELSON — CBN Feature Writer

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. “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



NEXT STUDIOS COLLABORATION WITH COPR MEET-UP GROUP | PHOTOS COURTESY OF NEXT STUDIOS



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  
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Sign Companies *(Listed Alphabetically)*

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

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](mailto:cbn@cascadebusnews.com).

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Redmond Location

Dana Signs  
541.548.7226  
[danasigns.com](http://danasigns.com)



# Sign Pro of Central Oregon Under New Ownership

provided by SIGN PRO of CENTRAL OREGON

Brandon Kentner (Owner) worked at Carlson Sign for nine years. During his time there he completed the Sign Hangers Apprenticeship, graduating from Northwest College of Construction in Portland, Oregon, where he not only became a journeyman sign hanger but also a licensed crane operator, welder and limited electrician.

Grateful for the experience, mentorship and introduction into the sign world, the only thing lacking was time with his family; as the job often took him out of town. Having young children — nine-year-old twin boys, Bentley and Braxton — the need to be home was more paramount than ever. The next logical transition was to utilize his knowledge, values and skillset, venturing out on his own.

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



RIBBON CUTTING



PHOTOS | COURTESY OF SIGN PRO OF CENTRAL OREGON

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.

3BK Sign + Construction LLC / Sign Pro of Central Oregon  
512 SE Glenwood Dr., Bend  
3BKSign.com

## 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.

**Hire a Consultant:**

An outside perspective can help you see opportunities where you can stretch and take action to meet changes in the market. A consultant can help you not only identify those opportunities, but also create an effective strategy to take advantage of them.

**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](https://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](https://centraloregon.score.org) and click on the "volunteer" button.

[centraloregon.score.org](https://centraloregon.score.org)



# 2023 Marketing Guide

## Printers *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Abracadabra Printing & Design 1441 SW Chandler Ave., Ste. 102 Bend, OR 97702	541-388-4760	N/A	www.abracadabrabend.com print@abracadabrabend.com	Mark & Jeanette Fairlee	4	1988	Offset & digital printing, copy services, design & typesetting. Lamination & bindery.
Bear Prints 688 SW Veterans Way, Ste. 4 Redmond, OR 97756	541-388-1274	N/A	www.bearprints.us sales@bearprints.us	Customer Service	4	1978	Screen printing & embroidery. Custom decorated garments.
Bend Mapping & Blueprint 137 NE Greenwood Ave., Bend, OR 97701	541-389-7440	541-382-4220	www.bendmapping.com orders@bendmapping.com	Rob Butler	2	2004	Large format xerox, blueprinting, color copying, scanning & plotting, lamination, mounting & aerial photography.
Bend Rubber Stamp & Printing 1320 SE Reed Market Rd., Ste. 180 Bend, OR 97702	541-389-2110	541-389-2110	www.bendstampandprinting.com bendstamps@gmail.com	Mike Guest	4	1973	Printing, copying, large format poster prints, rubber stamps, graphic design, promotional items.
Brilliance In Branding, LLC 1320 SE Armour Rd., Ste. B-3 Bend, OR 97702	541-382-5406	888-839-7103	www.brillianceinbranding.com dina@barkergroupnw.com	Dina Barker	8	2016	Full service promotional branding company. Logoed products, apparel & headwear - featuring Richardson Caps. In-house fulfillment services for events, ongoing programs & special occasions. Onsite embroidery facility can handle all your apparel & caps needs. Leather patches, screen printing, awards, banners & signage, trade-show displays, pet products, safety gear, golf products, health & wellness, the latest tech, drinkware & more.
Cascade Graphics 475 SE Bridgeford Blvd. Bend, OR 97702	541-389-7622	541-382-8187	www.cascadegraphics.com billy@cascadegraphics.com	Billy Sherritt, Wendy Marlin	13	1979	Large format digital printing, commercial screen printing w/UV inks, die-cutting, decals, laminating, merchandisers, displays, bumper stickers, signs, banners, fleet graphics, custom product imprinting, instrument panels, specialty inks & materials & fulfillment.
Central Oregonian 558 N Main St., Prineville, OR 97754	541-447-6205	541-447-1754	www.centraloregonian.com news@centraloregonian.com	Teresa Tooley, Tony Ahern	16	1882	Layout, design, prepress & quality webpress printing on a variety of sizes, colors & stocks.
Centro Print Solutions 34 SE Bridgeford Blvd. Bend, OR 97702	541-382-3534	541-385-3225	www.CentroPrintSolutions.com info@centroprintsolutions.com	Rick Lawrence	8	1971	Customized full service printing & print management solutions such as business forms, marketing collateral, graphic design, imprinted promotional products, decorated apparel, warehousing, delivery & dedicated account representative.
CL Printing & Copy Center, Inc. 1210 SW Highland Ave., Redmond, OR 97756	541-504-9334	541-504-9335	clprintingredmond.com erca@mrprintco.com	Matthew Rock, Erica Campbell	3	1997	Full service printing, copying, blueprints & design. UPS shipping. Wide format printing & laminating.
Corbynite Printing & Design Bend, OR 97701	541-480-5198	541-306-3207	www.centraloregonprinting.com jake@corbynitesteele.com	Ronni Herrold, Jake Herrold	3	2000	Design, production, printing.
Coriant 745 NW Mt. Washington Dr., Ste. 108 Bend, OR 97702	541-306-4842	N/A	www.e-coriant.com gale@e-coriant.com	Gale Slaughter	1	2007	Print & marketing solutions; commercial, envelopes, forms, direct mail, digital, labels, newsprint, magazines, publications, thermal, variable imaging, barcodes. Marketing materials, campaigns, packaging, promotional products & apparel. Graphic & advertising design, print & supply chain management, fulfillment & reporting.
DeLeone Corp. 1258 SW Lake Rd., Redmond, OR 97756	541-504-8311	541-504-8411	www.cascadelabels.com orders@deleone.com	Michael De Leone	12	1972	Pressure sensitive label printing.
Display It Big 61580 American Ln., Ste. 5 Bend, OR 97702	541-318-9392	N/A	www.displayitbig.com makeitbig@displayitbig.com	John Minor	2	1998	Indoor & outdoor signs & banners, stickers, fliers, artwork reproduction, digital output machine for flyers & brochures. Your favorite picture on canvas, tradeshow graphics, giclee printing on watercolor paper.
FedEx Office 61 NW Oregon Ave., Ste. 102 Bend, OR 97701	541-317-5915	541-317-5937	www.fedex.com/us/office/on-line-printing.html usa0540@fedex.com	Megan Parker	5	1998	Digital printing, b/w & color copying, oversize color, computer rental & blueprint copies. Sony digital photo printer, binding & lamination, banners, posters & shipping.
High Cascade Printing 1375 SE Wilson Ave., Ste. 130 Bend, OR 97702	541-389-0213	N/A	www.highcascadeprinting.com	Tim & Patti Rausch	2	1982	Digital full color, general commercial printer, business/color printing & bindery, computerized typesetting & copy preparation.
La Pine Business Center 16388 Third St., PO Box 3239 La Pine, OR 97739	541-536-5580	541-536-5673	www.BooksBoxesandBS.com lapinebusinesscenter@gmail.com	Jeanette Mein	3	1994	UPS, FedEx, packaging services, personal mailboxes, mail services, Notary, custom printing, signs & banners, vinyl printing, scanning, email, shredding, custom design, books & greeting cards.
Mail Copies & More/Office Express 380 SW Fifth St., Madras, OR 97741	541-475-5656	541-475-5662	www.madrasofficeexpress.com officeexpress@gmail.com	Loren Dunten, Rick Allen	4	1997	Graphic design, layout, flyers, brochures, business cards, copies 36 inch wide, color copies, b/w copies, vehicle lettering, shipping services, office supplies & full-service sign shop.
Minuteman Press 235 SE Wilson Ave., Ste. 100 Bend, OR 97702	541-749-2900	N/A	minuteman.com/us/locations/or/bend mmpbend.or211@minuteman.com	Renee Mansour	6	2003	Commercial printing, graphic design, branded apparel, full-service mailings with discounted postage, brochures, EDDM, flyers, business cards, business forms, letterheads, envelopes, invitations, newsletters, promotional products, labels, large format printing & dye sublimated products & apparel, blueprinting/large format & more.
Moonlight Business Process Outsourcing 2491 NE Twin Knolls Dr., Bend, OR 97701	866-348-9791	541-617-1831	www.moonlightbpo.com ellen@moonlightbpo.com	Ellen Koch	13	1985	Commercial printing both offset & Digital, direct mail, all mailing services, UV coating & bindery. Presort & daily mail pick up, statement & invoice printing, digital printing & variable, personalization & Transpromo data. Lock Box services, return mail services, data archiving, scanning & more.
Premier Printing Solutions 63052 Layton Ave., Ste. 170 Bend, OR 97701	541-617-9899	N/A	www.ppsbend.com pps@ppsband.com	Brett Davis	6	1999	Printing services for traditional business marketing products as well as packaging, roll & sheet labels, trade show graphics, art reproduction, large format graphics & more.
Press Pros Printing Company 20798 High Desert Lane, Bend, OR 97701	541-389-7767	541-389-4872	www.presspros.com debra@presspros.com	Larry & Debra Peterson	16	1982	Full service printer, digital copies, mailing services & promotional products.
Progressive Screen Printing 20756 High Desert Ct., Ste. 4 Bend, OR 97701	541-385-0931	N/A	www.progressivescreenprinting.com sales@progressivescreenprinting.com	Sean McAllister	5	1986	Wholesale T-shirt specialist, screen-printing on garments w/ 14 & 8 color automatic presses. Full-service art department & art reproduction.
Ryder Graphics 370 SW Columbia St. Bend, OR 97702	541-382-5934	541-382-5908	www.rydergraphics.net scott@rydergraphics.net	Scott Ryder	15	1990	Full commercial printing, specializing in four-color process & election printing.
Skyliner Print & Design 1151 SE Centennial Ct., Ste. 3 Bend, OR 97702	541-749-2151	N/A	www.skylinerprint.com print@skylinerprint.com	Travis Waltz, Tor Hanson	4	2019	Full service printing including blueprints, small & large format documents, mylar, spec books, document management, binding, large format laminating & mounting services, graphic design & installation services. Local pickup & delivery available. *Business formerly known as ARC Document Solutions.
Snyder & Sons Unlimited 521 NE Seward Ave., Bend, OR 97701	541-330-1803	541-382-6927	www.snyderandsons.com info@snyderandsons.com	Lori Pintok-Snyder	1	1996	Graphic design, website design & printing services including single to four color process & other promotional media. Consulting.
The Bulletin/EO Media Group & Central Oregon Media Group 320 SW Upper Terrace Dr., Ste. 200, Bend, OR 97702	541-617-7839	N/A	printdrop@bendbulletin.com	Holly Rouska	172	1903	High quality, high volume print & distribution. Daily newspaper & commercial printing. Advertising, marketing, digital, design, printing, distribution.
The Printing Post 498 SW Sixth St., Ste. 101 Redmond, OR 97756	541-548-7101	541-548-6093	www.theprintingpost.com debra@theprintingpost.com	Bern Thiesen, Debra & Larry Peterson	4	1978	Commercial printing, digital copies, graphic design, promotional products, mailing services.
Visuality 21050 Young Ave., Ste.1, Bend, OR 97703	541-280-1488	N/A	www.visuality.biz michael@visuality.biz	Michael Grabenhorst	1	2000	Coordinator of print & design projects throughout the Northwest.
X-Press Printing Inc. 664 W Hood Ave., Sisters, OR 97759	541-549-9321	541-549-4142	www.xpressprinting.biz jeff@xpressprinting.biz	Jeff Swales	19	1989	Commercial & quick print, digital color, digital b/w, business printing, design, direct mail & marketing services, variable data, electronic file transfer & proofing.

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



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2023 Marketing Guide

Publishers *(Listed Alphabetically)*

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

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

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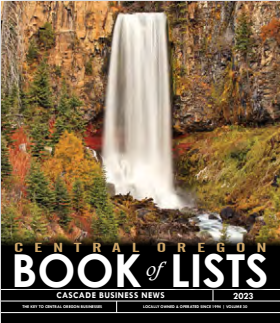


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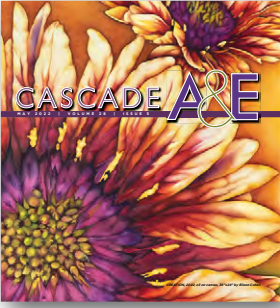
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lists also available online.  
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marketing tool.

#### Cascade Arts & Entertainment Magazine

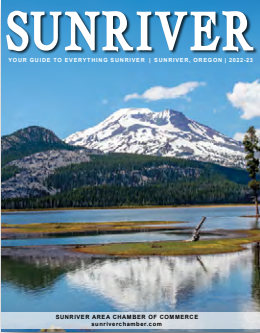
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# Writers Helping Writers

## Emerald Books Offers Affordable Independent Publishing

by NOAH NELSON — CBN Feature Writer

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



ISAAC PETERSON



DR. JESSICA HAMMERMAN

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."

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Alpine Internet 838 NW Bond St., Ste. 2 PO Box 31 Bend, OR 97703	541-312-4704	N/A	www.alpincinternet.com hello@alpincinternet.com	Brian Cash	5	1999	Website & app development, hosting, cloud services, support & devops, data-driven results, WordPress development, email & social marketing, webmaster services, webdatabases, consulting services, Apple developer, certified Google Apps partner, certified Google AdWords partner.
Astir Agency 1211 NW Trenton Ave. Bend, OR 97703	541-678-5889	N/A	www.weareastir.com hello@astiragency.com	Tim Jones	4	2012	Strategy-driven branding & design for the outdoor industry & nonprofits worldwide.
Bend Web Design 63109 Turret Ct. Bend, OR 97701	541-678-3668	N/A	www.bendwebdesign.co info@bendwebdesign.co	Jason Morgan	1	2014	Web design, search engine optimization, social media marketing, graphic design, IT & more.
Binary Star Systems Bend, OR 97701	541-316-8027	N/A	www.BinaryStarSystems.com hello@binarystarsystems.com	Lisa Sipe, Jim Sipe	2	2003	Website design, software development, mobile app development, email marketing, branding & graphic design.
Camp Creative, Inc. 2900 NW Clearwater Dr., Ste. 200 Bend, OR 97703	541-622-3636	N/A	www.campcreative.net rcamp@campcreative.net	Steve Bredt, Richard Camp	10	2015	Full service UX design, customer journey development, web application design & development, interactive touch screens, content development, copywriting, SEO, social media strategy & management. Web application development.
Campbell Consulting Group, Inc. Bend, OR 97701	541-410-9113	N/A	www.campbellconsulting.com judy@campbellconsulting.com	Judy Campbell	5	1996	Serving tourism, craft beer, cannabis & software companies with strategic media relations, public relations, media training, social media, branding & website development.
Cight Solutions 920 SW Emkay Dr., Ste. 107 Bend, OR 97701	833-600-4007	N/A	cightsolutions.com info@cightsolutions.com	Ron Montgomery	15	2019	Digital marketing, website design, social media management, blogging, Google business profile management, reputation management, listing management, SEO, digital ads, branding, email marketing & graphic design.
Cross Dot Digital & Creative Agency LLC 1001 SW Emkay Dr., Ste. P Bend, OR 97702	541-977-7797	N/A	www.crossdotdigital.com michelle@crossdotdigital.com	Michelle Hart	10	2019	Graphic design, brand identity, website design, social media, copywriting & content marketing, digital marketing services, reputation management.
Effectual Inc. 2738 NW Potts Ct., Ste. 110 Bend, OR 97703	800-770-1868	N/A	www.Effectual.com info@Effectual.com	Robb Allen	350	2019	Build-to-suit custom applications such as enterprise web apps, mobile apps, IoT, AI/ML, & responsive websites; content strategy & digital marketing; strategic consulting for digital product / service strategies & amazon web services (AWS) Premier Partner.
Farewell Media 1404 NE Third St., Ste. 7 Bend, OR 97701	541-280-4647	N/A	www.farewellmedia.com creative@farewellmedia.com	Kevin Watkins	11	2016	Web design, webflow CMS, web development, SEO, copywriting, website maintenance, website hosting.
Inspired Melissa 1001 SW Disk Dr., Ste. 250 Bend, OR 97702	541-280-3642	N/A	www.inspiredmelissa.com info@inspiredmelissa.com	Melissa McGlenn	1	2012	WordPress website design & development, Search Engine Optimization (SEO), Weebly Square-space websites, website hosting & maintenance, 1-page scrolling websites, business websites, e-commerce websites, social media strategy & marketing & so much more!
JF Possibilities, Inc. PO Box 1214 La Pine, OR 97739	541-410-2760	N/A	www.jfpossibilities.com info@jfpossibilities.com	Jon Foster	2	2003	Server Management, website & application development, consulting & computer security.
Kinetic Branding Bend, OR 97703	541-550-7272	N/A	www.kineticbranding.com paul@kineticbranding.com	Paul Ruetters	2	2000	Brand strategy, graphic design, web design, SEO, CMS, E-Commerce, advertising, packaging design, print design.
Litehouse Technology, LLC 740 NE Third St., Ste. 3 Pmb 152 Bend, OR 97701	541-589-3362	N/A	www.litehousetech.com contact@litehousetech.com	Zack Jenks	1	2007	Web development & support.
LuLish Design 3720 NW 25th St. Redmond, OR 97756	541-350-0594	N/A	www.LuLish.com lynnette@lulish.com	Lynnette Brailard	2	2005	Full-service agency: web development + design, SEO/SEM, digital marketing, marketing plans & strategy, content marketing, PR, copywriting, campaigns & more.
Mazama 404 SW Coumbia St., Ste. 150 Bend, OR 97702	541-728-0558	N/A	www.mazamamedia.com info@mazamamedia.com	Sarah Turner	25	2013	Result-driven bot software that converts conversations into customers.
OneScout 20572 Jacklight Lane Bend, OR 97702	503-577-3119	N/A	www.onescoutagency.com chris@onescoutagency.com	Chris Dittman	6	2022	Web development, website design & creation, SEO, paid ads, branding...
Organic Webs 204 NW St. Helens Pl. Bend, OR 97701	541-617-8574	N/A	www.organicwebs.com	Michelle Sobala	3	2002	Custom Wordpress themes & websites, user conversion, user experience, search engine optimization, Facebook ads, YouTube optimization, APPS, graphic design & more.
Parallel Forty Four Bend & Redmond, OR	541-604-8484	N/A	www.parallelfortyfour.com alexandra@parallelfortyfour.com	Alexandra McCrea, Sean McCrea	2	2020	Full-service social media partner providing photography, web design, social media, reviews, & influencer management, content creation, logo & business card design, banner & signage design & consulting services.
Project 4 Home Office In Redmond, OR 97756	541-306-9979	N/A	www.project4marketing.com stephanie@project4marketing.com	Stephanie Shaver	1	2020	Website design & maintenance. SEO. Social media management & strategist.
SMARTZ 917 NW Harriman St., Ste. 101 Bend, OR 97701	541-388-4398	N/A	www.smartz.com sales@smartz.com	Mark Knowles	22	1987	Smartz can help your business with paid marketing, creative web design, development & disciplined web marketing principles to deliver bright, meaningful results & ROI. Certified Google Premier Partner.
Snyder & Sons Unlimited 521 NE Seward Ave. Bend, OR 97701	541-330-1803	541-382-6927	www.snyderandsons.com info@snyderandsons.com	Lori Pintok-Snyder	1	1996	Graphic design, website design & printing.
Spangler Creative 516 SE Glenden Place Bend, OR 97702	541-799-9113	N/A	www.spanglercreative.com matt@spanglercreative.com	Matt Spangler	1	1993	Brand identity, graphic design, web design, web development, ad campaign design, print collateral from business cards to annual reports, outdoor billboards & signage, apparel imprint design. Over 25 years experience with global nonprofit organizations.
The Garage, Inc. PO Box 8531 Bend, OR 97708	541-330-5950	N/A	www.thegarageinc.com art@thegarageinc.com	Art Wirtz, Marie Wirtz	4	1996	Website design, web marketing, Wordpress CMS, custom CMS development, SEO/user experience.
Web Mentors 160 S Oak St., Ste. 414 PO Box 3500-414 Sisters, OR 97759	541-408-1693	N/A	www.webmentors.com michael@webmentors.com	Michael Curry	3	2002	eBusiness solutions for strategic direction, new websites, updated branding, logo & search engine optimization.
WebBlox Bend, OR 97703	541-848-7749	N/A	www.webblox.com paul@webblox.com	Paul Ruetters	3	2012	Custom Web Design, Web Development, Content Management System, Search Engine Optimization, Social Media, E-Commerce.

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

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# Five Must Know SEO Tactics

## Is Your Small Business Doing Everything to Maximize Organic Traffic

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

Search Engine Optimization or, SEO, is the most basic and often the most overlooked aspect of any online marketing effort. Simply put, if you have a website, you should be making regular investments in your search optimization efforts. Years of research and data analysis across multiple industries show that investments in SEO tend to have the highest ROI of all digital marketing. In fact, it's the only online marketing initiative where you're not paying directly for every impression and click. Consider that even with all of the millions upon millions of dollars put into paid search, more than half of all web traffic to leading brands is organic traffic — most of that directly attributed to SEO strategy.



You've already spent money on your website. That shouldn't be the end of it. In fact, it's just the beginning. So if you're wondering where to start with your SEO efforts, here are five essential SEO tactics.

- 1. **Claim Your Space.** Search engines are increasingly sophisticated in their understanding of businesses and organizations as entities. As a local business it is incumbent to align all of your local brand signals across all web platforms. Start with the top search engine by claiming your Google

Business Places profile. This will help Google understand the relationship between your website, your services or products and your physical location or service area. Aligning these signals sends a clear message to search about who you are, what you do and where you do it.

- 2. **Manage Your Reputation.** Consumers and customers are more likely now than ever to compare your services and products against competitors. They are also likely to look at how other customers viewed their experience with your business and whether they endorse a specific product. Successful businesses engage their customers by soliciting reviews across multiple platforms including web, social channels and third party review sites like Yelp.
- 3. **Build Your Audience.** People engage with brands that create compelling stories and experiences. Identify your audience. Learn what kinds of content inspires and engages them. It can be Facebook videos, Instagram photos, Email offers or contests. Think about where your target audience spends its time online and build content that meets them there.
- 4. **Plan Your Strategy.** The difference between brands and organizations that have good ideas and brands that execute good ideas comes down to planning and strategy. If you aren't making time to plan your strategy then there's simply no way to sustain it. Don't be the business from one blog post dating back to 2021 or the local restaurant with one Facebook post from last fall. Think about what channels make sense for your business and then plan how to own them.
- 5. **Measure & Adjust.** It's been said, correctly, that you cannot manage what you don't measure. That should be your guiding principle in your marketing efforts. Track all of your efforts. A good digital strategy should always build on what has worked before and be informed by what did not. Test, measure and refine. Marketing is an art, but don't forget the science.

Have questions or want a second set of eyes to look over your SEO strategy. OneScout offers free website consultations and specializes in working with small and medium-sized businesses that are looking to get more out of their digital marketing efforts.

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# Flash Ink: Innovative Technology for Custom Clothing Needs



PHOTO | COURTESY OF FLASH INK

provided by by FLASH INK

Flash Ink has been operating in Bend with screen printing services since 2008, but they've recently changed the Central Oregon custom clothing game by introducing direct-to-garment printing to their design repertoire this year. With the innovative direct-to-garment printing technology, FlashInk boasts the ability to make custom clothing more quickly and efficiently than ever before.

The introduction of direct-to-garment printing did not take away from the more traditional printing methods that FlashInk offers, however. The shop still bears classic embroidery technology, as well as the traditional screen printing methods that many people have become accustomed to. By incorporating direct-to-garment printing to their line-up, FlashInk became one of the only Bend-based custom clothing companies to offer all three techniques, making them widely versatile.

While they're perhaps most well known for their affordable custom t-shirt printing services, Flash Ink has simultaneously mastered the art of intricate designs for hats, sweatshirts, t-shirts, jackets and more — there's almost nothing they can't print on at your request. Unlike the majority of screen-printing companies, however, FlashInk is not limited to just apparel. They also specialize in creating custom promotional goods including drinkware, bags, and tech accessories that have helped local businesses grow. With their wardrobe-expanding custom apparel offerings and promotional goods, Flash Ink provides all the services that any business — or individual — needs to make great custom clothing ideas come to life, and they do so at competitive prices.

With all the different techniques and customizable goods they offer, it may seem overwhelming to decide which method works best for you. But FlashInk's comprehensive website features information about each type of printing to help you decide whether embroidery, screen printing, or the new direct-to-garment printing will suit your project best.

Flash Ink • 910 SE Wilson Ave., A-3  
[flashink.com](http://flashink.com)

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[www.onescoutagency.com](http://www.onescoutagency.com)



2023 Marketing Guide

Media - Cable *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Audience	Format	Owner / Headquarters
TDS (Previously BendBroadband) 63090 Sherman Rd. Bend, OR 97703	855-696-8368	N/A	www.HelloTDS.com	Customer Service	150	1969	Bend, Crooked River Ranch, Culver, La Pine, Madras, Metolius, Prineville, Redmond, Sisters, Sunriver, Terrebonne, Tumalo. Residential/commercial.	Central Oregon Daily operates both the CBS & ABC affiliates featuring Emmy-Award-winning local newscasts & commercial production. Advertising solutions also include local commercials on 32 TDS cable networks, the Central Oregon Visitor's Network & a suite of digital products.	TDS Telecom, Madison, Wisconsin.

Media - Magazine *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Circulation	Format	Owner / Headquarters
Bend Magazine 974 NW Riverside Blvd. Bend, Or 97701	541-948-5200	N/A	www.bendmagazine.com ross@oregon-media.com	Ross Johnson	14	2015	20,000 quarterly	Lifestyle Magazine.	Oregon Media LLC
Cascade Arts & Entertainment 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.CascadeAE.com jeff@cascadebusnews.com	Jeff Martin	4	1995	10,000 to 15,000 monthly; weekly E-Broadcast every Wednesday.	Arts Magazine.	Cascade Publications Inc., Bend, OR
Central Oregon Rancher, LLC PO Box 1 Powell Butte, OR 97753	541-408-7010	N/A	www.centraloregonrancher.com rancher@reagan.com	Mark Howard, Scott Johnson	2	1953	16,000 Monthly	Farm & Ranch Trade News Magazine.	Scott Johnson & Mark Howard, Publisher, Powell Butte, OR.
Red Bee Press PO Box 1981 Bend, OR 97709	541-306-9611	N/A	redbeepress.com debbie@redbeepress.com	Debbie Agnew	4	2012	Over 100,000 per quarter	Coupon publication.	Debbie Agnew/ Bend, OR
Sageland Magazine 345 SE Fifth St. Madras, OR 97741	541-475-2275	541-475-3710	www.madraspioneer.com tahern@madraspioneer.com	Tony Ahern, Holly Gill	8	1999	10,000 Annually	Jefferson County lifestyle magazine.	Pamplin Media Group, Portland, OR.
Sisters Oregon Guide 442 E Main Ave. PO Box 698 Sisters, OR 97759	541-549-9941	N/A	www.sistersoregonguide.com vicki@nuggetnews.com	Vicki Curlett	5	1995	40,000 Printed   7,000 Electronic	Comprehensive guide to Sisters, Oregon & surrounding areas including Camp Sherman & Black Butte Ranch. Official Sisters Oregon Guide published & distributed by The Nugget Newspaper, Sisters.	The Nugget Newspaper, LLC, 442 E Main Ave., Sisters, OR.
Small Farmers Journal 215 N Cedar Ste. 2 PO Box 1627 Sisters, OR 97759	800-876-2893	N/A	www.smallfarmersjournal.com agrarian@smallfarmersjournal.com	Lynn R. Miller	6	1976	4,000 Quarterly	Farmers Journal Quarterly Magazine.	Small Farmers Journal, Sisters, OR.
Sunriver Magazine 404 NE Norton Ave. Bend, OR 97701	541-388-5665	N/A	www.cascadebusnews.com jeff@cascadebusnews.com	Jeff Martin	4	2010	25,000 Annually	Sunriver lifestyle magazine.	Cascadia Magazine Company LLC, Bend, OR.

Media - Newspaper *(Listed Alphabetically)*

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

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](mailto:cbn@cascadebusnews.com).



Media - Other *(Listed Alphabetically)*

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

Media - Radio *(Listed Alphabetically)*

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

Media - Television *(Listed Alphabetically)*

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

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Graphic Designers

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

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
BLASTOFF! Studio 1001 SW Disk Dr., Ste. 250, Office #5 Bend, OR 97702	503-453-5826	N/A	blastoffstudio.com hello@blastoffstudio.com	Nate Kupish	1	2022	Branding, web design & development, digital & print design, marketing & strategy, copywriting, photo & video production & product design.
Bright Light Graphics 1712 NE 12th St., Bend, OR 97701	503-501-6031	N/A	www.brightlightgraphics.com lieve@brightlightgraphics.com	Lieve Maas	1	2011	Book design, graphic design, self-publishing, brand identity design.
Campbell Consulting Group, Inc. Bend, OR 97701	541-410-9113	N/A	www.campbellconsulting.com judy@campbellconsulting.com	Judy Campbell	5	1996	Serving tourism, craft beer, cannabis & software companies with strategic media relations, public relations, media training, social media, branding & website development.
Cight Solutions 920 SW Emkay Dr., Ste. 107, Bend, OR 97702	833-600-4007	N/A	cightsolutions.com info@cightsolutions.com	Ron Montgomery	15	2019	Digital marketing, website design, social media management, blogging, Google business profile management, reputation management, listing management, SEO, digital ads, branding, email marketing & graphic design.
Inspired Melissa 1001 SW Disk Dr., Ste. 250, Bend, OR 97702	541-280-3642	N/A	www.inspiredmelissa.com info@inspiredmelissa.com	Melissa McGlenn	1	2012	Logo & brand design, print design, web design, business cards, brochures, flyers, banners, book publishing, magazine ads, memorial programs, postcards, package design & so much more!
Kate Miller Design 200 SW James Dr., Bend, OR 97702	541-390-5853	N/A	www.katemillerdesign.com kate@katemillerdesign.com	Kate Miller	1	2000	Logo/brand identity design + website design/custom WordPress development.
Kinetic Branding Bend, OR 97703	541-550-7272	N/A	www.kineticbranding.com paul@kineticbranding.com	Paul Ruettgers	2	2000	Brand strategy, graphic design, web design, SEO, CMS, E-Commerce, advertising, packaging design, print design.
Mazama 404 SW Cumbia St., Ste. 150 Bend, OR 97702	541-728-0558	N/A	www.mazamamedia.com info@mazamamedia.com	Bud Torcom	25	2014	Result-driven bot software that converts conversations into customers.
MoeGang Productions Home Office in Bend, OR 97701	541-280-3337	N/A	rmoeegy@gmail.com	Ryan & Marcee Moeggenberg	2	2017	Full-service publishing, design & layout of print media & more.
Parallel Forty Four Bend & Redmond, OR	541-604-8484	N/A	www.parallelfortyfour.com alexandra@parallelfortyfour.com	Alexandra McCrea, Sean McCrea	2	2020	Full-service social media partner providing photography, web design, social media, reviews, & influencer management, content creation, logo & business card design, banner & signage design & consulting services.
Perez Design PO Box 1087 Bend, OR 97709	541-322-9768	N/A	www.perezdesign.com carlos@perezdesign.com	Carlos Perez	2	2001	Creative solutions for forward thinking businesses & organizations.
Project 4 Home Office in Redmond, OR 97756	541-306-9979	N/A	www.project4marketing.com stephanie@project4marketing.com	Stephanie Shaver	1	2020	Marketing materials both digital & print. From logo development to company flyers & everything in between.
Sexton Design, LLC 301 NW Greyhawk Ave. Bend, OR 97703	541-382-1055	Same as phone	www.sextonhomedesign.com vernsextondesign@gmail.com	Vernon Sexton, Ian Sexton	3	1974	Graphic design services, vinyl decals, vehicle lettering, signs, computer illustration, screen print design, custom illustrations & architectural design.
Smiley Design 443 NW Delaware Ave., Bend, OR 97703	541-382-8406	N/A	www.facebook.com/SmileyDesign smileyhowe@bendbroadband.com	Barbara Smiley	1	1980	Graphic design, logos & branding, lettering & calligraphy, painting & illustration, private art classes.
Snyder & Sons Unlimited 521 NE Seward Ave. Bend, OR 97701	541-330-1803	541-382-6927	www.snyderandsons.com info@snyderandsons.com	Lon Pintok-Snyder	1	1996	Graphic design, website design & printing.
Studio Absolute 65400 Hwy. 20, Bend, OR 97702	541-280-6836	N/A	www.studioabsolute.com russ@studioabsolute.com	Russ McIntosh	3	2009	Brand identity design, graphic design, packaging design, collateral + brochure design, signage design, advertising design, website design + build.
Tor Naerheim Brand Design LLC 806 NW Brooks Dr., Ste. 210 Bend, OR 97703	805-405-9381	N/A	www.tnbd.net tor@tnbd.net	Tor Naerheim	4	1995	Brand solutions: identity, strategy, naming, messaging, brand guidelines, collateral, product design. Digital solutions: interface design, desktop + mobile + tablet, user experience, user interface, CMS development, mobile applications, e-commerce.
Whitten Design 2894 NE Baroness Pl. Bend, OR 97701	541-241-6469	N/A	www.whittendesign.com results@whittendesign.com	Darius Whitten	1	1999	Branding, advertising, marketing communication. Logos, ad campaigns, publication design, brochures, annual reports, direct mail, trade show booths, book design, web design, email marketing, press kits, billboard & transit, newsletters, menus.
X-Press Printing Inc. 664 W Hood Ave., Sisters, OR 97759	541-549-9321	541-549-4142	www.xpressprinting.biz jeff@xpressprinting.biz	Jeff Swales	19	1989	Commercial & quick print, digital color, digital b/w, business printing, design, direct mail & marketing services, variable data, electronic file transfer & proofing.


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Public Relations & Marketing Professionals  
(Listed Alphabetically, please see full-service Advertising Agencies for more companies.)

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Clients	Services
BLASTOFF! Studio 1001 SW Disk Dr., Ste. 250, Office #5 Bend, OR 97702	503-453-5826	N/A	blastoffstudio.com hello@blastoffstudio.com	Nate Kupish	1	2022	Monthly Design Retainers & project-based.	Branding, web design & development, digital & print design, marketing & strategy, copywriting, photo & video production & product design.
Campbell Consulting Group, Inc. Bend, OR 97701	541-410-9113	N/A	www.campbellconsulting.com judy@campbellconsulting.com	Judy Campbell	5	1996	Urban South Brewery, Brooks Resources Corp., Crux Fermentation Project, Discovery West, Alter Agents, Ashland Independent Film Festival & more.	Serving tourism, craft beer, cannabis & software companies with strategic media relations, public relations, media training, social media & more.
Cight Solutions 920 SW Emkay Dr., Ste. 107 Bend, OR 97702	833-600-4007	N/A	cightsolutions.com info@cightsolutions.com	Ron Montgomery	15	2019	N/A	Digital marketing, website design, social media management, blogging, Google business profile management, reputation management & more.
Deschutes Gift Baskets, LLC 632 SW Sixth St., Ste. 1 Redmond, OR 97756	541-977-1036	N/A	oregonourmetbaskets.com david@deschutesgiftbaskets.com	David Thorne	3	1999	Onion Eye, BMC, Savy Agency, St. Charles Medical Group, Labor Ready, Alpine Real Estate & Directors Mortgage, Pahlisch Homes, Touchmark Retirement.	Personalized gift baskets & gift boxes for all occasions, specializing in corporate gifting.
Eclipse Marketing 1900 NE Third St., Ste. 106-290 Bend, OR 97701	541-318-0900	541-318-0901	www.eclipsemarketing.agency lisa@eclipsemarketing.agency	Brian Canady, Lisa Canady	2	2001	N/A	Media planning/buying, broadcast production, copy writing, print & web design, account management.
Global Strategies International 19785 Village Office Ct. Bend, OR 97702	541-639-3055	N/A	www.globalstrategies.com jeremy.sanchez@globalstrategies.com	Jeremy Sanchez	46	2004	Adobe, Cisco, Ford, IBM, Intel, Nestle, Purina, Thomson Reuters, DuPont, TD Ameritrade, Career Education Corporation, Philips & The Australia Post.	Specializing in data driven marketing for global enterprise clients. Focus on search & content marketing, consulting services span market insights & more.
Hubbell Communications PO Box 2221 Bend, OR 97709	541-420-8603	N/A	www.ThinkHubbell.com erin@thinkhubbell.com	Ward Hubbell, Erin Foote Morgan	9	2018	Pacific Power, Oregon State Sheriff's Association, Jeld-Wen, Oregon Dental Association, Fred Meyer, Columbia Sportswear, Oregon Health Sciences University & more.	Public relations, public affairs, communications, crisis management, issue advocacy services, grass-roots activation, coalition management & more.
Inspired Melissa 1001 SW Disk Dr., Ste. 250 Bend, OR 97702	541-280-3642	N/A	www.inspiredmelissa.com info@inspiredmelissa.com	Melissa McGlenn	1	2012	Freedom Regenerative Medicine, ConnectW, Expanding Wholeness, Naturally Healthy Families, Powell Butte Preschool, Good 2 Go Food & Fun & more.	Marketing strategy, media relations, social media, speech writing, press releases, event planning, outreach, market research, copywriting & more.
Lulish Design 3720 NW 25th St. Redmond, OR 97756	541-350-0594	N/A	www.LuLish.com lynnette@lulish.com	Lynnette Brailard	2	2005	Old Mill District, Hayden Homes Amphitheater, Visit Central Oregon, Redmond CVB	Full-service agency: web development + design, SEO/SEM, digital marketing, marketing plans & strategy, content marketing, PR & more.
MarketMotif Consulting, Inc. Bend, OR 97703	541-318-8602	N/A	www.marketmotif.com Marketing@MarketMotif.com	Penny Bartels	2	1999	AppDirect, Armanino, Figma, New Relic, Palo Alto Networks, Trend Micro, WhereScape.	Technology content planning & development; white papers, eBooks, case studies, web copy, articles & more.
Off The Front Marketing Bend, OR 97701	541-312-2151	N/A	www.offthefront-marketing.com tracys@offthefront-marketing.com	Tracy Smith	1	2002	Autodesk, Verity, Inktomi, Pine Mountain Ranch, Cascade Cycling Classic, InsideRide, Toyota-United Pro Cycling Team, Wool Town, Autonomy Inc. & more.	Full service marketing
Project 4 Home Office In Redmond, OR 97756	541-306-9979	N/A	www.project4marketing.com stephanie@project4marketing.com	Stephanie Shaver	1	2020	N/A	Marketing strategies, brand consultant, PR campaigns, logo & brand development, website development & maintenance, SEO, SEM & more.
SMARTZ 917 NW Harriman St., Ste. 101 Bend, OR 97701	541-388-4398	N/A	www.smartz.com sales@smartz.com	Mark Knowles	19	1987	N/A	Help with paid marketing, creative web design, development & disciplined web marketing principles & more. Certified Google Premier Partner.
SocialSuite Public Relations 70 SW Century, Ste. 100-475 Bend, OR 97702	541-639-5002	N/A	www.socialsuitepr.com andrea@socialsuitepr.com	Andrea Wasilew Larson	2	2004	(Select past/present - PR services) Synergy Health & Wellness, Corban University, Cascade Lakes Relays, Zensmith Technology Consulting, Nashelle Jewelry & more.	Public + media relations, digital + social media marketing, campaign launches.
SungRay Communications Bend, OR	541-390-6411	N/A	www.hellostingray.com shanrae@hellostingray.com	ShanRae Hawkins	1	2014	City of Bend, City of Prineville, Deschutes Basin Board of Control, Central Oregon Irrigation District, Parametrix, Anderson Perry & Arnold Irrigation District, DOWL	Communications, public involvement, marketing strategy, public relations, reputation & crisis management, brand management & more.
SWPR Group, LLC Bend, OR 97703	503-349-3548	N/A	www.swpr-group.com sarah@swpr-group.com	Sarah Williamson	1	2012	Apex Learning, Xello, Beable, Entrepreneurial Learning Initiative.	PR & marketing communications for the education industry.

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](mailto:cbn@cascadebusnews.com).



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BLASTOFF! Studio 1001 SW Disk Dr., Ste. 250, Office #5 Bend, OR 97702	503-453-5826	N/A	blastoffstudio.com hello@blastoffstudio.com	Nate Kupish	1	2022	Branding, web design & development, digital & print design, marketing & strategy, copywriting, photo & video production & product design.
Camp Creative, Inc. 2900 NW Clearwater Dr., Ste. 200 Bend, OR 97703	541-622-3636	N/A	www.campcreative.net rcamp@campcreative.net	Richard Camp, Steve Bredt	10	2015	Interactive content, interactive touch screens, video production, branding, graphic design, copy-writing, Web application development.
Flick Five Films 20810 Sockeye Pl, Ste. 200 Bend, OR 97701	541-317-5055	N/A	www.flickfive.com hans@flickfive.com	Hans Skjersaa	2	1997	Television commercials, informational & sales videos, web videos, websites, video brochures, biographies, documentaries & films.
Hand in Hand Productions 61535 S Hwy. 97, #9-374 Bend, OR 97702	541-788-0336	N/A	www.handinhandproductions.net info@handinhandproductions.net	Matt Hand	3	2004	Media production from scripting to completion, event consultation, event audio visual support, media duplication, live event web streaming.
MEI Communications 61562 American Ln., Ste. 2 Bend, OR 97702	541-382-3232	541-382-7848	www.forphoto.com mike@forphoto.com	Mike McMurray	3	1977	Digital video production, print brochures, video documentaries, how-to's, promotional CD's, DVD's, CD-ROM, commercial advertising photography, interactive & streaming video, website development & stock photography.
Rage Productions Bend, OR	541-382-1001	Call first	www.rageproductions.com sky@rageproductions.com	Sky Pinnick	1	1994	Commercial production, film & video production, post-production, DVD authoring, motion design, special effects & interactive media.
SoundSmith Studios 63556 Bridle Ln. Bend, OR 97703	541-389-0584	N/A	www.recordingstudiobendoregon.com soundsmithstudiosclay@gmail.com	Clay Smith	1	1990	BY APPOINTMENT ONLY - recording & audio production, jingles, demos, album projects, teleconferences, music scores, audio mastering & video production & editing.
Strada Unlimited Pmb 189, PO Box 3500 Sisters, OR 97759	541-420-3788	N/A	www.stradaproductions.com rickstradacranes@gmail.com	Rick Johnson	2	1990	Film/video production with Strada Productions, Strada Camera Crane specialists, ultra-widescreen video advertising/digital signage platforms & content development.
Studio 7 20125 Marsh Rd. Bend, OR 97701	541-350-4097	Call first	www.studiosevenmusic.com dave@studiosevenmusic.com	Dave Turnbull	2	2003	Multi-track digital recording, jingle production, mobile DJ, live sound & lighting.
Sun Mountain Video Productions/Event Vision PO Box 5801 Bend, OR 97708	541-480-6609	N/A	www.eventvisionav.com eventvisionbend@gmail.com	Phil Pierce	1	1990	Live event multi-media production services.
Visual Thinking Northwest 20257 Knightsbridge Pl. Bend, OR 97702	541-317-0619	N/A	www.visual-thinking.com kr@visual-thinking.com	Kevin Raichl	3	1997	Video & audio production: 4K, HD & web video. Excellent equipment including 4K aerials. Veteran shooters & editors, known for crisp, clean images, edited sweetly. Ternific customer service.
Wahoo Films LLC 888 NW Hill, Ste. 5 Bend, OR 97703	541-585-3456	N/A	www.wahoofilms.com contact@wahoofilms.com	Kevin Watkins, Maria Hunt, Michelle Alvarado, Henry Kim	4	2005	Wahoo Films drives meaningful change for your company & your community through thoughtful storytelling & visual artistry - our SHORT FILMS have a BIG IMPACT!

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# 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%.<sup>1</sup> And keep in mind that your retirement expenses may change from year to year.



**DECIDE WHEN YOU'LL RETIRE**

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 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. 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, your expected income sources will be more than enough to fund even a lengthy 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)

<sup>1</sup>Calculated from Consumer Price Index (CPI-U) data published by the Bureau of Labor Statistics, January 2023

Provided by Ed Wettig, CFP, Cornerstone Financial Planning Group, which offers investment management, financial planning and retirement income strategies. Representative is registered with and offers only securities and advisory services through PlanMember Securities Corporation, a registered broker/dealer, investment advisor and member FINRA/SIPC. 6187 Carpinteria Ave, Carpinteria, CA 93013, 800-874-6910. Cornerstone Financial Planning Group and PlanMember Securities Corporation are independently owned and operated. PlanMember is not responsible or liable for ancillary products or services offered by Cornerstone Financial Planning Group or this representative. [cornerstonefinancialbend.com](http://cornerstonefinancialbend.com)



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## How to Increase the Value & Marketability of Your Business

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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.



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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.

**Tamara Schneider** recently started **Momentum Coaching, LLC** in Bend. Working with people who want help overcoming the obstacles blocking them from living the life they desire is her specialty. Thanks to some valuable personal life experiences, she has a particular niche with health/fitness coaching as well as relationship/dating coaching.



**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.

**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.

**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 implementing 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.



**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 education, 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 Central Oregon preconstruction services department.

**Spencer Gravelle** has joined the R&H Construction's 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.



More Who's Who Next Page ►

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Who's Who  
Continued from previous page

Gravelle received a bachelor's degree in Construction Management from California State University, Chico.

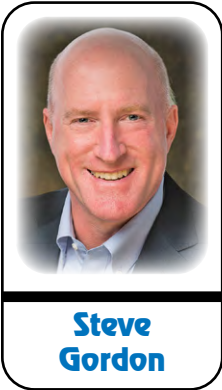
**Jim Stewart** has transitioned to preconstruction and business development manager for R&H's Central Oregon preconstruction services team. Prior to taking on a preconstruction role, Stewart spent the majority of his 11-year R&H career working as a superintendent, constructing some of Central Oregon's 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 care teams. This recognition places Partners In Care in the upper five percent of 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 Uballes**, 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 tallied 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 live with 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.



K9 KIM | PHOTO COURTESY OF BEND POLICE

# 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.

Granted 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



PATTI MURPHY



DEBORAH FLAGAN



SARA D'EATHE



KATY WOODERSON

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, health care 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](https://hayden-homes.com/work-with-us).

[hayden-homes.com](https://hayden-homes.com)

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[elkridgechiropractic@gmail.com](mailto:elkridgechiropractic@gmail.com) | [thebendchiropractor.com](https://thebendchiropractor.com)

## Ripples Tickets & Volunteer Call

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

provided by DESCHUTES 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](https://deschuteschildrensfoundation.ejoinme.org/tickets).

Sign up to volunteer at [signupgenius.com/go/10c0f48adab2ba2fecf8-ripples#](https://signupgenius.com/go/10c0f48adab2ba2fecf8-ripples#).  
[deschuteschildrensfoundation.org](https://deschuteschildrensfoundation.org)



# The Value of Local, Nonprofit Hospice & Palliative Care

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

by MAUREEN DOOLEY, Communications Director — Partners In Care

On February 18, 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 organization in the community delivers the highest quality of professional, compassionate care? Among one of the most important healthcare decisions is which provider to work with when you or a loved one is diagnosed with an advanced or terminal illness, and who will support you and your family with the most tailored care for your specific situation.

For over 40 years, Partners In Care has been providing individualized post-acute and end-of-life care throughout Central Oregon. We are unique among hospice, home health, and palliative care organizations, operating as an independent 501(c)3 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 locally by leadership 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, 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 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 serves 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 health or hospice care. Skilled professionals provide home health services 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 wherever 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 no one wants to think about themselves or their 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.

Partners In Care • 2075 NE Wyatt Ct., Bend  
partnersbend.org

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# Summit Bank

Continued from page 3

manufacturing and healthcare, and offers a skilled workforce and low cost of living. Additionally, Redmond has 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 Wanichek. "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.

sbko.bank

# BOW

Continued from page 3

with this structure," says Gary Bracelin, 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.

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# Puffin Drinkwear

Continued from page 38

Dillard's, 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, as interim CEO.

"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 184 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 disruptors and job creators, and all delivered an outsize impact on the economy. Remember their names and follow their lead. These are 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 **Robert 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 1177 SE 9th 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 16-month lease of 1500 +/- SF of industrial space at 1420 NE 1st Street, in Bend.


**Brian Fratzke**, CCIM, Principal, of **Fratzke Commercial Real Estate Advisors, Inc.**, represented the Owner and Tenant in a 12-month lease of 5000 +/- SF of industrial space at 63051 NE Corporate Place, in Bend.



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Central Oregon Business Calendar

Email Your Upcoming Business Events to CBN@CascadeBusNews.com

Event Details at CascadeBusNews.com/Business-Events

BUSINESS  
EVENTS



**March 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 Redmond Urban Area Planning Commission Meeting.

**March 15**  
5-7:30 Sisters Ranger District Open House at Sisters-Camp Sherman Fire Hall.

**March 15**  
5:30-8pm ConnectW Monthly Meeting, Betrayal, the Unconscious Legacy with Ali 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**  
5-7:30pm Bend Chamber What's Brewing, Breaking Barriers for Women in Business, at Tetherow Pavilion.

**March 16**  
5:30-7:30pm Volunteers in Medicine Open House at St. Charles Health System Bend Campus.

**March 17**  
8am Deschutes County 2023 Legislative Update.

**March 17**  
9-10am COCC Virtual Nursing Program Info Session.

**March 20**  
1pm Deschutes County Board of County Commissioners Meeting.

**March 21**  
9am Visit Bend Board of Directors Meeting at Waypoint Hotel.

**March 22**  
1pm Deschutes County Board of County Commissioners Meeting.

**March 22**  
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 23**  
5-8pm Bend YP March DevLab at Tetherow Pavilion.

**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.

**April 11**  
Sunriver/La Pine Economic Development (SLED) Annual Luncheon at Sunriver Resort.

**April 12**  
7:50am Central Oregon Employer's Council April Seminar, I See You: Team Building & Unlocking Generational Differences as a Force for Good at Work, at Hampton Inn, Bend.

**April 15**  
1-3pm Sunriver Christian Fellowship Volunteer Fair at Sunriver Christian Fellowship.

**April 29**  
5-10pm La Pine Chamber of Commerce Annual Awards Banquet at La Pine Community Center.

**October 1**  
8:30am-5pm Inclusive Employers' Summit at COCC Hitchcock Auditorium, Pioneer Building, Bend Campus.

**May 5-7**  
Central Oregon Builders Association Spring Home Garden Show at Deschutes County Fair and Expo Center.

**June 2**  
5-9pm Heart of Oregon Corps Farm to Fork at Seventh Mountain Resort.

**September 16**  
2-6pm Heart of Oregon Corps Endless Summer Nights at Seventh Mountain Resort.

**October 1**  
8:30am-5pm Inclusive Employers' Summit at COCC Hitchcock Auditorium, Pioneer Building, Bend Campus.

**(Ongoing)**  
COCC Small Business Development Center Virtual Classes.

WORKSHOPS  
& TRAINING



Building Permits

COMMERCIAL PERMITS WEEK ENDING 2-24-23

<b>City of Redmond</b>	
\$150,000.00	- Commercial (New) 1,800 sf. at 1425 NE Greenwood Ave. Redmond 97756 OR Owner: Dawn Liberty, LLC 62675 Stenkamp 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 Builder: Toney Construction Company, LLC 541-678-5751 Permit # 711-23-000229
\$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
<b>City of Bend</b>	
\$2,450,000.00	- Commercial (New) 20,300 sf. at 21000 Cooley Rd. Bend 97701 OR Owner: Pacificcorp Builder: Kirby Nagelhout Construction Co. 541-389-7119 Permit # PRNC202203350
\$600,000.00	- Commercial (New) 61 sf. at 61583 SE 27th St. Ste. 140 Bend 97702 OR Owner: Rhine 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 # PRNC202107539
\$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 # PRRE202205757
<b>Deschutes County</b>	
\$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

Watch for Upcoming Editions of

CASCADE BUSINESS NEWS

2023 EDITORIAL CALENDAR

ISSUE DATE	SPECIAL SECTIONS	INDUSTRY LISTS
April 5 Deadline Mar 29	Environmental Special	Landscaping Businesses, Environmental Companies, Recycled Products & Services
April 19 Deadline Apr 12	Real Estate Report	Realtors, Title Companies, Mortgage Companies, Property Managers



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**CASCADE BUSINESS NEWS**  
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**Nanometrics Announces Expansion of Bend Operations**  
Nanometrics, a leading provider of advanced process control systems, has announced the expansion of its Bend operations, including an additional 100 jobs.

**Cascade Publications Inc. Embarks on 25 Years of Cascade Business News**  
Cascade Publications Inc. is celebrating its 25th anniversary. The company has grown from a small publication to a leading business news source in Central Oregon.

**Lumos Medical Center Primary Care Practice Expands & Western Medicine through Holistic Healthcare Celebrates First Anniversary**  
Lumos Medical Center, a primary care office, has expanded its services. The center also celebrates its first anniversary of holistic healthcare.

**CASCADE BUSINESS NEWS**  
May 14, 2018 • VOLUME 25 • ISSUE 10  
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**Brooks Buys Former Bend Car Lot as Commitment to Future Central Vision**  
Brooks Buys Former Bend Car Lot as Commitment to Future Central Vision. The car lot is being repurposed for a new business.

**Home Builders Foster Cottage Industries**  
Home Builders Foster Cottage Industries. The industry is supporting local businesses.

**The BendTECH Startup Resource Fair is Back—Bigger & Better**  
The June event showcases the region's best entrepreneurial resources all in one place.

**CASCADE BUSINESS NEWS**  
March 7, 2018 • VOLUME 25 • ISSUE 5  
Enhancing & Promoting the Economic Vitality of Central Oregon Since 1994

**Facebook Data Centers Contribute Nearly \$6 Billion in GDP**  
Facebook Data Centers Contribute Nearly \$6 Billion in GDP. The data centers are a major economic driver.

**Convention Attention on the Rise**  
Central Oregon Myriad Options for Meeting Events Boosts Local Economy. The region is attracting more conventions.

**Central Oregon Real Estate on Solid Ground**  
Forecast Experts See Strong Trends But Tight Supply Keeps Prices High. The real estate market is strong.

**CASCADE BUSINESS NEWS**  
February 15, 2023 • VOLUME 30 • ISSUE 4  
Enhancing & Promoting the Economic Vitality of Central Oregon Since 1994

**Classic Motor Car Company Celebrates 60-Year Milestone**  
Classic Motor Car Company Celebrates 60-Year Milestone. The company has been in business for 60 years.

**Art in the High Desert Returns**  
2023 Welcomes Back the Premier Central Oregon Art Show. The art show is returning to the region.

**Family Business — America's Backbone**  
Family Business — America's Backbone. Family businesses are the backbone of the economy.



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

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