

**who's who who's who who's who who's who who's who who's who**



**Ed Wettig**

Cornerstone Financial Planning Group is now part of the regional PlanMember Securities Financial Center, **United Financial Northwest** with offices in Bend, Lake Oswego, and Salem.

The Bend office, located at 424 NE Kearney Ave, has been renovated with a fresh new look, and has added new staff and financial planners to serve their clients.

Financial Advisors **Ed Wettig**, CFP, **Elizabeth Smith** and **Jakob Katchem** are assisted by Office Manager, **Patrice Lans** in the Bend office.

United Financial Northwest strives to provide financial peace of mind by developing objective and detailed plans that give clients the confidence to pursue their dreams and live the life they had envisioned. Creating a long-term partnership with clients to help them realize their investment

and retirement goals.

The **Deschutes Children's Foundation** (DCF) Board of Directors announced that **Cassi MacQueen** has joined the organization as its new executive director. MacQueen brings over 15 years of nonprofit management experience to the organization and most recently served as the Executive Director for Saving Grace of Central Oregon.

MacQueen comes to DCF with a diverse background of running non-profits across the country with experience at Chamberlain Performing Arts, Boys and Girls Clubs of Portland, and she served as the chief operating officer of the American Red Cross overseeing Oregon, Washington, and Alaska. Her expertise in large facility management, knowledge of the community, and visionary mindset will bring new momentum not only the 30-year-old nonprofit, but to the 20 partners Deschutes Children's Foundation supports as well.



**Cassi MacQueen**

The **Hawthorn Healing Arts** team is delighted to welcome Dr. **Jim Thornburg** to the practice. Dr. Thornburg received his doctorate of chiropractic degree (D.C.) from the University of Western States in 2012. He did this while concurrently working toward a master's degree in exercise and sports science, also completed that year.

Rooted in the philosophy of Evidence Based Medicine, Dr. Thornburg practices the traditional hands-on diversified method to "adjust" his patients. He also utilizes a highly effective and valuable system known as McKenzie Method or MDT, which can alleviate symptoms originating from disc injuries to teach and empower patients to maintain their own progress. He is also skilled in a variety of soft tissue treatments including the Graston Technique, where he is an

innovator and inventor of a tool used to perform Instrument Assisted Soft Tissue Mobilization (IASTM) known as the T tool. He strongly believes that an emphasis on corrective exercise and strengthening the body to be paramount to the process of healing and encourages all of his patients to adopt these habits.

**Seed to Table's** (S2T) board of directors and staff welcome **Holly Haddad** as the new executive director starting January 4, 2024. With a 25-year background in food systems development, nonprofit management, and the agriculture industry, Haddad brings years of experience to the organization. The nonprofit is celebrating ten years of success and growth led by the passion, skilled guidance and depth of knowledge of founder and current ED, Audrey Tehan who is enthusiastically moving into the organization's new position of farm director

As part of the process toward future growth, Tehan is excited to step into the role of farm director while Haddad takes the lead on strategic planning, fund development, budget management, and other executive duties. As the founder of the organization, Tehan will still play an important role in strategic planning, fundraising and communications.

In Haddad's previous role as associate director for Family Farmed, she was instrumental in growing the nonprofit and launching their Good Food Business Accelerator and on-farm food safety program. She also led their market development



**Holly Haddad**

programming which has trained over 15,000 produce farmers across the U.S. As executive director for Chefs Collaborative, she led an organizational turnaround and delivered an innovative national Chef Summit, which included dramatically expanding the diversity of participating scholars, chefs, and community partners.

Haddad also contributed to research at the Program on Agricultural Technology Studies at the University of Wisconsin and managed new program development at the Skagit County Community Action Agency in Mt. Vernon, Washington. She served on the National Advisory Council for the Women, Food, and Agriculture Network as well as on the boards of Slow Food Chicago, and World Pulse, a network that supports and connects grassroots women leaders around the globe.

Being a part of the farming community for over two decades has inspired Haddad as she's watched local farmers brave a myriad of challenges. She admires their tenacity, camaraderie and deep commitment to a thriving Central Oregon community and ecosystem.



THE COUNCIL ON AGING OF CENTRAL OREGON WAS ABLE TO HOST ITS FIRST IN-PERSON CARING CONNECTIONS MEETING THANKS TO A GRANT FROM ST. CHARLES, AIMED AT COMBATING LONELINESS AND INCREASING BELONGING IN OUR COMMUNITY | PHOTO COURTESY OF COUNCIL ON AGING

**St. Charles Health System** recently announced the first round of grant recipients aimed at reducing feelings of loneliness and social isolation while fostering a sense of belonging in the communities it serves. Eight local community organizations received more than \$80,000 in grants as part of St. Charles' Community Benefit grant, Celebrate, Together: Celbrando Juntos. This grant priority will continue for the next three years, and new recipients will be announced each year.

For the Council on Aging of Central Oregon, receiving a grant for \$10,000 helped transform the nonprofit's Caring Connections program, which started during the pandemic to combat social isolation among seniors. The program currently pairs 45 seniors with volunteers for weekly phone calls. Thanks to the grant, the council hosted the first of many in-person meetings for these pairs, some of whom had been talking to one another weekly for two years but had not met in person.

Organizations receiving grants in this first round include:

- **Council on Aging of Central Oregon**, which received funding for in-person meetings of Caring Connections, which pairs participants with volunteers for weekly connections
- **La Pine Middle School**, which received funding to bring social connections through Challenge Day
- **National Alliance of Mental Illness of Central Oregon**, which received dollars to help fund the NAMI Gather program to help those with mental illness and their loved ones forge new social connections
- **Oregon Adaptive Sports**, which received funding to help individuals with disabilities to participate in a variety of summer programs
- **Redmond Senior Center**, which received funding to increase opportunities for social engagement and interaction
- **Shepherd's House Ministries**, which received funding to support community and connection activities for individuals who are experiencing homelessness
- **SriPonya Collective**, which received funding for a variety of youth activities in Warm Springs
- **Trust for Public Land**, which received funding to support a community schoolyard at Madras Elementary School

**KPOV 88.9 FM, High Desert Community Radio**, announced a grant has been awarded to help build a new production and studio. The project goal is to better serve Central Oregon by increasing the number of locally produced live talk and music shows, and to build listenership.

**Bend Fire & Rescue** received an impressive fire protection ranking from the Insurance Services Office.

Bend Fire & Rescue completed a ten-year evaluation by the Insurance Services Office and received a 2 ranking, which is an improvement from the last rating that scored them at 4. ISO ratings measure a community's fire preparedness in case of emergency. A higher rating may lower insurance premiums for a homeowner.

Bend Fire & Rescue is one of 2,000 fire departments across the country that have earned a rating of 2, and this is primarily due to the construction of the Pilot Butte station and the staffing of the Advanced Life Support fire engine that serves the area.

The Insurance Services Office (ISO) is an independent, for-profit organization that scores fire departments on how they are doing against its organization's standards to determine homeowner's property costs. ISO analyze areas of fire department staffing, training, available equipment, the ability to develop and maintain specified fire flows for a designated period, water systems and delivery capability, infrastructure, and reserve capability.

The ISO then takes this data and assigns a Public Protection Classification — a number from 1 to 10. Class 1 represents exemplary fire protection, and Class 10 indicates that the area's fire-suppression program does not meet ISO minimum criteria.

In May 2023, a fire levy to maintain essential emergency services for Bend Fire & Rescue passed to maintain essential fire and emergency services like quick response times, retaining firefighters and paramedics and expanding ambulance services. The five-year levy of 76 cents per \$1,000 in taxable assessed property value does not go into effect until July 1, 2024, when the existing levy expires. This represents a 56-cent increase over the previous levy of 20 cents, which brings in about \$2.5 million annually. Proponents said the increase was vital to ensure that Bend Fire & Rescue is able maintain their response times and meet the demand of increased calls for service, as well as the potential to lower the ISO rating.

**who's who who's who who's who**

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

**Who's Who!**

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

**who's who who's who who's who**

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

# OnPoint Community Credit Union Named Oregon's Most Admired Financial Services Company in 2023

by SHANNON BERG — Berg & Associates

The *Portland Business Journal* named OnPoint Community Credit Union Oregon's "Most Admired Company" in the Financial Services category. This honor marks OnPoint's 16th consecutive year as one of the state's most admirable credit unions, banks or wealth management firms throughout Oregon.

The *Portland Business Journal* surveys nearly 4,000 chief executive officers (CEOs) annually across Oregon and Southwest Washington to select the companies they admire most. The survey identifies and evaluates companies across all industries based on innovation, branding and marketing, quality of management, community involvement and quality of products and services.

"This incredible recognition would not be possible without the dedication of our employees, the loyalty of our members and the trust of our nonprofit partners," said Rob Stuart, president and CEO, OnPoint Community Credit Union. "Building strong communities is why we exist, and our purpose grows as we do. Being recognized as a 'most admired' organization is a testament to the tireless work of OnPoint's more than 1,000 employees. We thank the *Portland Business Journal* community for recognizing their impact on the region."

### Expanding the region's access to financial resources

People in Oregon and Southwest Washington gained easier access to financial expertise, education and

tools in 2023 thanks to OnPoint's continued growth. The credit union opened its first branches in Corvallis and Newberg. It expanded partnerships with the Oregon School Activities Association (OSAA), Junior Achievement of Oregon and SW Washington and Youth Villages Oregon. Additionally, Portland Workforce Alliance received the inaugural Financial Education Innovation Award of \$100,000 to build their capacity. OnPoint also continued its partnership with GreenPath Financial Wellness, providing members with financial education, debt management and counseling services.

### Another record-breaking year in donations

Nonprofits in Oregon received \$2.5 million from OnPoint this year, a new record for the credit union's community giving program. OnPoint's donations were directed to more than 300 organizations focused on diversity, equity and inclusion, education, community development, environmental impact and youth services. More information about OnPoint's community giving program can be found at [onpointcu.com/community-giving](http://onpointcu.com/community-giving).

### Cultivating partnerships for a greener tomorrow

OnPoint strengthened its commitment to protecting the region's natural beauty and resources in 2023. OnPoint's Green Auto and solar panel loan discounts continued to save members money and make going green a reality for more people. OnPoint advanced the missions of local environmentally-focused



THIS HONOR MARKS ONPOINT'S 16TH CONSECUTIVE YEAR AS ONE OF THE STATE'S MOST ADMIRABLE CREDIT UNIONS, BANKS OR WEALTH MANAGEMENT FIRMS THROUGHOUT OREGON | PHOTO COURTESY OF ONPOINT COMMUNITY CREDIT UNION

organizations, donating \$25,000 each to The Nature Conservancy in Oregon, Ecotrust, Oregon Environment Council and SOLVE Oregon.

OnPoint reduced its carbon footprint in 2023 with telecommuting programs, environmental education and employee volunteer opportunities. It also became the official sponsor of the Hayden Homes Amphitheater Take Note Initiative this year to help the venue advance its sustainability efforts. OnPoint also donated solar charging tables and 150 bike racks installed outside the amphitheater for concertgoers to use. More details on how OnPoint is moving toward a greener future can be found at [onpointcu.com/green-horizons](http://onpointcu.com/green-horizons).

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

## Local Dealer Beaver Coach Sales Receives RVBusiness Top 50 Dealer Award

by CRAIG MELTON, Marketing Manager — Beaver Coach Sales



PHOTO | COURTESY OF BEAVER COACH SALES

*RVBusiness* (RVB) magazine's Top 50 RV Dealers of North America were recently celebrated during a gala awards ceremony before hundreds of family, friends and colleagues in conjunction with the RV Dealers Association Convention/Expo at the Paris Las Vegas. Among this list of the nation's top dealerships stood Beaver Coach Sales to accept this prestigious award.

Now in its 12th year, RVB's Top 50 program is

designed to recognize the very best RV dealerships in the United States and Canada. This season's run began earlier this year when RV manufacturers nominated select dealer partners for consideration. Those nominated dealers were then invited to complete comprehensive application materials. An anonymous, independent panel of judges, all with decades of experience in the RV industry, then convened for two days of review and selection to arrive at the Top 50.

"Receiving this award is an honor that we, as a team, do not take lightly," said Ryan Kelly, sales manager. "While every employee is aware that we have earned this award for four years now, more importantly, we each know that our individual efforts contribute toward the overall culture, quality, and excellence of this dealership that ultimately weighed in the decision. From philanthropic involvement and community outreach to employee benefits, retention and customer satisfaction, knowing that you're a part of something greater than yourself provides an unparalleled feeling of reward. We all love this industry, and will attempt every day to conduct ourselves in a way that is worthy of this prestigious title."

The program was once again overseen by Event Administrator BJ Thompson, who explains that Top 50 designation has little to do with a dealership's overall sales volume and everything to do with sound business practices, commitment to consumer care, strong employee training, cutting-edge service, marketing skills, and community involvement. "Throughout the RV industry's evolution, the one constant is the need to take care of people — the RVers themselves," said Thompson. "Treating people well and doing the right thing will always be what the best dealerships are all about. That's why professionalism and excellent customer care are at the core of what our applicants are judged by and what our winners are honored for."

This event has become a centerpiece of the Convention/Expo, thanks to both a flourishing partnership between RVB and RVDA as well as support from program sponsors Airxcel, Brown & Brown Dealer Services, Cummins Inc., GE Appliances, Genesis Products, Northpoint Commercial Finance, NTP/STAG, Performance Brokerage Services, Protective Asset Protection, RV Trader and Wells Fargo CF.

[beavercoachsales.com](http://beavercoachsales.com) • 855-472-9778

## Businesses Serving Community



THIS YEAR'S PRINEVILLE HOSPICE AUCTION RAISED MORE THAN \$180,000 FOR ST. CHARLES' HOSPICE PROGRAMS. PICTURED ARE THE PEOPLE'S CHOICE AWARD WINNERS FOR TREE AND QUILT | PHOTOS COURTESY OF ST. CHARLES FOUNDATION

### ST. CHARLES FOUNDATION

St. Charles Foundation's annual Prineville Hospice Auction on December 2 was a tremendous success, with more than 550 individuals in attendance and raising more than \$180,000 to support hospice programs. The popular annual event hosted at the Crook County Fairgrounds Indoor Arena includes a dinner, silent auction, raffle and a lively live auction of handmade quilts and elaborately decorated Christmas trees.

"We are truly touched by the outpouring of support from the Crook County community for our hospice programs during Saturday's annual auction, which raised more funding for hospice programs than any auction in more than a decade," said Jenny O'Bryan, executive director for the St. Charles Foundation. "The dollars raised help provide funding for education support services, grief counseling, bedside volunteers, spiritual counseling and more for St. Charles' hospice programs."

Kevin Cole, president and CEO of Mid Oregon Credit Union, made a surprise \$10,000 donation in honor of a local retired educator and volunteer, Jan Uffelman, who was in attendance.

The top-selling tree at the event was A PicNICK Date Away from the Workshop, donated by Good Bike Co. and Dr. Natalie Good, for \$7,000. The top-selling quilt was *Star Madness* by the Knotty Ladies, which sold for \$2,000. People's Choice winners for the night were the Christmas tree *Faith & Freedom* by David and Tess Tappert and the quilt *Star Madness* by the Knotty Ladies.