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Matt Ertle

Each year, **Central Oregon SHRM** recognizes one of our members based on nominations by their peers. The award represents the HR Professional's contributions to the field of human resources through their outstanding record of involvement either through innovation, program or best practice.

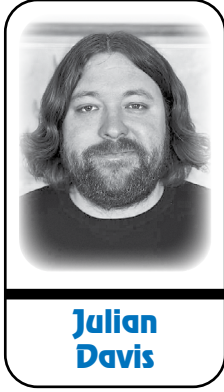
We announce this year's HR Professional of the Year winner: **Matt Ertle with Pride Staff/G.A. Rogers and Associates.**

Ertle has contributed to the success of Central Oregon SHRM and the greater Central Oregon human resources community by sponsoring our programming and member appreciation events for many years. This year he joined our board as Treasurer and really brought his A-game to that position. Ertle continues to promote HR in Central Oregon through his work and other activities outside of Central Oregon SHRM. He is an amazing community advocate and superstar!

Puffin Drinkwear announced that **Julian Davis** is being brought on as vice president of wholesale sales starting immediately. Davis brings to Puffin Drinkwear extensive experience in sales and operations, account management and product marketing.

The selection of Davis was based on his accomplishments as an experienced leader in trend, independent and specialty channels. With over ten years of lead sales experience partnering with most major channel-leading retailers, Davis is skilled in managing direct relationships with retail partners and scaling wholesale businesses through periods of high growth. Davis brings a deep understanding of executing high-level product innovation, go-to-market strategies and partnership excellence. Davis has consistently driven revenue growth and market expansion throughout his career.

Davis was the North America head of sales for Mighty Jaxx, creators of limited edition art toys and collectibles. Davis successfully managed direct relationships with key retail partners including Hot Topic, FYE, Diamond Comics and UTC, led all revenue and operational objectives within the North American region, successfully executed go-to market strategies for U.S., Canada, and Latin America markets, and increased YOY revenue by 240%. Prior, Davis was the vice president of sales for PopSockets, scaling wholesale business from \$3 million to \$150 million. During his five years at PopSockets, Davis lead successful partnerships with Target, Walmart, Best Buy, T-Mobile, AT&T and Verizon, developed channel-specific sales strategies and budgeting processes, and lead in-store sales through assortment optimization and employee training to ensure PopSockets product received premium-tier attention at the store level. During this time, PopSockets placed second on the Inc. 5000 list of fastest growing companies in 2018 and shipped over 150 million units.



Julian Davis



Jed Bellefeuille

Jed Bellefeuille, broker joins **Fratzke Commercial Real Estate Advisors, Inc.**

Bellefeuille is a highly accomplished commercial real estate broker based in Bend, specializing in facilitating transactions (sales and leasing) and providing trusted advice throughout Central Oregon. With a background in outside sales and marketing, Bellefeuille brings a unique perspective to the industry, emphasizing the importance of cultivating strong client relationships, knowing the important details about a particular property and providing guided real estate counsel to his clients. Bellefeuille's experience spans Industrial, office and retail with investment properties where he has developed unique transaction experience from working with buyers/sellers/tenants and landlords in all asset classes, adapting his approach to meet the needs of the client.

During every transaction, Bellefeuille approaches issues that arise during a negotiation through troubleshooting issues BEFORE they arise, he feels strongly

that this is where experience really makes a difference. Bellefeuille negotiates a sale or a lease on his clients' behalf from start to finish in order to deliver a successful outcome. Bellefeuille takes pride in his diligent approach of completing a transaction through a comprehensive understanding of his clients' needs.

Actively engaged in the Central Oregon community, Bellefeuille serves as the chair of the Commercial Committee for the Central Oregon Association of Realtors. His commitment extends to involvement with key organizations like the Bend Chamber of Commerce, Economic Development of Central Oregon (EDCO) and the Downtown Bend Business Association. As a mentor to young professionals, Bellefeuille shares his expertise, believing that robust relationships with local entities are crucial for success in commercial real estate. His dedication to exceptional customer service, personalized attention, and unwavering professionalism distinguishes him as a valuable advocate in the Central Oregon commercial real estate landscape.

Karen Koppel, CCIM has joined **Aligned Commercial Real Estate** as a broker. She specializes in sales and leasing of commercial real estate in Central Oregon focusing on retail, medical, office and industrial properties.

Koppel has six years in the commercial real estate industry and is also a licensed architect in Arizona and Colorado. She has worked or volunteered for a variety of nonprofits and is currently on the board of Abilitree and the Oregon/SW Washington CCIM Chapter.

Aligned Commercial Real Estate works with and represents individual investors, REITs, government agencies, charitable organizations, private and public schools, large and small tenants, Fortune 500 members, local property and business owners and many others.



Karen Koppel



Kevney Dugan

Visit Bend's President and CEO **Kevney Dugan** recently announced that he has taken a new position with the statewide tourism organization **Travel Oregon** as their VP of Destination Stewardship beginning in February 2024.

Dugan began as CEO of Visit Bend in 2008 after a career with Orvis that took him over much of the West. Under his leadership, Visit Bend focused on rethinking what a Destination Management Organization could and should be, including a focus on sustainability, workforce solutions and resident sentiment. During that time, the Bend Sustainability Fund was founded, including the hiring of a sustainability director, Serena Bishop Gordon. Beginning in 2021, the fund has given nearly \$3 million in taxes generated by tourism spending to organizations

that aim to protect, steward or create sustainable experiences in Bend and the surrounding community. Visit Bend also hired Jamie Eder, director of Workforce Development and Community Engagement in a position shared with Visit Central Oregon.

The Visit Bend staff is made up of a total of 12 employees who have collectively been with the organization for 80 years. The Visit Bend Board of Directors will be undertaking a national search for a new CEO that will continue the organization's legacy of stewardship, with confidence in the high performing staff and their commitment to supporting the organization and the community.

Dugan and his family will remain in Bend.

Visit Bend announces it has won the 2023 Leave No Trace Destination of the Year Award, which recognizes a tourism entity that embodies what it means to lead, promote, educate, and advocate for responsible recreation and visitation practices.

According to Leave No Trace, a nonprofit organization committed to protecting the planet by providing science, research, and simple guidelines, Visit Bend is a shining example of a Destination Marketing Organization (DMO) that embodies the Leave No Trace mission by demonstrating the Leave No Trace ethics, doing

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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*.

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this through its organizational commitment to effect positive contributions within its communities, cultures and natural places. Through Visit Bend's actions and commitments to bring Leave No Trace education to its visitors and residents, Leave No Trace considers it a true champion for emphasizing conservation as a solution for "today, tomorrow and for years to come." This is the first year Leave No Trace has awarded a Destination of the Year Award.

Visit Bend was the first DMO in the state of Oregon to create a partnership with Leave No Trace, creating seven Bend-specific Leave No Trace principles with the support of local land managers. This effort resulted in visitors seeing consistent messaging throughout the region, creating a synergy of brand awareness that can be impactful for adopting Leave No Trace ethics. Visit Bend also partnered with other local nonprofits, the Forest Service, and State Parks to ensure they supported the efforts to spread the word about Bend's specific Leave No Trace principles.

Visit Bend's leadership also connected Bend Parks and Recreation and the Upper Deschutes Watershed Council with Leave No Trace so that they might, in concert, pursue the Leave No Trace Spotlights Program grant, which they received and allowed them to connect with residents and visitors, educating them about why Leave No Trace principles were so critical to the health of

the Deschutes River.

Visit Bend's social media posts supported the Leave No Trace effort in a variety of ways, including promoting partners that use Leave No Trace principles but also hosting and promoting influencers who will abide by Leave No Trace efforts during the course of their stay in Bend, including the criteria such as requiring at least two pieces of contracted content to include the Leave no Trace messaging, the use of the #roambetterbend hashtag to align social content with responsible recreation messaging, and other tags for partners to keep on the outdoor packs such as Leave No Trace stickers as takeaways for the 7 Bend-specific principles. Since July 2022, Visit Bend has hosted over 40 influencers, reaching nearly 12 million viewers on social media platforms worldwide.

Central Oregon Symphony announces the winners of the 2023 Young Artist Competition — first place: **Jan Vargas Nedvetsky**, cello; second place: **Maggie Carter**, double bass; third place: **Avery Armstrong**, piano; and honorable mention: **Leo Trajano**, violin.

The Center Orthopedic & Neurosurgical Care announces the addition of seven orthopedic providers, joining our medical team from Desert Orthopedics and Praxis Health. This transition will allow The Center to further its commitment to offering comprehensive and specialized orthopedic care in Central Oregon.

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Businesses Serving Community



(L-R) ERIN HURLEY, INTERNAL COMMUNICATIONS SPECIALIST, ONPOINT COMMUNITY CREDIT UNION; NICOLE LAROSE, DIRECTOR, CORPORATE PARTNERSHIPS AT THE UNITED WAY OF THE COLUMBIA-WILLAMETTE; AND MARY KAY SOSA, EXECUTIVE ADMINISTRATOR, ONPOINT COMMUNITY CREDIT UNION | PHOTO COURTESY OF ONPOINT COMMUNITY CREDIT UNION

ONPOINT COMMUNITY CREDIT UNION

OnPoint Community Credit Union and its employees donated \$63,973 in 2023 to four United Way chapters serving Oregon and Southwest Washington. The donation is part of OnPoint's 17th annual employee-led fundraising campaign, benefiting United Ways in communities the credit union serves. OnPoint employees raised \$53,973, and combined it with an additional \$10,000 corporate contribution from OnPoint.

Each year, OnPoint invites its more than 1,100 employees to make voluntary individual contributions to United Way through fundraisers such as prize drawings, vacation raffles and a competition between Ducks and Beavers fans. OnPoint's donation will help fund health, housing and financial stability programs that provide kids and families with equitable opportunities to build a good quality of life.

The United Way donation comes on the heels of OnPoint's record-breaking year for its annual giving program, donating a total of \$2.5 million to nonprofits in Oregon and Southwest Washington. Learn more about OnPoint's work to address the most critical needs in the communities it serves.

MEDLINE

This January, as we remember the legacy of Rev. Dr. Martin Luther King Jr., Medline employees at 26 sites across the country are partnering with local food pantries to donate food to people in the communities where we work and serve. Medline employees from New York to California, and everywhere in between, will act on Dr. King's mission of service.

Medline's Redmond facility will be partnering with Neighbor Impact January 15-19, 2024.

MID OREGON CREDIT UNION

Though the generosity of its members and community, Mid Oregon Credit Union's 2023 Holiday Dough fundraising effort collected almost \$7,800 from over 345 individuals in support of local food banks this holiday season.

During the month of December, Mid Oregon's Holiday Dough invited its members and the community to make financial contributions to assist local nonprofits in their communities. Donations raised provide food and other needed items to individuals and families experiencing financial challenges during the holiday season.

One hundred percent of the contributions stay in the community where they were collected and benefits these local nonprofits:

- **The Giving Plate (Bend)** — Coordinating the Monthly Food Box program, Grow & Give Garden, Kid's Korner food bank, and Backpacks for Bend.
- **La Pine Christmas Basket Association** — Providing Christmas food baskets to low-income families, singles, and seniors in southern Deschutes County area.
- **Redmond Jericho Road** — Providing hot meals, backpacks of food, emergency and housing assistance to those in need in the Redmond area.
- **Madras Community Food Pantry** — Supplying food to families and individuals.
- **Crook County Holiday Partnership (Prineville)** — Providing holiday support to seniors, children, veterans, people with disabilities, and families who are less fortunate in Crook County. Funds are used for food, gifts, and related items.
- **Sisters Kiwanis Food Bank** — The food bank's Christmas program provides holiday meals to families. The food bank relies on cash donations to help buy items that are not normally donated, such as meat and dairy products.

Giving back to the community is a core value of Mid Oregon, aligning with its credit union philosophy of "people helping people."

Since 2013, Mid Oregon members and the community have donated \$43,800 to local food banks through Holiday Dough — helping to bring holiday cheer to local families.



(ABOVE) CROOK COUNTY HOLIDAY PARTNERSHIP CHECK PRESENTATION, (RIGHT) LA PINE CHRISTMAS BASKET ASSOCIATION CHECK PRESENTATION | PHOTOS COURTESY OF MID OREGON CREDIT UNION



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The Center welcomes **Aaron Askew**, MD, orthopedic surgeon with a focus on foot and ankle injuries and orthopedic trauma; **Erin Finter**, orthopedic surgeon specializing in total knee and hip replacements; **Brett Gingold**, MD, orthopedic surgeon with expertise in sports medicine, and shoulder and knee injuries; **Adam Lindsay**, MD, MS, orthopedic surgeon specializing in sports medicine, fracture care and shoulder replacements; **Paul Shultz**, MD, orthopedic spine surgeon with a focus on back, neck and spine pain and injuries; **Steve King**, PA-C, physician assistant specializing in total joint replacement; and **Brad Munns**, PA-C, physician assistant specializing in sports medicine.

These providers will see patients at The Center's three clinic locations in Bend and Redmond. Additionally, The Center will be expanding its facilities by leasing clinic space on Medical Center Drive in NE Bend later this year.

Tenth Anniversary! **Ken McCulloch**, aka Ken McKenzie and Lucky Ken on **KPOV 88.9 FM** community radio station, is celebrating his ten years of a weekly, carefully curated country/thematic program. His music and entertaining talk show airs 9-10am Sundays, live. He started while in high school after taking the DJ class at COCC offered in spring and fall. His show commenced on Youth hour in January 2014.

McKenzie has been supported and mentored by many at the station: Tom Barry, Pearl Stark, Jill Mahler, Bruce Morris and, currently, Chris Gossard. He has also been mentored by Jimbo and Mike Flanagan with local commercial radio.

McKenzie is the only autistic DJ in Central Oregon. He has been featured on Central Oregon Daily News, a story that was picked up around the world. He now has many global followers on his Facebook page "Ken and the Kindred Spirits on the Wavelengths."



Ken McCulloch



Katie Anderson

The **Bend Chamber of Commerce** announced that **Katie Anderson** of Aperion Management Group is the new Board of Directors Chair for 2024. Anderson has served on the Executive Board for the past two years in the capacities of vice chair/treasurer, and, most recently, chair elect.

Other movement within the Executive Board includes **Tia Lewis** of Schwabe becoming chair elect, **Renée Alexander** of BBT Architects becoming vice chair/treasurer and **Laurie Hill** of Central Oregon Pediatrics Associates joining as member-at-large.

The Chamber thanks past chair **Jay Lyons** of Compass Commercial Real Estate Services for his service, leadership and dedication to the organization.

The board is an all-volunteer group that guides the mission, policy setting, and governance of the Chamber as they serve the Bend business community.

Smokin' Hot Honey, an award-winning infused honey by **Bend Sauce**, has been selected as a finalist for the 2024 Good Food Awards. Bend-based Bend Sauce was previously awarded first place for its Smokin' Hot Honey by the International Flav Awards in 2023.

Stephany Davila-Hermeling recently joined the **Thistle & Nest** team, taking on the role of homeownership program assistance, outreach and fund development.

Originally from Guatemala and married to a Bendite, Davila-Hermeling is fluid in Spanish and English, and is honored to serve Central Oregon in the significant capacity that Thistle & Nest does.

Davila-Hermeling loves hiking, drinking coffee and spending quality time with family and friends.



Stephany Davila-Hermeling



Kurtis Lasater

Deschutes Title has recently hired **Kurtis Lasater**, an experienced title officer with a background examining properties across the country. He will work in the Bend office beginning on January 8, 2024.

Lasater will work alongside Central Oregon's current title team. The title department performs all of the title work for the three Central Oregon branches — Bend, Redmond and La Pine.

BBT Architects welcomes **Kourtney Strong, Nathan Leigh** and **Brenda Hoff** to the firm.

Strong has joined the firm as an associate and project architect. She is skilled in the planning, design, and project management of educational facilities across the Pacific Northwest. With more than 20 years of experience, Strong received a bachelor of art in architecture degree along with a bachelor of science in building science from Rensselaer Polytechnic Institute and is a licensed architect in Oregon.

Strong's responsibilities will include leading projects from early conceptual design through final construction along with helping craft the strategic direction of the firm.

Leigh has sustainable lead. In addition to his responsibilities as design staff with the firm, Leigh will be at the forefront of BBT's sustainability efforts, spearheading strategies that drive our commitment to healthy buildings that also align with our core values. He will engage project teams, clients and local agencies to see that sustainability objectives are met while promoting awareness and best practices inside and outside of our studio walls.

Hoff has joined the firm as office manager. She will be responsible for overseeing day-to-day operations, financial analysis and human resources. With more than 20 years of experience, Hoff received a bachelor of science in human resources management from Portland State University and is a member of the Society of Human Resources Management (SHRM).



Kourtney Strong



Nathan Leigh



Brenda Hoff

Earlier this month, **Deschutes County Board of Commissioners**, members of **Deschutes County's Budget Committee** and staff recognized **Bruce Barrett** for his 17 years of service on the County's Budget Committee.

In January, **Krisanna Clark-Endicott** will join the County's Budget Committee as its newest member.

Budget Committee members hear directly from department directors, staff and organizations about the county's programs and services. The committee establishes how Deschutes County can best use its resources to serve the community, approves the budget, and submits it to the Board of County Commissioners for adoption.



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