



Central Oregon's
Labor Market
— Page 14

Enhancing & Promoting the Economic Vitality of Central Oregon Since 1994

Home Integration for the Modern Age SecuraCore Brings Smart Homes to Life

by NOAH NELSON — CBN Feature Writer



MATT SCHABERG

SecuraCore was brought to life by founder and owner Matt Schaberg, with the idea to take something that is oftentimes overcomplicated (and over budget) and streamline it for his clients. SecuraCore is Central Oregon's solution to bring smart homes and commercial businesses to life with automation and security.

SecuraCore was founded in 2020, after Schaberg had gained about 20 years of industry experience within security and custom home integration. "My view on how I would run my business came from those two industries," said Schaberg. "Security was a rather cut-and-dry process that almost felt more copy and paste, while custom home integration was the opposite. I often saw clients left with complex designs that needed extensive training and follow up."

At the end of the day, Schaberg wanted to create a business that could combine his expertise, and provide clients with a more streamlined solution that provided a high value and fewer complications. This is the birth of SecuraCore.

Now, Schaberg offers both residential and commercial clients options that are realistic, effective, modern and affordable. With rapidly evolving technology with every passing day, it is important to stay up to date on all the latest advancements. Their industry knowledge makes integrating your home or business much easier, while their priority on the user experience helps create final systems that are simple, streamlined and do not require copious amounts of calls to IT just to open your blinds or adjust the thermostat.

A main difference that Schaberg has brought to his business that creates all these amazing results for clients is the way he approaches a new job. By using industry leading manufacturers like

PAGE 4

Central Oregon Economic Outlook Tri-County Shows Confidence

by JEFF MARTIN, President/CEO — Cascade Publications Inc.

Cascade Business News is pleased to bring the 2025 Economic Outlook. Once again, we've rounded up a solid group of industry leaders to share outlooks for the coming year. The EDCO team shares incites on each community in Central Oregon, Central Oregon as a region, and touches on the nation as a whole. Jon Stark states in his piece on page 11: "As we look ahead to 2025, several new factors will shape our economy. One of the most significant is the outcome of the 2024 presidential election. Many are optimistic about President Trump's agenda. In contrast, others fear that new tariffs or immigration reform may lead to further inflation, which could increase our national debt limit."

We also have new contributors. Nicole Ramos, regional

economist for the Oregon Employment Department shares her insights on the labor market on page 14. Greg Fischer, head of technology, principal broker for RE/MAX Key Properties, reviews recent history of the residential real estate market and shares what we may be in store for on page 20. These, along with our list of usual experts, make for a compelling case for positive but measured 2025. We hope you find these interesting as well as helpful as we navigate the coming year!

Cheers to 2025!

CascadeBusNews.com

Central Oregon Economic Outlook — Pages 11-25

Mid Oregon Credit Union Unveils New Corporate HQ Three-Story Facility Located in Bend's Old Mill District with Full-Service Branch

by SIMON MATHER — CBN Feature Writer

Mid Oregon Credit Union is embracing Bend's timber town roots with the unveiling of its new three-story, 15,945-square-foot corporate headquarters — and eighth full-service branch — in the Old Mill district.

The building enjoys a prominent perch on Bluff Drive above the retail mall's multi-plex cinema and embraces a fresh dimension in construction known as "mass timber" — a method using large, prefabricated wood panels that are glued, nailed or dowelled together. The style evokes the area's sawmill legacy, and the Mid Oregon HQ features voluminous use of exposed wood through glue-laminated timber (GLT) construction — an engineered wood product consisting of layers of kiln-dried dimension lumber oriented at right angles and then glued to form structural panels.

The GLT and cross-laminated timber (CLT) wood panel

systems are both elements of mass timber construction, which is rapidly gaining in popularity in the U.S. after being widely adopted in Europe and garnering a reputation as

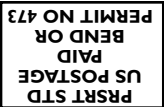


(L-R) CHANDLER TOMPKINS, MID OREGON BRANCH LOAN OFFICER; DAREK OLSON, PROJECT MANAGER, STEELE ASSOCIATES ARCHITECTS; DINA BLISS; MID OREGON HOME LOANS; SARAH RATHKE, MID OREGON BRANCH MANAGER; KRISTY THOMPSON, PROJECT MANAGER, SUNWEST BUILDERS; FELICITY BUSH, MID OREGON NEW ACCOUNT REPRESENTATIVE | PHOTO BY CASCADE BUSINESS NEWS

PAGE 8

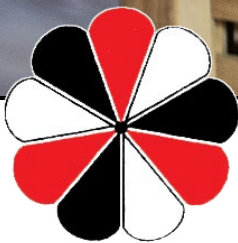
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INSIDE
THIS ISSUE

Business & Industry	2
Hot News	3
Building in Central Oregon	
Mid Oregon Credit Union.....	8
Central Oregon	
Economic Outlook	11
Business Organizations, Chambers of Commerce, Coaches & Consultants Special Section	26
Money & Investment.....	34
Who's Who	35
Business Calendar	39
Permits	39



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KELSEY LUCAS	12	SCOTT LARSON	25
NICOLE RAMOS	14	KATY BROOKS	27
ROGER LEE	15	SUNRIVER AREA CHAMBER OF COMMERCE ...	28
CORY J. ALLEN	16	ERIC SANDE	28
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Sisters Becomes the Oregon's Second International Dark Sky Community

Sisters has been certified as an International Dark Sky Community by DarkSky International. This designation makes it the state's second Community and the sixth International Dark Sky Place. Sisters joins Eastern Lake County (Phase 1 of the proposed Oregon Outback International Dark Sky Sanctuary), Oregon Caves National Monument, the city of Antelope, Cottonwood Canyon State Park, and Prineville Reservoir State Park in this

accomplishment. The designation is the culmination of many years of dark sky advocacy by the Sisters community to help bring awareness of the importance of preserving our nighttime skies for current and future generations to experience its wonder and protect the wildlife that depend on darkness. It is

Continued on Page 38 ►

Bluebird Skin Therapy & Aesthetics Opens in Discovery West

The retail spaces at Discovery Corner in Northwest Bend are evolving rapidly, and we're excited to announce that Bluebird Skin Therapy and Aesthetics recently opened!

"I chose Discovery West as the location for my business because it's not only my home, but also a vibrant community that I'm proud to be part of," Bluebird's owner Julie Natoli said. "I am excited to help guide our neighbors on their anti-aging journey with expert care and

personalized attention." The latest business to open in Discovery Corner, Bluebird will join Harcourts the Garner Group, MCD Construction, Harper House Design, and Aerie by AvantStay, luxury overnight vacation rentals in the live work townhomes that encircle the plaza. Other businesses including Sparrow

Continued on Page 38 ►

RECENT TRANSACTIONS

Brokers **Jay Lyons, SIOR, CCIM, Russell Huntamer, CCIM, and Eli Harrison** with **Compass Commercial Real Estate Services** represented both the landlord and the tenant in the lease of a retail building at 449 SE 3rd Street in Bend. This 4,000 SF space was leased by Next Town, LLC.

Compass Commercial Real Estate Services broker **Jay Lyons, SIOR, CCIM,** represented Deschutes River Conservancy in leasing a 6,814 SF office suite located at 805 SW Industrial Way in Bend. The landlord, William Smith Properties, Inc., was represented by **Bruce Churchill**, also with **Compass Commercial Real Estate Services**.

Submit your Recent Transactions to Jeff@CascadeBusNews.com to be seen in the next edition of *Cascade Business News*

Neesh Named 2024 New Business of the Year Award by Redmond Chamber of Commerce

Neesh, a pioneering AI education and integration company, is proud to announce that it has been awarded 2024 New Business of the Year Award by the Redmond Chamber of Commerce. This prestigious recognition highlights Neesh's commitment to empowering individuals and businesses through cutting-edge AI solutions and education. "We are truly honored to receive this award," said Justin Coats, co-founder and CEO of Neesh. "From day one, our

mission has been to place humans at the center of AI adoption, ensuring that businesses and individuals can harness the power of AI to enhance creativity, efficiency, and growth. This recognition is a testament to our incredible team, our supportive community, and the impact we strive to make."

Since its launch, Neesh has been

Continued on Page 38 ►

The Desert Pine Group Named to Forbes Magazine's Best-In-State Wealth Management Teams

Morgan Stanley (NYSE: MS) recently announced that The Desert Pine Group based in Bend, has been named to *Forbes Magazine's* 2025 list of America's Best-In-State Wealth Management Teams.

Forbes Best-In-State Wealth Management Teams ranking was developed by SHOOK Research and is based on in-person, virtual, and telephone due diligence meetings to measure best practices, client retention, industry experience, credentials,

review of compliance records, firm nominations; and quantitative criteria, such as: assets under management and revenue generated for their firms.

"I am pleased that The Desert Pine Group is representing Morgan Stanley," commented John Lorenz, branch manager of Morgan Stanley's Bend office. "To be named to this list recognizes The Desert Pine Group's

Continued on Page 38 ►

Redmond Municipal Airport to Host 2025 TSA Precheck Enrollment Events

Redmond Municipal Airport (RDM) will be hosting multiple TSA Pre✓® enrollment event in collaboration with IDEMIA, a TSA PreCheck authorized enrollment provider.

Travelers will be able to enroll at 2252 Jesse Butler Circle, in the terminal between the Terminal West entrance and Airport Gift Shop across from the Airline ticket counters.

- February 25-28
- April 29-May 2
- July 8-11
- October 14-17

The enrollment process is quick, convenient and even faster when the application is completed online

Continued on Page 38 ►

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Redmond Mayor Cuts Ribbon on NOVA Apartments

by JODELLE MARX — NOVA Apartments Communications Coordinator

Yesterday morning in Redmond, a once-neglected downtown property was reopened as the revitalized site of 24 high-quality housing units for the local workforce. Watson Development Ltd., the developers of the new NOVA Apartments, welcomed elected officials, business owners, and community members at the site of the former Village Squire Motel for a ribbon-cutting ceremony and tour.

Jeff Lundin of Watson Development, Redmond Mayor Ed Fitch, and Ryan Jennings, president of Simplicity by Hayden Homes offered brief remarks to commemorate the project and its connection to the City's broader Downtown Urban Renewal initiative.

Built in 1965, the Village Squire Motel was once a bustling, economical motor inn. With 26 rooms and a distinctly mid-century modern aesthetic, the Village Squire welcomed travelers to downtown Redmond as they passed through Central Oregon on Highway 97. But over the years, the motel fell into neglect. The Village Squire became a frequent site for illicit activity, hampering downtown Redmond's vitality and requiring dedicated resources from the city's police department.



(L-R) RYAN JENNINGS, PRESIDENT OF SIMPLICITY; MAYOR ED FITCH; AND JEFF LUNDIN OF WATSON DEVELOPMENT | PHOTO COURTESY OF NOVA APARTMENTS



PHOTO | BY RILEY VISUALS

In March 2024, Watson Development Ltd. purchased the Village Squire Motel with the intent to transform the property into affordable-by-design studio apartments. The NOVA Apartments will be open for lease beginning February 2025. All 24 units will be priced intentionally so that individuals earning 80% Area Median Income can afford the units without subsidy. Rents will be informed by the HUD/Oregon Housing and Community Services (OHCS) "Rents based on Actual Income Limit" information for Deschutes County.

The NOVA Apartments offers quality finishes, bundled utilities, site-wide high-speed wireless internet, a shared common area with full kitchen and large television, on-site fitness center, and laundry facilities, as well as fob access, security cameras, outdoor lighting, and other safety features. Located at the corner of SW Fifth Street and SW Glacier Avenue,

Continued on Next Page ►

SecuraCore

Continued from page 1

Sonos, Lutron and others, he starts with a strong and well established base that he builds the rest of the system off of. This leads to fewer complications down the road, an easier user experience and more value for the client. From this starting base, SecuraCore can customize and personalize the system to your exact wants and needs.

"What came out is a significant saving for clients, and a much more user friendly solution," Schaberg said. "From our side, it's a much more consistent and streamlined approach. We've been in business for four years with so many good reviews, I believe we've hit a target area of the market that has responded very well to our services."

In terms of their commercial resume, a local project SecuraCore completed was the new Subaru of Bend's office building. A common theme Schaberg has discovered is that many commercial project owners also want the same system in their residential home, so that they can maintain convenience and not have to learn two different systems.

So what is it about SecuraCore that sets them apart from competitors? Aside from the dual-pronged approach of offering commercial and residential services, SecuraCore starts with advanced systems that allow any customer to become knowledgeable about their project and what they need for it.

"We invest a lot in tech that helps us better present what we do to clients. It starts with creating our best shot at a system, based on clients' needs, put on their floor plan, which we can visualize to the client through our software. We'll place our devices across this floor plan so they can see exactly where it will be and how it will work. This allows us to run our system by the client so they can decide how it looks, how they like it, and any changes they may need," said Schaberg.

Through the use of this software and others, SecuraCore allows complete transparency to each and every client for any project. Even down to understanding

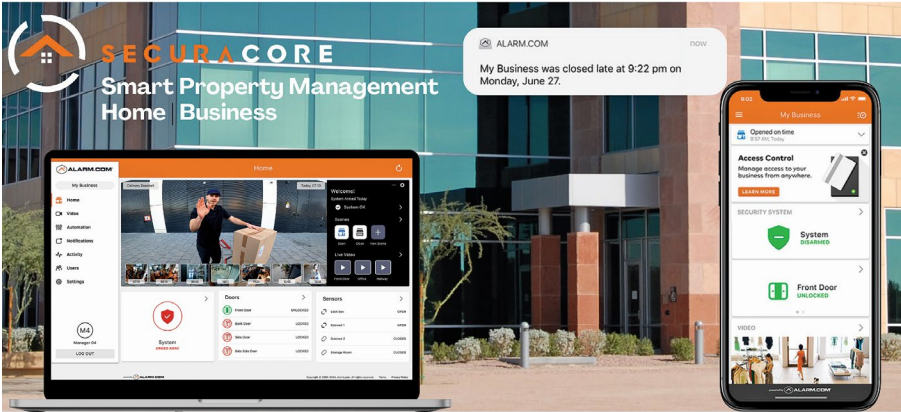


PHOTO | COURTESY SECURACORE

how much money an individual piece of equipment costs in any particular room; in this way, the client gets the transparency of an itemized receipt. The question and confusion of, "what am I paying for?" can be a thing of the past with this system in place.

Being in business in Bend for close to five years, Schaberg has learned some lessons about the community and the industry. "Bend's a very relationship driven community," he said. "I've learned that in order to be successful, you need to develop positive relationships with builders, architects and designers. I've also learned that trying to customize everything can create issues down the road. It's good to start with a solid platform as a base, so you end up with a final, personalized system that still contains consistency for both us and the client."

Continuing, he said, "With channel partners or tech partners, I found that Bend is very collaborative. This delivers a better finished project for the client. Comprehensive planning is easier when professionals collaborate, and our software lends itself to that."

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NOVA Apartments

Continued from previous page

the NOVA Apartments are walkable to all of downtown Redmond's amenities. The redevelopment pays homage to the Village Squire's history by preserving mid-century modern themes in the design, as well as the NOVA's name and logo. The property also thoughtfully repurposes the original Village Squire roadway sign and "No Vacancy" neon — the latter now prominently displayed in the common area.

Hayden Watson is the principal of Watson Development and chairman of the Redmond-based Hayden Homes and Simplicity by Hayden Homes. Simplicity by Hayden Homes was the construction partner for the NOVA Apartments, while Cobalt Property Management will operate the property.

"Our commitment to the City of Redmond extends back 35 years ago when my parents, Bob and Virginia Watson, founded Hayden Homes here in 1989," said Watson. "My dad was a staunch believer that jobs were key to building a strong community. He knew that by providing housing that workers can afford, those employees can remain in the community. I've seen how housing has a direct impact on our economy. Redmond's our hometown, and that is why this project was an opportunity to reinvest in downtown and support the city that has been so good to me and my family."

The City of Redmond's Urban Renewal Agency granted \$75,000 in SDC credits to the NOVA Apartments project.

"We applied the SDC credits towards the Village Squire's rehabilitation," added Watson. "Moving forward, we're committed to ensuring these units will be offered at an attainable rental price for local workers."

The City created the Downtown Urban Renewal District in 1995. The goal of this district is not only to remove blight but also to support public-private projects, organizations, and local businesses that contribute to the vibrancy of the downtown core.

"The revitalization of the Village Squire Motel into the NOVA

Apartments is a great example of a public-private renewal partnership in downtown Redmond," said Redmond Mayor Ed Fitch, who cut the ribbon at today's ceremony. "Housing remains a top priority for our City Council. The City is thrilled that the NOVA urban renewal project will create essential housing for our local workforce. Redmond-based employees now have more options for housing they can afford in the heart of our community."

Last December, the Redmond Urban Renewal Agency announced the City's downtown business occupancy rate had reached a record 95% occupancy rate.

"Now more than ever, housing availability determines the kinds of businesses and jobs we can sustain in our community," said Chuck Arnold, economic development and urban renewal program manager at the City of Redmond. "By investing in projects

that want to preserve and enhance Redmond's downtown, we're also investing in our local businesses. Projects like the NOVA Apartments will help Redmond employers attract and retain talent."

Units at the NOVA Apartments will soon be available to rent. Interested tenants should contact Cobalt Property Management for the latest availability.



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The Stages of Selling a Privately Held Business

A Roadmap for Business Owners

by **SCOTT LAURAY**, Principal — Northwest Business Group & **RODNEY A. COOK** CFP, Partner & Director of Financial Planning — Rosell Wealth Management

Selling a business is one of the most significant decisions an entrepreneur can make. The process is complex and requires careful planning to maximize value and achieve a successful outcome. By understanding the key stages involved, business owners can navigate this journey with confidence and clarity. Below, we outline these stages, offering insights from Scott Lauray, Principal at Northwest Business Group, and Rodney Cook, Partner and Director of Financial Planning at Rosell Wealth Management. These insights are particularly relevant for business owners in Central Oregon, where industries like outdoor recreation, craft brewing, and technology are thriving. Together, they provide complementary perspectives as an M&A advisor and a financial planner.



Scott Lauray



Rodney A. Cook

Scott Lauray: After initial marketing, interested buyers sign a Non-Disclosure Agreement (NDA) and engage in preliminary discussions. Serious buyers will provide an Indication of Interest (IOI), outlining their willingness to move forward.

Rodney Cook: At this stage, evaluating deal structures like earn-outs or equity rollovers to ensure they integrate with your financial plan is important. Together, with an advisor you should craft terms that meet your financial needs and support your post-sale vision, whether that includes retirement, new ventures, or charitable goals.

4. The Letter of Intent (LOI)

Scott Lauray: The LOI formalizes the buyer's intent and outlines key terms such as purchase price, deal structure, and contingencies. While most terms are non-binding, the exclusivity clause ensures the buyer can conduct due diligence without interference from other buyers.

Rodney Cook: The LOI is a key moment to review financial implications. You and your advisor should assess payment structures and tax impacts to help ensure the terms support both your immediate and future financial stability.

5. Due Diligence

Scott Lauray: Buyers conduct an in-depth review of the business, examining financial records, contracts, and legal compliance. Transparency and preparedness are essential to maintaining buyer confidence.

Rodney Cook: From a financial planning perspective, due diligence works to ensure your financial goals are protected. Seasonal industries, like hospitality, often face revenue fluctuations that require careful analysis (Oregon Employment Department, 2023). A planner will help you address these challenges, aligning deal terms with your financial objectives and minimizing tax impacts to preserve long-term value.

6. Negotiation and Definitive Agreement

Scott Lauray: This stage involves finalizing the deal terms and drafting binding agreements like the Purchase and Sale Agreement (PSA). Legal and financial advisors play a pivotal role in ensuring fairness and enforceability.

Rodney Cook: An advisor's role is to align deal terms with your objectives. Refine elements like non-compete clauses and consulting agreements to preserve wealth while leveraging Oregon's incentives for traded-sector businesses to maximize value.

7. Closing

Scott Lauray: Closing marks the official transfer of ownership. Funds are exchanged, documents are signed, and operational control is handed over to the buyer.

Rodney Cook: Transitioning your business is both a financial and emotional

Continued on Next Page ►

ASK THE EXPERTS AT COCC



Child Care Considerations for a Better Business

by Expert **KATHRYN BROWN** —
Central Oregon Community College

Question

I'm having trouble hiring staff because they can't find child care.
What are some key considerations for businesses in Oregon that might help?

Thanks for this question. We are hearing this as a consistent story across the state and nation, that child care is impacting the economic stability of American households and businesses.

1. An employer can take a leadership role in understanding their employee's needs and provide a solution. Recent economic surveys show that employers that offer a child care benefit package as part of employment experience stronger recruitment, lower turnover, enhanced productivity and improved attendance.

2. A toolkit from Child Care Works for Oregon, childcareworksfororegon.org/for-employers, supports businesses and organizations in understanding the complexity of how child care is impacting their bottom line. Discover a range of approaches to support working parents and identify which will meet the needs of your employees. By identifying the specific challenges employees are facing, employers can develop effective strategies for long-term solutions.

- Tools available through this resource include:
- Absenteeism Calculator
- Turnover Calculator
- Cost/Benefit Analysis Tool

• Employee Survey Tool

3. NeighborImpact Child Care Resources also has resources for businesses, available at neighborimpact.org/employer-supported-child-care, including how employers can help subsidize child care costs.

Local organizations like NeighborImpact, together with partners like Central Oregon Community College's Early Child Care Business Accelerator Program, have recently generated over 800 new slots in Central Oregon.

The Early Child Care Business Accelerator Program is part of COCC's Small Business Development Center, which offers free, confidential professional business advising and a variety of low-cost courses to help entrepreneurs through the business lifecycle: cocc.edu/sbdc.

About the Expert:

Kathryn Brown is the Early Child Care Program manager at COCC's Small Business Development Center. Brown was named a "40 under 40 Trailblazer" by America's Small Business Development Center Network in 2023.

cocc.edu/sbdc

Your Checklists to Maximize Post-Open Enrollment Success & Transition to a New Plan Year

Plus: How Online Benefit Enrollment Systems Drive Continuous Improvement

by **MATT HARDY, Employee Health & Benefits Sales Executive — MarshMcLennan Agency**

Although not all, the great majority of employer health benefit plans renew on January 1. As the dust is settling from the frenzy of your open enrollment period, activities taken now in the post-enrollment period are equally significant to those completed in open enrollment. This time is ideal for organizations to review your open enrollment process and identify areas for improvement. By preparing for next year's open enrollment now, you're also setting up employees to get the most out of their benefits in future open enrollment seasons.



These employer steps will help ensure your new plan year goes smoothly and future enrollments are continuously improved:

Post-open enrollment checklist

- Confirm that the organization and/or carriers have copied and transferred all employee enrollment and election information correctly.
- Audit billing invoices for insurance carriers and payroll deductions for accuracy and correct any errors, if necessary.
- Provide employees with steps for accessing their benefits.
- Confirm employees received their new ID cards.
- Make certain all proper notices, such as summary plan descriptions and summaries of benefits and coverage, have been distributed.

Future enrollment prep checklist

- Conduct employee surveys and collect feedback on your employees' open enrollment experience.
- Review employee engagement with open enrollment communications and materials, such as emails, benefit guides, videos, meetings and online enrollment systems.
- Analyze all open enrollment data and employee feedback.
- Identify any changes or areas of improvement for next year's open enrollment.
- Schedule a meeting with your employee benefits broker to review the recently completed open enrollment process and discuss any changes or areas for improvement.
- Work with your broker to stay apprised of employee benefits trends and utilization.
- Create a plan for implementing any changes or improvements to next year's open enrollment.
- Develop an employee benefits administration plan for the year to address any changes that may occur during the year, such as new enrollments, qualifying

- life events and employee terminations.
- Implement an employee benefits communications plan that provides employees with year-round information and education regarding benefits to aid employees in making better care decisions and improve employee engagement.
- Work with your broker to identify benefits trends and determine whether to make any changes to your benefit plan offerings for next year's open enrollment.
- Examine and stay informed of any healthcare regulations and reforms that may impact the organization's benefits plan to ensure compliance.
- If not already in place, consider implementing an online enrollment system to drive improvement in processes, analytics and reporting, and employee satisfaction.

Improving the benefits enrollment experience with online systems

Implementing an online benefits enrollment system offers significant advantages for both employers and employees. By simplifying the enrollment process, these systems improve efficiency and overall employee satisfaction. Organizations can save time and resources while providing employees with a more convenient and accessible way to manage their benefits. Additionally, online systems' reporting tools provide valuable insights for employers to refine future benefits offerings, and these systems reduce administrative workload, improve data accuracy, and lower costs through automation and paperless processes.

Contact us to help select and manage your online benefits system

Our benefits team at Marsh McLennan is happy to help you find the best online benefits system for your organization and assist in making the new and future plan year a success.

Matt Hardy is an Employee Health & Benefits Sales Executive in the MMA Northwest Region. For more than 20 years, he has worked with employers of all sizes to roll out and manage successful employee benefit plans. He specializes in compliance and online enrollment.

NOTE: These checklists are merely a guideline. They are neither meant to be exhaustive nor meant to be construed as legal advice. It does not address all potential compliance issues with federal, state or local standards. Consult your licensed representative at Marsh McLennan Agency or legal counsel to address possible compliance requirements. Content partly provided by Zywave, Inc.

marshmma.com



Selling a Privately Held Business

Continued from previous page

milestone. I help ensure your post-sale plan addresses liquidity, income generation, and philanthropic goals, creating a seamless transition into your next chapter.

8. Post-Closing Transition

Scott Lauray: After closing, collaboration between the buyer and seller ensures a smooth transition. This may include training, introductions, and completing post-closing obligations. In Central Oregon's close-knit business communities, maintaining relationships with key clients and suppliers is particularly vital.

Rodney Cook: Post-closing is a time for adjustment. With your advisor you should refine your financial plan to support your evolving goals, from charitable initiatives to personal passions.

Selling a business is more than a transaction — it's a journey that requires strategic planning, collaboration, and expert guidance. By understanding the stages of the sale process, business owners can approach this milestone with confidence, ensuring they achieve their financial and personal goals while preserving the legacy of their business.

If you're a business owner contemplating a sale, now is the time to start planning. Central Oregon's vibrant business ecosystem offers unique opportunities for growth and transition. Reach out to Scott Lauray at Northwest Business Group or Rodney Cook at Rosell Wealth Management to discuss your unique situation and craft a roadmap for success. For additional resources, visit BizBuySell or the Exit Planning Institute for expert guidance on business transitions.

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Rodney A. Cook CFP is the Director of Financial Planning at Rosell Wealth Management in Bend. RosellWealthManagement.com. Investment advisory services offered through Valmark Advisers, Inc. an SEC Registered Investment Advisor. Securities offered through Valmark Securities, Inc. Member FINRA, SIPC 130 Springside Drive, Ste 300 Akron, Ohio 44333-2431. (800) 765-5201. Rosell Wealth Management is a separate entity from Valmark Securities, Inc. and Valmark Advisers, Inc. "Certified Financial Planner Board of Standards, Inc. (CFP Board) owns the certification marks CFP, CERTIFIED FINANCIAL PLANNER, and CFP (with plaque design) in the United States, which it authorizes use of by individuals who successfully complete CFP Board's initial and ongoing certification requirements."

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Mid Oregon Credit Union Headquarters

Continued from page 1

a strong, sustainable low-carbon alternative to concrete and steel, as well as being fire resistant, and potentially more cost-competitive. Alternating grains improve panels’ dimensional stability, affording designers a host of new uses for wood, including wide prefabricated floor slabs, single-level walls, and taller floor plate heights. Able to be left exposed in building interiors, it also offers additional aesthetic attributes. As well as conveying warmth and sophistication throughout the new building, the material’s strength, dimensional stability, and rigidity allow it to be used as a load-bearing structure and an interior finish material for mid to highrise construction, up to eight floors according to code updates.

Mid Oregon partnered with Steele Associates Architects and SunWest Builders for the new building, which features a full-service branch, drive-thru teller, and ATM lanes on the ground floor. Kristy Thompson, project manager for SunWest Builders, said the highly sustainable green



PHOTOS | BY CASCADE BUSINESS NEWS

building is the first mass timber structure in the Old Mill District. Built on the site of the former toolshed, it boasts stunning views to the west and the area’s iconic smokestacks.

“We are incredibly proud of this new building,” Mid Oregon Credit Union project manager Robert Dennis, SVP, Risk Management, said. “It’s a testament to our commitment to sustainability and creating a modern, inspiring workspace for our employees.” Mid Oregon’s executive leadership, wealth management, home loans, mortgage and several back-office departments are relocating to the second and third floors, providing much-needed space for the credit union’s growing staff of 160.

The design features materials from Woodworks Innovation Network, honoring the timber-based history of the Old Mill District and the broader Bend community. Steele Associates Project Manager Darek Olson, who worked with STEELE teammates Kalinda Carnahan, Dustin Gerkhardt, Lucas DeCastilhos, and principal designer Scott Steele, said: “This state-of-the-art facility provides amenities to support a modern office culture, including extensive windows for access to natural light, designated staff engagement/break areas, conference rooms, bike lockers and more.



Continued on Next Page ►

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Mid Oregon Credit Union Headquarters

Continued from previous page

“It also incorporates ‘biophilic’ design, which is an architectural and interiors approach that incorporates natural materials and/or patterns into buildings to create a healthier and more productive environment.”

“Mid Oregon wanted to honor the Old Mill’s timber legacy, so we designed this beautiful, sustainable mass timber branch in keeping with their vision. Mid Oregon Credit Union is an amazing local business, and we thank them for entrusting us with the design of their branches,” Steele added.

“This project by an amazing team would not be possible without the support of the Central Oregon community and our loyal members,” Kyle Frick, Mid Oregon Credit Union VP of Marketing and Community Relations said. “We are focused on building a branch network conveniently located for the majority of our customer base and are proud of being involved in a lot of diverse ways in the communities in which we operate. Our motto is ‘Good Friends, Great Service’ and



PHOTOS | BY CASCADE BUSINESS NEWS



our difference is that we are really people-centered, prioritizing customer service, and investing a lot in our employees, and helping them reach personal and professional goals.

“We are on a steady growth curve and while credit union membership is growing nationally at around 2%, we are experiencing 5- 6% growth, and were named the top credit union by Forbes magazine for the last two consecutive years,” Frick continued. “We call the new building our world headquarters as our world is entirely in Central Oregon! We are the only financial institution headquartered here in Central Oregon, and as well as being a full-service branch, the building is housing the executive team, accounting, human resources, wealth management, mortgage, and home loans. It really is an all-in-one-stop shop featuring the full range of functions.

“The location is also strategic in being centrally positioned to offer more accessibility for our members and designed to better

Continued on Page 10 ►

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& all the
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A big thank you as well to all our subcontractors and suppliers who partnered with us on this mass timber project.

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Mid Oregon Credit Union Headquarters

Continued from page 9

serve the broader Bend community and accommodate Mid Oregon's growing team. We also embrace comments from our customers and have a continuous feedback loop to help us in communication with our member needs — which our staff has termed 'Monday morning love letters.'"

"This new branch marks a significant milestone for Mid Oregon," said Kevin Cole, president, and CEO of Mid Oregon Credit Union. "The mass-timber construction honors the rich history of the Old Mill and reflects our commitment in providing an exceptional experience for our members, growing community and employees. Mid Oregon has been serving the Central Oregon community for 66 years, and what better way to continue to do so than by building a new state-of-the-art facility. We are excited about the positive impact our new facility will have in helping members meet their financial needs and achieve their dreams."



PHOTOS | BY CASCADE BUSINESS NEWS



About Mid Oregon Credit Union:

Mid Oregon Credit Union is a full-service, member-owned financial cooperative headquartered in and serving Central Oregonians since 1957. With over 49,000 members in Deschutes, Jefferson, Crook, Wheeler, Lake, and North Klamath Counties and over \$750 million in assets, Mid Oregon partners with members to meet their financial needs and to help them achieve their goals. Eight full-service branches provide convenient access in Bend (3), Redmond, Prineville, Madras, La Pine and Sisters. Mid Oregon was named a Top Workplace in Oregon and Southwest Washington for 2022, 2023 and 2024. It was also ranked the #1 credit union in Oregon by Forbes in 2023 and 2024.

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MID OREGON CREDIT UNION HEADQUARTERS

557 SW Bluff Dr., Bend

Property Owner/Developer:
Mid Oregon Credit Union

Contractor:
SunWest Builders

Project Cost:
\$9,330,000

Sitework Start:
March 14, 2023

Completion:
December 31, 2024

Square Footage:
17,039 sq. ft.

Project Manager:
Kristy Thompson

Supervisor:
David Mata

Engineer:
Hickman Williams & Associates

Architect:
Steele Associates Architects, LLC

Principal Architect:
Scott Steele

Interior Designer:
Kalinda Carnahan

Structural Engineer:
Ashley & Vance Engineering

Mechanical, Electrical, Plumbing (MEP) Engineer:
ColeBreit Engineering

Geotechnical Engineer:
Carlson Geotechnical

Special Inspection & Testing Agency:
Carlson Testing, Inc.

Landscaping:
Homeland Design, LLC

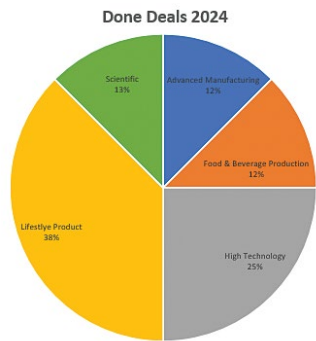
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EDCO 2025 Economic Outlook

by JON STARK, CEO — Economic Development for Central Oregon (EDCO)

As we look ahead to 2025, it's natural to encounter some skepticism and uncertainty given the many unknowns in our economic landscape. However, we can choose to view this as an opportunity for growth and innovation. We are honored *Cascade Business News* (CBN) has yet again provided the opportunity to share our perspective with the Central Oregon Community. But first, let's review what we shared last year.



We suggested that some rebalancing of the labor market might occur, and there would be a strong potential for capital investment, especially in advanced manufacturing and technology sectors. While migration trends remained uncertain, we expected the region would benefit from a moderated inflation rate, increased productivity and an anticipated decline in interest rates. These factors would support ongoing business expansion and enhance economic resilience.

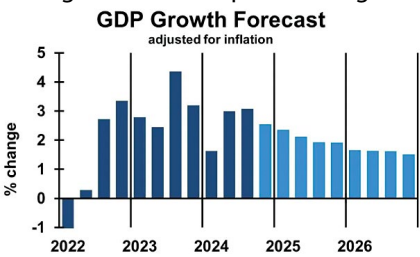
Interest rate reductions have been modest, while several rapidly growing companies in technology, science and advanced manufacturing — together

representing half of EDCO's 2024 project list shown in the chart to the left — have either scaled or expanded their operations. Companies such as BASX, Entwyne, i3D, Nosler, Platformr, Rock Tough, and Serán Bioscience have all increased their activities. Although migration to Central Oregon is happening, it is occurring at a slower pace than in previous years. That said, it still outpaces migration in other parts of Oregon.

As we look ahead to 2025, several new factors will shape our economy. One of the most significant is the outcome of the 2024 presidential election. Many are optimistic about President Trump's agenda. In contrast, others fear that new tariffs or immigration reform may lead to further inflation, which could increase our national debt limit.

While the Federal Reserve has managed to bring inflation rates down to just under 3%, this figure still falls short of their target of 2%. The U.S. job market is anticipated to experience more layoffs in 2025, following announcements Boeing, Amazon, Spirit Airlines, Intel, and Nike made late last year. However, as reported in *Newsweek*¹ in early January, the number of Americans filing for jobless benefits has actually declined.

Importantly, there are predictions of further interest rate reductions in the upcoming year; however, when and how much remains an unknown to any prognosticator. Dr. Bill Conerly authored a *Forbes* article predicting a continued downward trend² in GDP (Gross Domestic Product) growth over the next four quarters, as noted in the graph

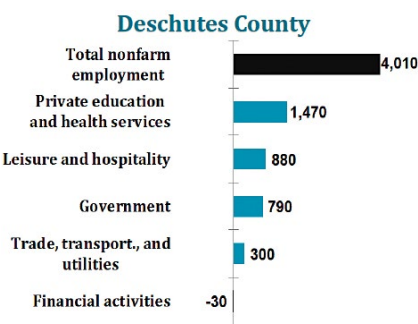


to the right, despite the rise in consumer spending. These and other factors, such as lower fuel prices and reduced costs of goods, are expected to positively influence the economic landscape in Central Oregon over the next 11 months. We don't believe there is a business owner in Central Oregon who would disagree; business is just more difficult and requires more hours, real-time decision-making and tenacity to be successful than in pre-pandemic years.

What's in store for us in 2025? If our pending list of business development projects is any indication of future jobs and investment in the high desert, one would have comfort in what lies ahead. Contrary to the *Forbes* forecast, EDCO's project list has been trending upward in all categories, featuring 12 more projects than last year. This represents a 22% increase in potential job creation, amounting to 4,280 jobs, and a 12% increase in possible capital investment, with \$4.2 billion on the table for Central Oregon.

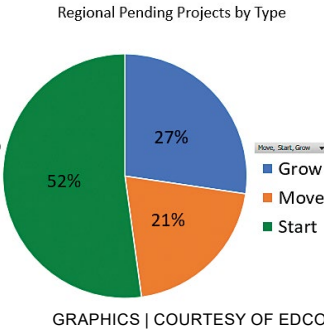
Like last year, these projects are dominated by advanced manufacturing, high technology, lifestyle, and scientific product companies. The key question is how many of these opportunities we can turn into reality. Notably, as indicated in the pie chart to the right, the pipeline is dominated by "Start and Grow" projects, primarily driven by "Start" projects, which tend to have a significantly higher completion rate than "Move" projects. It is evident that when national economies are on a downward trend, as indicated by GDP forecasts, it sparks entrepreneurship. During these times, individuals are motivated to take control of their futures rather than having their paths dictated by external circumstances.

The region should see persistent demand for healthcare, housing, vehicles and recreation, and the need for workers to support those activities. Central Oregon



will continue experiencing positive population growth as new residents relocate to the area. However, smaller communities such as La Pine — identified as the second fastest-growing community in 2023 by Portland State University — along with Madras, Terrebonne and Redmond, may see a higher percentage of population growth compared to Bend. This trend is driven by individuals moving to communities with a lower cost of living.

Population growth will likely be at a slower pace than we saw in 2024, and will impact the job market. As of November



Continued on Page 12 ▶

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EDCO
Continued from page 11

2024, the net non-farm job growth for the tri-county region reached 4,300 jobs, which is lower than the previous year's total of 5,520. The primary drivers of this growth were the private education and health services, leisure and hospitality, and government sectors. There were also smaller gains in manufacturing, trade, transportation and utilities, as illustrated in the Deschutes County graph at left. Losses occurred predominantly in the construction and financial activities industries and were directly influenced by interest rates and inflation. While those results will likely underperform compared to last year, we anticipate net job gains of several thousand in the new year.

The 2025 economic outlook reflects nuances absent in 2024, particularly the presidential election, better clarity on inflation, fuel prices, and world conflicts. **The region stands poised for sustained growth**, however at lower trajectories than we've seen in the booming years of the 2010s and the inflated post-pandemic period. To provide further perspectives, EDCO's Local Area Directors have provided a highlight of what they are seeing in their respective communities.

Insights from the Field
EDCO Venture Catalyst Director, BRIAN VIERRA

In tandem with EDCO's Local Area Directors, who represent a city, group of cities or county within Central Oregon, EDCO's Venture Catalyst Director provides support for startup businesses across Deschutes, Crook and Jefferson Counties. Currently, EDCO is working with 85 startup companies, spanning industries from high-tech to consumer products, and projects including completion a prototypes, fundraising assistance and bringing products to market.

The 2024 Bend Venture Conference (BVC) received 85 applications from startups to present. EDCO is looking to build on this momentum and grow the impact of the conference by continuing to collaborate with ecosystem partners to put on a week of innovation and entrepreneurship activities in 2025, appropriately named High Desert Innovation Week.

As anticipated, 2024 saw a significant slowdown in funding across the landscape. But by the end of the year, there were signs of an uptick. It looks like the funding landscape bottomed in Q3 2024 and should pick up and accelerate into 2025. As such, EDCO is more focused than ever on providing support for entrepreneurs through connections with experts and mentors in the community, exposure through BVC and monthly PubTalk programming, and introductions to financing opportunities. EDCO will continue collaborating with local partners to drive diversified industry growth and increase the number of Central Oregon startups that achieve long-term success.

Bend Area Director, DON MYLL

Bend's national prominence continues to rise, bolstered by a thriving economy. According to the Milken Institute's January 2025 report, "2025 Best-Performing Cities: Mapping Economic Growth across the U.S.," the Bend-Redmond MSA climbed to the #4 spot, up two places from last year. This success was driven by the region's portfolio of diversified and expanding companies, led by the bioscience and aviation industries. Looking forward, Bend's vibrant economy is on track to continue recent trends as EDCO's current Move and Grow projects are projected to generate \$300 million in capital investment and create 600 well-paying jobs in the near future.

In 2025, development is set to commence on 98 acres of industrial land in Juniper Ridge, located at the northern edge of the city. This long-anticipated project will provide much-needed industrial space to support the growth of local companies, startups and businesses relocating to Bend. Additionally, construction has begun on an air traffic control tower at the Bend Municipal Airport, Oregon's third-busiest airport. This new infrastructure will enhance the airport's vital role in the local economy by supporting general aviation and aviation manufacturers, including Epic Aircraft. One of Bend's fastest-growing companies, Epic Aircraft, was recognized in 2024 as producing the "Coolest Thing Made in Oregon" for its E1000 GX model airplane. It was also honored in 2023 as "Oregon Manufacturer of the Year" for its innovative product design and manufacturing processes.

Efforts to address the region's housing shortage have also intensified. Recent state legislation enabling immediate expansion to Bend's Urban Growth Boundary for housing has been implemented, adding 91 acres of residential land that will accommodate more than 700 dwellings over the next few years. The City of Bend has also fueled additional momentum for building more affordable housing and supporting local job growth by offering new incentives that became effective in January 2025.

Jefferson County Director, BRENNA FULKES

As a gateway to Central Oregon, Jefferson County is poised for significant economic growth. Two significant projects, expected to generate 52 jobs and involve a potential combined capital investment of \$37 million, are currently underway. Additionally, EDCO is actively supporting two other projects in their growth phase.

October marked an exciting milestone for Jefferson County with the reinstatement of the EDCO Jefferson County Program. While EDCO has been actively involved in various community projects, this renewed focus, buoyed by a dedicated staff position, signifies a commitment to Jefferson County's economic growth. The program's relaunch coincides with increased development activity across the county. Moving forward, the program, in collaboration with its newly formed advisory board, will play a crucial role in supporting businesses, influencing the overall business climate and fostering a thriving economy within Jefferson County.

In terms of "table setting" efforts, the third quarter of 2024 saw the consideration to expand the City's Urban Growth Boundary (UGB). This joint effort by the City of Madras and Jefferson County would annex and zone 198 acres near the Madras Airport. This annexation is a key component of the "Large Lot Industrial Program," a regional initiative to increase the availability of large, contiguous plots of land for industrial development. These large lots aim to attract high-growth industries such as high-tech and clean-tech manufacturing, advanced manufacturing and assembly, and data centers.

The City of Madras recently secured funding from Business Oregon to update its Industrial Site Readiness Plan, which will specifically consider the infrastructure needs of high-growth industries. The update will also ensure the plan aligns with emerging

industry clusters and addresses the evolving needs of businesses.

The cities of Metolius and Culver are engaged in economic development efforts as they grow. Both cities are exploring avenues to foster economic growth and enhance their local economies.

Redmond Economic Development Inc. (REDI) Director, STEVE CURLEY

Redmond is set for continued economic growth in 2025, driven by key infrastructure projects, business expansion and workforce development.

Infrastructure & Business Growth: The Eastside Arterial Project will improve connectivity from 19th Street, featuring roundabouts and upgraded roads such as Ninth Street and Antler Avenue. This initiative will enhance access to the Redmond Airport and support regional business expansion.

Industrial growth remains strong, with flex-space projects in development to address low vacancy rates. The availability of land continues to attract businesses and new projects in the pipeline to support long-term expansion.

Economic Initiatives: REDI is actively fostering business investment and job creation, helping to diversify the economy. Nineteen projects in the pipeline are expected to create over 2,500 jobs in the next five to ten years, with a total capital investment exceeding \$764 million. Several projects are currently under construction, with more set to break ground in the coming months.

Workforce Development: Central Oregon Community College (COCC) is revamping its Career Technical Education programming and planning an expansion of the Manufacturing and Applied Technology Center (MATC) in the coming years. Local employer response has been positive, and this expansion is expected to enhance workforce development efforts in the region.

Outlook for 2025: With infrastructure upgrades, industrial expansion and workforce development initiatives, Redmond is well-positioned for economic success in 2025. The city's strategic planning and investment in key sectors ensure sustained growth, new business opportunities and a thriving job market.

Sisters Area Director, ERIC STROBEL

Happy new year from Sisters country. There's a lot going on in this small town! Sisters continues to add light industrial space with four new buildings totaling nearly 50,000 square feet scheduled for completion in the next few years.

BASX is expanding into Sisters, leasing 27,000 square feet and adding 25 jobs to assemble surgical clean rooms. Personalized Nutrients will move into its new 16,000-square-foot building in April and continue to lease one of the former Laird Superfood buildings. The ClearPine building, a new 12,000-square-foot office building, still has space available, perfect for a headquarters or technology company. The Sisters Ranger District's new 13,500-square-foot headquarters is nearing completion.

Workforce housing projects are being planned, including Trinity Place, a new 40-apartment complex focusing on individuals in the local workforce living in the 50%-80% Area Median Income (AMI) range. Habitat for Humanity's Adams Commons project is near downtown and will bring 19 affordable homes (targeting households under 80% AMI) and six workforce homes (81-120% AMI). When completed, homes in the Sisters Woodlands development will provide 10 dwellings available to households not exceeding 60% AMI.

The new Sisters Makers organization has a mission to empower artists, makers, growers, and innovators through facilities, education and advocacy. They provide affordable space for small businesses, offer entrepreneur boot camps and business classes, and create a community space for organizations to meet and hold events. Sisters Makers, Sisters Farmers Market and Explore Sisters partner on the use of the city-owned building.

Sisters has applied for certification as an International Dark Sky Community through the DarkSky International. This certification aims to reduce light pollution and preserve the night sky for astronomical observation and enjoyment. Benefits of certification include increased tourism to the community (astro-tourism) and increased public education about the importance of preserving the dark skies (while still providing ample opportunities for adequate lighting for safety). If certified, Sisters will be the largest city in Oregon to hold an International Dark Skies certification. Explore Sisters, Sisters Astronomy Club and Sisters High School Astronomy Club assisted the city with the application.

The Sisters Country Economic Development advisory board has been meeting monthly and completed a three-year strategic plan through 2027. The SCED board, City of Sisters, business organizations, and Explore Sisters will work diligently in 2025 to make Sisters a desirable place to do business.

Prineville / Crook County Area Director, KELSEY LUCAS

Prineville continues to solidify its position as a growing economic hub in Central Oregon. Building on the momentum of 2024, the city is poised for further growth and development in 2025. Prineville has several projects in the pipeline and currently underway, totaling over \$2.55 billion in capital investment and creating an estimated 452 new jobs. The development of small industrial parcels continued this year, specifically in the Tom McCall Industrial Park, with significant leasing activity in speculative industrial buildings. Since the pandemic, Crook County has experienced significant growth, with the population increasing by approximately 9% and the workforce by 12%. Even more remarkably, Crook County wages have surged, achieving the highest growth rate in the state with an astonishing increase of over 80% in the past five years, as reported by the U.S. Census Bureau.

EDCO continues to work with the City of Prineville and the Center on Rural Innovation to develop the Crooked River Innovation Collective (CRIC), emphasizing the development of a robust rural entrepreneurial ecosystem and a skilled workforce. 2025 will likely see an increased emphasis on collaboration with Oregon State University — Cascades' regional Innovation Hub and workforce development initiatives in general to ensure a skilled and adaptable workforce to meet the demands of early-stage and growing businesses. This may include programs focused on upskilling existing employees and attracting and retaining talent through statewide avenues.

Resource sustainability is likely to become an increasingly important factor in





Summit Bank Vice President/
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Manager Jill Cummings with
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Central Oregon’s Labor Market

Health Care, Demographics & the Future of Employment

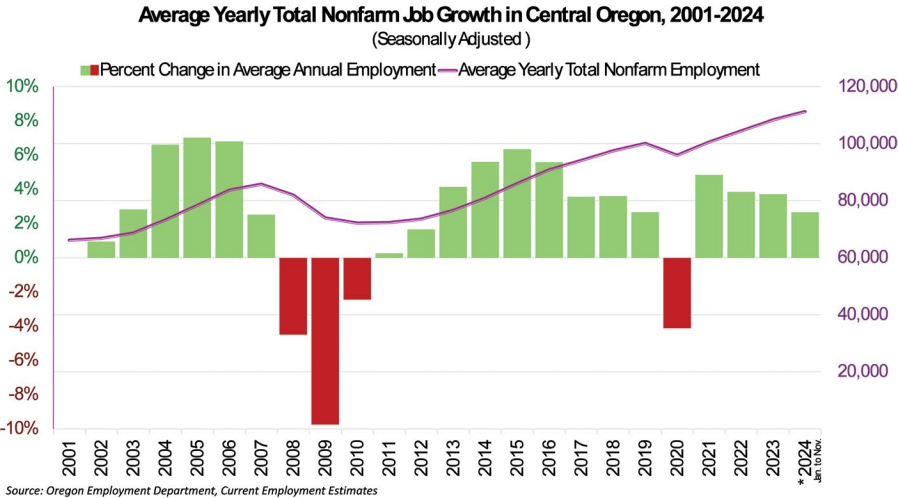
by NICOLE RAMOS, Regional Economist — Oregon Employment Department

Central Oregon has experienced strong job growth over the last two decades. Seasonally adjusted total nonfarm employment increased from an average of 66,204 jobs in 2001 to an average of 111,284 jobs in 2024 (as of November), marking an almost 70% increase. This growth has not been uniform across all sectors, time periods, or counties. While much of this job growth has been driven by Deschutes County, both Jefferson and Crook counties have also contributed to regional employment gains.

The Great Recession caused significant job losses, particularly in construction and manufacturing. During this period, total nonfarm seasonally adjusted jobs fell by approximately 17% from peak to trough. The recovery was gradual, and by the mid-2010s, employment would surpass pre-recession levels.

Recent Job Growth Slowed and was Concentrated in a Few Sectors

More recently, the COVID-19 pandemic disrupted labor markets globally, including in Central Oregon. Employment dropped sharply in 2020 but rebounded by late 2021 — a stark contrast to the protracted recovery from the Great Recession. By 2023, total nonfarm employment had not only recovered but reached new highs. However, employment growth has slowed recently, with most gains concentrated within private education and health services, particularly health care and social assistance, which grew by 8.7% from November 2023 to November 2024.



This trend mirrors the state-level pattern, where health care and social assistance accounted for the vast majority of total employment growth year-over-year, adding 18,100 jobs between December 2023 and December 2024. In fact, health care and social assistance has been a significant driver of Central Oregon’s labor market, growing by almost 180% between 2001 and the third quarter of 2024, a net gain of nearly 11,100 jobs. A value I don’t expect to change by much once annual data comes out. Furthermore, projections indicate an additional 2,190 jobs in health care and social assistance in Central Oregon by 2033, reflecting a growth rate of nearly 14% during this period.

An Aging Population Will Impact Future Job Growth

The region’s demographic composition will play a crucial role in shaping future trends. A growing and aging population is expected to drive sustained demand for health care services in the coming years. For instance, according to the U.S. Census Bureau’s 2019-2023 American Community Survey, Crook County has a median age of 47.7 years, with 40% of its population aged 55 or older. This figure is higher than in Deschutes (42.6 years) and Jefferson (41.3 years) counties.

In aggregate, nearly 35% of Central Oregon residents are aged 55 or older. This demographic shift poses challenges as more individuals reach retirement age, particularly in rural areas where populations tend to skew older and attracting health care workers is more difficult. As this cohort ages, increased demand on the regional health care system will most likely be seen, and the aging workforce itself presents challenges. In 2024, approximately 23.1% of the region’s workforce was 55 years or older, suggesting that many may retire within the next decade, further straining workforce replacement needs.

Jefferson County presents a unique case with a relatively young median age of 41.3 years and a higher proportion of individuals under 20 (25%) compared to the other two counties. Consequently, its workforce is limited by both an aging population and a younger population with low labor force participation rates that will require training to meet future workforce needs.

As we look ahead, health care and social assistance is projected to remain a key driver of employment growth. The sector’s expansion is expected to outpace overall job growth in Central Oregon (+9%), potentially accounting for an even larger share of the region’s employment in the coming years. The industry and occupational projections for Central Oregon align closely with the demographic trends observed in the population data. Furthermore, in terms of occupational growth, by 2033 health care occupations are projected to add the third-highest number of jobs in absolute terms, with an estimated 1,573 new positions.

This includes growth in roles such as registered nurses, licensed practical



nurses, and medical assistants. Healthcare practitioners and technical occupations are expected to grow by 14.8%, adding 912 new jobs, while total health care job growth is forecasted to be slightly stronger at 15.4%, surpassing the overall expected occupational growth of 8.6% during this ten-year period. But growth doesn’t tell the full story – the majority of projected job openings in health care (9,639) will be replacement openings due to factors such as retirement and career changes, and this holds true across all occupational groups and industries.

Non-Health Care Sectors Still Set to Grow

While health care dominates the conversation, it is important to also acknowledge other significant sectors and occupations. Construction, which experienced dramatic swings during the housing boom of the mid-2000s and subsequent bust during the Great Recession, rebounded strongly after 2010. With population growth fueling demand for housing and infrastructure, construction is projected to grow by 13.5% between 2023 and 2033, adding approximately 1,170 jobs. This includes expected growth in roles such as carpenters (+12.9%), construction laborers (+17.7%), and electricians (+22.1%).

Professional and business services is also expected to see some of the strongest growth in the region, with a projected increase of 12.6%, adding around 1,470 jobs by 2033. Growth in this industry has been driven by professional, scientific, and technical services, a trend likely to continue into the future. This industry has demonstrated steady growth, rising from 8% of total employment in 2021 to around 12% in 2024, an increase of 4 percentage points.

Occupational Employment Projections for Central Oregon by Percent Growth - Top Ten, 2023-2033

Occupation Title	Percent Change	Employment Change	Replacement Openings
Total, All Occupations	8.6%	9,848	134,904
Computer and Mathematical Occupations	18.3%	453	1,519
Architecture and Engineering Occupations	16.7%	237	1,002
Healthcare Support Occupations	16.3%	661	6,135
Construction and Extraction Occupations	15.2%	1,094	6,268
Healthcare Practitioners and Technical Occupations	14.8%	912	3,504
Personal Care and Service Occupations	14.0%	557	7,721
Management Occupations	11.1%	967	7,343
Installation, Maintenance, and Repair Occupations	10.7%	465	4,080
Building and Grounds Cleaning and Maintenance Occupations	10.6%	462	6,092
Business and Financial Operations Occupations	10.5%	612	4,862

Source: Oregon Employment Department, Workforce and Economic Research Division, Occupational Employment Projections for Central Oregon (Crook, Deschutes and Jefferson Counties), 2023-2033

Central Oregon Labor Market Remains Tight

Despite being one of the fastest-growing regions in the state, Central Oregon’s labor market has remained tight, marked by low unemployment rates. As of November 2024, Deschutes County reported an unemployment rate of 4.0%, while Jefferson County came in at 4.7%, and Crook County was 5.5% which is on the lower end for the county. Although it may not seem like it there has been a slight easing of the labor market — statewide, there are now about 1.6 unemployed individuals per job vacancy, up from a ratio of 1 or lower in recent years — high-demand sectors like health care continue to struggle with staffing shortages.

Unless there is something like a significant market disruption that increases the number of unemployed individuals, workers will retain some degree of bargaining power in high-demand roles where the demand for employees exceeds supply. This is evident in job vacancy trends across Oregon. A prime example is the health care sector. In summer 2024, health care and social assistance vacancies accounted for 42% of all vacancies statewide, translating to 25,400 openings. The persistence of statewide job vacancies within high-growth industries like health care also points towards the challenges Central Oregon and the wider region may face in meeting workforce demand in key industries and occupations.

Though East Cascades 2024 Job Vacancy data are not yet available, they are likely to provide a more representative picture of the current demand for workers in Central Oregon and align better with forecasted employment growth in the region. Nonetheless, the prevailing situation across Oregon provides valuable insights into the labor market variables at play, where a relatively low number of unemployed individuals per available job vacancy suggests that certain industries will continue to struggle with workforce shortages despite, or in light of, population growth and an aging workforce. Some areas, like Deschutes County, may fare better since Bend attracts more prime-age (25-54) workers and people in general, but strong population growth also means more demand on local resources, and as of late, the three Central Oregon counties have seen some of the fastest population growth in Oregon.

oregon.gov/employ

Industry Employment Projections, 2023-2033
Crook, Deschutes, and Jefferson Counties

	Change	% Change
Total employment	9,870	8.6%
Total payroll employment	9,340	8.7%
Total private	9,030	9.6%
Natural resources and mining	50	3.4%
Construction	1,170	13.5%
Manufacturing	640	7.8%
Trade, transportation, and utilities	790	4.2%
Information	240	11.5%
Financial activities	200	3.5%
Professional and business services	1,470	12.6%
Private educational and health services	2,350	13.6%
Leisure and hospitality	1,870	11.7%
Other services	250	6.1%
Government	310	2.2%
Self-employment	530	7.6%

Source: Oregon Employment Department, Workforce and Economic Research Division
GRAPHS | COURTESY OF OREGON
EMPLOYMENT DEPARTMENT

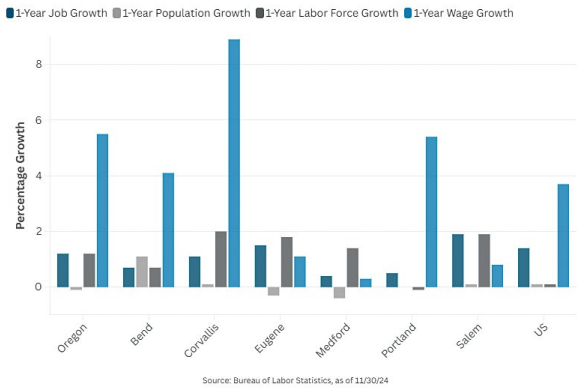
From Housing Pressures to Small Business Optimism

Central Oregon's 2025 Economic Outlook

by CORY J. ALLEN, Senior Vice President & Team Leader — Washington Trust Bank

As 2025 gets underway, the national economy is on firm footing. Oregon's economy is weaker than the US, but still positive: 2.7 percent year-over-year growth for U.S. in Q3 2024 vs. 1.2 percent year-over-year growth for Oregon. Similarly, the Bend area lags behind the state in job and labor force growth but is seeing healthy gains in wages. At a macro level the economy is strong, but as a retirement and tourist destination, central Oregon has some headwinds when it comes to workforce affordability and finding workers to meet business growth demands.

Oregon Economic Indicators



Short- and long-term interest rates diverge

As 2024 wound down, the consensus was that the Fed would continue to make rate cuts in 2025. While that's still the case, recent data such as the jobs report and inflation remaining above target is likely to reduce the number of rate cuts this year. Back in early Q4, it seemed likely that four cuts could occur in 2025. Now, two cuts totaling 50 basis points is probably more realistic.

For long-term debt, this means stable rates without much movement; hovering in the high-six to low-seven range. Long-term rates aren't directly controlled by the Fed, but rather by the open markets. Investor confidence that inflation is indeed under control is still mixed. Continued borrowing by the federal government and deficit spending has resulted in open markets "baking in" inflation and risk premiums.

Unlike long-term debt, the action of the Fed impacts short-term rates (such as variable-rate business loans) directly. Consequently, more movement downward can be expected here. As a result, our startup and small business community should see some reprieve with operating lines of credit at more favorable rates. In the bond market, expect the 10-year Treasury to be volatile and fluctuate in a range between 3.5 percent

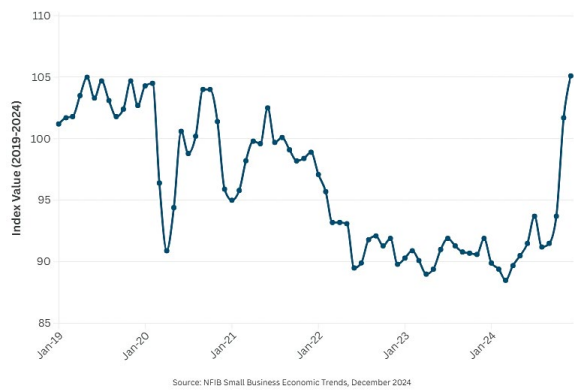


and 5 percent.

Small business confidence

The reprieve in short-term borrowing rates may be one reason for shifting sentiment amongst small businesses, along with the conclusion of the national elections in November. The National Federation of Independent Business (NFIB) Research Center has collected small business economic trends data with quarterly surveys since 1973 and monthly surveys since 1986. The sample is drawn from the membership files of the NFIB. Their Small Businesses Optimism Index oscillated between 89.5 and 88.5 from the summer of 2022 to the spring of 2024. But in August, it went on the rise and has accelerated in recent months.

NFIB Small Business Optimism Index



Softening demand in multi-family, mortgage rates sticking

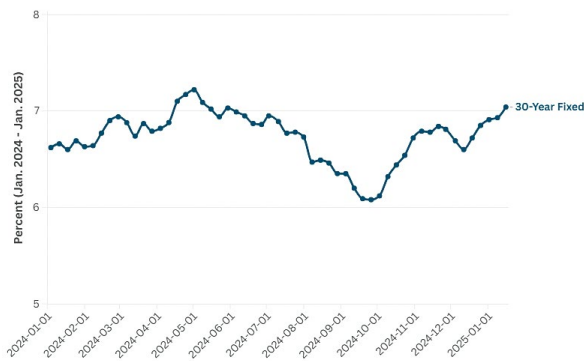
Multi-family inventory is growing, largely in the high-end space, as projects that were started over the past three years are now coming online for renting. This, coupled with a slower pace of population growth, is softening demand. Rents are off their highs and with new product skewing upscale, high-end multi-family is the best candidate for continued rate reduction. We'll have to wait and see how this impacts the entry-level market.

Mortgage rates are tied to long-term rates, and as previously mentioned, are driven by the open market, which is skittish due to federal debt concerns. Even with the Fed rate cut in September (which dropped short-term rates), mortgage rates rose. Expect 30-year mortgage rates to fluctuate between 6 percent and 7.5 percent.

Inventory will remain a challenge given the cost for building a home, but the availability of land in areas such as Prineville, Maras, La Pine and Redmond will

hopefully help with housing starts.

30-Year Fixed Rate Mortgage Average in the US



GRAPHS | COURTESY OF WASHINGTON TRUST BANK

At the end of the year, Zillow had Bend's average home price at just shy of \$730,000. Even though home prices have declined, rising mortgage rates have essentially offset any potential benefits from the price drop.

The risk for any community where housing becomes unaffordable is that businesses and workers start to seek more affordable locations to relocate. Our labor force grew (0.7 percent) at half the rate of Medford (1.4 percent) and is far behind the I-5 corridor communities of Corvallis (2 percent), Salem (1.9 percent) and Eugene (1.8 percent). It's also possible that out-migration resulting from the recent Los Angeles fires could only exacerbate demand for local housing. Proactively finding solutions to housing affordability will remain key to central Oregon's economic growth prospects.

Uncertainty but optimistic

New administrations at the federal level rarely shift the economy at the levels anticipated during the election season. That being said, policy approaches such as tariffs and changes in immigration enforcement have the potential to shake things up. Central Oregon's strong local economy, with a vibrant small business community and entrepreneurial ecosystem, tends to isolate us from seismic macro shifts. While we don't see some of the peaks of similar Oregon markets, we also don't see the valleys. I'm thus optimistic that regardless of major progress on inflation or possible supply chain disruptions due to tariffs, that the region will maintain its steady growth, even if not at the level we desire.

Cory J. Allen is senior vice president and team leader for Washington Trust Bank in Central Oregon. He can be reached at cjallen@watrust.com. watrust.com

Can Central Oregon Maintain the Lead?

by KEVIN COLE, President/CEO — Mid Oregon Credit Union

Since its recovery from the Great Recession, Central Oregon has outperformed most of the country in economic growth. The key driver of this? New residents.

But now, despite continuing to have three of the fastest-growing counties in Oregon, Central Oregon is facing a slowing rate of population growth compared to the past few years.

People and businesses will undoubtedly continue to move to Central Oregon, but the high cost of housing and a business climate not conducive to growth are starting to take a bite out of this engine of regional development.

Despite this challenge, economic prospects for 2025 and the next few years look favorable — although the opportunities may look slightly different than in the past.

Regardless of rising debt levels, consumer balance sheets are healthy.



Employees continue to see pay increases exceeding the current inflation rate, closing the gap between costs and earnings in 2022 and 2023. The labor market continues to favor employees, although it is more balanced now than in 2022 and 2023.

If you are employed, you should continue to see strong demand for your services, and your pay is likely to rise above the rate of inflation. If you are engaged in an industry that is at high risk of being replaced by artificial intelligence or automation, it might be time to start figuring out your next move.

Inflation and interest rates stabilized in 2024, settling in at levels up from the historically low levels experienced during COVID, but still normal in a healthy economy. We expect the current inflation level to represent the current cycle's low point.

Inflation will rise again in 2025 and 2026, but not to the levels seen in 2022 and 2023.

The reason? A tight labor market and a workforce that has experienced negative real wage growth since 2021. Workers will be in a strong position to demand higher pay in 2025 and 2026, which will increase the cost of everything.

With a change in power in Washington D.C., we may also see some impact from tariffs and energy policy, although those two factors will likely offset each other. The enormous Federal debt also drives interest rates higher.

The bottom line — 2025 is the time to invest in your business. The prospects for growth are good over the next few years if you have the capacity to deliver. The time to invest in technology to reduce your reliance on labor is now so you can grow your business without finding new employees.

If you have considered buying a home or trading up, do it in 2025. Mortgage and auto rates will likely increase later in 2025 and into 2026.

midoregon.com

What Are the Indicators of a Strong Commercial Real Estate Market in 2025

by **BRUCE BARRETT, Commercial Broker — Windermere Realty Trust**

There are several indicators that suggest a strong commercial real estate market in 2025. Here are four indicators affecting our local markets.

Economic Stability: A stable economy with moderate growth, low unemployment, and easing inflation can boost investor confidence and drive demand for Commercial Real Estate (CRE).

The Federal Reserve Bank of New York’s Center for Microeconomic Data last week released the December 2024 Survey of Consumer Expectations, which shows that inflation expectations were unchanged at the short-term horizon and remaining relatively stable over the next three years.

While year-ahead household income growth expectations declined slightly and are now comparable to their pre-pandemic levels, spending growth expectations increased and remain well above pre-pandemic readings. Consumer spending expectations are an important factor for businesses in planning their strategy including their need for capital assets such as CRE.

Doug Bonate, commercial banking relationship manager with Umpqua Bank believes business opportunities in 2025 are better than the last two years because he thinks businesses are learning to adapt to volatile economic factors such as increasing labor costs, labor shortages, tax increases and supply chain uncertainties. “Workforce has been one of the greatest hurdles for our clients,” Bonate says. “We see automation becoming more relevant as businesses adapt to labor shortages. Power shortages will eventually be a limiting factor as our regions grows. Developing alternative power sources will be on the agenda.”

Taylor Thompson, vice president, commercial loan officer — Central & Eastern Oregon team leader with SELCO Community Credit Union says, “Looking ahead to 2025, Central Oregon’s CRE market opportunity depends on economic indicators such as inflation, job growth and consumer spending as well as the interest rate environment.

“If the Fed continues its pivot toward lower rates or maintains a stable policy, 2025 could mark a period of increased stability for CRE. On the other hand, grade B office spaces may continue to face challenges and retail spaces might still see uneven recovery depending on location and



adaptability. Overall, I anticipate modest growth and a shift toward resilience in well-positioned asset classes.”

Capital Availability: Despite tight lending practices, alternative sources like private equity, that makes capital more accessible for investments, are showing up in Central Oregon.

Two examples of local private equity investments are Blackstone and Realty Income Corp. Blackstone Inc. is the largest holder of commercial real estate in the world. Blackstone now owns over 50,000 sq. ft. of industrial space in Redmond. Realty Income Corp., based in San Diego operates as a publicly traded Real Estate Investment Trust (REIT). They own over 17,000 sq. ft. of retail space in Redmond.

“Sometimes the Cap Rates just don’t make sense compared to other guaranteed rates,” Bonate says. “We’ve seen more investor financing during this higher interest rate environment. We anticipate investor financing through banks to remain low for now.”

Sector Performance: Industrial and multifamily sectors are showing resilience and leading the recovery with retail remaining steady. Central Oregon has higher than industry level occupancy rates for all sectors.

Thompson says, “The recent interest rate cut is likely to reinvigorate activity in CRE, especially in sectors that have been holding off on financing due to higher borrowing costs. Lower rates improve affordability for investors, encouraging new acquisitions and refinancing opportunities.

“Specifically, sectors like multifamily and industrial properties, which are already experiencing strong demand, may see increased investor interest. If the Fed projects a stable rate trajectory, we could see sustained momentum in CRE investments as confidence builds.”

Bonate says, “Umpqua Bank will evaluate all opportunities but generally underperforming properties will be prime opportunities for repurposing or redevelopment.”

He provided a current example. “Umpqua Bank is engaged in funding a large manufacturing project in Redmond and poised to continue with other opportunities as they arise. We see the most potential in Industrial and Manufacturing sectors.”

Demographic Shifts: Notable global demographic



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shifts are reshaping economies and creating new investment opportunities.

Recently, there is corporate pressure to move back to the office for many large tech companies headquartered in Los Angeles, San Francisco and Seattle.

However, Deschutes County ranked #6 out of Oregon counties in a recent Census Bureau American Community Survey with over 96,000 (20%) residents working from home at least some or all of the time.

This demographic shift is having a profound impact on development projects, investment options, city planning, commercial land prices and CRE valuation.

Post-election, optimism is on the rise in the small business community. The Q4 2024 CNBC|SurveyMonkey Small Business Survey reveals a surge in optimism covering issues from taxes to regulation, immigration and even trade policy. This factor along with the fact of improving economic conditions collectively point towards a cautiously optimistic outlook for the commercial real estate market in 2025.

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A Look Ahead at Trends Shaping 2025

by JAY LYONS, SIOR, CCIM, Partner & Broker — Compass Commercial Real Estate

Commercial real estate fundamentals appear to be in relatively good shape as we enter 2025, with even the distressed office sector showing signs of life as we enter the new year. Our industry has suffered significant shocks over the last few years from the pandemic, high inflation, rising interest rates and rapidly rising construction costs. It is tempting to say that we're in for a period of stability, but no one has a crystal ball and there are always potential risks on the horizon. This article provides insights into what may lie ahead in both the national and local real estate markets in 2025.



OFFICE

The office sector nationwide has undergone an extended period of transition, grappling with the challenges of redefining how office space is used in a post-COVID world. Remote work initially experienced significant growth during the pandemic, with many employees opting to work from home or adopting hybrid models. This trend has been a major contributor to the national office vacancy rate reaching 20.9%, according to Cushman Wakefield's Q4 2024 Marketbeat report. While the Bend office market has faced similar challenges, it has performed better than most, reporting a Q4 vacancy rate of just 5.7%. In 2025, we expect the market to stabilize with increased leasing activity as businesses continue refining their office strategies. Encouragingly, the remote work trend now appears to have leveled off and may begin to reverse, giving us optimism for greater long-term stability in the office market. With limited speculative development, the few new office projects and vacant spaces in existing buildings are well positioned to absorb both current and future demand.

RETAIL

Retail continues to transform due to e-commerce growth and changing consumer behaviors. That said, the national retail market remains strong with activity expected to increase in markets with population and job growth. In those markets, rising asking rents and longer-term leases should be expected. In Q4 2024, the national retail vacancy rate sits at 5.4% according to Cushman Wakefield's Q4 2024 Marketbeat report. Central Oregon's retail market continues to see demand from both local and national retailers. Demand from food and beverage users also remains strong despite the tight labor market and increased wage demand. Bend's retail vacancy rate sits at 6.2% as of Q4, however that rate is skewed by the recent Costco vacancy as noted in this report. The retail is expected to remain steady in 2025.

INDUSTRIAL

The national industrial market is expected to return to pre-pandemic levels of demand in 2025. According to CBRE's Industrial & Logistics 2025 Market Outlook: "Leasing activity should stabilize at just above 800 million sq. ft. in 2025." While down from the record levels of 2021 and 2022, this level of expected activity significantly outpaces pre-pandemic levels. That said, not all product is equal. Demand for newly constructed industrial space is expected to lead to a rise in vacancy for older product. According to CBRE: "Buildings constructed before 2000 accounted for more than 100 million sq. ft. of negative absorption in 2024, while those completed after 2022 posted more than 200 million sq. ft. of positive absorption. This trend will continue in 2025 as long as there still is first-generation space to lease." Cushman Wakefield's Q4 2024 Marketbeat report highlights a nationwide industrial vacancy rate of 6.7%. As of Q4 2024, Bend's vacancy rate is outpacing the national average at 4.0%. Redmond's is similar at 3.4%. With a modest amount of product currently under construction or in the pipeline, Central Oregon's industrial market should remain strong in the year ahead.

MULTIFAMILY

While sale transactions have slowed across all asset classes due to rising interest rates, multifamily fundamentals remain solid. According to Cushman Wakefield's Q4 2024 Marketbeat report, the average multifamily vacancy rate ended at 8.9%. Low vacancy, coupled with reduced interest rates, should drive demand for multifamily properties in 2025. The Central Oregon market mirrors the national market with strong leasing demand and declining vacancy. According to CoStar, 529 units were delivered in 2024. Despite the significant increase in inventory, Bend's current Q4 vacancy rate sits at 7.2%, down from the recent peak of 10.8% in Q3 of 2023. The following quote from CoStar's most recent multifamily report is extremely telling: "Among apartment markets with inventories under 10,000 units, Bend landed among the top 10 performing markets, a cohort that spanned the Pacific Northwest, Midwest, and Sun Belt regions." For all these reasons, look for investment demand and sale activity to increase in the year to come.

While we expect that economic growth in 2025 will ignite a new real estate cycle, time will tell if that proves to be true. Regardless, we look forward to helping our clients identify opportunities and navigate change to meet and exceed their goals in 2025.

Continued on Next Page ►

EDCO

Continued from page 12

economic development. Initiatives focused on environmental stewardship, renewable energy and sustainable business practices are expected to continue to gain traction. Prineville is also tapping into its stunning natural resources and Americana charm to further its tourism sector. Through the newly launched 'Explore Prineville' initiative by the Prineville-Crook County Chamber of Commerce, the city is inviting visitors to discover rural outdoor adventures and immerse themselves in authentic cultural experiences.

As the economy grows, addressing the challenges of housing affordability will be crucial to attracting and retaining a skilled workforce. There are over 700 planned units in 2025 to help sustain the growth and affordability of housing options. The City of Prineville and Crook County remain proactive in balancing economic growth with environmental protection and community character.

Sunriver / La Pine Director, PATRICIA LUCAS

South Deschutes County has grown at a rate of 24.4% from 2020-2023 as reported in the Population Estimate Reports | Portland State University⁴ population projection information for 2023. La Pine is seeing robust growth in new development of single and multi-family units. The community has completed a \$50 million water and wastewater expansion project that will serve an additional 1,500 homes and commercial businesses. This critical infrastructure will serve La Pine well in helping businesses move, start and grow in the area.



The Sunriver/La Pine Economic Development (SLED) Program has been working with developers to create more industrial space available for potential traded sector businesses with the goal of bringing more family wage jobs and capital investment to South Deschutes County. Of the nine projects in the pending project pipeline, seven represent new businesses moving to the area, constructing at least 58,300 square feet in new space, resulting in investments of over \$65 million.

La Pine will embark upon a small business incubator project in 2025 that will accommodate 3-5 traded sector businesses. This project will target businesses that may lack the necessary management, technical and financial capacity to run effectively. Resources will be tailored to each to assist them in being more successful. Additionally, there are two speculative buildings planned for the area. Leasable tenant space has been a high priority for the SLED program since its inception in 2014.

Sunriver and La Pine are especially alluring with the distinction of having readily available developable land competitively priced at \$1.75/square foot with water, sewer, electric, gas, and broadband infrastructure in place.

¹[msn.com/en-us/money/general/layoffs-coming-to-us-jobs-market-in-2025/ar-AA1wZ0HH?ocid=BingNewsSerp](https://www.msn.com/en-us/money/general/layoffs-coming-to-us-jobs-market-in-2025/ar-AA1wZ0HH?ocid=BingNewsSerp)

²[forbes.com/sites/billconerly/2024/12/30/economic-forecast-for-2025-and-beyond-growth-with-continued-inflation/](https://www.forbes.com/sites/billconerly/2024/12/30/economic-forecast-for-2025-and-beyond-growth-with-continued-inflation/)

³[milkeninstitute.org/content-hub/research-and-reports/research-and-data-tools/2025-best-performing-cities-mapping-economic-growth-across-us?utm_medium=email&utm_source=ga_outreach&utm_campaign=2025_best_performing_cities_us](https://www.milkeninstitute.org/content-hub/research-and-reports/research-and-data-tools/2025-best-performing-cities-mapping-economic-growth-across-us?utm_medium=email&utm_source=ga_outreach&utm_campaign=2025_best_performing_cities_us)

⁴pdx.edu/population-research/population-estimate-reports

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Compass Commercial Real Estate

Continued from previous page

BEND OFFICE

by JAY LYONS, SIOR, CCIM, Partner & Broker — Compass Commercial Real Estate

Compass Commercial surveyed 225 office buildings totaling 2.78 million SF for the fourth quarter office report of 2024. The market experienced 25,781 SF of negative absorption in Q4, raising the vacancy rate from 4.79% in Q3 to 5.72% in Q4. This quarter reverses the positive absorption seen in Q2 and Q3 of this year. Available sublease space decreased from 84,143 SF in Q3 to 67,704 SF in Q4, with the availability rate rising slightly from 7.81% to 8.16%.

LEASING: Leasing demand has shown some signs of improvement with increased activity in certain segments of the market, but was offset by tenants downsizing or leaving the market completely. The West Side submarket was impacted the most with 22,044 SF of negative absorption in Q4. The Highway 97/3rd Street submarket had 5,595 SF of negative absorption, while The Downtown submarket was the outlier with 1,858 SF of positive absorption.

RENTS: Lease rates remain flat, with high-end spaces ranging from \$2.00 to \$3.05/SF/Mo. NNN and more affordable space ranging from \$1.40 to \$2.00/SF/Mo. NNN.

CONSTRUCTION: Construction continues on two Taylor Brooks developments: The first is Shevlin Crossing - Building B, a 26,000 SF two-story office building in NorthWest Crossing. The second is a 6,413 SF single-story medical office building across the street from Shevlin Crossing. Both are set for delivery in Q2 2025.

SALES: There were three notable sales in Q4. A 3,068 SF office at 477 NE Greenwood Ave. sold in December for \$254/SF. The buyer was Hillsdale College, and the intended use is unknown. An owner/user purchased a 29,000 SF multi-tenant office at 395 SW Bluff Dr., fully leased at the time of sale, for \$302/SF. An investor purchased a 4,668 SF single-tenant medical office at 2564 NE Courtney Dr., leased at the time of sale, for \$533/SF.

BEND RETAIL

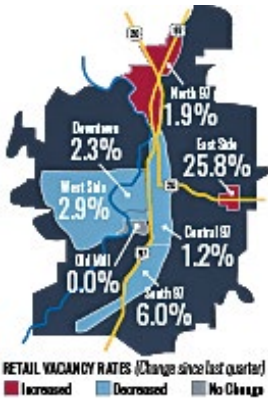
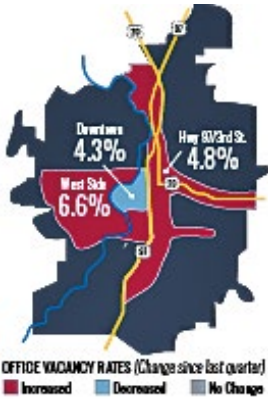
by ELI HARRISON, Broker — Compass Commercial Real Estate

Compass Commercial surveyed nearly 4.74 million SF of retail space across 272 buildings for the fourth quarter retail report of 2024. Overall vacancy spiked, mainly due to the 156,729 SF former Costco location hitting the market. This pushed the city's vacancy rate from 3.15% in Q3 to 6.20% in Q4, bringing total available space to 293,887 SF. Excluding Costco, the vacancy rate would have slightly decreased to 2.89%, indicating continued demand in Bend's retail sector.

LEASING: As noted above, the overall vacancy rate in Bend increased in Q4. East Side vacancy went from 4.71% in Q3 to 25.81%, with 155,729 SF of negative absorption. Most submarkets saw declining vacancy rates, with the Central 97 submarket dropping from 2.55% to 1.23%. Market fundamentals remain strong across most submarkets.

RENTS: Asking rental rates in Bend range from \$1.00 to \$3.75/SF/Mo. NNN, with an average of \$2.20/SF/Mo. NNN. Excluded from these rates are three outliers: a 21,376 SF building at 355 NE 2nd St., priced at \$0.50/SF/Mo. NNN, and the under-construction retail pads at Gateway North, priced between \$4.17 and \$5.00/SF/Mo. NNN.

CONSTRUCTION: Q4 saw the opening of the new Costco at Gateway North, with progress on adjacent retail buildings totaling +/- 23,000 SF. These buildings are part of a 52-acre development that will include multi-family units. Killian



Pacific's Jackstraw mixed-use complex is set for completion in October 2025, with 313 apartments and 16,885 SF of ground-floor retail space. The Terava apartments at 515 Century Dr., completed in Q4, offers 129 units, with move-ins scheduled for mid-February.

SALES: Notable sales this quarter include the Crux Brewery building at 50 SW Division St., which sold for \$499.09/SF in December. Crux will remain as a tenant in part of the building. Discount Tires acquired 2 acres of land next to the Walmart in Redmond for \$12.63/SF in October.

BEND INDUSTRIAL

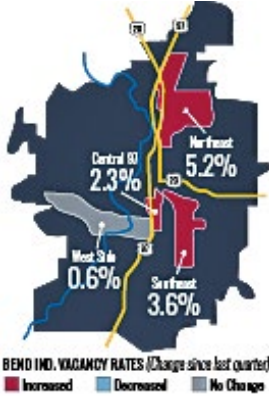
by GRAHAM DENT, SIOR, Partner & Broker — Compass Commercial Real Estate

Compass Commercial surveyed 324 industrial buildings totaling 4.70 million square feet for the fourth quarter of 2024. The market experienced 95,332 of negative absorption during the quarter resulting in an overall vacancy rate of 3.99%, up from 2.04% in Q3 2024. There is now 187,929 SF of industrial space currently available in Bend.

LEASING: The increase in overall vacancy is primarily due to a few larger blocks of space hitting the market in the Northeast submarket. As a result, the vacancy rate in the Northeast jumped from 1.32% in Q3 2024 to 5.17% this quarter. That is the highest vacancy rate that submarket has recorded since Q4 2017. Although the Northeast was impacted the most, leasing activity across all submarkets remained relatively stagnant with each of them giving space back this quarter except for the West Side which remained unchanged from Q3.

RENTS: The average asking lease rate for standard industrial space was \$1.07/SF/Mo. NNN at the end of Q3 2024, down from \$1.12/SF/Mo. NNN from Q3. Asking lease rates for new construction are starting at \$1.75/SF/Mo. NNN, assuming a basic shell delivery.

CONSTRUCTION: The Midway project located at the corner of SE Wilson Ave. and SE 9th St. remains under construction with delivery slated for early to mid-summer 2025. Midway consists of three buildings, one of which will be occupied by Blackstrap, leaving approximately 23,000 SF of space to be leased. Taylor Brooks has broken ground on a 38,000 SF building in Juniper Ridge. This speculative project is expected to be completed by summer 2025. Another speculative project in Juniper Ridge being developed by Empire Construction & Development was under construction during the quarter. This project consists of approximately 15,410 SF and is 100% pre leased.



REDMOND INDUSTRIAL

by PAT KESGARD, CCIM, Partner & Broker — Compass Commercial Real Estate

Compass Commercial surveyed 94 buildings totaling 1.79 million square feet for the fourth quarter Redmond industrial market report of 2024. The Redmond industrial market experienced 11,867 SF of absorption resulting in the vacancy rate decreasing from 4.19% in Q3 2024 to 3.41% in Q4 2024. There is now 61,149 SF of available space.

LEASING: Demand for space in the Redmond industrial market has softened with tenants seeking spaces between 1,500 SF and 5,000 SF. Leasing activity decreased throughout the last two quarters with more spaces coming available than being leased.

RENTS: Lease rates in the Redmond industrial market have stabilized at the top of the market. Average asking rates are between \$0.90 and \$1.25/SF/Mo. NNN depending on the condition and size of the space. Due to the new inventory coming on the market, some landlords are offering short-term reduced rates as an incentive.

CONSTRUCTION: We anticipate a slower roll out of new speculative construction in 2025. In the last 10 quarters, we have observed a significant amount of square footage that was built as owner/user buildings or pre-leased space.



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Central Oregon Economic Outlook

Bend's Housing Market

A Decade of Transformation & the New Reality

by **GREG FISCHER, Head of Technology, Principal Broker — RE/MAX Key Properties**

Central Oregon stands as a unique anomaly in the West Coast real estate landscape — a geographically isolated mountain region that has captured the imagination and investment of locals and new residents from Washington to California and beyond.

Over the past decade, our high-desert community has transformed from a market recovering from the Great Recession into one of the West's most dynamic real estate environments, marked by three distinct periods of change.

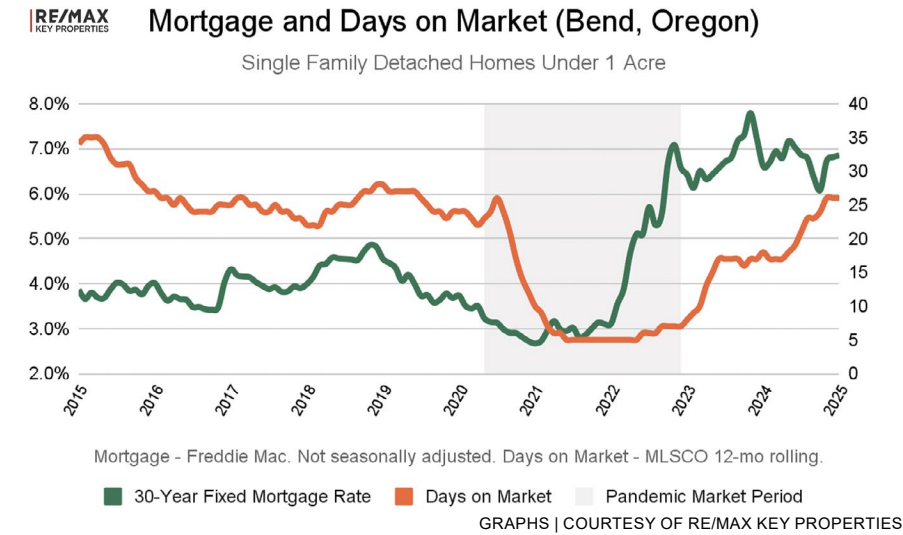
From the steady growth of the post-recession years through the pandemic's unprecedented surge and into today's "new normal," Bend's market evolution reflects both national trends and its own distinctive characteristics, with record high prices and annual sales volumes fluctuating dramatically from peaks to current levels.

A detailed analysis of Bend's single-family residential market, focusing on properties under one acre within city limits and examining rolling 12-month trends, reveals patterns that echo throughout Central Oregon. While similar trends appear in Redmond and other neighboring areas, the primary differentiator remains price point rather than market behavior.

The Foundation Years: 2015-2019

The post-recession period established Bend's foundation as a premium real estate market, characterized by steady appreciation and balanced conditions. With mortgage rates hovering around 4%, the market maintained a healthy equilibrium of 3-4 months of inventory.

This period saw the early signs of what would become major trends: the rise of remote work, increasing migration from expensive coastal markets, and the impact

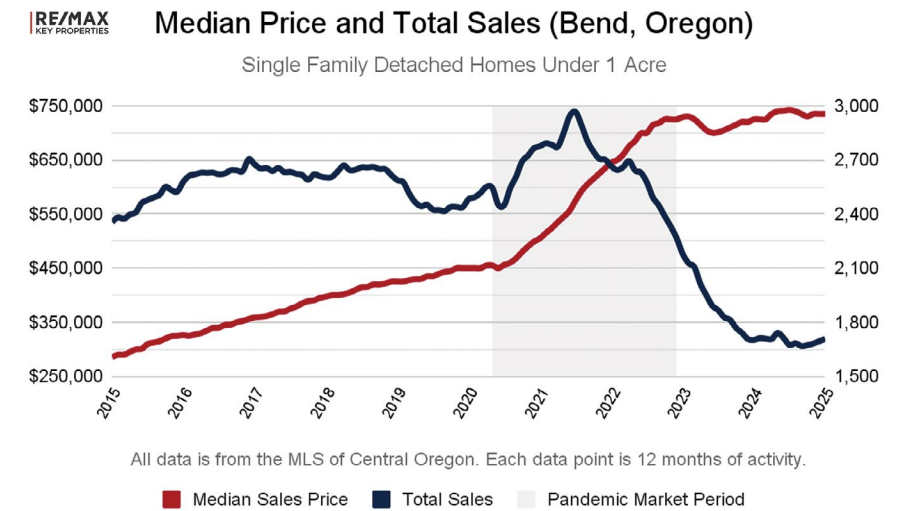


of urban growth boundary expansions on housing supply. As tech companies began embracing flexible work policies, Bend's appeal evolved beyond a recreation destination, attracting professionals seeking permanent residence while maintaining their coastal salaries.

The Pandemic Surge: 2020-2022

After a brief pause in early 2020 as the pandemic unfolded, Bend's real estate market exploded as buyers sought to secure their ideal lifestyle homes. Days on market plunged to a record low of just 5 days, while annual sales volume doubled from recession induced lows. The result was a market where multiple offers became the norm and homes regularly sold above asking price.

This surge was fueled by historic low mortgage rates in the 2% range, making homeownership more viable even as prices rose. The widespread adoption of remote work removed geographic barriers for even more urban professionals, allowing them to maintain income levels while enjoying Bend's lifestyle advantages.



The New Reality: 2023-2024

The market's transition to its current state has revealed a new equilibrium defined by higher prices, reduced transaction volume, and a more measured pace of sales. With mortgage rates stabilizing between 6% and 7%, both buyers and sellers have adapted to a market that looks markedly different from either the foundation years or the pandemic surge.

Despite these higher borrowing costs, Bend's median home price has demonstrated remarkable resilience, reaching new records in recent years in the mid \$700,000 range.

This "new normal" presents a more balanced environment where homes typically spend close to one full month on the market. The reduced transaction volume, hovering around 1,700 annual sales, reflects not a lack of demand but rather a recalibration to higher borrowing costs and more selective buying patterns.

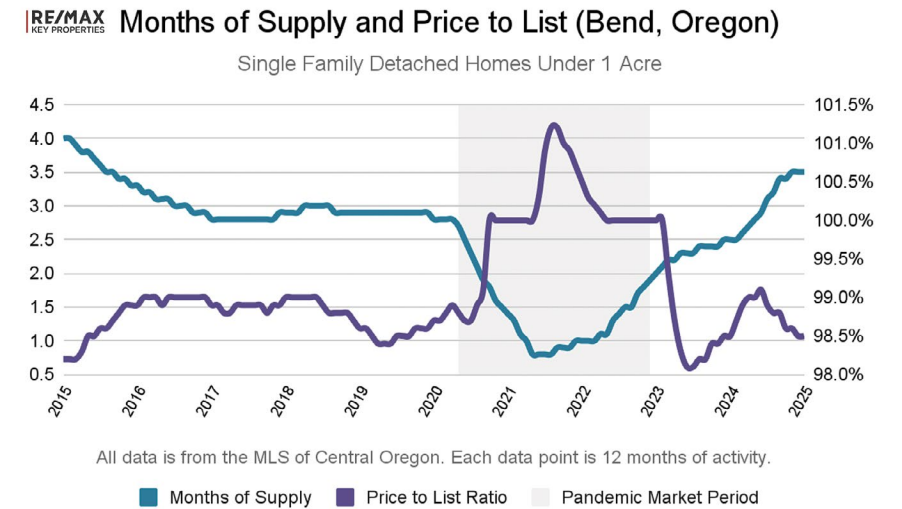
Looking Ahead: 2025

As we move into 2025, the return of seasonal patterns provides both buyers and sellers with more reliable timing strategies. While mortgage rates remain the primary lever affecting market activity, their stabilization has allowed market participants to adjust their expectations accordingly. Success in this environment depends less on riding a rising tide and more on understanding micro-market trends, precise pricing strategies, and optimal timing.

Recent changes in real estate industry practices, including new rules around broker compensation and representation, add another layer of complexity to an already evolving market. Now more than ever, navigating hyperlocal conditions and transaction structures requires the guidance of experienced real estate professionals who understand not just pricing and timing, but also the new frameworks for buyer and seller representation.

Bend's real estate market continues to reflect its unique position as a Western mountain town with unparalleled lifestyle benefits. While the frenzied pace of the pandemic era may be behind us, the fundamental attractions that drive Bend's market remain unchanged: outstanding outdoor recreation, quality of life, and relative value compared to coastal markets. As we move forward, Bend's market demonstrates both resilience and adaptability, suggesting a stable and sustainable market environment for the years ahead.

All data from the MLS of Central Oregon. Single Family Detached Homes Under 1 Acre. Each data point is 12 months of activity. keypropertiesoregon.com



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Business Valuations Pre- & Post-COVID

Several people have asked how business valuations differ before and after COVID. I recently co-presented with Kelly McCann, Esq., of Burrise Law Group to the Oregon Society of CPAs on the topic to more than 50 attendees. It is an important question! (by Laura Lemco, Certified Valuation Analyst — Capstone Valuations)

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Central Oregon’s Multifamily Market

Trends, Insights, and the Impact of Treasury Yields

by **CHUCK BRAZER** — **NAI Cascade Commercial Real Estate**

With over 22 years of experience in commercial real estate, I have focused exclusively on multifamily sales, acquisitions, and valuations for both private and institutional clients. I began my career in Portland, leading the multifamily divisions of two national and West Coast-based real estate firms before relocating to Bend in 2021. I relocated to Central Oregon for the same reasons many do and take pride in calling it home — a sentiment shared by new Bendites and those who have been here since the Old Mill was actually a mill.

I am a University of Oregon alum and earned my rent as an on-site manager for two apartment complexes near the campus while working towards my economics degree. Before I even knew that multifamily was a sector of commercial real estate, I cut my teeth on the not-so-glamorous side of the industry collecting rents, negotiating leases and managing the occasional eviction process. This hands-on work provided invaluable insight into the day-to-day operations from a landlord and manager’s perspective that I continue to use with his clients today.

My tenure in the multifamily real estate and market research skills established me as the authority on the Central Oregon multifamily market. Here, I’ll deliver focused market data, more specific to Bend, broader national insights and the topic that excites me the most: shedding light on the often-misunderstood 10-year Treasury Yield, a key factor that has, and will continue to, impact owners, renters, and developers across all asset classes in both commercial and residential real estate.

This market can be viewed from both perspectives: renters and property owners, whether investors or developers:

Renters in Central Oregon have plenty of options. Over the past five years, Deschutes County has added 2,300 new units, increasing total market inventory by roughly 20%. Developers are competing for the same tenants, who are price-conscious, amenity-sensitive, and more mobile than expected. Some new projects offer introductory rents 10–20% below market, plus up to three months free, making it an attractive market for savvy renters. Many are willing to travel to save 15–20% on rent outside Bend, considering Redmond, La Pine, Sisters, and even Madras or Prineville. For example, the newly stabilized 36-unit Pine View Apartments in La Pine saw two-thirds of its tenants commuting to Bend, finding rent savings outweigh travel costs.

There is still a spread of roughly 40% between average rent and the average mortgage payment and more priced-out home buyers are renting. This continues to solidify the fundamentals of multifamily as the top performer in CRE. As



homeownership becomes less attainable, renters increasingly seek a true sense of community. Gene Buccola, a longtime local investor, developer, and CEO of Cobalt Properties Group says, “Residents need quality service and attention, and owners need an advocate by their side. We are proud to provide for both.”

Cobalt manages hundreds of multifamily units as part of its portfolio in Central Oregon and is expert at partnering with owners to find efficiencies and optimizing the property, while genuinely caring for residents.

Buccola also mentioned that more and more existing owners are improving tenant retention by investing in capital improvements and resident incentives.

Investors, developers and operators agree that the market is temporarily oversupplied. Central Oregon is experiencing the same effects as larger national markets but to a far lesser degree based on market size. Despite Deschutes County being one of the fastest-growing counties in Oregon (12.4% in a five-year period), unit deliveries outpaced demand. The absorption process takes time, softens rental rates and increases vacancy factors of new AND existing units. Historical average vacancy in our market is near 6%. Currently, vacancy for stabilized assets is closer to 7% with its highest mark at 10.7% towards the end of 2023.

When post-pandemic rates hit unprecedented lows, developers jumped to build when the cost of capital was cheap. When the Fed started raising rates in March of 2022 only the well-funded, most experienced and most vertically integrated developers pushed forward. The number of projects that stalled in permitting primarily for lack of funding meets or even exceeds the number of actual new deliveries. A substantial number of truly marquee projects went silent. And for those who got in late, with an average permitting timeline of 18 months, the market was already heavily stacked against them.

The upside for operators? With the same development timeline, and with rates still sticky, substantial deliveries will pause over the next two years, creating upward pressure on rents, increased valuations and improved occupancy. Rent recovery is projected to begin mid to late 2025.

Transaction activity remains flat, values are compressed, and the buyer-seller pricing gap persists. We won’t see rates won’t return to the 3-4% range unless another major economic disruption, like the pandemic, occurs. Investors waiting for rates to fall to that level shouldn’t hold their breath. Sellers need to better understand how inverse yield (cap rates below loan rates) impacts the transaction process. Exceptions can exist for top-tier assets in prime locations with obtainable and realistic upside.

Buyers now seek in-place cap rates of at

least 6% before considering negotiations. Despite challenges, investors want to be in Bend, commercial lenders are active in the multifamily vertical, and the market remains one of Oregon’s most active and desirable markets. Notable projects of 100+ units like The Current, Strata, Hixon, Eddy, North 88, Solis at Petrosa, and Red Point are all at or approaching stabilized occupancy, contributing to much-needed absorption and setting the stage for rent and value growth in mid to late 2025.

Econ 101: 10-Year Treasury Yield vs Rates

The most influential indicator affecting all markets and asset classes is rates, particularly the link between rates and the 10-year Treasury yield. Often misunderstood, treasuries are a stand-alone investment vehicle not directly linked to banks or mortgages. However, they have significant influence: Treasury bills, notes and bonds are sold by the federal government at face value and pay out a return (yield) upon maturity. Treasuries are considered low-risk and offer a passive, “safer” fixed-income investment.

Treasury yields are influenced primarily by inflation and economic growth, which in turn affect each other. When healthy inflation exists, Treasury yields become higher as fixed-income products are not in high demand. When yields rise, it signals a drop in demand for Treasuries because investors become bullish about the economy and seek higher returns elsewhere.

Although the Fed has lowered the federal funds rate, bringing actual inflation down to 2.9% for year-end 2024 versus a high of 8% in 2022, the 10-year yield has risen substantially and remained. Why? Despite the actual data showing real inflation approaching normal levels near 2%, the sentiment of inflation is driving up the yield. The consensus seems to be that under the new administration, prices may rise due to tariffs, new tax policies and

an overall stronger economy.

The link? Bank loans compete with the 10-year treasury yield. A bank loan is a fixed-income investment when packaged and sold on the secondary market, also known as a mortgage-backed security or commercial mortgage-backed security (MBS or CMBS). They compete for the same investors looking at fixed-income products. Loans often have a “secondary spread” or, extra rate amount, built in for the risk investors take on when buying that loan on the MBS market. **The competition between the two keeps rates in line with the 10-year yield and the higher cost is passed on to the borrower.**

Investors should keep an eye on actual policy changes, real inflation and the overall sentiment. My prediction is more stability as the market adjusts to the new administration and its policies with a refined focus on real data rather than perceived data I anticipate interest rates in late 2025 to resemble the early to mid-2000s where the slow and steady “norm” were rates between the mid mid-5% to mid-6%.

As the Central Oregon multifamily market continues to evolve, it’s clear that a period of transition lies ahead. While the oversupply of units and rising vacancy rates may challenge both renters and property owners in the short term, the long-term outlook remains positive. With fewer new projects expected over the next two years and rents projected to rise by late 2025, the region is poised for a rebound. Investors, developers, and operators who stay informed on key indicators like Treasury yields, inflation, and economic sentiment will be better positioned to navigate these changes. A shift towards stability is likely as the market adjusts, making Central Oregon’s multifamily sector a promising area for those who are prepared for what lies ahead.

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2025 Economic Outlook

by QUINN HANSON — G.A. Rogers & Associates

Writing an Economic outlook at the start of a new Presidential administration brings an interesting challenge. There are so many unknowns. The first few weeks of the second Trump Administration included a flurry of new executive orders, some of which will be challenged in court. The total impact of the EOs is yet to be determined but so far, we can reliably predict some chaos. Before getting into a local outlook though, let me reshare my background.



I have a degree in Industrial Engineering, which is a fancy title for continuous improvement at the intersection of business, people and policy. I took additional economics courses and went on to study business strategy online at Harvard. Professionally, I have spent seven years in the people ops space helping companies create their hiring strategies, recruit and retain their key players, and watching the trends that will shape the employment landscape. Boiling it down, my day job is talking to people about their careers and connecting people into the right seats. With that, let's get into a Central Oregon 2025 Economic Outlook.

Employment in Central Oregon has largely stayed flat for the past two years with Crook County having the largest growth in unemployment. The positive growth we did see in 2024 came in medical, government, professional services, and hospitality. We're hopeful to see job growth in 2025 in financial services, nonprofits, construction, engineering services, medical services and manufacturing. With possible changes to federal contracts though, there are some unknowns within any industry taking public funding. Additional large topics we anticipate conversations on:

Mergers and acquisitions could make a comeback in '25 and '26. Historically, Central Oregon has seen our home-grown companies become targets of acquisition. G5, Navis, Zamp, BASX, Hydroflask, Humm, Apricity, the Biotechs and even Les Schwab have been acquired by outside capital in recent years. In 2025, it's likely we'll see more home-grown businesses take on outside capital. Will Mt. Bachelor be the first acquisition of the year?

Californians and those seeking specific access to medical care will continue moving to Bend and Central Oregon, keeping real estate prices steady despite high interest rates. The devastating wildfires in Southern California paired with challenges to rebuild could mean families seeking a faster path to stability will move to Bend. Families living in states that have made medical care more challenging to access will also choose places like Central Oregon to call home.

Remote employees will continue to be shocked by local pay rates. We all

know the story; someone from Nike, Amazon, a Federal Agency or other large businesses moved to Bend in 2020-21 during the Pandemic with their remote job. Then, in 2024 the rules changed and companies started demanding time in the office, forcing people to choose between their role or staying put in Central Oregon. We talk to people every week who are in that boat and looking for a way to replace their income to stay here. Unfortunately, the local pay scales do not always match that of outside companies. The office vs remote work debate will continue to take place in 2025 with compensation and benefits roped in as well.

If interest rates drop more in 2025, the housing market here will pick back up again, and we'll see companies make needed capital investments. If interest rates stay high, debt-financed businesses could be forced to sell. Homeowners looking to refinance in 2025 could have a hard time if interest rates don't fall. Current indicators point to no interest rate drops in 2025, which could mean more need for affordable housing programs. The impact of this will be felt by those buying cars, homes, or even inputs for your business. If you sell a high-ticket item, sales growth may be flat in 2025. The possible impact from tariffs is yet to be seen, but our network of local companies has been stocking up in inventory just in case.

Manufacturing companies and businesses that need a large real estate footprint are moving to Redmond and Prineville which will create more demand for housing in those areas. Over time, it will create needs for schools, medical access, and retail businesses as well. The landscape is shifting so that professional services are largely going to be based in Bend, and anything that requires a large footprint is likely moving to Redmond or Prineville.

A rise in private consulting companies with a focus on winning government contracts is a possibility in 2025. If the Federal agencies are being brought back into an office or asked to resign, there could be a large number of experienced government employees looking for a new career path. Specifically, that will look like consulting practices spinning up to partner with private companies that are bidding on government work.

The final big topic that will continue to make waves is AI. What is it being used for, who is using it, what liabilities will users have, etc. In the employment market, job seekers are using AI to write resumes and cover letters and mass apply to jobs. In hiring, AI is being used to streamline appointment setting and identify people to recruit. The liability in using a biased AI program (either knowingly or unknowingly) is so high that smart companies are not using AI to screen candidates. Software workers have seen a notable drop off in relevant job openings given what AI can do to write code in minutes, though this is not a large part of the local workforce and the impact locally has been minimal.

From our perspective, the first half of 2025 will be a lot of watching to see what happens. The number of unknowns is sky high. The second half of 2025 and into 2026 will likely bring changes across policy and regulation. In Central Oregon, we'll continue to see tourism, semi-disruptive road projects, more housing demand and 1-2% job growth across the tri-county MSA. The diversity of our economy will keep us moving forward, despite some chaos in early 2025 at the national level.

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Central Oregon 2025

Navigating Growth & Building a Resilient Future

by CHRIS C PIPER, Area Manager — BBSI Central Oregon

Central Oregon is experiencing explosive growth. While exciting, this rapid change brings significant challenges. To ensure a thriving future for our region, we must proactively address these issues and maintain the unique character that makes Central Oregon special.

Transportation: A Gridlocked Future?

Traffic congestion is no longer a distant threat – it’s our daily reality. To maintain our quality of life and preserve the ease of movement that has always been a hallmark of Central Oregon, we need to prioritize:

- **Smarter Commuting:** Embrace carpooling with expanded lanes and incentivize ridesharing. Explore options like commuter shuttles connecting outlying areas to employment centers.
- **Connected Public Transit:** Invest in a reliable bus network with increased frequency, expanded routes, and user-friendly technology that seamlessly integrates with carpooling options.
- **Prioritize Active Living:** Encourage cycling and walking by creating safe and accessible infrastructure, including dedicated bike lanes and improved pedestrian walkways along key corridors. We must also carefully consider the potential impact of these changes on businesses and work collaboratively to find solutions that balance the needs of all stakeholders.

According to Bob Townsend, Cascades East Transit director/COIC, “The congestion issues directly impact safety from a direct perspective, based on the simple fact that more cars on the roadway lead to more chances of accidents. However, it also impacts driver behavior when it starts impacting the timing of their commute which leads to a more aggressive driver behavior. Encouraging mode shifts, walking, biking, and improving transit can directly impact and improve the safety of our transportation system.”

Housing: A Crisis Looming

“Central Oregon must take bold action to address our housing crisis,” says Morgan Greenwood, SVP of Government Affairs at COBA. “By collaborating with the newly formed pro-housing coalition Partners for Affordable Housing, we can streamline development and the permit processing time, fund critical infrastructure, and ensure all policies support the housing our region desperately needs.”

The affordable housing crisis is a major obstacle for both residents and businesses, hindering workforce attraction and retention. Some solutions to visit are:

- **Expand Housing Options:** We need a diverse housing market, including affordable rentals, condominiums, and workforce housing. Explore creative solutions like employee housing options for businesses.
- **Streamline Development:** Cut red tape and streamline the development process to increase the supply of housing units while ensuring responsible growth that protects our natural environment.
- **Explore Innovative Solutions:** Embrace ADUs (Accessory Dwelling Units) and co-housing to increase density while preserving our community character.

According to Karl Dinklespiel, Deputy Director, RootedHomes, “There are numerous causes of the housing shortage in central Oregon, many beyond our direct control. What we can do is advocate for increased funding from as many potential partners as possible, while also taking steps to control construction costs and reduce permitting times. We must also keep our focus on those most in need in our communities, doing everything we can to ensure they are housed and have their other basic needs met.”

Workforce Development: A Skilled Future

A thriving workforce is the lifeblood of our economy. To succeed long-term, we must attract and retain top talent.

- **Invest in Education and Training:** Support local institutions and programs to develop a workforce in high-demand sectors like technology, healthcare, and renewable energy, aligning with the growing needs of Central Oregon businesses.
- **Create Career Pathways:** Provide clear pathways for individuals to enter and advance in growing industries, connecting education and training programs with local employment opportunities.
- **Address Workforce Housing Needs:** Ensure essential workers have access to affordable housing options to support a stable and productive workforce.

Economic Diversification: Beyond Tourism

While tourism and outdoor recreation are vital to our region, diversifying our economy is crucial to build long-term resilience. We need to explore and support growth in emerging sectors like technology, renewable energy, and advanced manufacturing, while leveraging Central Oregon’s unique assets.

- **Addressing Healthcare Needs:** Improve access to quality healthcare, particularly for our growing aging population. Attract and retain healthcare professionals by highlighting the high quality of life and recreational opportunities in Central Oregon.
- **Embrace Emerging Industries:** Explore and support growth in technology, renewable energy, and advanced manufacturing, leveraging Central Oregon’s strong entrepreneurial spirit and access to renewable resources.
- **Leverage Local Strengths:** Build on our natural beauty and entrepreneurial spirit to attract and support new businesses, emphasizing the unique lifestyle and business advantages that Central Oregon offers.
- **Address High Costs:** Advocate for policies that address Oregon’s high cost of doing business, which hinders economic growth and competitiveness. A recent study by the Oregon Business & Industries Association (OBI) ranked Oregon 48th out of 50 states for tax and cost burden, directly impacting Central Oregon businesses.

“Central Oregon has seen improved growth across sectors like bioscience, outdoor products, and technology, according to EDCO CEO Jon Stark. This economic diversification has propelled Central Oregon to #4 on the 2025 Milken Institute’s “Top 5 Best-Performing” small cities list, reflecting the region’s thriving economy.

Governance and Community Engagement: A Shared Vision

Effective governance and inclusive community engagement are essential to navigate the challenges of rapid growth while preserving the unique character



of Central Oregon.

- **Maintain Government Functionality:** Ensure our governments have the resources and capacity to effectively serve a growing population while addressing complex challenges, such as water conservation, wildfire mitigation, and traffic congestion.
- **Fostering Inclusive Dialogue:** Create spaces for open and inclusive discussions among all residents, regardless of background or perspective, to ensure that community values are reflected in decision-making processes.
- **Navigating Political Polarization:** Address the increasing political polarization that is prevalent at the state and national levels and find common ground on critical issues facing our community, prioritizing the long-term well-being of Central Oregon.

Population Growth and Its Implications:

Central Oregon’s booming population presents both exciting opportunities and significant challenges.

- **Resource Management:** Manage the increased demand for water, energy, and other resources sustainably, prioritizing water conservation and the protection of our natural environment.
- **Environmental Protection:** Balance growth with environmental protection to preserve our natural environment, including our forests, rivers, and wildlife.
- **Social Infrastructure:** Ensure adequate social services, including education, healthcare, and public safety, to support a growing population while maintaining a high quality of life for all residents.

The Importance of a Strategic Plan:

Just like successful businesses, our region needs a well-defined strategic plan to guide our growth and ensure a thriving future.

- **Focus on Preparation:** Anticipate future challenges and opportunities, allowing us to proactively address emerging needs such as climate change, water scarcity, and the impacts of wildfires.
- **Prioritize Scalability:** Ensure that our infrastructure, services, and systems can effectively accommodate a growing population while maintaining a high quality of life and preserving the unique character of Central Oregon.
- **Embrace a Shared Vision:** Foster a shared understanding of our community’s goals and aspirations, aligning stakeholders around a common vision for the future of Central Oregon.

Conclusion:

The future of Central Oregon depends on our ability to navigate these challenges effectively while preserving our unique character. By embracing sustainable growth, investing in infrastructure, and fostering collaboration among all stakeholders, we can build a vibrant and resilient future for our region.

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U.S. Job Seekers Embrace Career Mobility: 56% Want New Industries, 52% Seek New Functions

by **KAREN TURNER, SHRM-CP, Managing Director — Express Employment Professionals**

More than half of U.S. job seekers are eager to switch industries (56%) or functions (52%), highlighting a significant trend in career mobility. This openness is further supported by the fact that 58% of job seekers have switched careers at least once, and 76% believe it is never too late. Only 14% have never switched careers and do not plan to.

This is according to a recent Express Employment Professionals-Harris Poll survey.

Generational trends reveal that Gen Z and millennial job seekers are more inclined to switch functions (66% and 58%) than Gen X and boomers (39% and 37%). However, older generations have changed careers more frequently, with 39% of Gen X and 44% of boomers having done so multiple times.

This suggests that career or function switching is becoming more common, and companies should prepare for employees making these transitions.

U.S. job seekers are interested in various industries if time, money or qualifications are not a factor. The top sectors include:

- Health care and social assistance (11%)
- Professional, scientific and technical services (8%)
- Finance and insurance (8%)
- Arts, entertainment and recreation (8%)
- Education (8%)

Among those who have switched careers or are interested in doing so, the most common reasons are:

- Desire for more flexibility (51%)
- Lack of advancement/fulfillment (46%)
- Inadequate compensation (31%)
- Skills better suited for another career (28%)
- Desire for more time off (27%)
- Looking for a more positive work culture (26%)
- Transferring skills to faster-growing industries (22%)

Nearly 9 in 10 job seekers (87%) would switch careers if they had the resources and more than 3 in 4 (76%) report that seeing others working in non-traditional settings (e.g., working from home, flexible hours) influences their desire to pursue similar opportunities.

However, common barriers to switching careers consist of:

- Having to start over (38%)
- Accepting a lower salary due to lack of experience (27%)
- Fewer job opportunities in the desired field (25%)
- Having to accept a lower-level position due to lack of experience (25%)
- Being too invested in their current career (23%)

Additionally, about 2 in 3 (67%) say they are less likely to switch careers given the current scarcity of job opportunities.

While more than a fifth of U.S. hiring managers (22%) report an increase in employees switching careers over the past three years, the majority (67%) say it has remained about the same. Many believe the current job market may slow this trend, with 75% feeling that fewer job opportunities make employees more hesitant to switch careers.

“In an era where career paths are increasingly non-linear, it’s essential to cultivate a workplace that values adaptability and continuous growth,” said Bill Stoller, Express Employment International CEO. “This mindset not only attracts top talent but also drives long-term success.”

Survey Methodology

The Job Insights survey was conducted online within the United States by The Harris Poll on behalf of Express Employment Professionals Nov. 11 – 26, 2024, among 1,001 U.S. hiring decision-makers.

The Job Seeker Report was conducted online within the United States by The Harris Poll on behalf of Express Employment Professionals from Nov. 21 to Dec. 10, 2024, among 1,039 adults ages 18 and older.

For full survey methodologies, please contact Sheena.Hollander@ExpressPros.com, director of Corporate Communications & PR.

About Express Employment Professionals:

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The Central Oregon Express office is located at 296 SW Columbia, Suite B, Bend, Oregon 97702 and serves Deschutes, Crook & Jefferson counties. Local businesses and applicants are encouraged to stop by, visit expresspros.com/bendor or call 541-389-1505.

About Bill Stoller:

William H. “Bill” Stoller is chairman and chief executive officer of Express Employment International. Founded in Oklahoma City, Oklahoma, the international staffing franchisor supports the Express Employment Professionals franchise and related brands. The Express franchise brand is an industry-leading, international staffing company with franchise locations in the U.S., Canada, South Africa, Australia and New Zealand.

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United Way of Central Oregon Reflects on 2024 Achievements & Looks Ahead to 2025

by **DIANA FISCHETTI, Regional Executive Director — United Way Central Oregon**

United Way of Central Oregon (UWCO) is celebrating a year of significant accomplishments, including the deployment of emergency food and shelter funds to organizations across Central Oregon. These efforts, combined with strategic initiatives and partnerships, have laid a strong foundation for continued growth and impact in 2025.

In 2024, UWCO administered federal Emergency Food and Shelter Program (EFSP) and Emergency Food and Shelter Grant (EFSG) funds totaling nearly \$300,000 to support critical services addressing food insecurity, housing stability, and community resilience across Crook, Jefferson, and Deschutes Counties.

Awards included:

Crook County EFSP:

- Crook County Rotary Foundation: \$8,250
- Love Dustina: \$2,473
- Prineville Senior Center: \$27,000
- Salvation Army: \$6,144
- The Giving Plate: \$11,963

Jefferson County EFSP:

- Jefferson County Faith Based Network: \$18,488
- Madras Community Food Pantry: \$41,618
- Salvation Army: \$2,276

Deschutes County EFSP:

- Bethlehem Inn: \$12,500
- J Bar J Youth Services: \$17,145
- NeighborImpact: \$5,000
- Salvation Army: \$11,379
- Saving Grace: \$5,000
- Shepherd’s House Ministries: \$12,500
- The Giving Plate: \$7,500
- Thrive Central Oregon: \$15,000

Deschutes County EFSG:

- Assistance League of Bend: \$4,750
- Bend Church – United Methodist: \$6,000
- Boys & Girls Clubs of Bend: \$7,500
- Central Oregon Council on Aging: \$4,000
- Central Oregon Villages: \$10,395
- Diaper Bank of Central Oregon: \$7,500
- Family Kitchen: \$7,500

- Friends of the Children Central Oregon: \$2,500
- Home More Network: \$5,000
- Jericho Road: \$7,500
- Nativity Lutheran Church Food Pantry: \$4,000
- Society of St. Vincent De Paul Redmond: \$2,500
- Society of St. Vincent De Paul La Pine: \$1,755
- St. Vincent de Paul Society Bend: \$7,500

2024 also marked the successful merger of United Way of Central Oregon and United Way of the Columbia-Willamette, enhancing operational efficiency and expanding the organization’s reach. This milestone, coupled with the release of United Way’s ALICE Report, a study of financial hardship highlighting the challenges faced by Central Oregon households, underscores UWCO’s commitment to addressing systemic barriers and promoting equity.

“As we reflect on the past year, we are incredibly proud of all we have accomplished, including the deployment of funds for critical services supporting our community members, as well as the completion of a strategic merger that has strengthened our organization. Looking ahead, we are excited to launch our new transportation program, which promises to bring much-needed solutions to our community, and to award more federal funds across our region. We are poised for another year of growth and success, and thankful for the support of our community,” said Diana Fischetti, Regional Executive Director at United Way of Central Oregon.

Building on these successes, UWCO is preparing to allocate new EFSP and EFSG funds for Crook, Jefferson, and Deschutes Counties in 2025. These resources will continue to address food, shelter, and clothing needs throughout the region.

In 2025, UWCO will also launch Ride United, an innovative program aimed at eliminating transportation barriers for individuals in need. By providing free, reliable transportation to critical services such as medical appointments, job interviews, food pantries, veterans’ services, and housing resources, Ride United will strengthen community connections and foster resilience.

About United Way of Central Oregon:

United Way of Central Oregon envisions a community where every person can meet their basic needs, every child thrives, every family has a stable home, and neighbors unite to recover stronger from disasters. Through initiatives focusing on healthy communities, financial security, youth opportunities, and community resilience, UWCO is building a stronger, healthier Central Oregon.

unitedforalice.org • unitedwaycentraloregon.org • diana@uwco.org

Tourism Outlook 2025

by SCOTT LARSON, President & CEO — Visit Central Oregon

As we look forward to the new year and what it might hold for tourism in Central Oregon, it's important to reflect on the prior year to know what may lie ahead.

In 2024, the region fared well despite unknowns and headwinds, while some of the key tourism agencies experienced many internal changes. Central Oregon welcomed 4.1 million total visitors as compared to 2023 while the Redmond Airport saw passenger growth of nearly 8%. Travelers continued to seek new adventures, authentic and experiential travel, and the desire to get out and explore with a focus on keeping costs lower as our economy wrestled with historically high levels of inflation and the tumult that occurs during election years.

However, despite some of these overhanging challenges, our industry continued to make great strides. While visitation remained steady, overall visitor spending increased. As a way to offset the rising costs of travel, we witnessed a shift toward multiple, shorter stays rather than fewer, longer stays per travel party. We continued to see travelers who were seeking open spaces and the great outdoors, things Central Oregon has in abundance, as they looked for ways to continue to travel with an eye toward expenses. As it relates to Transient Room Tax, collections for Deschutes County were down less than 1% year over year, roughly flat compared to prior years in FY24 and a sign that things have started to balance out post-pandemic before another period of growth.

Looking ahead to 2025, the election season is now in the rearview mirror and consumer confidence continues to trend up while inflation expectations have started to trend down. At a macro level, the economy shows many signs of strength. Corporate and wedding bookings are both pacing ahead of prior years for many of our resort partners. Air travel is seeing record numbers, and 92% of people have travel plans in the next six months according to Longwoods International.

As travel spending increases, so does the tax revenue that is generated. This revenue serves Central Oregon in many ways beyond just the lodging tax. Per Dean Runyan's 2023 Economic Impact Report, this visitor spending supports 10,650 jobs, lowers the average household tax burden by over \$600, and supports local amenities and services such as Police, Sheriff, and Fire. This also allows Visit Central Oregon to operate as both a regional marketing organization and a management organization that serves Deschutes, Crook, Jefferson, and southern Wasco Counties.

In its third grant cycle year, we continue the work of the Future Fund program, reinvesting over \$1.46 million lodging tax dollars back into projects that support accessibility and inclusion, sustainability, and cultural tourism. New additions in



2024 Future Fund grantees included awards to the South Wasco Alliance for the Simnasho Tribal Market, the Diverse Stories Exhibition Series at the High Desert Museum, and Central Oregon Trail Alliance to enhance the Cline Butte Mountain Bike Trail. Application information is available on our website at visitcentraloregon.org and applications close on February 14, 2025. We continue to focus on our core mission as a marketing organization first and foremost, growing overall lodging tax collections for the benefit of all in Deschutes County and throughout the Central Oregon region.

Internally within the region, there were multiple leadership transitions. The Visit Central Oregon team welcomed me as our new CEO, moving from Laramie, Wyoming, while the Visit Bend team welcomed their new CEO Jeff Knapp from McMinnville, Oregon. The close timing of these events is fortuitous for the region, ushering in new ideas, perspectives, and a renewed focus on collaborative partnerships between the region's two largest destination marketing and management associations.

The Visit Central Oregon team continues to do great work throughout the region and this year will complete the Central Oregon Destination Management Studio. This program has had high levels of engagement and input from stakeholders throughout the region along with support from Travel Oregon. The program focuses on tourism management and sustainability in the future with grant funding to support the projects and outcomes.

Additionally, the Visit Central Oregon board and team will complete a multi-year strategic plan this spring. This process allows our board to identify key organizational pillars and one-year initiatives with action steps to achieve them while the team puts together a plan for work to ensure success. Likely outcomes of this plan will include a greater focus on strengthening shoulder seasons, increased winter marketing, growth in southern Deschutes County, and messaging with a regional focus around smoke and wildfire season.

Every marketing project, strategic initiative, or enhanced partnership that we put forward is focused on putting our tourism businesses and communities in front of new, potential visitors at the right time with the right content. As we turn the page to 2025, I am optimistic about the year ahead. Despite the challenges and turbulence we faced in 2024, Central Oregon continues to be well positioned and well equipped for growth and a successful year ahead.

Please reach out with any questions regarding Visit Central Oregon programs and initiatives by emailing scott@visitcentraloregon.com or calling 800-800-8334.

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Chambers of Commerce *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Number of Members	Number of Businesses	Business License	Services
Bend Chamber of Commerce 1567 SW Chandler Ave., Ste. 204 Bend, OR 97702	541-382-3221	541-385-9929	www.bendchamber.org info@bendchamber.org	Jen Hammond	12	1926	N/A	1,716	Yes	No organization has supported the Bend community's best interest longer than the Bend Chamber of Commerce. Since 1926, the Bend Chamber has supported its mission to be a vital strategic partner by creating resources & opportunities for member success, quality of life, engagement & meaningful impact. Our mission is simple; we provide a myriad of resources to help our business community grow & thrive in our ever-changing business landscape. From traditional Ribbon Cuttings to newer & more progressive programs such as Bend Emerging Talent, Leadership Bend, Commerce & Coffee, Biz & Bevs, What's Brewing & Bend 101, the Bend Chamber provides the tools & resources Bend businesses & the community needs to succeed.
La Pine Chamber of Commerce & Visitors Center 51375 Huntington Rd. PO Box 616 La Pine, OR 97739	541-536-9771	541-536-8410	www.lapine.org director@lapine.org	Ann Gawith	3	1985	300	600	City of La Pine requires a business license, \$45.	Member referral service, business advocacy, Newberry Country Trail Visitor Guide, La Pine business map. Breakfast with the Chamber third Friday every month & After Hours events, business education opportunities, business listing on Chamber website, Greater La Pine Tourism Center.
Madras-Jefferson County Chamber of Commerce & Visitors Center 274 SW Fourth St. Madras, OR 97741	541-475-2350	N/A	www.madraschamber.com Director@MadrasChamber.com	Debbie Taylor	2	1964	150	450	Varies	Focused on enhancing the economic vitality & livability of this culturally diverse community. In doing that, we strive to be the hub of event information, local information, tourism & economic development. Weekly & monthly networking opportunities across the county. Chamber member information available in directory, on website & social media. The Crooked River National Grasslands office is in our office; therefore offers vast array of literature for tourism & recreation throughout Oregon.
Prineville - Crook County Chamber of Commerce 185 NE Tenth St. Prineville, OR 97754	541-447-6304	541-447-6537	www.prinevillechamber.com info@prinevillechamber.com	Amanda Lindsey, Kelsea Luebbers, Kim Molnar, Deb Shaw	4	1952	545	400	Nonprofit organization	Networking opportunities with other businesses, website directory, brochure display business referral services, representation before government, economic development assistance, information about community events, relocation, vacation packets, tourist assistance. Membership organization, networking opportunities, marketing opportunities, online directory, business referral service, economic development, visitor information center, business retention & expansion, liaison between business & government.
Redmond Chamber of Commerce & CVB 446 SW Seventh St. Redmond, OR 97756	541-923-5191	541-923-6442	www.visitredmondoregon.com info@visitredmondoregon.com	Eric Sande	4	1910	624	804	Business license membership required, call for details.	Weekly networking opportunities, directory listing, website listing, social media, brochure display, referrals, ribbon cuttings, After Hours, weekly Coffee Clatters, job postings, events, sponsorship opportunities, convention & visitor's bureau.
Sisters Area Chamber of Commerce 257 S Pine St., Ste. 102 PO Box 430 Sisters, OR 97759	541-549-0251	N/A	www.sisterscountry.com turi@sisterscountry.com	Turi Shergold, Judy Trego	3	1974	201	201	N/A	Business featured on sisterscountry.com, brochures, publications, marketing & promotion, newsletter, referral service, monthly socials & annual chamber-sponsored events.
Sunriver Area Chamber of Commerce PO Box 3246 Sunriver, OR 97707	541-593-8149	N/A	www.sunriverchamber.com exec@sunriverchamber.com	Kristine Thomas	1	1986	225	300	None required.	Business referrals, promote members on the webpage, <i>Sunriver Magazine</i> , social media & two weekly newsletters, meet businesses one-on-one to discuss individual services, host networking events including Coffee Klatch, Sunriver Social Hour & Lunch & Learn; sponsor four Shop Sunriver events to promote shopping locally; work with businesses & nonprofit organizations to support their individual events; partner with La Pine Chamber of Commerce to host annual breakfast; membership directory on the website & in the <i>Sunriver Magazine</i> .

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.

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What is on the Horizon for Businesses in 2025?

by KATY BROOKS, President & CEO — Bend Chamber of Commerce

What is on the horizon for businesses in 2025? Growth potential, and with it, preparing for changing tech and labor markets, the need for more affordable housing and childcare, and navigating the impacts of new legislation, for starters.



The Bend Chamber of Commerce recently released our Horizon Report. It included feedback from several months of interviewing more than 160 regional businesses and business leaders to ask what was affecting the market today, what changes they expect in the next ten years, and how they plan to prepare for what's to come. We learned that the high cost of living, technology, customer expectations, supply chain disruption, climate change impacts, and workforce evolution are top of mind.

The Chamber aims to understand these opportunities and challenges and help businesses prepare for an evolving workplace and marketplace. In the coming year, our focus will be on the top issues facing Central Oregon businesses, from continued work on affordable workforce housing and childcare to our steadfast representation of Central Oregon to the state legislature. We will explore how to assist businesses with addressing the deepening integration of technology, the changing skill sets needed by the workforce, and making Bend and Central Oregon a more affordable place to live.

Economic factors also shape how businesses make decisions. Interest rates have caused a great deal of caution and pragmatism in whether and how companies expand. Now that these rates may be lowering, Bend may see a resurgence in construction and expansion. Yet the increased leasing, building, labor, products, and transport costs are also considerations for businesses as

they develop their 2025 strategies.

High housing, childcare, and other costs in Central Oregon have impacted employers' ability to attract and retain talent. The Chamber's new low-interest revolving loan is now being used to build new, attainable housing for Bend's workforce. In partnership with Habitat for Humanity, and other area housing non-profits and builders, the chamber is adding new stock for middle-class folks who work in Bend and need a pathway to home ownership.

Another significant impact on business is digital transformation. Artificial Intelligence (AI) negatively impacts some sectors but benefits many others, improving revenue and productivity. Since AI is in its early stages, businesses are scrambling to understand new tools emerging in the market and how they may be useful. Many businesses are investing time and resources to begin integrating AI into operations and the Chamber is exploring ways to assist with this transition.

The Oregon legislature enters its long session this month. It will likely begin with more than 3,000 bills, and the Bend Chamber's advocacy team will monitor which ones will impact Central Oregon and represent our region's interests. The session will include transportation, infrastructure, education funding, housing, regulatory reform, and discussions around revenue. Watch for updates from the Chamber from January until session close.

There is much to do in 2025. We at the Bend Chamber look forward to working with you on what matters most to your business, our economy, and our community.

bendchamber.org

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& get your company on a list!



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Shelley Junker
Membership Lead
shelley@bendchamber.org



Robin Cooper Engle
Sponsor Relations Lead
robine@bendchamber.org

Growth & Endless Possibilities for Redmond

by **ERIC SANDE**, Executive Director — Redmond Chamber of Commerce & CVB

Redmond continues to be a community of growth and endless possibilities. The “can do” spirit and unwavering community support for business and industry continues to make Redmond the place to be. Yes, we have our challenges to face like everyone else, but the constructive attitude and ability to forge partnerships to make things happen, is what keeps Redmond humming along.



Like most communities across the state, affordable housing is an issue and supporting houseless needs have been met with unique and creative partnerships. Oasis Village had a successful opening in 2024 and provides a bridge to stable housing. This unique approach to providing housing is a prime example of what partnerships can accomplish. State and local grants, public private support and a vision to make it happen is what Redmond is all about.

In November of 2024, Redmond residents stepped up and passed a school bond to support the maintenance and substantial improvements to our

schools, putting the needs of kids first. The bond aimed to enhance safety, preserve facilities and expand educational opportunities for students. The community stepped up and said yes, once again living by the old adage of a community is known by the schools they keep.

Of course, the Redmond Airport, is a shining example of the growth in Central Oregon and continues to play a key role as an economic development engine for the region. Airline services continue to grow to meet demand and new markets are emerging. The terminal expansion with a nearly 60,000 square foot concourse, featuring jet bridges will assure that Redmond and Central Oregon are poised for the future. With an estimated cost of over \$170 million, this is an investment in the future and will be paid through state and federal support, grants and the Airports ability to issue a bond. The new construction is expected to start this year.

This year will be another year of success for Redmond, and I am sure as a community we rise to meet any challenge that comes our way, with positivity and enthusiasm. I can’t think of a better place to call home.

visitredmondoregon.com

This year will be another year
of success for Redmond.

Sunriver Celebrations

provided by **SUNRIVER AREA CHAMBER OF COMMERCE**

From the grand opening of the new public safety building to the first Sunriver Oktoberfest, 2025 is going to be a year of celebrations in Sunriver. In 2024, Century Commons Taps & Trucks, Sunriver Raft & Float, Integra Built, Snappy Sitters, Sunriver Pet Boutique, Mountain Relief Nursery, Fly & Field Outfitters, Turbo Maxx Detail, Berkshire Hathaway - Sciaraffo and Temple, Cherish Yourself Wellness, Legend Cider, Badlands Artisan Distillery, Partners in

Care and Roberta Stopler LMFT opened businesses in Sunriver and La Pine and became new chamber members.

Community members celebrated the reopening of the Sunriver Library and the grand opening of Sunrover Dog Care, a dog boarding and daycare facility.

Annual breakfast

The Sunriver Area Chamber of Commerce and the La Pine Chamber of Commerce are hosting the annual State of South Deschutes County Breakfast, 7-9am on Tuesday, February 25 at SHARC.

Guest speakers are:

- Deschutes County Commissioners Patti Adair, Phil Chang and Tony DeBone
- La Pine City Manager Geoff Wullschlager
- Sunriver Owners Association General Manager James Lewis
- Sunriver Nature Center & Observatory Executive Director Shannon Ries
- A panel of experts from banking and real estate establishments discussing what’s on the horizon

La Pine Chamber director Ann Gawith and Sunriver Chamber director Kristine Thomas invite community members and business leaders to attend the breakfast, catered by Josie K’s Deli.

“The success of any community is achieved by building bridges,” Thomas said. “Building bridges requires inviting people to the table to learn what’s happening in their community, encouraging them to ask questions and asking them what they would like for the future of the community.”

The breakfast is \$35 per person and email exec@sunriverchamber.com to RSVP.

Upcoming events in Sunriver

Mark your calendar for the following events:

- Grand opening of the Sunriver Public Safety Building on Thursday, February 20, ribbon cutting at 11am followed by tours until 1pm and again from 3-5pm.
- Third Annual Career Exploration Lunch for middle school students on Tuesday, May 6 at SHARC.
- Third Annual Sunriver Saturday Market, 9am to 1pm Saturdays, May 31, June 28, July 26, August 30 and September 27 at SHARC.
- Inaugural Sunriver Oktoberfest from Friday, September 26 to Sunday, September 28.

For information on upcoming events in Sunriver, subscribe to the chamber’s newsletters at exec@sunriverchamber.com, follow the chamber on Facebook and Instagram or visit sunriverchamber.com.

Thank you

The Sunriver Area Chamber of Commerce is grateful for the support of its members, board of directors, Deschutes County, chambers of commerce in Central Oregon, Sunriver Resort, Visit Central Oregon, Sunriver Owners Association, and The Village of Sunriver. A special thank you to the chamber’s premium members: Artists’ Gallery Sunriver, Camp Abbot, Cascade Disposal, First Interstate Bank, IntegraBuilt, iTrip Northwest, MidState Electric, Mike’s Tire & Auto Center, St. Charles Health System, Sunriver Brewing, Sunriver Resort, Wetlands Taphouse and Windermere Real Estate.

The businesses and government agencies play a vital role in creating and maintaining jobs for local citizens, supporting nonprofit organizations, welcoming visitors from near and far, and highlighting Sunriver and Central Oregon as a place to visit, work, play and live.

Learn the benefits of being a chamber member by emailing exec@sunriverchamber.com.
sunriverchamber.com



The Sisters Area Chamber of Commerce has been working for you for 51 years and it is more important than ever to be a part of your local business community.

Your local Sisters Chamber offers visibility, credibility, support and more for your new or growing business.

Your customers in Central Oregon are looking for you... make sure they can find you at sisterscountry.com

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To join, please contact turi@sisterscountry.com



The
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**SISTERS AREA
CHAMBER OF
COMMERCE**

Outlook for La Pine in 2025

by ANN GAWITH, Executive Director — La Pine Chamber of Commerce and Visitors Center

Everyone has heard La Pine is growing... and at the heart of the growth is still the friendly, small town that has made our community so attractive, to so many. The occasional "traffic jam" is nothing ... you can still visit three grocery stores, post office, Bi-mart, three banks, ten-plus eateries, seven health/dental clinics, fitness centers, masseuses, veterinarians, feed store, hardware store, gift stores, insurance offices, hobby shop, gas stations, multiple beauty salons... and City Hall and the Chamber of Commerce, plus three schools... all within about a 1.5-mile circle. Then if you venture out another couple of miles, there is more food, services, and shopping just a skip up the highway to the north end of La Pine. On top of all this, nestled into this compact area is a burgeoning industrial and business park that is shovel-ready and boasts the best value for industrial real estate in Central Oregon. And you thought La Pine was just a "wide spot in the road!"

In our Mission Statement, the La Pine Chamber of Commerce calls ourselves the "connecting force" in the community. We are engaged on many levels... with all businesses of course, but also with our many nonprofit organizations, schools, youth groups and churches.

Two years ago we saw a need of some version of the defunct *Wise Buys* advertiser. We created the *South County Shopper* in response to the need. After being online only for a year, we made the leap to limited print to great response. We've added community news stories, interviews and public service



announcements. In order to offer more local content, additional pages will added in the spring. The vision is to become the *South County Shopper* and *Newberry News*, and be the go-to source for accurate news direct from the community.

Our space also houses the studios for the local low-power radio station KNCP-FM. For over ten years they have been the local source for unique music shows, talk shows and live broadcasts of La Pine Hawks football and basketball games, (one of a few high school teams that have their own live play-by-play broadcasts in the state), the volunteer-run station is bringing a refreshed music format along with some new shows. The Chamber Connection will be back with new interviews that will become a pod-cast, embracing new tech and bringing a wider listenership for what's happening in La Pine!

The Made in La Pine Gift Store is proud to be the only store in the area offering a venue for local crafters. Because the store is operated by volunteers, we keep overhead to a minimum and offer great pricing, plus a boon to our vendors. These volunteers are also some of the best in the region to answer your travel questions while visiting the Visitor Center.

A lot of "irons in the fire" — as we are being caught in the ebb and flow of growing pains, we try to stay grounded in our mission and our connection to the community. It is what keeps us enthused and engaged and loving La Pine!

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Come visit us today!

- Start your travel plans here in the Visitor Center! We will show you how to visit "Oregon's Other Craters"!
- Shop our souvenirs and a wonderful selection of locally made gifts in the Made in La Pine Gift Store!
- The South County Shopper is created in house! Your local source for classifieds and community news.
- KNCP FM 107.3 studios ~ the place to find CLASSIC ROCK and unique local shows in Newberry Country!
- La Pine Frontier Days Association~ headquarters for the Annual Crab Feed and the best 4th of July in the State!

51375 Huntington Road ~ next to La Pine Dental

mail: PO Box 616, La Pine, OR 97739

email: director@lapine.org

call: 541.536.9771

Business Organizations • Chambers of Commerce • Coaches & Consultants
SPECIAL SECTION

Business Organizations *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Bend Outdoor Worx (BOW) 1950 NW Jack Lake Ct. Bend, OR 97703	541-815-9409	N/A	www.bendoutdoorworx.com gary@bendoutdoorworx.com	Gary Bracelin	1	2014	Outdoor product accelerator for emerging outdoor brands.
Bend Toastmasters Club Bend, OR 97703	N/A	N/A	bend.toastmastersclubs.org bend.toastmasters.club@gmail.com	Cheri Redgrave	1	2003	Helping people become better communicators & leaders in their communities.
BendTECH Coworking 395 SW Bluff Dr., Ste. 10 Bend, OR 97702	213-321-6448	N/A	www.bendtech.com Coworking@bendtech.com	Brian Lindensmith	1	2010	BendTECH Coworking provides a co-working space within the centrally located Old Mill & is located at 395 SW Bluff Dr. (lower level) in Bend, Oregon. We offer community memberships, drop-in desks, individual dedicated desks & offices within a community of technically-oriented professionals & entrepreneurs.
Cascades East Association of Realtors 2112 NE Fourth St. Bend, OR 97701	541-382-6027	541-383-3020	www.coar.com info@coar.com	Casie Conlon	7	1973	Local level of National Association of Realtors: Trade association providing a wide variety of services to realtors as well as enforce realtors' code of ethics, advocate for private property rights, promote professionalism & education & mediation services.
Central Oregon Builders Association (COBA) 1051 NE Fourth St. Bend, OR 97701	541-389-1058	541-389-1545	www.coba.org timk@coba.org	Mandy Weidman, Tim Knopp	6	1972	Local Independent Builders Association, providing a wide variety of services to industry members: promoting ethics, standards & professionalism. Advocate for affordable housing.
Central Oregon Intergovernmental Council 334 NE Hawthorne Ave. Bend, OR 97701	541-548-8163	541-923-3416	www.coic.org coic@coic.org	Tammy Baney	111	1972	Provide education, employment, economic development, loans & transportation services.
Central Oregon SHRM PO Box 8375 Bend, OR 97708	541-389-1505	N/A	www.centraloregonshrm.org centraloregonshrm@gmail.com	Cindy Bene, Marielle Gallagher	0	1980	Local chapter of national association: education, networking & information on latest in human resource management.
City Club of Central Oregon 70 SW Century Dr., Ste. 100, Pmb 359 Bend, OR 97702	541-668-7642	N/A	www.cityclubco.org info@cityclubco.org	Amber Thacher	1	2007	Fostering an informed community through dialogue & education that enhances responsible civic engagement.
COCC's Small Business Development Center Cascades Hall, 2600 NW College Way Bend, OR 97703	541-383-7290	541-383-7503	www.cocc.edu/sbdc sbdc@cocc.edu	Jennifer Gould	10	1984	Confidential business advising at no cost, plus affordable workshops & training. Business planning assistance for all stages of business.
ConnectW PO Box 1242 Bend, OR 97709	541-410-1894	N/A	www.connectw.org info@connectw.org	Kathy Crager	0	1986	Creating community by connecting & empowering women in business & in life. ConnectW has provided networking opportunities for hundreds of Central Oregon women in their quest for growth, development & collaboration. Connect with us to learn more! Connectw.org.
Cylvia Hayes 932 SE Douglas St. Bend, OR 97702	541-617-9013	N/A	www.cylviahayes.net info@cylviahayes.com	Cylvia Hayes	1	1999	Speaking, teaching & consulting services on Economic Evolution & the Living World.
Downtown Bend Business Association 916 NW Wall St., Gasoline Alley Bend, OR 97703	541-788-3628	N/A	www.DowntownBend.org downtownbend@gmail.com	Barbara Simms, Shannon Monihan	3	1982	Promotes economic vitality by enhancing the experience, image & lifestyle of downtown Bend.
Economic Development for Central Oregon (EDCO) 705 SW Bonnett Way, Ste. 1000 Bend, OR 97702	541-388-3236	541-388-6705	edcoinfo.com info@edcoinfo.com	Jon Stark	12	1981	Economic Development for Central Oregon (EDCO) is a nonprofit corporation supported by private & public members & stakeholders, whose mission is to create middle-class jobs in Central Oregon by recruiting new employers to move to the region; helping entrepreneurs start new, scalable businesses; & working with businesses that are already here to grow their operations.
FoundersPad PO Box 1196 Bend, OR 97709	N/A	N/A	luann@founderspad.com	Luann Abrams	2	2010	FoundersPad is an early-stage venture fund with a deep mentorship program.
League of Women Voters of Deschutes County PO Box 1783 Bend, OR 97709	541-379-8572	N/A	www.lwvdeschutes.org zachlvv@gmail.com	Karen Spears Zacharias	0	1961	Voter registration & outreach, ballot measure initiatives, candidate forums & community civic education events. A nonpartisan political organization encouraging informed & active participation in government. Influences public policy through education & advocacy.
Looking Forward 20740 Empire Ave., Ste. 300 Bend, OR 97701	503-860-7370	N/A	www.lookingforwardoregon.org jtt@jilliantaylorconsulting.com	Jillian Taylor	0	2014	Confidential advisors for community leaders.
Opportunity Knocks 302 SW Century Dr., #405374 Bend, OR 97702	541-678-3706	N/A	www.opp-knocks.org info@opp-knocks.org	Tyson Perkins	1	1996	Peer mentorship for business owners, entrepreneurs & leaders.
Oregon Outdoor Alliance PO Box 1913 Bend, OR 97709	207-553-0462	N/A	www.oregonoutdooralliance.org admin@oregonoutdooralliance.org	Tyson Perkins	1	2014	Connecting & cultivating the outdoor industry in Oregon.
Redmond Area Toastmasters Club 925 NW Seventh St. Redmond, OR 97756	541-480-4019	N/A	8523.toastmastersclubs.org cheri.redgrave@yahoo.com	Cheri	0	2001	Discover the power of effective communication/public speaking.
Redmond Economic Development, Inc. - REDI 411 SW Ninth St., Ste. 203 Redmond, OR 97756	541-923-5223	N/A	www.rediinfo.com steve@edcoinfo.com	Steve Curley	3	1988	In collaboration with EDCO, REDI helps manufacturing & technology-based companies locate or expand in Redmond. REDI provides assistance with extensive local data, facility location, financial incentives & loans, the permitting process & workforce training.
Redmond Executive Association (REA) PO Box 1930 Redmond, OR 97756	541-410-2572	N/A	redmondexec.org angelaboothroyd2016@gmail.com	Angela Boothroyd, Andrew Fitch	0	1987	Creating a network of information beneficial to the success of our members & to be an independent advocate on issues affecting the Redmond community. Founders of Redmond's Annual REA Crab Crack - all you can eat crab feed event, held the first Saturday of February in downtown Redmond.
SCORE Central Oregon PO Box 6416 Bend, OR 97708	541-316-0662	N/A	www.ScoreCentralOregon.org www.ScoreCentralOregon.org	Robert Cone	0	2003	Volunteer, nonprofit association dedicated to educating entrepreneurs & helping small businesses start, grow & succeed nationwide.
Soroptimist International of Bend 60945 Onyx St. Bend, OR 97702	541-815-4173	N/A	www.sibend.org j.m.swander@gmail.com	Jan Swander	0	1943	SI Bend is the longest continuously running women's service organization in Bend. Our mission is to improve the lives of women & girls.
Visit Bend 750 NW Lava Rd., Ste. 160 Bend, OR 97703	541-382-8048	541-382-8568	www.visitbend.com info@visitbend.com	Customer Service	13	2002	Strives to make Bend as sustainable as possible. Works together with local organizations, residents, visitors, agencies & business partners to achieve vision for a sustainable community - one that prioritizes economic, social & environmental health while addressing the needs of all community members.
Visit Central Oregon 57100 Beaver Dr., Bldg. 6, Ste. 130 PO Box 4489 Sunriver, OR 97707	541-389-8799	N/A	www.visitcentraloregon.com info@visitcentraloregon.com	Customer Service	13	1971	Nonprofit, regional tourism destination marketing management organization. Programs include marketing, advertising, public relations, the official CO Visitors Guide, website visitor information, regional visitor information center. Responsible for advertising, marketing, promotion & public relations programs to position Central Oregon as a nationally competitive, year-round visitor destination.

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.

A Book Coach for All Seasons

by **LINDEN GROSS** — One Stop Writing Shop

My career as a writing coach almost ended as abruptly as it started. Having written a book proposal for a Harvard lecturer, I agreed to coach her in the writing of the book itself. The rescuer in me made me do it. As her deadline loomed, however, it became clear that she really wanted my fingers to do the walking on the keyboard, not hers. She wanted me to do most of her thinking as well. I had to bow out.



That experience might well have put me off the book coach business forever. But taken together, the paths of my life all seemed to lead there. A writing tutor in college, upon graduation, I taught in a one-room schoolhouse in a tiny ski resort in the High Sierra. I switched gears some years later and landed an assistant (and then associate) editor position at the *Ladies' Home Journal* in Manhattan, where I assigned and edited stories, rewrote copy, and trained interns. I did much the same at the *Los Angeles Times Magazine*, where I worked as the special features editor before going freelance. I was a writing coach already; I just didn't know it.

By 2003, I had written countless magazine articles. I'd also authored a book, and doctored, collaborated on, and ghostwritten a handful of others — including national bestseller, *The Legacy of Luna*. After 16 years in a very solitary home office, however, the extrovert in me was yearning for a little more human contact.

friend of a friend that another agent — Linda Mead — needed help organizing and writing a book proposal. I outlined her book for her, whipped the overview into shape, and rewrote the sample chapter. The work wasn't exactly easy, but working with Linda was. When she asked me to coach her, I agreed without a second thought.

It could have been déjà vu all over again. Instead, we developed a routine that worked. I helped her organize her thoughts and her chapters. We brainstormed during our weekly sessions — my favorite part of coaching since together you get to places neither of you could reach alone — and reviewed what needed to be done and how best to accomplish the work. The result? The pages quickly mounted.

I was seriously starting to enjoy this book coach business, which was just as well. Linda recommended me to a fellow literary agent with a writer who had proven incapable of getting a handle on the memoir she was penning. That person was part of a writer's group. Before I knew it, I had three writing coach clients, all finally working on the books that were so important to them.

And there, for me, lies the reason I love to work as a book coach and offer aid and support to writers in the midst of the creative stew. I will continue to help prep and stir and season and strain, and once it is done, we will feast together. And when I finally turn to my writing, I will remember that I, too, am not alone.

lindengross.com

An agent provided me with just that. Not my agent, mind you. I heard from a

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SPECIAL SECTION

Coaches & Counselors *(Listed Alphabetically)*

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Coach	Certification	Services
Blue Sky Coaching, LLC 2900 NW Clearwater Dr., Ste. 200-90 Bend, OR 97702	541-647-7704	N/A	Angelikaolsen.com Angelika@AngelikaOlsen.com	Angelika Olsen	1	2019	Angelika Olsen	International Coaching Federation Certified	Support entrepreneurs, family businesses & individuals through challenging transitions. Meeting & event facilitation. Life coaching for individuals. Leadership workshops & more.
Clear Lens Coaching 131 NW Hawthorne Ave., Ste. 112 Bend, OR 97703	541-318-0045	N/A	www.clearlenscoaching.com krayna@clearlenscoaching.com	Krayna Castelbaum	1	2010	Krayna Castelbaum	Certified Psychodramatist; Certified Transformational Coach	Transformational coaching for couples & individuals. Creativity playshops & more for groups & organizations.
Crestcom 5917 SW Mt. Bachelor Dr. Powell Butte, OR 97753	541-480-7783	N/A	www.crestcomleadership.com cale.pearson@crestcom.com	Cale Pearson	2	2016	Cale Pearson & Alicia Smith	13 years of executive level experience serving as president & national director of sales for international trucking company.	Leadership & management training. Year-long training encompasses four hours once a month for 12 consecutive months & more.
Employment Transition Solutions, LLC 2017 NE Full Moon Dr., Ste. A-3 Bend, OR 97701	541-749-8763	N/A	www.employmenttransitionsolutions.com ETS@job4u.com	Cynthia Bene	1	2019	1	SHRM-SCP	Human resources consulting & career coaching.
ExecuFeed 320 SW Century Dr., Ste. 405 Bend, OR 97702	503-522-1150	N/A	www.execufeed.com feedback@execufeed.com	Matthew Jensen	3	2005	Matthew Jensen	Marshall Goldsmith Stakeholder Centered Coaching (MGSCC).	Organizational effectiveness, leadership development, executive coaching, corporate off-site retreats.
Gary A Einhorn Business Coach 2570 SW Newberry Loop Redmond, OR 97756	541-292-6177	N/A	www.garyeinhorn.com garyae@gmail.com	Gary Einhorn	1	2006	Gary Einhorn	Please call.	Eclectic & holistic way of coaching & consulting. Focus is on the client primarily & business secondarily. Spent over 15 years in Toastmasters. Ability to critique client presentations & more.
Golden Visions & Associates, LLC (GV&A) Bend, OR 97709	541-480-9929	N/A	www.GVAsuccess.com Ann@GVAsuccess.com	Ann Golden Egle	1	1998	Ann Golden Egle	Master Certified Coach, MCC; Emotional Intelligence (EI) Assessments Certification; Professional Coactive Coach (CPC); Professional Certified Coach (PCC)	Master level coaching for successful leaders, executives & elite professionals to flourish into higher levels of professional & personal success. Celebrating 27 years of practice in Central Oregon & boasting 100% client satisfaction. Member of the International Coach Federation.
Jennifer Starr, MCC, Radiant Star Enterprises 69229 Horse Shoe Sisters, OR 97759	206-852-5285	N/A	www.coachwithsoul.com jennifer@coachwithsoul.com	Jennifer Starr	1	2011	Jennifer Starr	Master Certified Coach (MCC) since 2010, Certified Mentor Coach (CMC) since 2009, Expressive Arts Practitioner 2012, Certified Coach since 2001, bachelor of arts in art & psychology.	Transformative coaching for individuals, entrepreneurs & leaders; coach trainer & mentor; focus on authentic presence, life vision/purpose, transformative leadership, live balance, creativity & joy.
Juniper Mountain Counseling 61690 Pettigrew Rd. Bend, OR 97702	541-617-0377	833-776-0563	www.junipermountaincounseling.com info@junipermountaincounseling.com	Jim Mockaitis, Alex Mockaitis	37	2008	Contact for list of coaches.	Certificate of Approval from Oregon Health Authority	Counseling services.
Moementum, Inc. 1001 SW Disk Dr., Ste. 250 Bend, OR 97702	541-408-6654	N/A	mocarrick.com moc@mocarrick.com	Moe Carrick	4	2001	Moe Carrick, Mei Ratz	Master of Science in Organizational Development.	We help leaders be good for people & build unbreakable cultures.
One Stop Writing Shop LLC Bend, OR 97701	866-839-BOOK (2665)	N/A	OneStopWritingShop.com linden@OneStopWritingShop.com	Linden Gross	1	2006	Linden Gross	N/A	Writing coach, book coach, writer, editor.
Relationship Happiness Coaching - Mary Ellen Deckelmann, MA, ABS Bend, OR 97703	541-312-3393	N/A	www.weddingwithheart.com maryellencoaching@gmail.com	Mary Ellen Deckelmann	1	1995	Mary Ellen Deckelmann, MA, ABS	MA, ABS in Organizational & Executive Leadership & Relationship Coaching, (Systems' Thinking), Relationship, Life, Mindfulness & Meditation.Master Practitioner NLP Non-Violent Communication & Compassion Based Coaching.	Individuals, couples & leaders. Support clients in learning new skills & mindsets, mindfulness, meditation & self-compassion to enhance their capacity to lead & create relationships that thrive, are meaningful & more.
Schneider Coaching Central Oregon	971-227-3266	N/A	www.schneidercoaching.net schneidertrain@gmail.com	Jeff Schneider	1	2022	Jeff Schneider	N/A	Executive coaching, career trajectory coaching for salespeople, selling skills training & coaching, life coaching, business coaching & more.
Spark Your Mindset LLC 811 NW Georgia Ave. Bend, OR 97703	541-280-7156	N/A	www.sparkyourmindset.com ali@sparkyourmindset.com	Ali Cammelletti	1	2013	Ali Cammelletti	TIGERS Leadership & Consulting	Team building, culture coaching, leadership coaching, sales training & keynote speaking. www.sparkyourmindset.com/snack-leadership.

Business Consultants

(This list is for companies that offer business advice on various issues, but are not specific to any other industry category. Listed Alphabetically)

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
10x Catalyst Groups 1001 SW Disk Dr., Ste. 101 Bend, OR 97702	541-390-8610	N/A	www.10xGroups.com MichaelSipe@10xGroups.com	Michael Sipe	3	2014	Executive coaching & private advisory boards for Christian CEOs & business owners.
Ascend Financial Solutions LLC 1295 NW Promontory Dr. Bend, OR 97703	541-410-3875	N/A	www.ascend-financial.com belinda.afs@gmail.com	Belinda Britt Adler	1	2018	Financial consulting, business lending & bookkeeping.
Business Quality Management Services LLC 740 NE Third St., Ste. 3, #270 Bend, OR 97701	909-214-4418	N/A	bqmsllc.com Service@bqmsllc.com	Harry Lane	1	1993	Business Quality Management Solutions (ISO9001; AS9100) since 1993.
Cascadian Group, LLC 1001 SW Emkay Dr., Ste. 100 Bend, OR 97702	503-313-2334	N/A	www.cascadiangroup.info jmm@cascadian.online	Jason M. Moyer	1	2006	Venture development, executive management, M&A support, corporate strategy, business analysis, financial performance.
Clarity Talent Measurement 19151 NW Chiloquin Dr. Bend, OR 97703	541-719-8885	N/A	www.claritytalentmeasurement.com fred@claritytalentmeasurement.com	Gail Klein, Fred M. Rafilson	2	2023	Cutting-edge employment assessments designed for today's workforce. Unlock the potential of your organization with our state-of-the-science online talent assessments. Gain intelligent insights to effectively identify, select & develop top talent, leading to reduced turnover, improved diversity & increased employee productivity, satisfaction & morale.
CLASSY KEYS Computer Services, Inc. 20149 Lora Ln. Bend, OR 97702	541-317-1242	541-312-5280	www.ClassyKeys.com evelyn@classykeys.com	Evelyn Whitaker	2	1987	Intuit advanced certified QuickBooks ProAdvisor providing QB consulting, bookkeeping & customization solutions.
CrossPointe Capital 1001 SW Disk Dr., Ste. 101 Bend, OR 97702	541-390-8610	N/A	www.CrossPointeCapital.com Mike@CrossPointeCapital.com	Michael Sipe	3	2004	Business sales, valuations, mergers & acquisitions.



Michael Sipe, President
CrossPointe, Inc.



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541-390-8610 | CrossPointeCapital.com | Mike@CrossPointeCapital.com

Business Consultants

(This list is for companies that offer business advice on various issues, but are not specific to any other industry category. Listed Alphabetically)

▶ CONTINUED FROM PREVIOUS PAGE

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Employment Transition Solutions, LLC 2017 NE Full Moon Dr., Ste. A-3 Bend, OR 97701	541-749-8763	N/A	www.employmenttransitionsolutions.com ETS@job4u.com	Cynthia Bene	1	2019	Human resources consulting & career coaching.
Eric Meade-Purposeful Consulting 3342 NW Shevlin Ridge Bend, OR 97703	541-948-0578	N/A	www.ericmeadeconsulting.com eric@ericmeadeconsulting.com	Eric Meade	1	2014	Strategic planning, financial controls, due diligence, M&A prep & execution, strategic planning implementation & leadership development. Focusing on building profitability in business & balance in life. Ideal clients-manufacturing & service businesses that want to scale up & grow. Focus is on margins, pricing, cashflow & financial forecasting as it relates to meeting planning goals or exit strategy goals.
ExecuFeed 320 SW Century Dr., Ste. 405 Bend, OR 97702	503-522-1150	N/A	www.execufeed.com feedback@execufeed.com	Matthew Jensen	3	2005	Organizational effectiveness, leadership development, executive coaching, corporate off-site retreats.
FoundersPad PO Box 1196 Bend, OR 97709	N/A	N/A	luann@founderspad.com	Luann Abrams	2	2010	FoundersPad is an early-stage venture fund with a deep mentorship program.
Guardian CFO 720 SE Business Way, Ste. 200 Bend, OR 97702	541-330-0690	N/A	www.guardiancfo.com info@guardiancfo.com	Paul Colburn	3	2001	Bookkeeping, organizational review, QuickBooks consulting, process review, audit support, sale or purchase of business, IPO support, software selection & implementation, CFO Services.
Guardian Group 1900 NE Third St., Ste. 106 #40 Bend, OR 97701	800-380-8913	N/A	www.guardiangroup.org contact@guardiangroup.org	Andrea Perry	5	2010	Mission is to prevent & disrupt the sex trafficking of women & children in the United States.
Haaga & Associates 20468 Powder Mountain Ct. Bend, OR 97702	503-803-0012	N/A	d.haaga@comcast.net	Douglas Haaga	3	1987	Financial intermediary & management consultant to closely held businesses including restructuring, refinancing, accounting & administrative organization, M&A, planning, special projects & interim management.
Moementum, Inc. 1001 SW Disk Dr., Ste. 250 Bend, OR 97702	541-408-6654	N/A	moementum.com info@moementum.com	Moe Carrick	4	2001	Advise CEOs to get their top team aligned & connected, build trust & ignite a culture where people thrive & results take off. Moementum provides: team alignment, culture building, leadership capacity, coaching, events/speaking/facilitation.
Rafilson & Associates 19151 NW Chiloquin Dr. Bend, OR 97703	773-255-9532	N/A	www.rafilson.com Fred@Rafilson.com	Fred M. Rafilson	2	2014	Industrial & organizational psychology, personnel assessment, educational research & business operations. Personnel selection; expert witness services; evaluation of adverse impact & fairness in personnel selection programs; development, validation & administration of employment examinations for both private & public sector organizations & agencies; development, validation & administration of police, corrections & fire service entrance, physical ability & promotional examinations exclusively in the State of Oregon; educational research analyzing & explaining education data to inform policy discussions or to evaluate the effectiveness of a program.
TIGERS Success Series 19464 Summerwalk Pl. Bend, OR 97702	541-385-7465	N/A	www.corevalues.com info@corevalues.com	Dianne Crampton	2	1987	Comprehensive TIGERS 6 Principles work culture assessment, micro-training, leadership & group development services. We train coaches, consultants & your employees to use our proprietary resources & methods to build an agile & collaborative work culture & high-performance teams for sustainable business growth with measurable ROI.
Vistage International 1001 SW Disk Dr., Ste. 101 Bend, OR 97702	541-390-8610	N/A	www.vistage.com Michael.Sipe@VistageChair.com	Michael Sipe	3	2004	Executive coaching & private advisory boards for CEOs & business owners.
Your Business Chaos Sorter Bend, OR 97701	541-802-5789	N/A	businesschaosorter.com amanda@businesschaosorter.com	Amanda Bedell	6	2021	Financial management, profit acceleration, operational strategic planning.

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Growing Your Wealth by Being a Tax-Savvy Homeowner

by **STU MALAKOFF, CFP, CDFA, CPFA, CRPC, President — Bend Wealth Advisors**

According to Tiffany Clark, realtor with Bend Premier Real Estate, Central Oregon's real estate market has boomed and backed up slightly, with home values in places like Bend and Redmond off their all-time highs by about 5%. But, Tiffany adds, "We expect gains in Central Oregon home values of 3 to 5% over the next 12 months."

If your home's appreciation has reached \$500,000 or more, selling now could be a smart move to lock in tax-free gains before home prices take off again. Thanks to the federal capital gains tax exclusion, individuals can exclude up to \$250,000 — and married couples up to \$500,000 — from their realized long-term gains on the sale of a primary residence. Selling before surpassing this threshold lets you maximize your profits without additional federal tax liability.



Some quick math: If you are married and have a realized capital gain on the sale of your primary residence of \$700,000 and are subject to a 20% long-term capital gains tax, the federal tax due will be \$40,000. In addition, the 3.8% Net Investment Income Tax (NIIT) may apply to part or all of the gain, as would Oregon income tax. Had the sale been done with a \$500,000 gain, there would be zero federal tax due, as well as lower potential NIIT and Oregon tax.

However, selling and buying in today's market comes with challenges, particularly higher mortgage rates. While selling allows you to cash in on appreciation, purchasing another home could mean securing a new loan at rates much higher than those seen in the past decade. This could increase monthly payments, even if your next property is less expensive. For many, this added cost diminishes the appeal of moving, especially if their current mortgage rate is locked in at historic lows.

Many Central Oregon homeowners use the proceeds to downsize, purchase homes outright in more affordable communities, or reinvest in other ventures. For example, moving to nearby Prineville or La Pine may allow you to avoid higher mortgage rates altogether by buying with cash. Alternatively, renting for a while could buy time to evaluate long-term financial goals while still capitalizing on your home's appreciation. Finally, if you do continue to have a mortgage, today's higher rates may become excellent refinancing candidates in the years ahead should mortgage rates decline.

Ultimately, the decision to sell hinges on balancing the tax advantages of the capital gains exclusion with the reality of higher borrowing costs. If your current home no longer fits your needs, or you're ready to diversify your wealth, now may still be the right time to make a move. Working with a local real estate agent and financial advisor can help you weigh these factors and decide what's best for your situation.

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The information has been obtained from sources considered to be reliable, but we do not guarantee that it is accurate or complete, it is not a statement of all available data necessary for making an investment decision, and it does not constitute a recommendation. Any opinions are those of Bend Wealth Advisors and not necessarily those of Raymond James

Raymond James is not affiliated with Tiffany Clark or Bend Premier Real Estate. Raymond James Financial Services, Inc. does not provide advice on taxes or mortgages.

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



Washington Trust Bank announced the addition of **Tony Pendleton** to its Central Oregon Commercial team in Bend. He will serve as a vice president and relationship manager. With over 20 years of banking experience, Pendleton will be responsible for providing a wide range of banking services to commercial clients. Pendleton joins Washington Trust from Wells Fargo, where he served as a senior private banker and custom credit banker. In this role, he was responsible for helping clients analyze balance sheets and providing investment, brokerage, insurance and planning services.

Music event staff member, and a SCORE-certified mentor, using his experience to support businesses, students, and the community.



MBSEF announces that **Caya Christiansen** won the Pole Pedal Paddle design contest. Christiansen's design features scenes from three of the seven key SELCO Pole Pedal Paddle legs — alpine skiing down Mt. Bachelor, biking down Century Drive, and canoeing on the Deschutes River — embedded in the words "Pole Pedal Paddle." Surrounding the title are illustrations of the gear used in each event, highlighting different aspects of the race through both wide and close-up perspectives. Christiansen, who moved to Bend in eighth grade and graduated from Summit High School in 2021, is currently studying architecture in Munich, Germany. Christiansen added that she wanted to "give thanks to my classmate and friend, Anna Köneke, who helped me

with the design." Christiansen will receive \$500 in prize money, a commemorative mug, and official SELCO Pole Pedal Paddle logo wear featuring her winning design. In addition, her artwork will appear on posters, apparel, prizes, and other promotional and event-related materials.

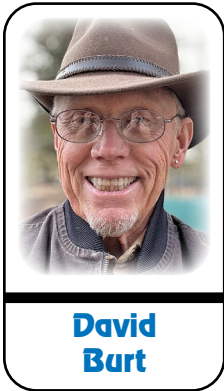
LRS Architects announced the promotions of four team members to senior associate and two team members to associate as the firm continues advancing and developing its valued staff and client services. The promotions went into effect on January 1, 2025.

Mathew Dreska, promoted to senior associate, has been with LRS Architects since 2011 and was named an associate in 2021. A thoughtful designer with a deep focus on the end-user experience, Dreska has been involved in various projects for clients in the automotive, civic, commercial, multifamily housing, and retail sectors. As a rising leader in the LRS Bend office, he has contributed to projects across the Pacific Northwest, focusing on clients in Central Oregon. His recent projects include upcoming affordable housing projects, including Wickiup Station in La Pine, Trinity Place in Sisters, and 9 Peaks in Bend, as well as the Magnolia II in Portland, completed just in time for the holidays in 2020. Dreska is a licensed architect in the State of Oregon, a LEED Green Associate, and is certified by the National Council of Architectural Registration Boards (NCARB). He has a bachelor of architecture from the University of Oregon.



Amy Hjelte, promoted to senior associate, has spent nearly three decades at LRS Architects as a specifications specialist and was named an associate in 2011. She joined the firm in 1997 and has supported a wide variety of projects for LRS' civic, senior living, retail, multifamily housing, and commercial clients across the West Coast. Hjelte has contributed to dozens of projects of all sizes and scales throughout her career, including Parkview at Terwilliger Plaza in Portland, multiple anchor projects on the Vancouver Waterfront, and the Bunk House Hotel in Madras. She holds certifications as a construction documents technologist (CDT) and as a certified construction specifier (CCS). She is currently a director on the Board of the Construction Specifications Institute (CSI) Portland chapter. Hjelte has a bachelor of architecture from the University of Oregon.

Alex Karel, promoted to senior associate, has been with LRS Architects since 2011 and was named an associate in 2019. Karel's experience includes a unique balance of civic, commercial, and auto dealership design projects across the West Coast and Alaska. He is an advocate for integrating emerging design technologies and tools into



SCORE Central Oregon announced **David Burt** as one of its newest members, serving as a certified mentor. Burt worked as a CPA for 40 years in public practice and industry, primarily in manufacturing. He's skilled in tax preparation, financial audits, and small business bookkeeping while managing corporate budgets, payroll, inventory, and cost structures. With knowledge of GAAP, Sarbanes-Oxley, and IFRS, he's navigated financial complexities across industries, including food, fabrication, and forging. Beyond business, he's found a passion for teaching, serving as an adjunct professor at California State University, Fullerton, where he taught financial controls, cost, and managerial accounting. In retirement, he remains dedicated to service. He is an Oregon State Certified Ombudsman, a High Desert Chamber

More Who's Who Page 36 ►

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

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

Who's Who!

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

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

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

Who's Who
Continued from page 35

the design process, enhancing collaboration and the experience of clients. Karel is known for his keen attention to detail and dedication to finding the best creative solutions for his clients. His notable recent projects include Washington County's Wingspan Event and Conference Center in Hillsboro, Oregon; the ilani Event Center Expansion in Ridgefield, Washington; and the Swickard Anchorage Mercedes-Benz Van Center in Alaska. Karel is a licensed architect in the State of Oregon and has a bachelor of architecture from the University of Oregon.

Kelsey Loverro, promoted to senior associate, has spent the entirety of her professional career at LRS Architects, joining the company in 2014 upon graduating with a bachelor of interior architecture from the University of Oregon. Loverro has distinguished herself at LRS as an organized and creative designer, contributing to the success of some of the firm's most notable, award-winning hospitality, automotive, multifamily, workplace, and retail projects across the region. Her most notable recent projects include Jaguar Land Rover's Technology Center in Portland, Alta University Place, and the Travel Portland Visitor Center. Loverro was named an associate at LRS in 2023, holds certification through the National Council for Interior Design Qualifications (NCIDQ), and is an active Commercial Real Estate Women (CREW) Network member. In 2024, she was recognized as a rising industry leader in DJC Oregon's Phenoms & Icons program.



Kelsey
Loverro

Paul Kurth, promoted to associate, has been with LRS Architects for over a decade and infuses creativity, attention to detail, and organization into his work. Since joining LRS in 2012, Kurth has served in multiple roles, including as job captain and architect, and design lead, with projects in the automotive, office, retail, religious, and senior living sectors for clients in Oregon and Washington. His recent projects include Holman Lexus of Vancouver, Porsche Studio Portland, and a warehouse facility for Leatherman. Kurth is a mentor with the ACE Mentor Program in Portland, a licensed architect in the State of Oregon, certified by the National Council of Architectural Registration Boards (NCARB), and has a bachelor of architecture from California Polytechnic State University, San Luis Obispo.

Zachary Freund, promoted to associate, joined LRS Architects in 2015 and brings well over a decade of experience to his new role. With a versatile skillset from project organization to planning and design, he has contributed to a wide range of projects, including office and workplace, multifamily housing, industrial, and retail. Freund has worked on numerous historic structures during his career, and he has cultivated a specialty in renovation and adaptive reuse design, with recent projects including The Clifford affordable apartments, St. Mary's Rectory, and St. Joseph's Hall in Portland. Freund is certified by the National Council of Architectural Registration Boards (NCARB) and as an Earth Advantage Sustainable Homes Professional (SHP). He is a licensed architect in the State of Oregon and has a master's and bachelor of architecture from the University of Idaho.



Zachary
Freund



Tim
Fraley

Awbrey Glen announced that **Tim Fraley** has been awarded the designation of Master Kids Coach which honors those who have been awarded the Top 50 Kids Coach Award three times. This is his third consecutive year being awarded Top 50 Kids Coach and he will forever be considered a Master Kids Coach from now on.

Tim has been a golf professional at Awbrey Glen for over 25 years. He was the head pro at the club for 15 years and for the past eight years has been Awbrey Glen's player development director, charged with leading the junior program and helping members grow their love for the game.

Bethlehem Inn announced that its Board of Directors has elected new board officers for 2025. **Kevin Link**, director of preconstruction at SunWest Builders will serve as board president; **Rutila Galvan-Rodriguez**, executive director equity, diversity and inclusion High Desert Education Service District will serve as vice president; and **Melissa Williams**, executive director of Every Child Central Oregon will continue in her role as Treasurer.

The Environmental Center's Rethink Waste Project has been awarded the highly competitive Reduce, Reuse, Reimagine Materials Management grant for its Reuse Bend initiative, with the maximum amount of \$125,000 awarded, to implement the project over the next two years.

The Oregon Department of Environmental Quality (DEQ) awarded \$1.2 million in Reduce, Reuse, Reimagine grant funds to 14 recipients in 11 counties across Oregon that stood out for their vision, creativity, and potential to make a meaningful difference in waste prevention. DEQ received 110 applications from across the state in which applicants demonstrated innovation, dedication, and community impact in their project proposals.

Reuse Bend (an initiative of the Rethink Waste Project of The Environmental Center) aims to bring reusable serviceware to Bend. Through a reusable take-out container program, and a food cart lot pilot, Reuse Bend is excited to initiate the systems change and culture shifts to transition Bend and Central Oregon's foodservice sector from single-use to reusables.

Work on the project will begin in March, with an expected public launch of Reuse Bend around June, just in time for restaurants and food trucks' busy summer season.

The Latino Community Association (LCA) announced the appointment of **Catalina Sánchez Frank** as its new executive director. An independent consultant specializing in outreach and language justice, she brings over ten years of experience advocating for the rights and interests of immigrants in Oregon.

Originally from Cali, Colombia, Sánchez Frank also has a deep personal understanding of the challenges faced by Latine and immigrant communities. For the last two years, she has served as vice chair at the Oregon Secretary of State Translation Advisory Council, working to ensure accurate, culturally appropriate translations to make voting accessible in Oregon. She's also been an active volunteer with LCA.

Residents of Bend for the last ten years, Sánchez Frank and her husband are the parents of a teenage daughter and two dogs. She enjoys yoga and hiking, while her husband is an avid bike rider. Sánchez Frank is also active with BENDitas, a collective of migrant women whose mission is to promote cultural events in Spanish and celebrate the diversity of Spanish-speaking countries with the Bend community.



Catalina
Sánchez Frank

KTVZ-TV announces that **Gregory Deffenbaugh** has been appointed the station's new news director. Deffenbaugh brings with him a wealth of experience, having most recently served as news director at WREX-TV, the NBC station in Rockford, Illinois.

Before his role at WREX-TV, Deffenbaugh held senior news management positions at several respected stations. Deffenbaugh's extensive career in news management has spanned across multiple markets. He has served as a senior news producer at KMGH-TV and KDVR-TV in Denver, as well as in producer roles at KOKH-TV in Oklahoma City and WOI-TV in Des Moines.

Notably, under his leadership as news director at WREX-TV in Rockford, Illinois, the station received numerous prestigious honors from the Illinois News Broadcasters Association, including Best Station three years in a row, Best Newscast two years in a row, and Best Digital Presence for two consecutive years. WREX-TV was also recognized for Best Breaking News Coverage under his guidance.

Deffenbaugh is a 2009 graduate of Northern Arizona University with a bachelor's degree in organizational communication and journalism. During his career, he has earned numerous accolades, including a regional Edward R. Murrow Awards for Overall Excellence in 2020 and 2019, an Emmy Award from the Heartland NATAS, and recognition from the Colorado Broadcasters Association for Best Newscast and Best Hard News Coverage in 2017.

Oregon State Association of Occupational Health Nurses (OSAOHN), has selected **Lisa Rodriguez**, RN, Certified Occupational Health Nurse (COHN) as the recipient the 2024 Medique Nurse Leadership award. Rodriguez, a Bend resident, is the Caregiver Health Supervisor at St. Charles Health Systems.

Rodriguez is the current OSAOHN president. As a long time member, Rodriguez has served as chapter president twice in the past. In addition to mentoring many new nurses to this specialty practice, she has also held every one of the elected chapter roles. She has been instrumental in helping the chapter transition to the digital age.

In addition to her unpaid work for the chapter, Rodriguez serves as a Total Worker Health Resource team member, is a member of the agriculture council, and is the liaison to the Oregon Coalition of Healthcare Ergonomics. Her background includes workplace health and safety program development, Total Worker Health, Safe Patient Handling and Mobility, Federal & State regulatory compliance, emergency management, case management, and ergonomics.

In March, Rodriguez will be joining fellow Occupational Health and Workplace Safety professionals at the 38th biennial Oregon Governor's Occupational Safety and Health (GOSH2025) conference in Portland. She will present a session on healthcare worker injury prevention and safe patient handling. It is one of over a dozen sessions specific to healthcare worker safety, employee health, security and violence prevention.

Central Oregon Gives celebrated another record-breaking year of philanthropy. The campaign, renowned for its innovative approach to year-end giving, helped raise an astounding \$1,128,000 during its eight-week run in 2024, marking the third consecutive year of surpassing the \$1 million milestone.

Since its launch in 2018, Central Oregon Gives has distributed over \$5 million, directly benefiting more than 100 nonprofits across Central Oregon.

The campaign, which ran from November 6 through December 31, saw significant participation, with over 3,000 individual donations. Of these, more than 1,500 were under \$25, highlighting the collective power of even small contributions.

The nonprofits that receive the largest amount of funding through Central Oregon Gives receive prizes of their own from matching donors. Anonymous donors give a donation of \$2,500 per category and another \$15,000 for the overall winner. This year First Interstate Bank returned as a category sponsor for the Basic Needs category, boosting that category's prize to \$5,000.

Overall Winner: **Saving Grace** — earned a \$15,000 prize for their top performance.

The nonprofit in the Basic Needs category that raised the most earned \$5,000

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

Who's Who
Continued from previous page

from First Interstate Bank. This year that nonprofit was **The Giving Plate**.
Category Winners (\$2,500 each) were Animal Welfare: **Street Dog Hero**, Arts & Culture: **World MUSE**, Health & Environment: **Healing Reins**, Most Donations \$25 and Under: **Desert Sky Montessori**.
Collectively, the campaign inspired record-breaking generosity, beating last year's total by \$100,000 and doubling the number of donors compared to 2023.

The **Central Oregon Builders Association** (COBA) announces the Excellence Award winners for 2024 and the incoming 2025 COBA board of directors and president.
Builder of the Year: **PerkeyBuilt**; Commercial Builder of the Year: **Stilson Builders**; Mike O'Neil High Performance Res Builder of the Year: **Hiatus Homes**; Remodeler of the Year: **Sierra James Construction**; High Performance Commercial Builder of the Year: **Kellcon**; Sub-Contractor of the Year: **Energy Conservation Insulation**; President's Award: **Beamworks USA**; Architect of the Year: **Steele Associates Architects**; Home Designer of the Year: **Banton Engineering**; Material Supplier of the Year: **Bulders FirstSource**; Lifetime Achievement: **Sandy Garner, Harcourts The Garner Group**; Associate of the Year: **Paulsons Floor Coverings**; Realtor of the Year: **Erin Campbell, Remax**; Developer of the Year: **Woodhill Homes**; Nonprofit Partner of the Year: **RootedHomes**; Volunteer of the Year: **Jay Campbell, Woodhill Homes**; Committee Member of the Year: **Geoff Harris, Solaire Homebuilders and Jesse Russell, Hiatus Homes**; People's Choice Award: **Staging Spaces + Design**; and Gary Bunker Industry Loyalty Award: **Pat Kesgard, Compass Commercial**.
Katie Pendleton, The Fort was installed as the 2025 COBA President along with COBA Board members.



PHOTO | COURTESY OF COMPASS COMMERCIAL

Compass Commercial Real Estate Services announced that **Russell Huntamer** has been selected as the company's president for 2025 and 2026. **Graham Dent**, who served as president during a successful term in both 2023 and 2024, will assume the role of vice president of operations. **Ellisse Dickey**, who is also the marketing director, will be taking on the vice president role. Huntamer has been with Compass Commercial since 2005, and brings extensive

experience in investment and land sales, as well as retail leasing.
During Dent's leadership, Compass Commercial achieved significant milestones and earned several accolades. The company received the 2023 Bend Chamber of Commerce Business Excellence Award for Organizational Growth and was named the 2023 Source Weekly's Best Real Estate Company in Central Oregon, as well as the runner-up in 2024. Compass Commercial also earned recognition as a Top Workplace by The Oregonian in both 2023 and 2024. Additionally, Compass Commercial Construction received the 2024 Sanctuary Reinvented Award at the Building a Better Oregon Awards for its work on the Juniper Mountain Counseling project.
As Compass Commercial continues to expand its services and achieve impressive growth, the company's dedication to its community remains a core value. With Russell Huntamer at the helm, Compass Commercial is poised to build on its strong foundation and continue driving success for its clients and the community. The company's unwavering commitment to excellence and innovation ensures a bright future as it enters this new chapter of leadership.

Five nurses from **St. Charles Health System** recently earned DAISY Awards for Extraordinary Nurses, recognizing the outstanding, compassionate nursing care they provide patients and families every day. The nurses, who represent all four St. Charles hospitals in Bend, Redmond, Madras and Prineville, were recognized with a ceremony on their respective units and presented with a certificate, a pin and a "healer's touch" sculpture by their hospital's chief nursing officer. The honorees are:

The nurses earning DAISY awards are:
Ryan Armand-Priefer, a patient care nurse at St. Charles Bend, was recognized for exemplifying the highest standards of nursing care and compassion and demonstrating extraordinary dedication and kindness while providing excellent medical care.



Ryan Armand-Priefer



Andrew Baca

Andrew Baca, a nurse at St. Charles Redmond, was recognized by a fellow caregiver for "consistently demonstrating his selflessness, his compassion and above and beyond effort to go out of his way to help. Andrew truly is a team player who excels in so many ways."

Sadie Larson Robinson, a nurse navigator for Cancer Services, was recognized for compassionate treatment and support, and truly caring for her patients. She was specifically recognized for going over and above to help a patient rearrange their first chemotherapy treatment so that their spouse could also attend.



Sadie Larson Robinson



Megan McPhetridge

Megan McPhetridge, a wound care nurse at St. Charles Prineville, was recognized for providing awesome, compassionate care to a wound ostomy patient and putting them at ease, as well as providing an effective treatment plan that fit the patient's needs.

Jennifer Wienert, a house supervisor at St. Charles Madras, was recognized for going above and beyond her job responsibilities and during her personal time to anonymously assist a patient with personal matters, including volunteering to care for a patient's dog.



Jennifer Wienert

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

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

Who's Who!

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

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

RDM

Continued from page 3

beforehand. The in-person enrollment requires that applicants provide proof of identity, proof of citizenship, fingerprints and a photo. IDEMIA offers TSA PreCheck enrollment for \$78 and if approved, travelers get a five-year membership with the program.

Following the in-person enrollment appointment, most applicants receive their Known Traveler Number (KTN) in about three to five days. The KTN number must be added to flight reservations to enjoy TSA PreCheck benefits.

TSA PreCheck was created in December 2011 to provide low-risk travelers with a smoother experience through airport security. It's a great option for travelers looking to save time. Enrolled members do not need to remove shoes, laptops, 3-1-1 liquids, belts, or light jackets. They also access TSA PreCheck dedicated screening lanes at over 200 participating U.S. airports nationwide.

If you are unable to make the Redmond Municipal Airport enrollment event, but are still interested in enrolling in TSA PreCheck, please complete the application online and schedule an appointment at one of our 560+ enrollment centers nationwide.

About IDEMIA Identity & Security (I&S) North America:

IDEMIA I&S North America is a leader in identity security and authentication services to governments and private companies, operating in North America. Our mission is to Unlock the World, Make It Safer — helping people access what matters most, more quickly, more safely, and more securely, in both the physical and the digital worlds. Our best-in-class technology helps to authenticate and secure physical and digital transactions. IDEMIA is recognized by the National Institute of Standards (NIST) as a top-ranking participant in the Institute's passenger facilitation simulation testing as well as in its regular Face Recognition Vendor Test (FRVT) rankings, reinforcing the trustworthiness and reliability of IDEMIA's facial recognition solutions for government and consumers alike.

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Sisters

Continued from page 3

also an opportunity to further education, retrofit poor lighting, ensure responsible lighting practices going forward, and market the tourism benefits the designation brings to a highly tourist dependent community.

"Advocates in Sisters have shown a strong commitment to preserving their dark night skies. Their application underscores the town's dedication to conserving its natural night sky through proactive conservation efforts and community engagement. Students, advocates, and local officials have played key roles in raising awareness and enhancing community lighting, ultimately improving both night sky quality and the overall environment for residents and visitors alike. We congratulate the Sisters team on this significant achievement and are thrilled to welcome another International Dark Sky Place in Oregon," stated Amber Harrison, International Dark Sky Places Program Manager.

Nestled in the central part of Oregon, Sisters is a charming, western-style town of 3,475 surrounded by forest and the Cascade Mountains. With endless hiking, alpine lakes, and two nearby ski areas, recreational opportunities abound, all within a three-hour drive of Portland and the Pacific Ocean. The popular recreational mecca of Bend is located approximately 20 miles away.

The Sisters area sits at the transition between geographical wonders, where lush Ponderosa Pine and alpine forests to the west gradually give way to junipers and sagebrush and wide-open spaces of the high desert region to the east. While deer are visible everywhere in Sisters (we have a town herd), the region is home to a diversity of wildlife—from bears and cougars to hummingbirds and butterflies. Fish populations have regional significance in the area due to a native strain of interior Columbia Basin red band trout with little genetic influence from hatchery fish, and the reintroduction of federally listed steelhead salmon.

The first inhabitants of the area were Paiute, Warm Springs, and Wasco peoples, who stopped in the area during their movement across the broad, local landscape. They fished in Whychus Creek and traveled into the neighboring mountains to gather huckleberries and other native foods.

European settlers came to the area in the late 1860s and soon claimed a newly abandoned camp that would become the future townsite for Sisters. In 1901, the Sisters townsite was platted the town using the names of local mountains and trees.

Around the turn of the century, Sisters was a pioneer town, the hub of a small homesteading community, located at the axis of two well-traveled wagon roads, making it a prime location as a waystation. Operating in relative isolation, Sisters' residents had to be self-reliant and resilient. Within a short period in the early 1920s, two fires destroyed sixteen buildings, causing the town to be rebuilt several times, but it continued to grow.

With Sisters' strategic location as the "Gateway to the Cascade Mountains," its early industries included sheepherding, cattle ranching, timber production, and the provision of goods and services for travelers. These industries supported residents until tourism started to take root with the development of the nearby resort of Black Butte Ranch in the 1970s, which coincided with the establishment of the 1880s Western architectural design theme still prevalent in Sisters. Sisters maintained a small population until the 1990s when the voters approved a bond to install city utilities, which set off a period of robust population growth to what we see today.

Starting in 2000 with the introduction of the astronomy program at Sisters High School, the community of Sisters began a steadfast commitment to

Neesh

Continued from page 3

dedicated to educating, integrating, and building custom AI solutions that redefine how businesses and individuals interact with artificial intelligence. With a focus on accessibility and practical application, Neesh has helped organizations streamline operations, optimize workflows, and maximize the potential of AI-powered tools.

The Best New Business of the Year Award is presented annually by the Redmond Chamber of Commerce to recognize outstanding innovation, leadership, and contribution to the local business community. Neesh's rapid growth and transformative approach to AI education and solutions have positioned it as a trailblazer in the industry.

Looking ahead, Neesh plans to expand its offerings by launching new AI training programs, enhancing its integration services, and continuing to develop tailored AI solutions for businesses of all sizes. With this award, Neesh is more committed than ever to driving innovation and making AI accessible to everyone.

neesh.ai

Desert Pine Group

Continued from page 3

professionalism and dedication to the needs of their valued clients."

Morgan Stanley Wealth Management, a global leader, provides access to a wide range of products and services to individuals, businesses, and institutions, including brokerage and investment advisory services, financial and wealth planning, cash management and lending products and services, annuities and insurance, retirement and trust services.

2025 Forbes Best-In-State Wealth Management Teams

Source: Forbes.com (Jan 2025) 2025 Forbes Best-In-State Wealth Management Teams ranking awarded in 2025. This ranking was determined based on an evaluation process conducted by SHOOK Research LLC (the research company) in partnership with Forbes (the publisher) for the period from 3/31/23–3/31/24. Neither Morgan Stanley Smith Barney LLC nor its Financial Advisors or Private Wealth Advisors paid a fee to SHOOK Research LLC, for placement on its rankings. This ranking is based on in-person and telephone due diligence meetings to evaluate each Financial Advisor qualitatively, a major component of a ranking algorithm that includes client retention, industry experience, review of compliance records, firm nominations, and quantitative criteria, including assets under management and revenue generated for their firms. Investment performance is not a criterion. Rankings are based on the opinions of SHOOK Research LLC and may not be representative of any one client's experience; investors must carefully choose the right Financial Advisor or team for their own situation and perform their own due diligence. This ranking is not indicative of the Financial Advisor's future performance. Morgan Stanley Smith Barney LLC is not affiliated with SHOOK Research LLC or Forbes. For more information, see www.SHOOKresearch.com.

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dark sky preservation. Their efforts have culminated in its designation as an International Dark Sky Community through education, updated ordinances, and community initiatives. The city has implemented widespread educational outreach via newsletters, social media, newspaper articles, and community events. It has updated its Dark Skies Outdoor Lighting Ordinance to meet certification standards, established astronomy education and clubs, and secured commitments from city officials to retrofit non-compliant lighting. Compliance monitoring, data collection, and widespread support from residents, businesses, and leaders, including the mayor, underscore the community's dedication to safeguarding its night skies.

"Being able to gaze at an infinite sea of stars and feel our place in the universe has been an integral part of living in Sisters. The community values caring for and connecting with the natural world and came together to make sure the legacy of our starry skies continues. The DarkSky community certification will ensure that we can continue to feel wonder as we gaze at the Milky Way on a clear night over the mountains, and feel our sense of place and connection." ~Rima Givot, Sisters High School Science Teacher.

"Way to go Sisters! We tried really hard to become the first city in Oregon with the designation, but alas, Antelope became the first Community just weeks ago, so we will take pride in being the second. This is another accomplishment that the Sisters community can proudly enjoy. Fostering our local environment by removing light pollution is something that helps all of humanity and we are excited about the astro-tourism opportunities. What a great accomplishment!

We all need to thank the people that have been working on this for years before the city and the rest of the community joined the movement, namely, the Sisters Astronomy Club, who created the momentum to see this through." ~Michael Preedin, Mayor or Sisters.

"The city of Sisters has now set a community standard for responsible outdoor lighting in Oregon. It's a standard that benefits residents, visitors, and the surrounding wild environment. This international certification brings recognition to Sisters, known to visitors for culture and arts, and now globally, for environmental protection of dark skies too." ~Bill Kowalik PhD, Chairperson of DarkSky Oregon

With the recent adoption of the city's Dark Skies Outdoor Lighting Ordinance and this designation as an International DarkSky Community, next will be a big push in the community for education — both on the benefits of preserving the dark skies and how residents and business owners can help achieve that with retrofits of non-compliant lighting. This will be done with articles in the local newspaper, community events such as stargazing parties, and funding assistance for the community to change out old lights.

darksky.org/what-we-do/international-dark-sky-places • darksky.org

Central Oregon Business Calendar

Email Your Upcoming Business Events to CBN@CascadeBusNews.com

Event Details at CascadeBusNews.com/Business-Events


BUSINESS

EVENTS



- February 6**
11:30am Deschutes County Facility Project Review Committee Meeting.
- February 6**
11:30am-1pm League of Women Voters of Deschutes County First Thursday Informational Meeting at Unitarian Universalist Fellowship of Central Oregon, Bend.
- February 6**
11:45am-1pm ConnectW Munch & Mingle at Feast Food Company, Redmond.
- February 6**
5-6pm COCC Community Meet-and-Greet for Presidential Finalist Steve Erickson at COCC Boyle Education Center, First-Floor Lounge, Bend Campus.
- February 7**
1:45-2:15pm COCC Community Meet-and-Greet for Presidential Finalist Steve Erickson at COCC Prineville Campus.

- February 7**
3:15-3:45pm COCC Community Meet-and-Greet for Presidential Finalist Steve Erickson at COCC Madras Campus.
- February 7**
4:30-5:30pm COCC Community Meet-and-Greet for Presidential Finalist Steve Erickson at COCC Redmond Campus, Building 3, Room 306.
- February 11**
4:30-6pm Bend Chamber Biz & Bevs at Subaru of Bend.
- February 11**
5:30-7:30pm SCORE Free, Confidential One-on-One Small Business Counseling at Bend Downtown Library.
- February 12**
9am Deschutes County Board of County Commissioners Meeting.
- February 13**
9-10:30am Nonprofit Network of Central Oregon Business Event/Workshop, COPEing Your Communications: Create Once, Publish Everywhere to Save Time and Maximize Impact, at Deschutes Children's Foundation Community Meeting Room, East Bend Campus.

- February 13**
11am-1:30pm EDCO Annual Luncheon at Riverhouse Lodge.
- February 13**
11:45am-1pm ConnectW Munch & Mingle at Currents at The Riverhouse.
- February 13**
5:30pm Deschutes County Planning Commission Meeting.
- February 14**
1pm Deschutes County Audit Committee Meeting.
- February 18**
6-8pm Skeptoid Media Nerd Night Science Trivia at Worthy Brewing Company Eastside, Bend.
- February 19**
9am Deschutes County Board of County Commissioners Meeting.
- WORKSHOPS & TRAINING**

(Ongoing)
COCC Small Business Development Center Virtual Classes.

Building Permits

DESCHUTES COUNTY 1-14-25 & 1-21-25 & 1-28-25

\$2,359,736.00	-	Commercial (New) 11,962 sf. at 155 W Lundgren Mill Dr. Sisters 97759 OR Owner: Lundgren Mill Lots, LLC 865 Ellis Ave. Lake Oswego, OR 97034 Permit # 247-23-007798
\$109,736.00	-	Commercial (Alteration) 3,245 sf. at 56896 Venture Ln. Sunriver 97707 OR Owner: Hasco Holdings, LLC 2860 N Santiago Blvd Orange, CA 92687 Permit # 247-24-006060
\$80,000.00	-	Commercial (Alteration) 288 sf. at 64601 Bailey Rd. Bend 97703 OR Owner: BMD Investments, LLC 27313 Orchard Rd. Junction City, OR 97448 Permit # 247-24-006185

CITY OF BEND 1-14-25 & 1-21-25 & 1-28-25

\$40,872.00	-	Commercial (Alteration) 1,506 sf. at 520 SW Powerhouse Dr. Ste 605 Bend 97702 OR Owner: Multiple Builder: R & H Construction, Co. 503-228-7177 Permit # PRRE202406478
\$57,600.00	-	Commercial (Alteration) 2,948 sf. at 50 SW Bond St. Ste 5 Bend 97702 OR Owner: Multiple Builder: Stilson Builders 541-728-3322 Permit # PRRE202406089
\$174,000.00	-	Commercial (Alteration) 4,875 sf. at 960 SW Disk Dr. Bend 97702 OR Owner: Deschutes Ridge Business Park, LLC Builder: Cedar Mill Construction 503-885-9370 Permit # PRRE202405461
\$700,000.00	-	Commercial (Alteration) 9,734 sf. at 20120 Pinebrook Blvd. Bend 97702 OR Owner: Multiple Permit # PRRE202405729
\$1,200,000.00	-	Commercial (New) 1 sf. at 1565 NE 1st St. Bend 97701 OR Owner: David and Melissa Vazquez Builder: Vazquez Painting & Construction, LLC 541-903-2312 Permit # PRNC202400424
\$75,000.00	-	Commercial (Alteration) 6,386 sf. at 545 SW Powerhouse Dr. Ste. 909 Bend 97702 OR Owner: Multiple Builder: Weekes Construction, Inc. 864-233-0061 Permit # PRRE202407168
\$35,000.00	-	Commercial (Alteration) 2,000 sf. at 3188 N Hwy 97 Bend 97703 OR Owner: Multiple Builder: Apex Imaging Services 909-593-9539 Permit # PRRE202407632
\$500,000.00	-	Commercial (New) 26,203 sf. at 20876 NE Triton Pl. Bend 97701 OR Owner: Juniper Ridge Lot 6, LLC Builder: Sunwest Builders 541-548-7341 Permit # PRNC202406501

CITY OF REDMOND 1-14-25 & 1-21-25 & 1-28-25

\$661,464.00	-	Commercial (New) 3,935 sf. at 373 NW 19th St. Redmond 97756 OR Owner: Kor Community Land Trust 150 NE Hawthorne Ave. Ste#11 Bend, OR 97701 Builder: Solaire Residential, LLC 541-383-2140 Permit # 711-24-002196
\$100,000.00	-	Commercial (Alteration) 288 sf. at 2551 SW 6th St. Redmond 97756 OR Owner: City of Redmond 411 SW 9th St. Redmond, OR 97756 Builder: Ericsson, Inc. 469-266-1818 Permit # 711-24-002369
\$14,197.00	-	Commercial (Tenant Improvement) at 3500 SW 21st Pl. Redmond 97756 OR Owner: BASX, Inc. 3500 SW 21st Pl. Redmond, OR 97756 Builder: Advanced Vertical Solutions, LLC 503-876-3696 Permit # 711-24-002512
\$315,620.00	-	Commercial (Tenant Improvement) 2,555 sf. at 3750 SW Badger Ave. Redmond 97756 OR Owner: Westmount, LLC 63026 NE Lower Meadow Dr. 200 Bend, OR 97701 Builder: Empire and Construction & Development, LLC 541-389-0070 Permit # 711-24-001814
\$422,954.00	-	Commercial (New) 2,520 sf. at 379 NW 19th St. Redmond 97756 OR Owner: Kor Community Land Trust 150 NE Hawthorne Ave. Ste#11 Bend, OR 97701 Builder: Solaire Residential, LLC 541-383-2140 Permit # 711-24-002430
\$422,954.00	-	Commercial (New) 2,520 sf. at 371 NW 19th St. Redmond 97756 OR Owner: Kor Community Land Trust 150 NE Hawthorne Ave. Ste#11 Bend, OR 97701 Builder: Solaire Residential, LLC 541-383-2140 Permit # 711-24-002429

Bluebird Skin Therapy & Aesthetics

Continued from page 3

Mercado, Put a Cork In It wine bar and Anna Salon are set to open this spring.

Natoli is excited about greeting new customers and helping them navigate the complex anti-aging process with the most effective in-office laser and injectable treatments and guidance on how to create an effective skincare routine at home.

Bluebird is more than skin care, it's about in-office treatments that correct sun damage and are actually anti-aging at a cellular level. To achieve this, Bluebird offers photofacials, which are broadband light treatments which correct sun damage, laser, injectables, skincare guidance and education.

With ten years of experience as a dermatology PA, Natoli said she takes a "less is more" approach, seamlessly blending the art of aesthetics with the science of medicine. "By using only the most effective treatments, I help my patients achieve

healthier, more radiant skin. I also provide personalized education and expert guidance throughout each individual's anti-aging journey."

To begin, Bluebird's hours will be Mondays and Thursdays 9am to 5pm, and Tuesdays 11am to 7pm with expanded hours to come! Follow Bluebird on Instagram: @bluebirdskintherapy or check out their website.

About Discovery West:
Discovery West, situated on 245 acres on Bend's westside, is the newest community in development by the team behind award-winning NorthWest Crossing. Discovery West offers a variety of home types and sizes, Discovery Corner community plaza, select retail shops, Aerie by AvantStay luxury overnight vacation rentals, public art installations, and 40 acres of parks, trails and open land. The development team's vision for creating livable, detail-oriented communities that respect the Central Oregon landscape and lifestyle is apparent throughout the neighborhood.

bluebirdskintherapy.com
discoverywestbend.com



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