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Heidi Hagemeyer

Business Oregon announced the hiring of **Heidi Hagemeyer** as the communications coordinator for the Oregon Arts Commission and Cultural Trust programming.

Hagemeyer brings over two decades of experience in journalism and communications to the role, along with a career-long dedication to storytelling that connects and inspires. Her professional background is rooted in mission-driven work that benefits local communities.

Most recently, she served for nearly eight years as the director of communications and visitor experience at the High Desert Museum in Bend. During her tenure, she oversaw the doubling of the organization's digital following, guided brand development and played a key role in successful fundraising efforts.

Raised in Montana, Hagemeyer developed an early appreciation for the vital role arts and cultural access plays in community health. She earned degrees in journalism and political science from the University of Wisconsin-Madison before moving to Oregon in 2001. Since then, she has explored every corner of the state, gaining a deep understanding of its diverse landscapes and people.

In her new role, Hagemeyer will support the Oregon Arts Commission and Cultural Trust in their efforts to sustain and elevate the state's cultural landscape. She maintains a firm belief that arts and culture are essential for building economically vibrant communities and elevating shared humanity.

Les Schwab Tire Centers (Les Schwab) announced the appointment of **Tom Nolan** as chief executive officer and chairman of the board, effective April 7, 2026. Nolan, an experienced executive and current member of the Les Schwab Board of Directors, will succeed Mike Broberg, who is stepping down after nine years with the company, including the last three as CEO. Broberg will remain in his role through early April to support a smooth transition. Nolan has been a member of the Les Schwab Board of Directors since September 2025.

Nolan brings more than two decades of consumer and retail leadership experience across brand-driven, customer-centric businesses. Most recently, he served as chief executive officer of Kendra Scott, a leading jewelry and lifestyle brand. While there, Nolan led the expansion of the company's retail business to more than 165 stores, drove significant e-commerce and wholesale growth, and repositioned the brand around experiential retail, community engagement and philanthropy. Earlier in his career, he held senior leadership roles at Ralph Lauren and Condé Nast, building deep experience at the intersection of brand, operations and consumer engagement.



Tom Nolan

Amaterra Winery announced the promotion of **Morgan White** to head winemaker. White, who previously served as assistant winemaker and production manager, will now lead winemaking operations at Amaterra's state-of-the-art, gravity-flow facility.

White's journey into the wine industry began with a transformative experience in Mendoza, Argentina, that sparked a lifelong passion for wine culture. She holds a degree in Physiology and Kinesiology from the University of Florida and pursued winemaking studies at Chemeketa Community College. Her professional path has taken her from a harvest in New Zealand to the Oregon wine industry, where she served as cellar master for Apolloni Vineyards before joining the Amaterra team.



Morgan White

In her new role, White will oversee all winemaking at Amaterra's innovative gravity-flow facility, which uses a patent-pending bridge crane system and ballasted punch-down device to preserve the delicate characteristics of each wine. She'll continue to develop Amaterra's acclaimed portfolio of Willamette Valley Pinot Noir and Chardonnay, along with bold reds, crisp whites and bright rosés that showcase the breadth of the winery's program.

White's promotion comes as Amaterra continues to grow, with the 2025 opening of Amaterra Kitchen + Social Club at 909 NW Bond Street in downtown Bend, where guests can experience the winery's signature wine program and culinary offerings in Central Oregon.

The **Oregon Arts Commission** announces the election of **Jason Holland** as the new commission chair and **Jenny Stadler** as vice chair. The leadership transition, finalized during the Commission's December 2025 meeting, officially takes effect this month.

As the Commission enters this new chapter, it extends its deepest gratitude to outgoing chair Subashini Ganesan-Forbes and vice chair David Harrelson. Their outstanding leadership over the past two years has been instrumental in advancing the Commission's mission to support and elevate the arts across the state. Ganesan-Forbes will soon roll off the board while Harrelson will continue to serve as a commissioner.

Holland brings two decades of arts nonprofit experience to his role as chair. He currently serves as the executive director of the Oregon Coast Council for the Arts, where he oversees the Newport Performing Arts and Visual Arts Centers. With a background in instrumental music, vocal performance and theater direction, Holland's leadership is informed by both administrative expertise and artistic practice. He also serves on several boards, including the Economic Development Alliance of Lincoln County. His term on the Commission expires March 4, 2028.

Stadler, vice chair, transitioned from a career in academia and psychology to the arts sector in 2013, driven by a lifelong passion for choral music and theater. Most recently,



Jason Holland

Jenny Stadler

she served as the executive director of PHAME Academy (2017-2024), where she championed equitable arts access for individuals with intellectual and developmental disabilities. A consultant and active member of the Choral Arts Ensemble of Portland, Stadler brings a unique perspective on inclusivity and long-range planning to the vice chair position. Her term expires June 30, 2028.

The **Boys & Girls Clubs of Bend** (BGCB) named Board Chair **Danielle Rosenfield** as the 2025 Board Member of the Year at their inaugural Annual Meeting on February 24. Rosenfield has been a volunteer and on the BGCB board since 2021. In 2025 she stepped into her role as Board Chair and is working to support the strategic growth and future of the Club. Rosenfield brings years of operations experience to BGCB and is embedded in the Central Oregon community and culture. She successfully steered the organization through the hiring of an interim CEO Bri Slusser, and permanent CEO, Michael Baker, in 2025.

Rosenfield has proved invaluable to BGCB by providing steady leadership and a foundation for growth.

Bend-La Pine Schools has a name for its newest high school, opening next fall. The new choice option school will be known as **Deschutes River High School**. The district's School Board voted unanimously for the name at its meeting Tuesday night.

Deschutes River High will offer a new model where students will explore interdisciplinary, project-based work, college-level Advanced Placement classes and Career and Technical Education. As a choice option high school, it is open to students in grades 9 through 12 who reside within the district.

The opportunity to create the school stems from the District's decision to end its lease of property that has housed Realms High School and Realms Middle School. Both Realms High and the District's other choice option high school, Bend Tech Academy (BTA), are coming together to form the Deschutes River High School. It will be located at 1291 NE Fifth Street, the current location of BTA. The District will relocate Realms Middle to the Buckingham Elementary School campus for the 2026-27 school year.

In January, Bend-La Pine Schools began the process of naming the new school by surveying students, families and staff to gather ideas and recruit volunteers for a naming committee. Students, families, staff and school leaders reviewed suggested names and used a series of surveys, meetings and activities to narrow the list. Using feedback from the Realms and BTA school communities, the committee presented the top three recommendations to the board in February.

Deschutes River High School is built around three core pillars: Character, Community and Service; Excellence Through Purposeful Work; and Industry and Higher Education Readiness. The school will offer four Career and Technical Education academies – medical, business, construction and STEM/engineering — along with advanced coursework including AP and college credit.

The new school has a full enrollment, following the District's choice option lottery process in January, and has a waitlist for 2026-27.



PHOTO | COURTESY OF BOYS & GIRLS CLUBS OF BEND

The **Boys & Girls Clubs of Bend** (BGCB) honored long-time Bend resident **Jim Crowell** for his decades of service and support with the inaugural Service to Youth Award at their annual meeting on February 24. Future recipients will be awarded the Jim Crowell Service to Youth Award.

Crowell, a resident of Bend for more than 80 years, was integral to the Boys & Girls Clubs moving into the space they have occupied since 1998. He saw a need and advocated on behalf of the Clubs to secure the historic building on Wall Street for their after and out of school programming services. Since, Crowell has acted as a board member and now lifetime honorary trustee.

Crowell has made an incredible mark on the Bend community and certainly the Boys & Girls Clubs of Bend.



PHOTO | COURTESY OF BOYS & GIRLS CLUBS OF BEND

Holm Made Toffee Co. walked away with top honors at the 22nd annual Oregon Chocolate Festival over the weekend in Ashland, Oregon. Featuring a wide selection of over 50 exhibitors, artisan chocolatiers and confectioners from across the West Coast, Holm Made Toffee was awarded Best in Show by Festival Judges.

This award follows last year's People's Choice win, totaling 17 awards for the Holm's in a 15-year span of attending the festival. This is their third win for the coveted top prize of Best in Show over the years.