



Ninth Annual Fastest-Growing Companies in Central Oregon Award

Now Taking
Nominations

Cascade Business News



Growing Businesses
in Central Oregon

SPONSORED BY



CBN Staff Report

Cascade Business News is now accepting applications for the ninth annual Fastest 20 Growing Businesses in the tri-county region. We are proud to once again partner with Columbia Bank and Capstone Accounting and Tax to help identify and vet these varied businesses from many industries. Please go to CascadeBusNews.com and look for the Fast 20 icon to fill out the nomination form.

New Category

This year, we've added a new award for businesses that have experienced incredible growth for an extended period of time. Past winners, please fill out the usual nomination form to find out where you stack up over the last five years.

Don't worry, we don't publish actual sales, just the percentage of growth. The No. 1 fastest-growing company will receive \$1,000 from Umpqua Bank, \$1,000 in services from Capstone CPAs and two half-page ads from CBN. We will invite the 20 fastest-growing companies to an awards party at the Oxford Hotel in November to unveil this group, counting down from 20 to 1. So get with your banker or CPA and get nominated!

Go to CascadeBusNews.com and look for the Fast20 Icon or email CBN@CascadeBusNews.com.

PAGE 21

Women in Business An Evolving, Collaborative Landscape

by LEAH ETLING — CBN Feature Writer

Across Central Oregon, women are reshaping what business leadership looks like. They are launching companies, solving problems in creative ways, building organizations that strengthen local communities, and proving that success is measured by more than the bottom line. From innovative startups and family-owned businesses to established professional firms and nonprofit organizations, women play a major role in the region's economic vitality.

According to the U.S. Small Business Administration, women own 48.5 percent of businesses across Oregon — one of the highest rates of any state in the nation. They are creating jobs, driving innovation, strengthening local economies, and redefining what business leadership looks like. This year's Cascade Business News Women in Business edition celebrates those leaders and their contributions to our regional economy.

Nationally, women-owned businesses now account for nearly 40 percent of all U.S. businesses (approximately 14 million firms), employ 12.9 million people, and generate \$3.3 trillion in annual revenue, according to the National Women's Business Council.

One of the defining characteristics of Central Oregon's business community has always been its willingness to collaborate. In a region where relationships matter, women in business consistently demonstrate that growth is rarely a solo endeavor. They seek opportunities to learn from one another, share expertise, mentor emerging leaders, and create spaces where others can thrive alongside them. That collaborative mindset has become one of the area's greatest competitive advantages.

Today's small business landscape is also evolving at an unprecedented pace. New technologies, changing customer expectations, economic uncertainty, and shifting workplace dynamics require business owners to remain agile and curious. The women featured throughout this edition are embracing that challenge. They are finding ways to leverage new tools, streamline operations, improve customer experiences, and focus their energy where it matters most, bringing their unique expertise, creativity, and vision to the marketplace.

As several leaders interviewed for this edition observed, technology may accelerate workflows and lower barriers

PAGE 22

Celebrating Women in Business — Pages 8-24

La Pine Community Health Center & Compass Commercial Collaborate to Complete Wellness Center Project

by ANDREA HINE — CBN Feature Writer

"I was absolutely floored when first touring the Wellness Center at La Pine Community Health Center (LCHC)," said Adam Bledsoe, principal broker at Compass Commercial Real Estate. "Not only is it the nicest and tallest building in La Pine, but it's one of the nicest buildings in our area — so first class and first rate."

Compass is collaborating with LCHC to manage leasing of a portion of the three-story, 27,000-square-foot building: a fully furnished, turnkey five-chair dental setup, and a 5,562-square foot office suite featuring flexible configurations and elevator access.

Bledsoe, whose notable projects include The Quad at Skyline Ridge (former home of the Bend Bulletin), which has been transformed into a 10-acre, six-building Class A office park featuring ponderosa pines and central plazas, described LCHC's Wellness Center as "the first real Class A building in La Pine. It's simply amazing what they built."

He characterized his primary LCHC liaison, CEO Marie Manes, as "a real executive. She is very involved with the project, visiting the new building every day, and talking with the contractors." In Manes's words, "I'm looking for issues, and making sure that everything is as it should be."

"Compass has been great to work with," she said. "We were going to do the leasing ourselves, but recognized that we didn't know what we didn't know (including leasing legalities). Adam



THE WELLNESS CENTER MORE THAN DOUBLES LA PINE COMMUNITY HEALTH CENTER'S CURRENT SPACE | PHOTO BY ANDREA HINE

PAGE 12

WTB × CAL RALEIGH

A BANK THAT'S
HERE FOR
EVERY INNING.

Ready for a bank that puts you first through every stage of your life? From first homes to first borns, we're here for it all. Join the bank Cal Raleigh trusts to help you hit financial home runs.


watrust.com/HomeRun



 Washington Trust Bank



INSIDE
THIS ISSUE

Business & Industry	2
Hot News	3
Women in Business	8
Women’s Organizations	24
Who’s Who	25
Businesses Serving Community	26
Healthy Communities.....	27
Business Calendar	29
Permits	29
Town & Country	31



A Division of Cascade Publications Inc.

Opinions expressed by contributing writers and guest columnists do not necessarily reflect the opinions of the publisher and/or editorial board. Questions and comments about a particular article should be addressed to the individual contributor. Letters to the Editor will be accepted and possibly printed if signed by the writer. Reproduction in whole or in part is strictly prohibited without written permission.

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

Subscriptions are \$40 for one year (\$50 for out of tri-county).

CBN is a division of Cascade Publications Inc. which also publishes the monthly *Cascade Arts & Entertainment* magazine, *Book of Lists* and *Sunriver Magazine*. Locally owned and operated since 1994.

PO Box 53, Bend, Oregon 97709
541-388-5665
CascadeBusNews.com
Send press releases/photos to cbn@cascadebusnews.com

CONTRIBUTORS

NICOLE ELGIN & ZACH SUMMERS	5
CHRISTIN J HUNTER	9
MONICA ELSOM	10
EMILY GENOR	13
AMBER DALEY	15
IOANA GOOD	17
SHELBY SAUER	26
GRETA AIELLO	27
SCOTT NORDQUIST	28

PRODUCERS

Founder	Pamela Hulse Andrews
President/CEO	Jeff Martin
Editor/Production Director/ Feature Writer	Marcee Hillman Moeggenberg
Content Proofreader	Emma Carpenter
Feature Writer	Leah Etling
Feature Writer	Andrea Hine
Feature Writer	Simon Mather
Feature Writer	Noah Nelson
Feature Writer	Jeff Spry
Distribution	David Hill

RECENT TRANSACTIONS

Brokers **Russell Huntamer, CCIM, Jay Lyons, SIOR, CCIM, and Eli Harrison,** with **Compass Commercial Real Estate Services,** represented the landlord, JKC Empire, LLC, in leasing a 3,290 SF restaurant space at 3600 N Hwy 97 in Bend. **Huntamer** and **Harrison** also represented the tenant, Axel's Taco Shop.

Walt Ramage & Jeff Reed, of **NAI Cascade,** represented the Seller in the disposition of 65 acres on Raintree Dr in Bend. This property is comprised of 25 acres zoned RS, 30 acres zoned ME and 10 acres zoned IL and closed at \$14,500,000.

Compass Commercial Real Estate Services brokers **Dan Kemp, CCIM, Ron Ross, Terry O'Neil, Luke Ross,** and **Emilio Tiscareno,** represented the seller, Toney Properties, LLC, in the sale of a 4,506 SF Bend multifamily complex at 61615 Alstrup Road. The space sold for \$1,970,000.

Paul Evers & Sydney Schewe, of **NAI Cascade,** represented the Landlord and Tenant in leasing 1,500 SF of office space at 703 N Larch St in Sisters, OR. This suite will be an expansion of Sisters' Lonesome Water Books.

Brokers **Russell Huntamer, CCIM, Jay Lyons, SIOR, CCIM, and Eli Harrison,** with **Compass Commercial Real Estate Services,** represented the landlord, JKC Empire,

Continued on Page 30 ▶

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

350 Deschutes & OSU-Cascades Host the Go Clean Energy Conference in Bend

Support and learn more about the move from fossil fuels to clean energy at the annual Go Clean Energy conference!

The Go Clean Energy conference, hosted by 350 Deschutes, is a one-day event that brings together speakers from government, nonprofit, and commercial organizations to talk about clean energy initiatives, incentives, and best practices. It focuses on panels on electrification, advocacy, building

affordability, and clean energy policy. It is the perfect time to learn more about clean energy in the Pacific Northwest and to network with other industry leaders in the clean energy space. The event is open to everyone. Professionals, community members, listing renters, property managers, and those who are

Continued on Page 30 ▶

Faith Hope & Charity Vineyards Hosts Quilt & Antique Sale Supporting Local Cancer Patients

Treasure hunters, quilt enthusiasts, collectors, and community supporters are invited to a unique day of shopping and giving back at Faith Hope & Charity Vineyards during the Quilt & Antique Sale. The event will feature a beautiful collection of handcrafted quilts, vintage treasures, antiques, collectibles, home décor, and one-of-a-kind finds, with proceeds helping support local families battling cancer.

Guests will have the opportunity to browse an exceptional selection of heirloom-quality quilts alongside antiques and unique vintage items while enjoying the stunning vineyard setting with panoramic views of the Three Sisters Mountains.

The Quilt & Antique Sale is part of

Continued on Page 30 ▶

First Ever "MBA of Ranching" Course Coming to Oregon

Friends of Family Farmers (FoFF) is partnering with Ranch Management Consultants to bring the best ag-business training in the world to Bend, Monday October 26 through Saturday October 31, at The Riverhouse Lodge.

This partnership advances FoFF's goal to provide family-owned farms and ranches in Oregon with the tools for economic viability and good land stewardship. Previously, Oregonians

have traveled to Montana, Canada, and even the UK to access this premier educational opportunity, which is also commonly called "how to make money at ranching."

We welcome ranchers and graziers from all backgrounds, ages, education levels, and operations. If you're running

Continued on Page 30 ▶

List it. Work it. Lease it.
Relentless Deal Pursuit.





Scan to see our recent transactions







BILL PON
541.815.4140
bill.pon@cbrealty.com



PAULA VAN VLECK
541.280.7774
paula.vanvleck@cbrealty.com



DAVID LOMBARDO
408.702.7899
david.lombardo@cbrealty.com

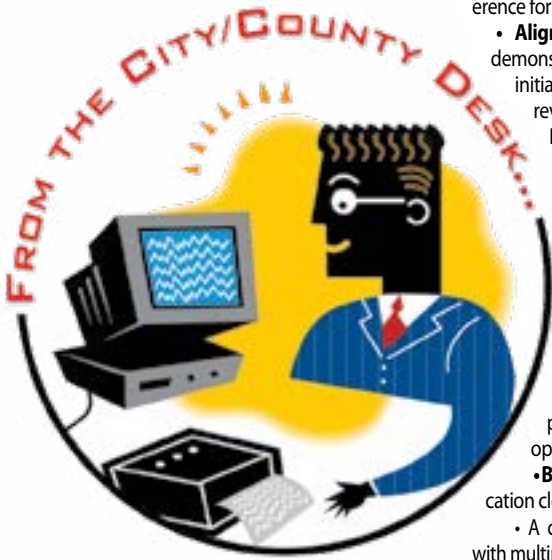


BRIAN HOUSTON
503.515.8018
brian.houston@cbrealty.com

YOUR NORTH STAR
IN COMMERCIAL
BROKERAGE
IN THE
PACIFIC NORTHWEST
FOR 50 YEARS

NATIONAL
PRESENCE.
LOCAL
KNOWLEDGE.
BEND, OR
541.382.4123
cbcworldwide.com

1160 SW Simpson Ave, Ste 100 . Bend, OR 97702



BEND

◆ The City of Bend has multiple opportunities for local nonprofits, organizations, and businesses to apply for support and funding. The City of Bend’s Community Sponsorship Program, Climate Action Partner Grant Program and Small Business Assistance Grant Program have been put in place in support of Bend City Council Goals for Economic Prosperity, Climate Resiliency and Accessible & Effective Government by investing in local businesses, supporting community-led climate solutions, and partnering with organizations that enhance quality of life, civic engagement and community well-being.

Community Sponsorship Program:
The City’s Community Sponsorship Program is now accepting applications from local organizations planning events or programs to take place between January and May 2027. The application deadline is September 30, 2026.

The City of Bend Community Sponsorship Program offers funding to organizations working to build a more connected, inclusive or engaged community. From neighborhood gatherings to cultural celebrations and educational programs, these funds promote community outreach and education that connect to City priorities and Council Goals.

The Community Sponsorship Program reviews sponsorship applications against a short list of criteria:

- **Priority Event:** Application is for a holiday parade, a 4th of July parade, a Veteran’s Day parade, a Juneteenth celebration, or a summer Pride event. These events are identified by the City as Priority Events, holding community-wide interest, history, and value, and are given preference for funding in the application review process.

- **Alignment with City Priorities:** Application demonstrates a clear connection to City priorities, initiatives, or Council Goals. Council Goals can be reviewed in the current **Council Goal Work Plan**. City initiatives may be related to economic development, water conservation, environmental sustainability, or community engagement with local government.
- **Inclusion & Belonging:** Event or program intentionally fosters community building and encourages inclusion, belonging, and connection across cultures, identities, and viewpoints.
- **Public Access:** Event or program is open to the public and free to attend or participate, or a sliding scale or scholarship option is available.
- **Budget Sustainability & Use of Funds:** Application clearly demonstrates:
 - A complete budget for the event and program with multiple funding sources and requested City of Bend funds are not a significant portion of the total budget;
 - Requested funds are reasonable with clear and responsible application of City funds to event or program; and
 - Event or program is not entirely dependent on receiving City sponsorship.

As part of the Sponsorship program, the City is now offering a limited number of Tower Theatre “City Use Days” to applicants this application period. “City Use Days” waive the Tower Theatre nonprofit rental fee for the event.

For applicant eligibility, full program details, or to submit an application, visit bendoregon.gov/get-involved/grants-sponsorship.

Climate Action Partner Grant Program:
Entering its second year, the Climate Action Partner Grant Program specifically serves registered nonprofits, government entities and higher education institutions operating in Bend. It provides financial support for community-driven projects that directly advance the goals of the City’s Community Climate Action Plan. Example projects include clean energy outreach, waste reduction, and green workforce training.

- To be considered for funding, applications must meet the following requirements:
- Must be a local nonprofit or government entity.
 - The project must take place in Bend or directly benefit people who live in Bend.
 - The project must support at least one Community Climate Action Plan action listed in the City’s Community Climate Action Plan Actions Eligible for Funding.
- The application period opens on August 5, 2026, and closes September 8, 2026.

For more information on the Climate Action partner Grant Program visit bendoregon.gov/climate-action-grant.

Small Business Assistance Grant Program:
The new Small Business Grant Program is designed to specifically serve local, private sector small businesses in Bend. The program is in support of the City’s Economic Development Strategic Plan and Bend Economic Development Advisory Board’s 2026-2028 Workplan. It is aimed at helping small businesses strengthen operational capacity, improve customer-facing services, expand opportunities for underserved entrepreneurs, and bolster overall business stability. A dedicated portion of these funds will also support small business projects that lower environmental impacts and reduce operational climate risks in alignment with the City’s Community Climate Action Plan.

To be considered for the funding, businesses must meet the following requirements:

- Be a business registered in Oregon
- Have a current City of Bend business registration
- Employ 50 or fewer people
- Operate within the City of Bend
- Propose a project that benefits business operations in Bend and supports program goals

The application period opens on August 5, 2026, and closes September 19, 2026.

For more information on the Small Business Grant Program, visit bendoregon.gov/small-business-grant.

MADRAS

◆ The City of Madras is accepting applications from qualified residents interested in appointment to two vacant City Council positions. Both temporary appointments will serve through December 31, 2026.

The City Council authorized an open recruitment process during its August 7 special meeting. Filling the positions will support quorum, continuity and the Council’s ability to conduct City business during the remainder of the year.

These temporary appointments are separate from the November 3, 2026 General Election, which will determine who serves in the Council terms beginning January 1, 2027.

Background
The City Council currently has two vacant councilor positions, both with terms scheduled to end December 31, 2026. The first position became vacant April 28, 2026 following Councilor Lamar Yoder’s resignation. On May 12, 2026, the Council declared the vacancy and decided at that time to leave the position open to be filled through the 2026 General Election.

The second position became vacant August 3, 2026 following Councilor Mike Seibold’s resignation. With two of the six councilor positions vacant, the Council revisited

the appointment option and authorized an open recruitment for both positions.

Each appointment will fill only the remaining portion of an existing term, beginning on the date of appointment and ending December 31, 2026.

How to Apply
Applicants must submit a signed City Council Vacancy Application and written responses to the published application questions. A résumé or summary of relevant experience may also be included but is not required.

Electronic applications may be emailed to kpollack@madras.gov and must be received by 11:59pm Sunday, August 23.

Paper applications, whether mailed or hand-delivered, must be received by 5pm Friday, August 21, at:
City of Madras
Attn: City Recorder
125 SW E Street
Madras, OR 97741
Mailed applications must be received, not merely postmarked, by the deadline.

Eligibility
Applicants must:

- Be at least 18 years old.
- Be registered to vote in Oregon.
- Reside within the incorporated City of Madras.
- Have lived within the City continuously for at least one year.

- Remain a City resident and qualified elector throughout the appointment.

Key Dates

- Paper application deadline: Friday, August 21 at 5pm
- Electronic application deadline: Sunday, August 23 at 11:59pm

- Public interviews and potential appointments: Tuesday, September 1 at 5:30pm
- Appointments end: December 31, 2026.

City Council Informational Q&A Sessions
The City will offer an optional, staff-led Q&A sessions for residents who have questions before deciding whether to apply:

- Thursday, August 20, 12-1pm — Zoom only

Participants may ask about Council responsibilities, meeting and preparation requirements, time commitments, public-official obligations, and the application and appointment process.

Attendance is optional and will not affect appointment consideration. These are informational sessions and are not applicant interviews or candidate forums.

Q&A participation details, application materials and recruitment updates are available at madras.gov/1559/City-Council-Vacancy-Appointments.

For questions or an individual conversation about serving, contact City Recorder / Elections Officer Keli Pollack at 458-666-0449 or kpollack@madras.gov.

COORDINATED FINANCIAL CARE

YOUR FINANCES SHOULDN'T BE SILOED.
COORDINATED FINANCIAL CARE
TRANSCENDS THE TRADITIONAL MODELS
WHERE EVERY PROFESSIONAL WORKS
INDEPENDENTLY, TO AN APPROACH
WHERE EVERYTHING IS INTEGRATED
AND SEAMLESS.



Heritage Wealth Advisors
Ameriprise Private Wealth Advisory Practice



CONNECT WITH US TO LEARN MORE:



Reminder for Oregon Employers

Safety Committees Are Required!

by **NICOLE ELGIN, Partner & ZACH SUMMERS, Law Clerk** — Barran Leibman LLP

Like most states, Oregon OSHA requires businesses to proactively engage employees and management alike in identifying and addressing safety concerns. One of the primary methods for doing so is through organizing a workplace safety committee. Many employers do not realize how significant the requirements are for workplace safety committees in Oregon. This article covers just a few of those requirements and we recommend employers review relevant Oregon OSHA guidance to ensure all safety committee requirements are met.



Nicole Elgin



Zach Summers

to the requirements in OAR 437-001-0765⁵, represents employees at all locations. Each location does not need to send an employee to centralized safety committee meetings so long as someone at the meeting represents their interests.

Centralized safety committees must have a written policy that:

- States management’s commitment to workplace safety and health;
- Requires employee involvement and describes what it means;
- Describes how management will hold everyone in the business accountable for safety and health;
- Describes specific methods for identifying and correcting safety and health hazards at each location; and
- Requires a comprehensive annual review, in writing, of the committee’s activities to enhance workplace safety at all locations.

NOTE: Oregon OSHA may approve a safety committee that does not meet OAR 437-001-0765 requirements but does satisfy the intent of the requirements. Employers must apply to Oregon OSHA for approval. Call the Oregon OSHA Standards and Technical Resources Section, 503-378-3272, for more information.

What do safety committees do?

Safety committees are required to conduct regular meetings, keep diligent records, develop procedures for workplace safety and health inspections, and accomplish the following goals:

- Work with management to establish accident investigation procedures that will identify hazards and ensure they are corrected;
- Establish a system for employees to report hazards to management and suggest how to correct hazards;
- Establish a procedure for reviewing inspection reports and making recommendations to management;
- Evaluate all accident and incident investigations and recommend how to prevent them from happening again;
- Make safety committee meeting minutes available for all employees to review; and
- Evaluate how management holds employees accountable for working safely and recommend ways to strengthen accountability (examples include

Does my business need a safety committee?

All employers in Oregon are required to either maintain a safety committee or conduct safety meetings (except for businesses where the sole owner is the sole employee). While businesses with ten or fewer employees are allowed to have safety meetings instead of a safety committee, some larger organizations and employers in certain industries (like construction) *must* have a safety committee.

Certain industries have specific rules governing the structure and role of safety committees. Employers should consult any applicable rules for their applicable industry by reviewing the Oregon OSHA resources:

- Most industries and construction are governed by OAR 437-001-0765¹.
- Forest activities are governed by OAR 437-007-0130(4)².
- Agriculture (other than seasonal workers covered by OAR 437-004-0240³) is governed by 437-004-0251⁴.

What is a safety committee?

Safety committees bring employee and employer-selected members together to identify safety issues, develop best practices, and address incidents as they arise. An organization with 20 or fewer employees must include at least two members in its safety committee. Larger organizations must include at least four.

Committees must comprise an equal number of employer and employee-selected members. If all members agree, a committee may be majority employee-selected. However, committees may never be majority employer-selected.

Safety committee members must represent all major activities of the company, serve at least one year (when possible), be compensated at regular pay rates for meeting attendance, agree on a chairperson, receive meeting minutes, and be trained in hazard identification and accident and incident investigation principles.

If your business has more than one location, you can have a safety committee at any location with 10 or fewer employees. Alternatively (or additionally), you can maintain a centralized safety committee that, pursuant

Continued on Page 6 ►

13,208 SF
OF PREMIER
INDUSTRIAL
FLEX SPACE

FOR LEASE
REDMOND, OREGON

Modern industrial flex space offering the scale, infrastructure, and flexibility growing businesses need. Conveniently located near Highways 97 and 126 and within the Redmond Enterprise Zone.



SPACE TO SCALE.
BUILT FOR BUSINESS.



30' PEAK HEIGHT
20' Eave Height

3-PHASE POWER
Built for Industrial Use

12' x 14' ROLL-UP DOORS
Flexible Access

DIVISIBLE
Potential for 3 Separate Suites

CONTACT CHRISTIN HUNTER 541-306-0479 christin.hunter@theagencyre.com

Barran Leibman
Continued from page 5

evaluating the effectiveness of safety incentives; disciplinary policies; and employee participation in identifying hazards).

Logistics: Safety committee meetings

must be conducted quarterly for businesses that primarily employ office workers and monthly for all other businesses. **NOTE:** Monthly meetings are unnecessary during months in which a quarterly workplace inspection is performed. The meetings must be held on company time and can take place via conference call if necessary.

Records: Records for each meeting must be distributed and stored for three years. Records must include the meeting date, attendees' names, safety and health issues discussed (include hazards involving tools, equipment, the work environment, and work practices), recommendations for correcting hazards (with reasonable deadlines for management to respond), the

name of the person who will follow up on the recommendations, and all other committee reports, evaluations, and recommendations.

Safety Procedures: Safety committees must utilize consistent procedures for workplace safety and health inspections that clearly identify where the inspections take place, who conducts them, and how often they occur.

To learn more about safety committee compliance obligations and many other employment law topics, register for Barran Liebman's 2026 Annual Seminar here.

For legal advice on safety committee compliance obligations, contact Barran Liebman LLP partner Nicole Elgin at nelgin@barran.com or 503-276-2151.

Zach Summers is a law clerk with Barran Liebman LLP. He partners with attorneys in legal research, drafting employment policies, creating client training materials, and case management.

¹osha.oregon.gov/OSHArules/div1/437-001-0765.pdf

²osha.oregon.gov/OSHArules/div7/div7B.pdf

³oregon.public.law/rules/oar_437-004-0240

⁴osha.oregon.gov/OSHArules/div4/div4C.pdf

⁵osha.oregon.gov/OSHArules/div1/437-001-0765.pdf

barran.com

23RD ANNUAL

BEND FILM FEST

BEND FILM FEST

BEND FILM FEST

OCTOBER 7-11, 2026



BEND FILM FEST



BendFilm.org @BendFilmFestival

CAN YOU RESIST THIS FACE ?



Humane Society of Central Oregon

To Volunteer or Donate
Call **541.382.3537**
www.hsco.org

Make your house a home.
Adopt today.

Haven Bagel & Coffee Bakes Up a Second Cozy Location on Bend's Westside

by JEFF SPRY — CBN Feature Writer

Search high and low in Bend and you're not apt to find a more friendly, welcoming destination for handmade organic bagels, muffins, scones, breakfast sandwiches and a full spectrum of hot and cold drinks than Haven Bagel and Coffee, and now they've just opened a second sunny location over at 521 SW Century Dr. on the town's westside near the OSU-Cascades campus.

Back in 2024, proprietors Toni and Elijah Myers first took their considerable restaurant experience as former owners of Croutons to their original Haven venture on the corner of Reed Market Rd. and 27th St. where it's become a popular gathering spot. This fresh additional enterprise on Century recently hosted their grand opening on July 31 and it's another inviting oasis featuring all of the food and drink offerings you've come to love at their Reed South store.

"We started our restaurant career right here on Century Drive in 2007," Elijah tells *Cascade Business News*. "So when we launched our test run for Haven we did it at Northwest Crossing's Farmer's Market and built up a big clientele there and we've always had a heart for this side of town."

The response for the first Haven Bagel and Coffee



has been amazing and Toni notes that customers have been so cool and supportive and that includes an abundance of regulars.

"We have a lot of people that come from the westside, and I would say that's probably a little bit where the west side was born over here on Century," Toni explains. "People saying, 'Come over, when are you going to be here on the other side.'"

The new modern glass and brick-red building is the perfect size for a warm, comfortable restaurant serving up healthy breakfast and lunch fare by their smiling professional staff.

"We'd just been on the hunt and we've got good people that we work with that care about us and our product," Elijah adds. "We saw this place just empty; it was supposed to be a restaurant. Our landlord is amazing and we've had a lot of support on this side for this project."

Just like the Reed South outlet, Westside Haven uses all organic flour, organic eggs, and organic sugar, and try to keep pricing low and affordable and make hospitality a thing again.

"People want to find value in what they're putting in their bodies, at the places they're visiting they want to feel appreciated," he notes. "And if you don't hit on some of those things, your base is going to suffer. We want to be a part of the community in giving people real value, from what they're consuming to the faces that greet them at this business. We treat our staff like family. Some of them have been working with us for over a decade back since Croutons."

Haven currently has 15 flavors of bagels and provides gluten-free items where they can, in addition to chocolate chip cookies, blueberry muffins, pumpkin bread and banana bread.

"Our Sunday Roll is kind of our signature little pastry croissant and we're trying to increase our pastries to have a little more variety," says Toni. "The most rewarding part of the business has been the people and the relationships that have been built. That's been so special,



TONI AND ELIJAH MYERS | PHOTOS BY JEFF SPRY

to see people use this space to meet with family, to do studies, or to simply come in and hang out. I absolutely love it. It just feels like such a blessing to me."

The brand new Haven Bagel and Coffee is open daily from 6:30am to 1:30pm and is located at 521 SW Century Dr. in Bend. Seating is available both inside and on their bright outdoor patio.

havenbagelandcoffee.com
info@havenbagelandcoffee.com





TRUE
WEALTH
EST. 2024 | BEND, OR

Is your tax strategy built for flexibility, or just retirement?
Plan for both.

schedule a conversation:



Advisory Services offered through Skyliner Wealth, LLC dba True Wealth Group, a registered investment advisor. | mytruewealthgroup.com

Bringing Visions to Life

by NOAH NELSON — CBN Feature Writer

College football. Global technology events. Custom home construction. On paper, they have little in common. For Britt Porter, they share an important thread: bringing a vision to life.

After a 15-year career spanning sports and technology, including nearly eight years leading global teams at Salesforce, Porter recently brought her experience somewhere that might seem unexpected: Buckingham Resources, a locally based custom home building company her father founded in 1990.

Porter and her brother grew up playing in the mud at their dad’s jobsites, watching him build custom homes and a business while their mother built a successful career of her own in technology sales. At home, Porter was the kid who volunteered to help her dad assemble a new barbecue or piece of furniture, fascinated by how the pieces came together and their lasting impact.

Porter grew up dancing competitively and continued through college. Looking back, she now sees a connection between what she loves about dance and the way she approaches her work.

“I always loved the creative side of dance, but also the organization and structure of the routine,” Porter said. “Each step is a creative expression, but it’s also part of a process: learning the details, perfecting the routine and building toward a greater goal.”

Sports also became the starting point for Porter’s professional life. While attending Oregon State University, she interned with the University of Alabama football program under Nick Saban, followed by corporate roles with Nike, San Diego State



BRITT PORTER AT A BUCKINGHAM RESOURCES JOBSITE GROWING UP



BRITT PORTER AT A CURRENT BUCKINGHAM RESOURCES JOBSITE | PHOTOS COURTESY OF BUCKINGHAM RESOURCES

football, and Adidas.

Then, in her 20s, Porter took a leap.

She left Oregon and moved to San Francisco without a job. Drawn to the opportunity and energy of Silicon Valley at a transformative time in technology, she joined a startup with a lean marketing team, where curiosity and a willingness to jump in mattered as much as experience. Porter thrived in the environment, learning quickly and figuring out how to turn ideas into action.

Those early experiences eventually led Porter to Salesforce, where she spent nearly eight years building a career in global events and rising into director-level leadership. She led global teams responsible for experiences ranging from intimate C-suite gatherings to conferences for tens of thousands, managed multimillion-dollar budgets and worked alongside Salesforce’s C-suite, executives from some of the world’s leading companies, professional athletes, celebrities, creative teams and agencies.

“I learned early in my career to start with the why,” Porter said. “You have to understand what you’re trying to accomplish and why it matters. From there, you can build the goals, bring together the right people and create the process to get there.”

Years later, Porter would recognize how much of what made her successful in her career — caring deeply about the vision, assembling the right team, managing budgets and timelines, anticipating details and building trusted relationships wasn’t all that different from what she had watched her father do in his own career.

When Porter joined Buckingham Resources, she stepped into a business that had spent decades building its reputation through exceptionally crafted custom homes and trusted relationships. By then, the kid who once volunteered to build furniture with her dad had also managed two home remodels of her own from start to finish.

Over the past two years, Porter has applied her background in business operations, large-scale project management and communications to Buckingham Resources. Her days move between client proposals, project details, company operations and marketing — a range that may look different from producing a global event, but draws on many of the same instincts.

In custom home building, Porter has found a new expression of something she has valued throughout her career: understanding what matters most. Every client and every home is different. Bringing a vision to life means understanding what matters to the people behind it, then bringing together talented people with different areas of expertise around a shared goal.

Today, Porter and her husband are raising their two children in Bend, a place that shaped much of her own childhood. For Porter, there is something meaningful about raising her family in the same community where her father founded Buckingham Resources.

Throughout her career in sports, technology and now in construction, Porter has often found herself working in environments where women have historically been underrepresented. Yet she says her confidence in those rooms was shaped long before she entered them.

She watched her mother build a career in technology sales throughout the 1990s and 2000s, often as one of few women in the room. That example was reinforced throughout Porter’s career by mentors, both women and men, who invested in her, challenged her and helped shape the way she leads projects and teams today.

“I learned early on that you don’t know what you don’t know,” Porter said. “But my parents also taught me to trust myself, own what I bring to the table and know that I deserve to be in the room because I’ve worked hard to get there.”

What once looked like very different chapters of Porter’s career now feel far more connected. The industries changed, but the experiences and skills she gained along the way became part of what she brought to each new opportunity.

It’s a perspective Porter hopes to pass along: trust what you’ve earned, stay curious about what you haven’t learned yet, and leave room for where both might take you.

“I hope my story inspires someone to stay curious, believe in what they bring to the table and be open to where their skills might take them,” Porter said. “Sometimes the most exciting possibilities are the ones you haven’t imagined yet.”

buckinghamresources.com

CAFE

How about an oven that multi-tasks as well as you do.

Enjoy ultimate convenience with a Café Induction Smart Range featuring 5 elements: a double oven, air fry, Gourmet Guided Cooking, fast pre-heat and warm modes. Choose from matte white, matte black, or stainless steel, with several finish options for handles and knobs.

JOHNSON BROTHERS
APPLIANCES

Our long experience in the local market facilitates convenient, efficient shopping for you. You'll find expert sales help, professional delivery/install, guaranteed low prices, and certified service.

541-382-6223

BUY SMARTER. LIVE BETTER.

jbbend.com

The Women Who Redefined the Business of Real Estate

by CHRISTIN J HUNTER, Principal Broker — The Agency Bend

If you asked most people which profession would become one of America's greatest pathways to entrepreneurship for women, residential real estate probably wouldn't be their first answer.

It should be.

For more than a century, residential real estate has quietly created entrepreneurs, business owners, investors and community leaders. Along the way, women transformed not only who practiced the profession, but what the profession could become.

When the National Association of REALTORS was founded in 1908, its membership was entirely male. Two years later, Seattle broker Corrine Simpson became its first female member. Progress came slowly. Many local real estate boards excluded women, leading them to create organizations of their own, including the Women's Council of REALTORS, founded in 1938.

The numbers tell an important story.

In 1949, 98 percent of REALTORS were men. By 1978, women had become the majority of REALTORS. In 1996, they became the majority of broker licensees, reflecting not only greater participation in the profession, but increasing ownership of brokerages, businesses and leadership positions.

If you've spent enough time in this business, the reasons become pretty clear.

Residential real estate rewarded something many traditional careers of the time often did not. It rewarded initiative, perseverance, relationships, trust and the willingness to build something of your own.

Success wasn't guaranteed. Every client had to be earned. Every reputation was built one relationship at a time. But for those willing to take the risk, the profession offered something different. An agent could become a broker. A broker could build a company. A business owner could mentor others, invest in real estate, acquire land and create opportunities that extended well beyond a single career.

For me, that story isn't just history. I grew up watching it unfold.

One woman who exemplified that opportunity was my mother, Lawnae Hunter.

She earned her California real estate license in 1968 at the age of nineteen as a young single mother determined to build a future. She went on to found Prudential Hunter Realty, growing it into the largest real estate company on California's Central Coast and in Santa Barbara County. Her leadership earned her Woman of the Year honors in both California and Oregon, along with countless awards and accolades recognizing her contributions to the real estate industry, civic leadership and economic development. She also served as a Planning Commissioner for the City of Santa Maria, California, and later as a member and Chair of the Oregon Real Estate Board, helping shape both her



profession and the communities she served.

What I admired most, however, wasn't the recognition. It was her philosophy.

She believed real estate was one of the greatest tools for long-term wealth creation available to everyday people. She also believed it gave women something just as valuable: the opportunity to build businesses of their own while helping others do the same.

She viewed success as more than building a brokerage. It meant investing in land, creating opportunities for others, strengthening communities and leaving the profession better than she found it. Looking back, I realize those values shaped not only my career, but the way I define success today.

I don't remember talking about commissions or sales volume. I remember conversations about helping families build wealth through homeownership, investing in land, creating financial independence and recognizing opportunity where others saw uncertainty. Those conversations taught me that real estate is never just about property. It is about people, possibility and the responsibility that comes with helping others make life-changing financial decisions.

I've never believed our job is simply to sell real estate. Our responsibility is to help people make thoughtful decisions about one of the most important assets they'll ever own.

Behind every home, investment property or parcel of land is a person, a family or a business making one of the biggest financial decisions of their lives. At its best, this profession isn't measured by transactions. It is measured by the lives we influence, the businesses we help build and the communities we strengthen.

That is why I believe residential real estate is one of the most influential professions in American business.

It creates opportunities for clients.

It creates opportunities for entrepreneurs.

It creates opportunities for future generations.

And perhaps most importantly, it creates opportunities for people to create opportunities for others.

There is still work to do. Women remain underrepresented in executive leadership positions and in sectors such as commercial real estate. Even so, residential real estate deserves greater recognition as one of America's most important and often overlooked stories of entrepreneurship.

Looking back, I realize the most valuable lessons I learned about real estate had very little to do with property.

They were lessons about seeing opportunity where others saw obstacles.

Continued on Page 22 ►

CUSTOMIZED • COMPREHENSIVE • DIVERSIFIED

A Trusted Partner for Women and the People They Care About

At Becker Capital, we recognize many women encounter distinct challenges, including longevity considerations, life transitions, and growing financial independence. Our personalized approach helps clients achieve financial confidence and long-term success, with women-only teams available upon request.



Empowering Wealth, Enriching Communities

Investing in securities involves the risk of loss. Past performance is not indicative of future results.

Want more information?
Contact Sharon Gueck at sgueck@becker.cap.com
BEND | PORTLAND | SEATTLE | BOISE
541.410.3778 | BEKERCAP.COM

One Woman, Three Agencies, One Commitment to Community

by **MONICA ELSOM, President — Insure Pacific | Prineville Insurance Agency | Gerald Ross Agency, Inc.**

When people ask me how I ended up owning three insurance agencies, I usually smile because it certainly wasn't the path I had planned. Looking back, though, I can see how every step prepared me for where I am today.

Before insurance, I spent more than a decade in the design industry working with major retailers. That experience taught me lessons that have stayed with me throughout my career: listen to your customers, pay attention to the details, build strong relationships, and never lose sight of the customer experience.

Insurance wasn't on my radar until life took an unexpected turn. My late husband had a background in the industry, and together we saw an opportunity to build something centered on relationships, trust, and personal service.

Today, I have the privilege of leading three independent agencies—Insure Pacific, Prineville Insurance Agency, and Gerald Ross Insurance Agency—each with deep roots serving Oregon families and businesses.

Becoming a woman business owner wasn't something I originally set out to do, but today it is one of the things I am most proud of.

Owning a business means making choices about not only how you grow, but what you want that growth to look like. For me, getting bigger has never meant becoming less personal. In fact, the more we grow, the more important it becomes to protect the relationships and values that got us here.

That matters especially in today's insurance industry.

Across the country, local agencies are being acquired by large national firms and private equity groups. We've deliberately chosen a different path because we believe there is tremendous value in remaining locally owned and independent.

Being independent means we work for our clients, not just one insurance



company. With access to multiple carriers and markets, we can compare options, advocate for our customers, and find solutions that fit their individual needs.

Being local means our clients know us — and we know them. They see us at community events, youth sports, fundraisers, and local businesses. When someone calls our office, they talk with people who understand Oregon communities and the challenges of living and doing business here.

By bringing three established agencies together, we've created what I believe is the best of both worlds: the resources, expertise, and market access of a larger organization combined with the relationships and personal service of a locally owned agency. Together, our agencies represent more than nine decades of Oregon insurance history, and we're building on that legacy for the future.

As a woman-owned business, I'm especially proud of the team we're building. We invest in education, technology, and strong insurance-company relationships, but technology can never replace empathy, experience, judgment, or having someone in your corner when something goes wrong.

Because insurance isn't really about policies and paperwork.

It's about helping a family recover after a wildfire. It's about protecting the business someone spent a lifetime building. It's about understanding risks before a loss happens—and being there when it does.

I'm proud to be a woman business owner, proud of our history, and excited about what comes next.

Stay local. Stay independent. Keep growing. And never lose the personal service that got us here.

Because at the end of the day, insurance is about people—and that will never go out of style.

insurepacific.com • prinevilleins.com • ross-insurance.com



Feast one month,
famine the next?

The proven shortcut to a steady pipeline.

Small businesses don't need more leads. They need the right ones. The **Precision Pipeline Guide** gives you the exact framework I use with clients to end feast-famine for good.



GET THE FREE GUIDE
The Precision Pipeline Guide
mightygrowth.biz/pipeline
mightygrowth.biz



Do you have a book or a blog you want to write?

Two-time *New York Times* bestselling writer —
Linden Gross — can help.

WRITING COACH ■ EDITOR ■ WRITER



Writing that
sounds like you
**ONLY
BETTER.**



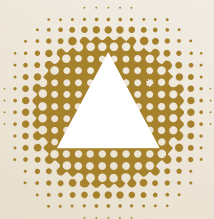
541-317-1509 | linden@lindengross.com | OneStopWritingShop.com



Summit Bank Senior
Vice President
Jill Cummings with
Pinnacle Architecture
Vice President
Jessica Biel

BETTER BANKING BY DESIGN

Pinnacle Architecture designs spaces that strengthen communities across Central Oregon. Summit Bank helps local businesses build their own strong foundations through personalized service, local decision-making, and a similar commitment to community.



SUMMITBANK
OREGON'S BUSINESS BANK™

Bend and Redmond | 541-317-8000 | www.SBKO.bank

Member
FDIC

L PCHC
Continued from page 1

and his team have been great — very honest and informative — and talk in a way we can understand. They are really helping to guide us along the way.”

Manes, who has been in the health care field for 30+ years (on the administrative versus clinical side), explained that “This is where my heart is; I really like helping people.”

After starting as a receptionist when hired by LCHC in 2005 — her first job with a nonprofit — Manes steadily advanced to COO before being selected by the organization’s board of directors as CEO in January 2026, having developed (as stated in the official press release) “deep knowledge of the health center’s mission, operations, and the needs of the community.”

“Becoming CEO was a natural next step,” Manes said. She described her new role as “challenging. I’m learning a lot” — starting with regulatory reporting to the federal agency HRSA, which provides “a significant share of our funding” as a nonprofit Federally Qualified Health Center (FQHC).

Her responsibilities also include “helping determine policies, making financial decisions, and ensuring proper staffing.” Manes directly oversees the billing and IT departments, and “watches out for all 50 employees and some 6,200 patients (extending beyond La Pine to Lake and north Klamath counties — basically everything south of Sunriver.”

Manes acquired expertise in physical and operational security — which includes managing physical site safety, digital patient privacy, and secure online portals — “just by doing and learning.” She is now overseeing modern building safety and security designs for the Wellness Center — down to the badges that will be worn by every employee to gain external and internal access.

In addition to providing dental services and expanded behavioral health capabilities, the

Wellness Center will (when equipment can be secured) offer mammograms, ultrasounds, and CT scans — none of which had previously been available in La Pine. “It’s really important to bring these imaging services to the communities served by LCHC,” Manes said, “especially those communities located farther away from Bend.”

Compass Commercial’s Bledsoe praised the 2,125-square-foot dental suite — which includes a therapy room for those needing privacy, a break room, and an office — as being “built out to the highest standards, and ready to be occupied immediately. Normally, it would take a year to go through the permitting and construction process for a new space,” he said. In this case, however, “everything is there but the instruments.”

And referring to the other space that is available for leasing, “a suite that occupies half of the entire second floor,” Bledsoe noted that “we’ve had interest already.”

According to Manes, the Wellness Center more than doubles LCHC’s current space, and will house all the administrative functions now located in its original building.

In addition, it will include rooms for staff training; community gatherings and instructional classes such as cooking; an employee lounge designed to be “a relaxing space for all LCHC employees,” Manes said; and a coffee kiosk, located in the reception area.

In managing the completion of Wellness Center, among her other responsibilities, Manes commented that “things have changed along the way” — most dramatically the timeline, when construction was temporarily postponed.

However, Manes emphasized, “movement has resumed, with efforts focused on the building’s interior and securing additional funding to support Wellness Center services.” “We’ve received the official



CEO MARIE MANES, DESCRIBED AS “A REAL EXECUTIVE,” HAS BEEN VERY INVOLVED WITH THE WELLNESS CENTER PROJECT | PHOTO BY ANDREA HINE

Certificate of Occupancy (which proves that a structure complies with building codes, zoning laws, and safety regulations, and is legally fit for use), and project that we’ll move into the new space later this year.”

She emphasized that “LCHC Property Manager Soffia Skeens, Skanska, and project management company Cumming Group have played integral roles in helping us achieve this milestone.”

“La Pine Community Health Center has built a very user-friendly and leasable building,” said Adam Bledsoe, “which should appeal to companies in Bend, among others, that have outgrown their facilities. It’s of the quality that can level-up a bedroom community, and could well have a transformative effect on La Pine.”

lapinehealth.org



For Sale

Offered at
\$7,500,000

The Rapids on Portland
1215 NW Portland Ave
Bend

16 Units, Fully Leased

- Turnkey, Premium Condition
- 100% Occupancy & High Demand
- Platted As Condo Units
- Thoughtful Lifestyle Amenities
- Strong Operations Fundamentals

Represented by

REMAX
COMMERCIAL

Ryan Amerongen
Broker, CCIM

541.213.8967
ra@buccolagroup.com
ryanamerongen.com

Women Often Live Longer

Their Financial Plans Should Too

by **EMILY GENOR, CFP** — **Becker Capital Management, Inc.**

Longevity risk, the risk of outliving your financial resources, is one of the most important challenges in retirement planning. Simply put, your money needs to last as long as you do. For women, however, this challenge is often especially pertinent.



According to the CDC, the average U.S. woman is expected to live to approximately 81.4 years, compared to 76.5 years for men, a gap of nearly five years.¹ While five years may not sound substantial, financially it's years of additional housing costs, healthcare expenses, inflation, taxes, and portfolio withdrawals.

Longevity alone is only part of the story. Women can arrive at retirement with financial disadvantages that make a longer retirement more difficult to fund. According to Pew Research Center, women in the United States earned approximately 85 cents for every dollar earned by men in 2024.² Lower lifetime earnings can reduce the ability to save and invest consistently over time, particularly when combined with career interruptions related to caregiving. Many women step away from the workforce, or reduce working hours, to care for children, spouses, or aging parents. Those years outside the workforce can affect retirement contributions, Social Security benefits, pension accruals, and long-term compounding. Even highly successful professionals can experience gaps in retirement preparedness simply because their financial lives often involve caring for others before themselves.

This creates a unique challenge: women often need retirement assets to last *longer* while simultaneously having had *fewer* years to build them. This makes comprehensive longevity planning, extending beyond investment returns, critical. It requires a thoughtful, coordinated financial planning strategy through cash-flow modeling, tax-aware withdrawals, investment allocation, and contingency planning.

A portfolio without a financial plan is simply a collection of investments. When connected to a financial plan, it becomes a tool designed to support specific goals, spending needs, healthcare realities, and life transitions.

- **Income planning** helps determine how and when assets are distributed, including Social Security timing.
- **Tax planning** can extend portfolio longevity through strategies such as Roth conversions, asset location, charitable giving strategies, and tax-efficient withdrawal sequencing.
- **Healthcare** and long-term care planning become increasingly important as the likelihood of care needs rise over time.
- **Estate planning** ensures documents and decisions remain aligned with evolving family dynamics and longer life expectancies.

A strong plan assumes the possibility of a longer lifespan and stress-tests outcomes across scenarios such as early market downturns, rising healthcare costs, inflation, and shifting spending patterns. Financial needs themselves evolve over time. Early retirement may include travel and activity, while later years may lead to higher healthcare needs or reduced independence. A comprehensive plan should adapt across each phase of life.

Most importantly, living longer is a gift. The goal is not merely to preserve assets, but to create the confidence and flexibility needed to fully *enjoy* a longer life.

At Becker Capital Management, we believe longevity planning works best when investing, financial planning, tax strategy, and life transitions are coordinated together, not managed independently. A well-designed plan should evolve alongside your life and provide clarity not only for today, but for decades ahead.

¹cdc.gov/nchs/fastats/life-expectancy.htm

²pewresearch.org/short-reads/2025/03/04/gender-pay-gap-in-us-has-narrowed-slightly-over-2-decades

becker.cap.com

c a s c a d e b u s n e w s . c o m



Hayden Homes proudly celebrates the women building our homes, our teams, and our future.

EMPOWERING WOMEN TO BUILD MORE THAN HOMES

From job sites to design meetings to offices, the women at Hayden Homes bring confidence, skill, and leadership that shows up in everything they do. The next generation of women in this industry will feel it, too.

To the women shaping our craft: thank you for breaking barriers, pushing the industry forward, and building a strong community, every single day.

HAYDEN-HOMES.COM



Building Client Bonds & Healthier Bodies

by LEAH ETLING — CBN Feature Writer

For Shannon Segerstrom, success as a personal trainer is reflected in a client who has trained alongside her for nearly two decades, by a 93-year-old who still walks into her studio to work on strength and balance, and within the friendships that have transformed a fitness business into a true community.

As a fourth-generation Bend native and owner/head coach of inMotion Training Studio on NE Second Street, Segerstrom has spent the past 17 years helping Central Oregonians become stronger, healthier and more confident. But while the fitness industry has chased trends ranging from boot camps to transformation challenges, Segerstrom has steadily refined her approach with a specific goal in mind: helping people continue doing the things they love for decades to come.

That philosophy has helped inMotion evolve from a traditional group fitness studio into one of Bend's few facilities focused almost exclusively on individualized semi-private personal training for adults over 40.

Small-Town Values in a Growing City

Growing up in Bend shaped the way Segerstrom approaches business. As Central Oregon has grown into one of the state's fastest-growing counties, she has worked intentionally to preserve the sense of connection she remembers from her childhood.

"I've always believed relationships come first," Segerstrom said. "My clients aren't just memberships or numbers — they become part of our inMotion family."

While she embraces Bend's growth, she acknowledges that maintaining that sense of community has become more challenging. "The biggest challenge with Bend's growth hasn't really been the growth itself, it's that it is harder to maintain that sense of community," she said.

That commitment to connection has become the foundation of the studio's culture. "Our clients genuinely care about one another. They share equipment, celebrate each other's successes, encourage new members, and make everyone feel welcome," Segerstrom said. "It doesn't feel intimidating or competitive — it feels like a community, and that's exactly what I hoped to build."

Studio Grew Alongside Its Founder

When Segerstrom opened inMotion 17 years ago, she envisioned a place where clients would receive professional coaching rather than simply being handed a workout plan and left on their own.

A former college athlete with a bachelor of science in health promotion and a minor in Nutrition, she believed effective fitness required far more than exercise alone. Her own experiences recovering from multiple ACL reconstructions and meniscus surgeries reinforced the importance of proper movement, individualized programming and patience.

That commitment to learning has become one of the defining characteristics of both Segerstrom and her business. Over the years she has earned certifications spanning personal training, corrective exercise, mobility, assisted stretch

therapy, Pilates, yoga, functional nutrition, holistic health coaching, women's health and numerous other specialties.

Rather than viewing education as something to complete, she considers it an ongoing responsibility.

"Every certification, every mentor, every course, and every experience has helped me become a better coach," she said. Today, the studio looks very different than it did when it first opened, but the purpose remains unchanged.

"The mission has never changed — helping people move better, feel stronger, and continue doing the things they love for as long as possible," Segerstrom said.

Moving Beyond

One-Size-Fits-All Fitness

One of the biggest turning points came when Segerstrom began questioning the effectiveness of traditional group fitness classes. While clients enjoyed completing the same workout together, she realized that approach often overlooked individual needs.

"Every body is different, every goal is different, and every person deserves a program built specifically for them," she said. Around the pandemic, after years of gradually shifting its model, inMotion fully embraced individualized semi-private personal training.

Every new client begins with a comprehensive 14-Day Body Mapping Trial, during which coaches evaluate movement patterns, mobility, injuries, goals and limitations before designing a customized training program. Clients train together, but each follows an individualized workout using a tablet, list on paper or whiteboard while receiving coaching tailored specifically to their personal goals and limitations.

The model combines the accountability of personal training with the camaraderie and affordability of a shared coaching environment.

"Our goal is to make strength training approachable, safe, and empowering so clients gain confidence along with strength," Segerstrom said.

Looking Beyond Weight Loss

Perhaps the biggest evolution in Segerstrom's philosophy has been her growing emphasis on long-term health rather than short-term transformation.

Earlier in her career, inMotion offered boot camps and transformation challenges that produced impressive weight-loss results. But after several years, she noticed a pattern.

"The same people kept coming back for every challenge," she said. "They'd lose weight for four to six weeks, gain some of it back, and then sign up for the next challenge. That made me realize we weren't really changing habits."

That realization fundamentally changed the direction of her business.

"I stopped asking, 'How do I help someone lose weight for six weeks?' and started asking, 'How do I help someone stay healthy for the next 30 years?' That question changed everything."

That shift sparked years of advanced education in functional nutrition, metabolism, hormones, gut health, healthy aging and women's health. It also inspired the development of her RE-ROOT Method, scheduled to launch this fall, which is designed to help clients address the root causes of chronic health concerns rather than simply managing symptoms.

The studio has also introduced its Foundation & Longevity Audit, providing clients with a comprehensive assessment of nutrition, movement, sleep, stress, hydration, recovery and other lifestyle habits before recommending practical next steps.

Built Through Resilience

Like many entrepreneurs, Segerstrom entered business with expertise in health and fitness but little experience running a company. For years she handled virtually every responsibility, from coaching and bookkeeping to marketing, photography, website design and cleaning the studio, on her own.

"It's a difficult balancing act. You need help to grow, but you need growth before you can afford the help," she said.

Her business has weathered the Great Recession, bankruptcy early in its history and the challenges brought by the 2020 pandemic. Rather than discouraging her, those experiences shaped the leader she has become.

"Every challenge forced me to learn something new and made both me and the business stronger."

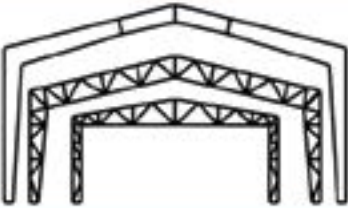
Leading Through Experience

As both Segerstrom and many of her longtime clients have grown older, her coaching has become increasingly focused on healthy aging and helping women navigate perimenopause and menopause. She believes those personal experiences have made her a better coach and leader.

"I've realized the best leaders continue asking questions," she said. That willingness to keep learning has also changed how she approaches clients.



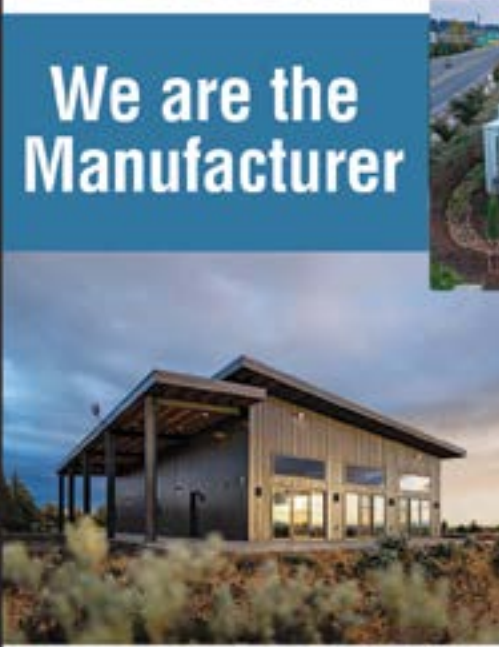
SHANNON SEGERSTROM



**Web Steel
Buildings
Northwest LLC**



**METAL
Buildings**
Outside the Box



**We are the
Manufacturer**



WSBNW.COM
503-668-7211
Sandy, OR

Leading With Purpose in Central Oregon’s Solar Industry

by AMBER DALEY, Marketing & Communications — E2 Solar

Adrienne Horel is the kind of leader you might not see on a job site or in a conference room, but her impact is felt in every project and in every decision that keeps her company moving forward.



In her position at E2 Solar, Horel helps implement strategy, cares for employees and customers, and makes rooftop solar in Central Oregon more accessible. And while women make up just over 30 percent of the U.S. solar workforce, her role as co-owner and permit technician is crucial.

Horel’s day-to-day activities often occur behind the scenes, with responsibilities that include submitting final plan sets to the appropriate jurisdictions for approval, obtaining approvals from local utility companies, and contacting customers, when needed, to keep projects on track. This detailed work requires organization, patience, and a thorough understanding of the process. Without it, rooftop solar systems and battery backups simply wouldn’t happen.

Alongside her husband and fellow co-owner, Rob, she also helps guide the business’s growth and operations. “We spend a lot of time brainstorming ways we can improve revenue and streamline processes,” she says. Like any strong business partnership, theirs includes differing perspectives and approaches to managing the company, but they work through situations deliberately. “We continue talking over challenges before rushing into decisions until we are more balanced in whatever conclusion we come to,” she adds.

That thoughtful approach reflects a larger mission she sees in E2 Solar’s work, both internally and in the community. For Horel, renewable energy provides resilience and long-term stability. The company hires through the LRT program and encourages team members to stay in school and pursue “meaningful and sustainable careers.”

On a larger scale, E2 Solar helps homes and businesses in Central Oregon reduce energy costs, while easing strain

on the grid. The company also educates the community about how solar and battery storage can protect their homes during outages. E2 Solar’s recognition for battery adoption echoes that commitment. The company received the Energy Trust of Oregon’s highest battery attachment rate in 2025, which is significant because battery storage can provide essential backup power during emergencies. “It’s allowed people to protect their homes in potential crisis situations like wildfire-related outages,” Horel says.

A recent project with Habitat for Humanity townhomes is among the work she’s most proud of. As our region grows, housing affordability is a pressing concern, and she believes businesses have a responsibility to support lower-income households when they can. “I feel it’s our obligation to help [them] retain access to affordable housing and costs,” she says. “Because ultimately everyone deserves a place of safety and stability no matter their income.”

For Horel, solar is a tool for equity, which shows up in how she views women in her industry. While she doesn’t regularly experience bias, she is candid about challenges faced by women in electrical, leadership, or sales roles. “Women in these positions can find it difficult to be heard and taken seriously,” she notes. They may struggle to gain confidence and trust because these paths are often perceived as “a ‘male’ role and viewed as a less feminine career.”

Her advice to women is not to “stay little” on things that matter, guidance she strives to live by. “Even if my opinion might not be what people want to hear, I stand firm in being honest... and I don’t back down when I see something wrong happening,” she says. “I believe that if I have the opportunity or power to do something good, then it should absolutely be done every time — even if the path there is challenging.”

The example set by Horel’s mother informs her perspective. She describes her mom as a lifelong inspiration: pursuing a career she was passionate about, earning a college degree, moving away from her support network, and opening and running a successful business while raising three children.



ADRIENNE HOREL

When asked about her own greatest achievement, Horel returns to the business she and her husband are building together: overcoming challenges, growing E2 Solar, and making sure employees and customers are well cared for.

As she thinks about future generations, political unrest and questions about long-term sustainability sometimes feel heavy. Yet she sees “little glimmers of hope” that people will choose a path that’s rooted in compassion, human dignity, and care for the planet. Despite these concerns and pressures of co-owning a growing business, she remains grounded by making time to care for herself. “I listen to my needs,” she says, “and I allow myself to meet those needs so that I can stay healthy and engaged.”

She might not always be in the spotlight, but Horel is proof that some of the most influential leaders aren’t always highly visible. Sometimes, their impact is found in the details: a correctly filed permit, opportunities created for employees, solar-powered Habitat townhomes that give families stability, a thoughtfully handled conversation, and the Central Oregon homeowner who is better prepared for an outage.

e2solar.com

Relationships are the Real Deal



Christina Nist

Sydney Schewe

Hailey Groh

Trish Parkes LPM

Jenn Limoges CCIM

Grace Googins

Katy Haines

We view every transaction as a major financial endeavor for our clients, so we’ve made it our mission to provide customized client care regardless of the deal size.

We put our relationships with our clients at the front and center of everything we do, and we believe that at the heart of every success is human connection.

We take your business personally because contracts expire, relationships don’t.

In the Business
of Relationships

NAI Cascade
COMMERCIAL REAL ESTATE SERVICES, WORLDWIDE
+1 541 706 9370 | NAICascade.com | 243 SW Scalehouse Ln. Bend, OR



Media & Marketing Maven

Heather Huston Johnson leads Oregon Media as Owner & CEO

by LEAH ETLING — CBN Feature Writer

Heather Huston Johnson has spent nearly two decades helping shape the way Oregon’s stories are told. As owner and CEO of Oregon Media, she has guided the growth of a locally owned publishing and marketing company whose portfolio includes *Bend Magazine*, *Bend Home + Design*, *SAVOR* and *High Desert Weddings*, while expanding into digital marketing, events and custom publishing.

A fourth-generation Oregonian, Johnson combines a background in accounting, sales and marketing with a deep appreciation for the people, businesses and communities that make Central Oregon and the state of Oregon a great place to live and thrive.

Cascade Business News recently talked with Johnson about the evolution of Oregon Media, the importance of authentic storytelling in an increasingly crowded marketing landscape, and the leadership philosophy that has guided her career. Investing in community has remained at the heart of the company’s mission as it serves a growing community. Read on:

CBN: What has driven the growth of Oregon Media, and how has your vision for the company evolved?

Heather Huston Johnson (HHJ): When my husband, Ross, and I started Oregon Media in 2008, we never set out to build the biggest media company. We wanted to build a company that would make a meaningful difference in the community we call home.

Today, Oregon Media is a locally owned media and marketing company based in Bend. We publish *Bend Magazine*, *Bend Home + Design*, *SAVOR* and *High Desert Weddings*, and we produce custom publications for organizations like AAA Oregon/Idaho and tourism partners throughout the West.

Our business has grown in ways we never could have imagined when we first started. Along the way we’ve added digital marketing, events, content creation and strategic partnerships. But the reason we come to work every day hasn’t changed.

We believe strong local businesses create strong communities. Whether we’re publishing a magazine, producing an event or helping a client grow their business, our goal is to create opportunities that help Central Oregon continue to thrive.

CBN: What should Central Oregon businesses and destinations be preparing for in the marketing space over the next few years?

HHJ: I think people are craving authenticity more than ever. Every day we’re competing with thousands of messages hitting our phones,

inboxes and social feeds. AI is only going to increase that volume. The businesses that will stand out won’t necessarily be the loudest. They’ll be the ones people trust.

That trust comes from telling real stories, following through on your commitments and being genuinely involved in your community.

I also don’t believe marketing is becoming an either-or decision. Print, digital, events, social media and video all have different strengths. The strongest brands will understand how those pieces work together to create one consistent experience for their customers.

CBN: What drew you to media and publishing?

HHJ: I’ve always loved connecting people.

Early in my career I worked in accounting, then marketing, event management and sales. At the time, those felt like very different jobs, but looking back, each one prepared me for what I do today.

What I love about publishing is that it sits at the intersection of business and community. Every issue gives us the opportunity to meet remarkable people we might never have crossed paths with otherwise. I’ve always believed that when people know their community better, they invest in it more, and I feel incredibly fortunate that we get to make those introductions every day.

CBN: Looking back on your personal journey, were there any pivotal moments or decisions that ultimately shaped the leader you’ve become today?

HHJ: One of the biggest was our decision to leave our ownership in *1859 Magazine*. There was an opportunity to expand into multiple states, but Ross and I realized our hearts were here in Oregon. We didn’t want to become the biggest publishing company. We wanted to become the best at serving the communities we knew and loved.

That decision reinforced something I’ve come to believe over the years: growth isn’t always about getting bigger. Sometimes it’s about getting clearer about who you are and staying true to what matters most.

I’ve also learned that leadership isn’t about having all the answers. It’s about surrounding yourself with great people, listening well, making difficult decisions when they’re necessary and creating an environment where people feel valued and want to do their best work.

CBN: What keeps you inspired, and how do you recharge so you can continue leading with purpose?

HHJ: The people we meet through our work inspire me every day.

One of the greatest gifts of this job is meeting people who are quietly doing extraordinary things. I leave so many conversations thinking, “How did I not know about this person before?” and I feel grateful that we get to shine a light on their work.

Outside of work, I recharge by spending time with my family and friends and getting outside. Living in Central Oregon makes that easy. Some of my best ideas come when I’m away from my desk, skiing, hiking, golfing or simply enjoying this incredible place we get to call home.

CBN: If you could give one piece of advice to someone hoping to build a career in media, marketing or communications, what would it be and why?

HHJ: Stay curious.

The tools and technology will continue to change, but curiosity never goes out of style.

Ask good questions. Listen more than you talk. Take the time to understand what matters to people before trying to market to them.

I think the best communicators aren’t necessarily the ones with the loudest voices. They’re the ones who genuinely care about the people they’re trying to serve. If you focus on helping others succeed, you’ll build a career that’s both successful and meaningful.

CBN: Anything else you’d like to add?

HHJ: I’m incredibly optimistic about the future of local media.

There’s been a lot of conversation over the past decade about the challenges facing our industry, but what I’ve experienced is that communities still value trusted local journalism and businesses still want meaningful ways to connect with their customers.

Technology will continue to change, and so will we. But I don’t believe the need for trusted local journalism, thoughtful storytelling and businesses that invest in the places they serve is ever going away.

I feel incredibly fortunate to do work that allows us to celebrate the people, businesses and organizations that make Central Oregon the special place it is. If Oregon Media can play even a small role in helping our community grow stronger, I consider that a success.

bendmagazine.com



HEATHER HUSTON JOHNSON

Putt Putt Golf Tournament Fundraiser

Friday, Sept. 25 at

Sunriver Resort’s Gray’s Trail

- Play 18 holes of putt putt golf in an hour - fun for all levels!
- Supports youth programs through Sunriver Resort, Sunriver Women’s Club and the Sunriver Area Chamber of Commerce.
- Golfers can register as a two-person team or as an individual.

Select a tee time: 10 a.m.; 11 a.m.; 12 p.m.; 1 p.m.; 2 p.m.; 3 p.m.

Tournament fee per player:

- \$30 - Register by Monday, Sept. 14
- \$40 - After Sept. 15

Prizes: First, second and third place for individuals and teams.

Plus other fun awards

Celebration: 5 p.m. at Sunriver Brewery Taproom in the Sunriver Business Park

Register: <https://sunriverwomensclub.org/event-6781487> or contact exec@sunriverchamber.com

Building Community Through Connection

Lauren Evans on Leadership, Mentorship & LRS' Central Oregon Impact

by IOANA GOOD

As a Business Development Specialist in the LRS Architects Bend office, Lauren Evans helps strengthen the firm's presence in Central Oregon through relationship-building, civic engagement, and community investment. In this Women in Business feature, Lauren shares how mentorship, local leadership, and LRS' Women's Business Enterprise certification support opportunity, growth, and meaningful impact across the architecture and AEC industry. Lets get to know Lauren!

Questions:

1. As a Business Development Specialist in LRS' Bend office, how are you helping build relationships and visibility in Central Oregon? What does local leadership and community investment look like to you?

It's important to stay active in our community, whether through volunteering, board service, or nonprofit involvement. As a Business Development Specialist, I engage with community leaders through business and industry events or by coordinating business meetings with our clients and industry partners. I recently graduated from the Bend Chamber of Commerce's Leadership Bend program, which brings together local leaders to learn more about the region and engage in meaningful civic service. Through the program, I worked with Oregon Adaptive Sports, a local organization that offers year-round sports programs for kids, teens, and adults with disabilities. The Leadership Bend experience not only strengthened my leadership skills and local network, but it also opened the opportunity to serve as a mentor through the Chamber's mentorship program.

Our Bend office has been active in our community, especially seen through our volunteering and pro bono work with organizations like Think Wild.

These volunteer opportunities help strengthen leadership skills.

2. LRS is certified as a Women's Business Enterprise through WBENC. What does that certification represent to you in terms of ownership, leadership, and accountability?

Discovering LRS is a women-owned business led by women who genuinely want to see others succeed was one of the things that drew me to LRS. This certification helps create opportunities for women to succeed in a traditionally male-dominated industry while recognizing leadership based on skill, talent, professional contributions, and the ability to support others. I've seen this firsthand in the women who lead with empathy rather than ego and are committed to helping others grow.

3. How do you feel being a WBE shaped LRS' business strategy, partnerships, or growth, in Central Oregon?

The WBE certification helps differentiate LRS from other firms, especially in Central Oregon. It gives us a competitive advantage that we can leverage for teaming opportunities and public pursuits. I've seen many of the women leaders at LRS approach business decisions thoughtfully and strategically, which has contributed to the firm's growth and long-term success.

4. What obstacles do women still face in the architecture and AEC industry, and what has LRS done internally to create opportunity and support retention?

As a woman in any male-dominated industry, it can be difficult to find the right mentors who can advocate for you and your professional growth. I've been fortunate to work with women leaders who encourage



LAUREN EVANS

people to get involved in their communities, take advantage of educational opportunities, and take measured steps to progress through their careers. These mentors help create pathways for women to advance in the industry.

5. Looking ahead, what impact does LRS hope to make over the next five years?

LRS strives to create places for people to thrive in our communities by designing with empathy and passion. I'm proud to be a part of an organization that shares many of my values. I'm excited to continue building relationships and see the impact LRS makes in Central Oregon and beyond.

lrsarchitects.com



E2 SOLAR

Central Oregon's Source for Smarter, Cleaner Power.

Cut costs. Cut carbon.

Go solar.

Want to be at the forefront of sustainable living?
Gain control over your energy costs and future-proof your home with solar.

Contact us for a complementary consultation.

(888) 668-0478 20784 NE High Desert Ln, Bend, OR **e2solar.com**



Remedy Sports Medicine Offers Regenerative Care for Active Adults

CBN Staff Report

When Maria DelliVeneri moved to Bend in 2021, she saw a community filled with active people who wanted to continue skiing, hiking, golfing, biking and playing pickleball throughout their lives. In fall 2023, she opened Remedy Sports Medicine to provide active adults with evidence-based regenerative sports medicine and rehabilitation. DelliVeneri, MS, LAT, ATC, OPE-C, is a certified athletic trainer with nearly 20 years of experience in sports medicine. Before opening Remedy Sports Medicine, she worked in collegiate athletics and at Canyon Ranch. She later served as national clinical education manager for Enovis Recovery Sciences, traveling throughout the country to teach healthcare providers



how to use regenerative technologies, including Chattanooga Shockwave and LightForce Laser. The Bend practice uses focused shockwave, radial pressure wave, EMTT, Class IV laser therapy and integrative rehabilitation. The therapies are offered as nonoperative solutions for everyday aches and pains, tendinitis and arthritis. The philosophy behind Remedy Sports Medicine grew from DelliVeneri's more than a decade of experience in regenerative medicine as both a clinician and national clinical educator. "For nearly three decades, regenerative therapies like focused shockwave have been used around the world and in professional sports, yet they're still relatively unknown in the United States," DelliVeneri said. "During more than a decade working in regenerative medicine — as both a clinician and later a national clinical educator — I saw firsthand how effective these treatments could be when combined with thoughtful assessment and rehabilitation, not simply used as standalone technologies." After moving to Bend, DelliVeneri believed the community deserved the same level of care she had spent her career providing to elite athletes and patients at world-class medical centers. Opening Remedy Sports Medicine also allowed her to return to working directly with patients after leaving corporate healthcare. "I missed patient care," she said. "I missed building relationships, solving problems and walking alongside people

through the entire healing process." DelliVeneri built Remedy Sports Medicine around a different approach from traditional high-volume healthcare, with time dedicated to listening to patients, conducting thorough assessments and treating each person as an individual. "I don't believe healing happens in a 15-minute appointment," she said. "My role is to listen, understand what their body is telling us and guide them through the healing process." Because recovery can change from week to week, DelliVeneri believes patients deserve a clinician who adapts with them throughout that process. "At the end of the day, I want people to know there are more options than simply resting or giving up the activities they love until surgery becomes the next step," she said. "I believe we're changing not only how injuries are treated, but how healthy aging is viewed. The longer we stay moving, the longer we stay living." This August, Remedy Sports Medicine will expand its regenerative treatment offerings with The Knee Reset Program. Designed for people with stiff, achy or arthritic knees, the six-week program combines regenerative medicine with targeted rehabilitation to restore movement, reduce discomfort and help participants return to the activities they enjoy. As awareness of regenerative medicine grows, Remedy Sports Medicine plans to



MARIA DELLIVENERI | PHOTOS COURTESY OF REMEDY SPORTS MEDICINE

expand its community education efforts, strengthen relationships with local healthcare providers and work toward becoming Central Oregon's trusted resource for evidence-based, nonoperative sports medicine for active adults. Remedy Sports Medicine is located at 19820 Village Office Court, Ste. 201, Bend. remedysportsmedicine.com





Who handles your online marketing?
Let us Help you:

- Retarget those that have visited your website.
- Those that search and read about topics relevant to your product/service.
- Those whose offline purchasing behaviors align with your product/service.
- Streaming television, to include; Hulu, Sling, Samsung TV-Plus, etc.

Don't wait another day – visit BendRadio.com and schedule a free consultation.

**COMBINED** COMMUNICATIONS
RADIO | DIGITAL MARKETING



**Redefining the Region:
Urban Renewal in Central Oregon**



Thursday, August 20
11:30 am - 1 pm
Unitarian Universalist Fellowship
[Register at cityclubco.org](https://cityclubco.org)

Deschutes Women in Business Builds Community

by LEAH ETLING — CBN Feature Writer

Two years after its launch, Deschutes Women in Business (DWB) has become one of Central Oregon’s fastest-growing professional organizations, demonstrating that many women across the region were looking for non-traditional networking opportunities.

Founded in 2024 by Lisa Hovey and Ashley Chase, the organization was created around a simple mission: connecting and empowering local women to realize their business potential. What began with 20 women connecting for its inaugural event has evolved into a thriving community that attracts founders, executives, nonprofit leaders, creatives and professionals from nearly every industry.

As of this publication, DWB boasts nearly 4,000 Instagram followers, more than 1,300 email subscribers and quarterly events that consistently sell out. An April 2026 event drew more than 200 attendees, with roughly half of those participants attending for the first time. Rather than positioning itself as another networking organization, DWB has intentionally built its programming around authentic conversations, meaningful relationships and long-term community building.

“We didn’t set out to build the biggest networking organization in Central Oregon. We set out to build the kind of community we wished existed. One where women could show up authentically, support one another, and leave feeling more connected than when they arrived,” said Hovey, co-founder.

That philosophy has helped distinguish DWB from more traditional professional organizations. Instead of focusing solely on exchanging business cards or making referrals, every event is designed to encourage genuine conversations that often extend well beyond the event itself.

A networking evolution

DWB’s founders recognized early on that Central Oregon already had an impressive concentration of women leading businesses, nonprofit organizations and corporate teams. What was missing was a community that connected those diverse professionals across industries and career stages.

“Traditional networking felt transactional, and existing spaces tended to be industry-specific or stage-specific,” Hovey said. “A woman running a construction company had few natural ways to cross paths with a woman leading strategy at a remote tech company, and neither of them had many natural ways to cross paths with a woman running a nonprofit.”

That broad approach has become one of DWB’s defining characteristics.

“We started DWB because we wanted to build the community we wished existed,” Chase said. “The reason it has resonated is that we made the tent wide on purpose. Any woman building something meaningful in Central Oregon belongs here.”

A first-year founder, a corporate executive, a remote worker who left her old network behind, and a solo maker sit at the same table. That mix is unusual, and it turns out to be exactly what the region wanted.”

The effort has been noted and appreciated by both participants and financial supporters, including the Bend Chamber of Commerce.

“The Bend Chamber’s role is to help create an environment where businesses and leaders can thrive. That work is stronger when more people have access to the relationships, resources and support they need to succeed,” said Sara Odendahl, CEO of the Bend Chamber of Commerce.

“Deschutes Women in Business is filling an important need by creating a founder-led community for women from all career paths who are looking to further themselves and their potential across Central Oregon,” Odendahl continued. “We are proud to support their work as a fiscal sponsor and help provide a strong foundation for their continued growth.”

Multi-dimensional quarterly events

DWB’s programming revolves around three recurring event formats. Quarterly Connect serves as its flagship panel discussion featuring accomplished women leaders around a central theme. Learn & Connect offers workshops and deeper educational experiences, while Move & Connect provides more casual networking opportunities often centered around movement or interactive activities. Each quarter is organized around a common theme that ties the three experiences together throughout the year.

The organization’s emphasis on authenticity is key for professionals who increasingly seek genuine relationships rather than transactional interactions. Rather than focusing exclusively on professional success stories, speakers are encouraged to discuss personal setbacks, career pivots and moments of vulnerability.

“Our speakers do not just share their wins. They share the challenges, the setbacks, and the losses,” Chase said. “At our April 2026 event, much of the audience was moved to tears listening to stories of divorce, grief, and personal and professional reinvention. That is what real connection looks like, and that is what people are coming to DWB for.”

That openness reflects a broader understanding that today’s professionals rarely separate their careers from the rest of their lives.

“Work is not a compartment that sits separate from the rest of a person’s life,” Hovey said. “The connection people are craving now is connection that acknowledges all of that. Not a professional persona meeting another professional persona over coffee. A whole person meeting another whole person in a room designed to hold both.”

More broadly, the organization has seen members form mentorships, refer clients, hire one another and even launch collaborative ventures together.

“The broader pattern we see is that connections made at DWB do not stay at DWB,” said board member Alicia Jabbar. “Members text each other, meet for coffee, refer each other, hire each other, and sometimes build businesses or projects together. That is the real product.”



(L-R) DINI VEMURI, LISA HOVEY, ALICIA JABBAR AND ASHLEY CHASE ARE AMONG THE LEADERS OF DESCHUTES WOMEN IN BUSINESS | PHOTO COURTESY OF DESCHUTES WOMEN IN BUSINESS

Looking ahead, the organization plans to continue expanding. Its 2026 calendar includes nine events across its three signature formats, the introduction of a tiered sponsorship program and the launch of a year-round membership program that will provide ongoing opportunities for engagement between quarterly gatherings. A first-time fundraising event is also planned for November.

Chase says the organization’s remarkable growth hasn’t changed its purpose: “to give women in Central Oregon a place where they can build businesses and build each other up at the same time.”

The organization sees women playing an essential role in virtually every sector of the regional economy, from healthcare and nonprofit leadership to retail, professional services and entrepreneurship.

“They should have equal representation at every table where the region’s future is being shaped,” Hovey said. “The women leaders of Central Oregon will add tremendous value to this region. They already are. Our job is to make that visible, make it easier for those women to build together, and make sure the leadership bench that shapes Central Oregon’s future looks like the community it actually serves.”

deschuteswomen.com

Proven Investment Options

Bullion, Coins & Bars



Wearable Assets



“We Can Help With Both!”

Buying or Selling:

Due to recent increases in gold & silver, many people have realized their old jewelry went up more than their stocks. Invest today!

Locally Owned & Operated

Family owned since 1990. We specialize in US Numismatic Coins and Gold & Silver Bullion of all types, as well as Vintage and Estate Jewelry. Members of the Professional Numismatic Guild and Life members of the American Numismatic Association.

Mountain High Coins & Jewelry

185 SE 3rd St., Bend

541-385-7113

“Just South of the Underpass”

Monday-Thursday 10am-5pm • mtnhighcoin.com

Friday is reserved for estate assessments only.

Bend Barks & Rec Offers Year-Round Dog Exercise

CBN Staff Report

Bend Barks & Rec provides private, guided dog exercise sessions through a mobile dog gym serving Bend, Sunriver, Redmond, Tumalo and Three Rivers. Founded in 2025 by Stefanie Zwegers, the business brings a climate-controlled van directly to clients' homes, where dogs exercise one-on-one on a non-motorized slatmill.

Zwegers founded Bend Barks & Rec after seeing



CHIEF RUNNING OFFICER BODHI

firsthand the need for a safe, convenient way to keep dogs active year-round. A graduate of Animal Behavior College, she combined her passion for dogs with her experience as a breast cancer survivor to create the mobile dog gym. Zwegers is the founder, owner and sole employee of the business.

The climate-controlled setup provides an exercise option during extreme heat, wildfire smoke and icy conditions, as well as for pet owners with busy schedules. Sessions are available for dogs of all ages and activity levels.

As Central Oregon experiences another summer of high temperatures and wildfire smoke, Bend Barks & Rec is helping local pet owners exercise their dogs without exposing them to unhealthy outdoor conditions. The business also gives back to the community through its Compassion in Motion program, which donates dog exercise sessions to local cancer patients.

Bend Barks & Rec continues to see growing interest as more pet owners seek convenient, year-round exercise options. Future plans include expanding throughout Central Oregon, building partnerships with veterinarians, trainers and local pet organizations, and continuing community outreach through educational events and charitable initiatives.

bendbarksandrec.com



STEFANIE ZWEGERS AND HUSBAND/BUSINESS PARTNER AARON PIERCE | PHOTOS COURTESY OF BEND BARKS & REC



Are You One of the Fastest Growing Companies in Central Oregon?



Become a part of this impressive group of companies by filling out the simple form at CascadeBusNews.com or call 541-388-5665.

- » Established and operating on or before January 1, 2023.
- » Gross revenues, each year, need to reflect year-over-year growth. (2025>2024>2023).
- » Gross annual revenues \$100,000 or greater in fiscal year 2025.

Recognizing fastest growing independently operated privately owned for-profit entities located and based in Central Oregon

Reported revenues should be taken from externally prepared financial statements or tax returns filed with the IRS. **Deadline September 30, 2026.** Only percentage of growth will be published.



PRESENTED BY

SPONSORED BY

EVENT SPONSOR



Hayden Homes Builds a Culture Where Women Thrive

by LEAH ETLING — CBN Feature Writer

While women make up only about 14 percent of the construction workforce nationally, Redmond-based Hayden Homes has intentionally built a workplace where women are represented throughout the organization, from construction sites to executive leadership.

As of 2026, more than 41 percent of the company's workforce and 45 percent of its leadership positions are held by women, reflecting a long-term commitment to creating opportunities across every aspect of the homebuilding business.

For Patti Murphy, vice president of Employee Experience at Hayden Homes, that success stems from a belief that diversity makes the company stronger. "We believe that diversity in our workforce and in our leadership leads to better decisions," Murphy said. "Women often bring a different lens to strategy and problem-solving."

She added that strong female representation "builds trust with our customers and strengthens how we work together internally."

Murphy said Hayden Homes has focused on expanding awareness that construction careers extend well beyond the jobsite. The company's internship program partners with universities across the Northwest, introducing students to careers in construction, design, technology, marketing, accounting, finance, employee experience and sales. By highlighting the broad range of opportunities within homebuilding, the company hopes to attract women who may never have considered the industry.

Retention is equally intentional. Murphy said Hayden Homes regularly audits compensation to ensure pay equity, while twice-yearly talent reviews help identify high-potential employees and ensure women are well represented among those prepared for promotion. Flexible work arrangements, generous benefits and family-focused programs are also designed to help employees build long-term careers.

"We recognize that women often carry much of the responsibility for caregiving at home," Murphy said. "Our approach is to offer a flexible work environment that helps our team members manage those competing priorities, so they don't miss the milestones and moments that matter most with people they care about."

Beyond traditional benefits, Hayden Homes also provides financial advisory services, an employee assistance program that includes childcare and eldercare concierge services, family events and home purchase discounts.

Developing future leaders has become another cornerstone of the company's approach. Murphy said women currently make up 41 percent of participants in Hayden Homes' leadership development program, where each participant is paired with a seasoned leader for a year-long mentorship focused on individualized growth goals. Outside the formal program, mentorship is woven into the company's culture through collaboration, coaching and shared support.

Looking ahead, Murphy sees additional opportunities to expand women's representation. "We'd like to see more women in field operations, particularly in construction and customer service, roles that have traditionally been filled by men," she said, noting that expanded cross-training and job rotations will help create clearer pathways into those traditionally male-dominated positions.

An Unconventional Path

For Heather Efraimson, senior project manager at Hayden Homes, the path into construction was anything but conventional. She began her career in banking and mortgage lending before joining Hayden Homes to help develop the company's warranty service department. As she worked more closely with construction teams, she discovered a passion for field operations that ultimately led her to oversee project management across Western Oregon.

"What first attracted me to Hayden Homes was the opportunity to do something completely different," Efraimson said. Leaving the financial industry behind meant taking a leap of faith, but one she has never regretted. "I knew it was a risk, but I've learned that some of the greatest opportunities come from being willing to try something new."

She credits the company's leadership and culture of development for giving her the confidence to continue taking on new challenges throughout her career.

Efraimson said one of the biggest surprises has been just how dynamic construction can be. "No two days are ever the same, and every challenge calls for creative problem solving," she said.

She also appreciates the collaborative nature of the industry, noting that builders, trade partners, suppliers, municipalities and sales teams all work together to create something meaningful for homeowners. "It's incredibly rewarding to see everyone come together with a shared goal and create something tangible for families to call home."

Her own advancement reflects Hayden Homes' willingness to invest in employees who embrace new opportunities. "If you're willing to raise your hand and contribute, there are opportunities to learn, lead and make an impact. That is what sets Hayden apart, its commitment to developing leaders, not just our technical expertise," she said.

While she has seen more women entering construction over the past two decades, she acknowledges there is still work to do on the gender equity front. "There are more women in construction today than when I started and more stepping into leadership roles. That progress is encouraging. That said, it's still common for me to be the only woman in the room or on the jobsite," Efraimson said. "To me, that simply means there are more opportunities ahead."

Her advice to young women considering construction is straightforward: "Don't wait until you feel like you have all the answers. Be curious, ask questions, and be willing to raise your hand for opportunities that help you grow." She believes construction offers meaningful work, strong earning potential and the opportunity to make a lasting impact on communities.

"If you're willing to learn, work hard, and show up every day, there is absolutely a place for you in this industry. You belong anywhere your talent, work ethic, and determination take you, including construction."

Building a Brand and Lasting Relationships

Katie McGowan, Hayden Homes' corporate marketing director, represents another side of the business that many people don't immediately associate with homebuilding. She said marketing helps shape the customer experience long before a buyer ever steps into a completed home.

"My team helps shape the Hayden Homes brand, and the perception customers have of our brand from the very beginning of the homeowner journey," McGowan said. Data also plays a central role in that work, helping the company better understand customers and make informed decisions about neighborhoods, pricing, floor plans and design options. "The goal is to build communities that genuinely fit the needs of the hardworking families and individuals moving into them."



HAYDEN HOMES' HEATHER EFRAIMSON, SENIOR PROJECT MANAGER, AND PATTI MURPHY, VICE PRESIDENT OF EMPLOYEE EXPERIENCE | PHOTO COURTESY OF HAYDEN HOMES

McGowan said her own career has evolved because leadership consistently recognized her strengths and encouraged her to take on greater responsibility. "Every time I showed I could take on more, I was given the opportunity to do so," she said. "My path is not one I could have mapped out myself when I started eight years ago. It happened because leadership paid attention to where I was strong and kept handing me bigger opportunities to grow into. I'm grateful for the encouragement that's quietly kept pushing me forward in my career."

She also points to Hayden Homes' culture as a defining influence. "Our values aren't just words on a wall, they show up in the everyday actions of our team and in the decisions we make together," McGowan said.

The company's Give As You Go™ philosophy has also reshaped how she approaches marketing. "I've learned that marketing works best when it's rooted in something real and to also measure success by the trust we build in a community, too."

Like Murphy and Efraimson, McGowan sees mentorship as an essential part of professional development. Having benefited from leaders who invested in her own growth, she now mentors members of her team while continuing to learn from them herself.

"Mentorship here tends to move in both directions," she said. "I learn as much from the people I'm developing as I hope they learn from me."

hayden-homes.com

LEADING THROUGH THOUGHTFUL DESIGN

THE WESTMAN HOTEL | BEND, OR

THE BEST SPACES BEGIN WITH GREAT PEOPLE.

We're proud to be the largest majority-women owned architecture firm in the Pacific Northwest.

Delivering excellence in architecture, interior design, and planning since 1976.

BEND | PORTLAND
lrsarchitects.com

Women in Business

Continued from page 1

to entry, but authentic relationships, sound judgment, and deep subject-matter expertise remain irreplaceable.

Another recurring theme is the importance of community. Many women who choose to build businesses in Central Oregon do so because they believe in investing where they live. They understand that vibrant local economies are built one business, one employee, and one relationship at a time. Whether creating gathering places, mentoring fellow entrepreneurs, supporting charitable causes, or simply helping another business owner navigate a challenge, they recognize that individual success contributes to collective prosperity.

That spirit of generosity extends beyond traditional networking. Increasingly,

women are seeking meaningful connections that provide practical value. They embrace opportunities to develop new skills, exchange ideas, and solve real business challenges together. Organizations throughout the region are responding with educational programming, mentorship opportunities, and collaborative communities that make entrepreneurship less isolating and more accessible for women at every stage of their careers.

The stories featured in this issue reflect businesses of every size and industry, but they share a common thread: resilience, innovation, and a commitment to making Central Oregon stronger. They remind us that successful businesses are ultimately built by people willing to ask questions, continue learning, adapt to change, and lift others up along the way.

As you read our 2026 Women in Business edition, we hope you'll discover more than inspiring success stories. We hope you'll find practical ideas, meaningful connections, and a renewed appreciation for the remarkable women whose leadership continues to shape the future of Central Oregon business.

The Agency

Continued from page 9

About understanding that wealth is built over time through thoughtful decisions. About recognizing that success means very little unless it creates opportunities for someone else.

That may be the greatest legacy women have created in residential real estate.

They didn't just build successful careers.

They built businesses.

They created wealth.

They strengthened communities.

And in doing so, they redefined the business of real estate, transforming it into one of America's greatest pathways to entrepreneurship, leadership and opportunity.

Christin J Hunter is a Principal Broker with The Agency Bend and a Central Oregon real estate advisor and market strategist specializing in residential, investment, and evolving market trends.

theagencybend.com

nMotion

Continued from page 14

"Sometimes people don't just need information. They need someone who understands what they're going through."

That philosophy extends throughout inMotion's all-female coaching staff, many of whom are over age 50 themselves and have experienced many of the same life transitions as the women they coach. The result is an environment built not only on expertise but empathy.

While countless clients have achieved measurable fitness goals over the years, Segerstrom says the stories that stay with her are often the less visible ones. She points to a client who has trained with her since before inMotion officially opened, and another who, now 93 years old, continues to prioritize strength and mobility after nearly 20 years of consistent training.

"Those stories are what remind me why this work matters," she said. "Whether

that's hiking, traveling, playing with grandkids, getting up off the floor, or simply maintaining their independence, that's the real goal."

Looking Ahead

Segerstrom's future vision is to continue helping clients understand how movement, nutrition, sleep, hormones, stress, recovery and gut health work together to support lifelong wellness. Through programs like the RE-ROOT Method, she hopes to provide practical, science-based education that helps clients build healthier lives from the ground up.

Ultimately, however, her mission remains remarkably similar to the one she set out with 17 years ago. "Health doesn't have to be all or nothing. You don't have to be perfect to make meaningful progress. Small, consistent actions really do add up over time," Segerstrom said.

And if her clients can continue living active, independent lives well into their later years, she considers that the greatest measure of success.

"If we can help someone enjoy a healthier, more active life for years to come, then we've done exactly what we set out to do."

inmotionbend.com



Washington Trust Bank

Member FDIC

presents

- Impressive Careers?
- Successful Entrepreneur?
- Social & Philanthropic Commitment to your Community?
- 40 & Under?

**Nominate your
Accomplished Leader
@ CascadeBusNews.com**

**Nomination Deadline
August 28, 2026**

**Join us at a celebration to toast
the winners in October**

Date TBD

Awards Sponsored by

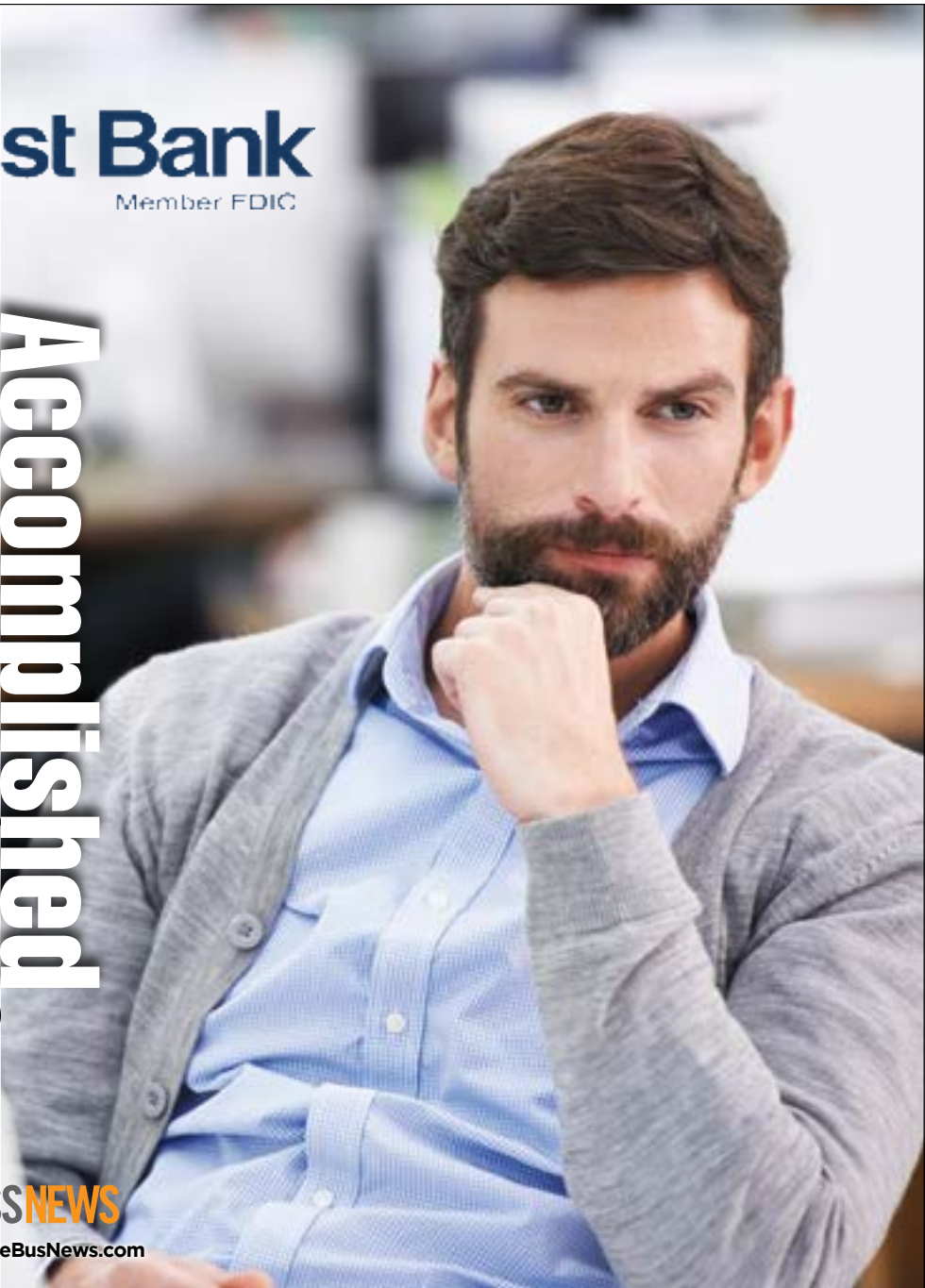


CPAs & Business Advisors



541-388-5665 | CascadeBusNews.com

Accomplished under 40



Fashion Workshop Builds Sewing Community

CBN Staff Report

Fashion Workshop, a Bend-based 501(c)(3) nonprofit founded in July 2025, provides free and low-cost sewing and design classes and opportunities for community connection.

Founder Kristy Kurtz was raised in Bend and worked as a fashion entrepreneur in Portland before teaching fashion and sewing part time at Redmond Proficiency Academy. She now works full time for Fashion Workshop.

The organization's board includes Mattie Rhoades of Quiltsmart, Rachel North of NorthWest Properties and teen board member Ava Jade Tedesco. Fashion Workshop currently has no employees.

Fashion Workshop primarily operates through a mobile classroom, hosting free Sewcials at area libraries and Stop & Sews at markets and festivals. The organization is also running six weeks of Fashion Exploration Summer Camp for teens in partnership with COCC and The Open Arts Center.

Fashion Workshop recently found a home for its Upcycled Fabric Store, which is stocked with fabric stash donations from Central Oregon residents. Sales from the store fund the nonprofit's mission and are intended to help make the organization sustainable while providing an affordable place for the community to purchase sewing and design supplies.

The store's grand opening is August 8 from 10am-4pm. Ongoing hours will vary because the store is staffed by volunteers, but shoppers can expect it to be open Tuesdays and Thursdays from 4-7pm and Saturdays from 10am-4pm through the remainder of the summer.

In September, Fashion Workshop plans to launch the Fashionable \$500 Campaign to help Kurtz transition into an executive director role. Donors will receive access to the sewing studio and discounts in the fabric store. Friends, firms and families are encouraged to donate.

The organization has received grants from the Roundhouse Foundation and the Deschutes County Cultural Coalition.

Fashion Workshop has developed a curriculum focused on engaging new sewists and young creatives in sewing and the community connections that come with the craft. The organization is partnering with arts centers, quilt guilds and schools to develop sewing studios and Sewcial programs that appeal to the next generation of makers.

Its Teen Center Sewing Studio at The Open Arts Center in Bend has served as a proving ground for the program. Teens can register at theopenartscenter.org for free open sew on Mondays after school.

Fashion Workshop is located at 1285 Wall Street in Bend.
fashionforeveryone.org • 503-481-8403 • Instagram: @fashion.work.shop



PHOTOS | COURTESY OF FASHION WORKSHOP

1st

Reduce

2nd

Reuse

3rd

Repair

4th

Recycling comes last.

Just because something can be recycled doesn't mean it's good for the planet. Buy less, fix more, recycle last.

RETHINKWASTE
an environmental center program

LEARN MORE ABOUT
HOW TO REDUCE WASTE

NIGHTLY BUSINESS PATROLS

98.45%
CLIENT
RETENTION
RATE

OREGON DPSST # 858

Security PROS
INCORPORATED
Certified Security Professionals
1994 Celebrating 32 Years 2026

541-330-0404
info@securityprosbend.com
securityprosbend.com

CELEBRATING 30 YEARS

Rooted in Relationship. Progressing with Purpose.

RECOGNIZING
THE WOMEN
OF COMPASS

As Compass Commercial celebrates 30 years serving Central Oregon and beyond, we are proud to recognize the talented women who contribute their expertise across our company.

COMPASS
COMMERCIAL

BROKERAGE

MANAGEMENT

CONSTRUCTION

541.383.2444 | Locally owned and operated in Bend, OR

Women’s Organizations

To Enhance Your Business & Get Involved in Your Community,
Check Out These Groups

CENTRAL OREGON

100 Women Who Care Central Oregon

A giving circle of 100+ women pooling funds to support local nonprofits with direct, impactful philanthropy. 100wwcco.com.

Bend Bella Cyclists

To provide Bend women with a safe, enjoyable and supported cycling club. We will strive to enhance every member’s confidence, knowledge and skills through weekly rides, camaraderie and the promotion of a healthy life style. bendbellacyclists@gmail.com, bendbellacyclists.org.

Bend Women for Good

A local leadership circle of women combining social networking with giving to community nonprofits. grapevine.org/join/by-circle-id/6orhkMq.

Beta Sigma Phi

International women’s friendship network for women of all ages, interests, educational and economic backgrounds. Volunteers for service projects. betasigmaphi.org.

ConnectW

Women’s networking group that welcomes women in all fields and endeavors—from entrepreneurs and professionals to women simply wishing to explore, expand and enhance their lives and environments. info@connectw.org, connectw.org.

COWIC — Central Oregon Women in Construction

COWIC is a local group comprised of over 100 female professionals in architecture, engineering, construction, various trades and region-wide organizations. The local COWIC group exists to help establish connections among female colleagues, provide spaces for small to large group discussions and social events, create mentoring opportunities and coordinate project tours. COWIC is a network of women providing support for women in a multidisciplinary community of design-related professions. Heidi Slaybaugh: heidis@colearchitects.com, Geneva Obregon: gobregon@bbtarchitects.com, LinkedIn linkedin.com/groups/14719622.

Deschutes Women in Business

Grassroots women-only network hosting monthly meetups and events to foster business and community connections. instagram.com/deschuteswomeninbusiness.

Daughters of the American Revolution, Bend Chapter

Patriotic women’s service organization whose members can prove lineal bloodline descent from an ancestor who aided in America’s independence. Offers scholarships in nursing at COCC. membership@dar.org, bendchaptersdar.com.

General Federation of Women’s Clubs (GFWC) of Central Oregon

International women’s organization dedicated to community improvement by enhancing the lives of others through volunteer service. Local branch: Joann Wheeler, 541-279-1441, jwii@msn.com, gfwccentralor.org.

Ladies of Lead Group Therapy, LLC - Lady Hawks Central Oregon Shooting Sports Association (COSSA)

Women training women in personal defense strategies specializing in handguns. We teach Concealed Handgun License classes that cover 32 states. We have an indoor virtual computerized gun range set up at our training studio in Redmond to supplement our live fire training. ladiesoflead.com, 541-788-5858, ladiesofleadusa@gmail.com, facebook.com/ladiesofleadgrouptherapyllc, Instram: ladies.of.lead.

League of Women Voters of Deschutes County

Nonpartisan political organization encouraging informed and active participation in government. It influences public policy through education and advocacy. Joyce Durban, membership chair, 541-931-9096, membership@lwvdeschutes.org, lwvdeschutes.org.

Redmond Women’s Group

Local women-only group (adults only for now) focused on community connection in the Redmond area. unitycentraloregon.org/redmond-womens-group.

The Ninety-Nines, Northwest Section, Cascade Chapter

International organization of women pilots, Cascade Chapter is the local chapter. Lorraine Martinelli, Imflygal@outlook.com, nw99s.org/chapters.

United Methodist Women

Community of women developing global ministries. Director of operations, Erin Buckley-Noonan, 541-382-1672 x5, communications@bendumc.org, bendumc.org.

Quota International of Central Oregon

Links members to make the world a better place to live, committed to community service through financials support for programs for speech and hearing impaired and disadvantaged women and children. 541-382-1155, quota.org, QICOclub@gmail.com, quotaofcentraloregon.org, facebook.com/quotaofcentraloregon.

Sisters on the Fly

Offering empowerment and sisterhood through exceptional outdoor adventures. To make local area Sister connections, info@sistersonthefly.com, sistersonthefly.com.

Soroptimist International of Bend

Community service for the benefit of women and girls. info@sibend.org, sibend.org.

Soroptimist International of Prineville

Community women’s support group helping women and girls. ajoyce1935@hotmail.com, facebook.com/siaprineville.

Sunriver Women’s Club

Fellowship, recreation, charitable fundraising and educational activities. Membership is open to women in Sunriver and the surrounding area. info@sunriverwomensclub.org, sunriverwomensclub.com.

TAO STEAM

Mission of creating a gender balance in STEAM careers in Central Oregon. Community-based organization working together to unify local STEAM community and tip the scale in favor of a gender-balanced future. Skip Newberry, skip.newberry@techoregon.org, techoregon.org.

Wild Women of the Water (Central Oregon Flyfishers)

Women-only fly fishing group offering on-water outings, fly-tying, camping and volunteer opportunities through the Central Oregon Flyfishers. coflyfishers.org/Wild-Women-of-the-Water. coflyfishers.org/Wild-Women-of-the-Water.

Women’s Council of Realtors

National network of successful realtors empowering women to exercise their potential as entrepreneurs and industry leaders. wcr@wcr.org, wcr.org.

World Muse

Inspires women to create positive social change from within. Mission is to connect women to their own sense of purpose as well as to each other and provide the tools and support they need to create positive change in their lives, in their communities and in our world. 541-410-5513, info@theworldmuse.org, theworldmuse.org.

OREGON GROUPS

AdventurUs Women

Women-only outdoor-skill and community-building group, promoting joy and inclusivity in nature-based experiences. adventuruswomen.com.

Dress for Success Oregon

Works to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life. 503-249-7300, oregon.dressforsuccess.org.

Oregon Commission for Women

The mission is to work for the implementation and establishment of economic, social, legal and political equality for women and to maintain a continuing assessment of the issues and needs confronting women in Oregon. oregon.gov/oac/ocfw/pages/index.aspx.

Oregon Women’s Land Trust (OWL Farm)

A membership-based nonprofit offering land access, ecological and educational programs, hikes and gatherings for women interested in land stewardship and community. oregonwomenslandtrust.org.

Oregon Women Lawyers

To transform the practice of law and ensure justice and equality by advancing women and minorities in the legal profession. admincoordinator@oregonwomenlawyers.org, linda@oregonwomenlawyers.org, 503-841-5720, oregonwomenlawyers.org.

Oregon Women’s Sailing Association (OWSA)

Organized in 1994 by local women sailors, promotes women’s sailing through education and practical experience. 503-451-0061, webmaster@owsa.net, owsa.net.

Women’s Foundation of Oregon

Vision is an Oregon where every woman and girl can thrive. Mission is to focus the power of women’s collective resources to improve the lives of women and girls throughout Oregon. 971-230-1294, info@w-for.org, womensfoundationoforegon.org.

NATIONALLY

Alley to the Valley

Best for women who want to share knowledge of get help from those with a wide variety of specialties; investors eager to find out about new ventures. The 7,500 women in this online community exchange requests and offers for angel funding, seed money, book deals and more, or they bring up opportunities such as board seats and strategic partnerships. facebook.com/alleytothevalley.

American Medical Women’s Association (AMWA)

Advances women in medicine and improve women’s health. Provides and develops leadership, advocacy, education, expertise, mentoring and strategic alliances. 847-517-2801, admin@amwa-doc.org, amwa-doc.org.

Association for Women in Communications (AWC)

Professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era. 417-409-2492, members@womcom.org, linkedin.com/company/awc-hq.

Association for Women in Science (AWIS)

Encourages interest in and pursuit of science, technology, engineering and mathematics (STEM), on behalf of women. Works to ensure women in STEM fields achieve full potential and equity within industries. 202-827-9798, awis@awis.org, awis.org.

Business and Professional Women’s Foundation (BPWF)

To create successful workplaces for women, their families and employers through partnership, 202-293-1100, foundation@bpwfoundation.org, bpwfoundation.org.

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

Coldwell Banker Bain welcomes **Grady Garrison** to its Bend office.

A trusted Bend business owner and founder of The Roost Barber Co., Garrison brings extensive experience in customer service, business leadership, and relationship building. He is also known for his active support of schools, charities, veterans' organizations, and community events throughout Central Oregon.



Grady Garrison



Nick Zachariasen

Washington Trust Bank announced the addition of **Nick Zachariasen** to its Central Oregon Commercial Team in Bend. He will serve as a vice president and relationship manager.

With over 19 years of banking experience, Zachariasen will be responsible for tailoring financial solutions to meet his commercial clients' banking needs. Zachariasen joins Washington Trust from Idaho First Bank, where he served as a vice president and commercial banker. In this role, he was responsible for working with various departments to provide commercial clients with the correct services for their financial needs.



Lindsey Maguire



Amy McCarthy-Smith

Lindsey Maguire of **S&J Architecture** has earned a license to practice architecture in Oregon. Maguire, who is also a licensed architect in North Carolina, has worked on building design and led master planning efforts for universities, K-12 schools and municipalities on both coasts. She joined S&J Architecture's Bend office in 2024. Additionally, Maguire and her S&J Architecture colleagues **Amy McCarthy-Smith** and **Nathanael Werner** are now Oregon Department of Education (ODE) Technical Assistance Program Certified Assessors. This designation allows architects and engineers to evaluate school facilities, complete long-range plans and help school districts qualify for state grants. Certified assessors must have at least five years of education design experience and complete state-mandated training and testing.



Nathanael Werner



Kelsey Merison

KTVZ-TV announced the promotion of **Kelsey Merison** to evening anchor. Merison began her new role on Monday, August 3.

Since returning to Oregon from Montana, Merison has helped people throughout Central Oregon start their day as co-anchor of KTVZ News at Sunrise. Through this role, Merison has become a familiar and trusted face for viewers each weekday morning.

Alongside the Sunrise team, Merison has covered breaking news, severe weather, and stories that have made a meaningful impact across the high desert.

Now, Merison brings that same commitment and community-focused journalism to KTVZ's evening newscasts, where she will help guide viewers through the day's biggest stories and the issues that matter most to Central Oregon.

Merison's promotion reflects KTVZ's ongoing commitment to developing talent from within while continuing to provide viewers with trusted local news coverage across every daypart.

Merison said she is grateful for the opportunity to continue serving Central Oregon viewers in her new role.

The **Deschutes Public Library** Board decided on Wednesday evening to appoint **Chantal Strobel** as interim library director. Their decision came in advance of Director Todd Dunkelberg's August 28 retirement and after a pause in the district's search for a new permanent director. Strobel has been with Deschutes Public Library for 32 years, most recently serving as assistant director of Community Engagement since 2023.

Malkin says the board will talk in the coming weeks about when to actively resume the search for a permanent director. Dunkelberg says he fully supports the board decision, and will assist Strobel through the transition process.

Strobel says she looks forward to working with library staff and the community as Deschutes Public Library continues to evolve its services and resources.

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*.

PAYING TOO MUCH FOR YOUR PRINTER'S MAINTENANCE?

✓ **Cleaning/Repair Labor Onsite in Bend** **\$59⁰⁰**

✓ **10% OFF "New Customer" First Toner Order** *(Compatibles Only)*

✓ **No Contract Necessary**

✓ **Mention **Cascade Business News** & Receive an Additional 5% Discount**

✓ **Small Enough to Care; Big Enough to Take Care of You!**

✓ **Free Recycling of Printers, Toners & Ink Cartridges**

✓ **New Tree Planted with Every Service & Sale**

If we cannot fix it, No charge to you!

2669 NE Twin Knolls Dr., Suite 205, Bend

(541) 318-5211

Find us on: **facebook.**

PR **PRINTER RESOURCES AND RECYCLING**
23 Years proudly serving Central & Eastern Oregon

www.MyPrinterResources.com

88.9FM

K P O V

kpov.org | 541-322-0863

Heart of Oregon Crews Hard at Work Protecting & Maintaining Central Oregon Wilderness

by SHELBY SAUER — Heart of Oregon Corps

As wildfire season continues across Central Oregon, Heart of Oregon Corps youth crews are spending their summer outdoors — completing conservation projects, improving recreation areas, and supporting the health and safety of the landscapes our communities depend on.

For young people ages 16–24, these projects are more than a summer job. Through Heart of Oregon's workforce development programs, participants work on meaningful community projects while earning wages, stipends, and scholarships. Along the way, they gain hands-on experience, technical skills, professional development, and a stronger connection to their communities.

"When youth see the direct impact of their work, they begin to see themselves differently," said Laura Handy, Executive Director of Heart of Oregon Corps. "They're building trails and reducing wildfire risk, but they're also building confidence, technical skills, and pathways to careers."

Summer is a critical season for conservation work throughout Central Oregon. With increased recreation and heightened wildfire concerns, Heart of Oregon crews are working on projects across the region that support safer recreation, healthier ecosystems, and more resilient communities.

In Redmond's Dry Canyon, Heart of Oregon crews partner with the City of Redmond to thin vegetation, limb trees, and remove dead plant material to help mitigate wildfire risk and create a strategic firebreak to help protect neighboring communities. Crews at Skull Hollow Campground near Smith Rock State Park are partnering with USFS specialists to remove invasive weeds, repair fences,



COYCC YOUTH REMOVE INVASIVE WEEDS AT SKULL HOLLOW AS PART OF REGIONAL CONSERVATION EFFORTS

rake debris, and tend to mulch. Meanwhile, Heart of Oregon youth in Bend are maintaining beloved Deschutes River Trails by updating water drainage to reduce erosion, improving tread, and removing hazards for safer visitor experiences.

Graduating from and now serving as a Field Team Leader for the HDCC program, Russell Stevens shared: "HDCC allows me to work with an amazing crew and make the environment healthier and safer while having a lot of learning experiences. I enjoy getting to help the environment. I feel like I am doing something productive for society."

Many Heart of Oregon conservation projects focus on mitigating wildfire risks. With the devastating state of active fires in Central Oregon, Heart of Oregon staff and youth recognize and thank the firefighters and first



HEART OF OREGON CORPS YOUTH COMPLETE CONSERVATION PROJECTS ACROSS CENTRAL OREGON | PHOTOS COURTESY OF HEART OF OREGON CORPS

responders working on the front lines. Protecting communities requires a collective effort — from emergency response to proactive prevention and land stewardship.

Together, Heart of Oregon's year-round and summer conservation crews are helping care for Central Oregon's public lands, reduce wildfire risks, and complete projects that support healthier, more resilient communities.

The impact of this work will continue to grow as Heart of Oregon opens its new centralized campus in Redmond this fall. The campus will provide a permanent home for youth workforce development programs and expand opportunities for young people to access hands-on training, career pathways, and supportive services.

Community members are invited to join Heart of Oregon in celebrating this milestone. Corporate sponsorship opportunities and individual tickets for the family-friendly Endless Summer Nights fundraiser on Saturday, September 19, are available now, with proceeds supporting the final phase of the campus campaign. The community is also invited to attend the official campus ribbon-cutting ceremony on Wednesday, September 30, 2026. Guests can **RSVP now** to celebrate the opening of Heart of Oregon's new youth workforce development campus in Redmond.

Youth ages 16-24 interested in Heart of Oregon programs can learn more and fill out the simple online application at heartoforegon.org. For questions or more information, contact Youth Conservation Programs Recruitment and Data Coordinator, Shelby Sauer, email recruitment@heartoforegon.org or call/text 458-600-1856.

heartoforegon.org

Businesses Serving Community



LOCAL NONPROFIT FIRST STORY, ALONGSIDE PARTNERS SUCH AS HAYDEN HOMES, NEIGHBORIMPACT, AND REGIONAL LEADERS, WORKED TOGETHER TO BUILD AND RAISE THE WALLS OF A NEW HOME FOR A BEND FAMILY IN MAY OF 2026 | PHOTO COURTESY OF FIRST STORY

FIRST STORY

Nonprofit First Story will turn over the keys to a new Hayden Home for a local Bend family during a Home Dedication and Key Ceremony at 9:30am sharp on August 19. The celebration brings together industry partners and regional leaders championing solutions to the housing affordability challenges facing Central Oregon. Members of the community and media are invited to attend and learn more.

Partnerships between First Story, NeighborImpact, and industry leaders such as homebuilder Hayden Homes and building materials supplier PARR Lumber make this unique pathway to homeownership possible without government subsidies. United by a commitment to community stewardship, the like-minded

organizations and a generous network of individual donors work together to create new opportunities for families to achieve homeownership.

"Our organizations exist to help build stronger communities," said Sonia Capece, HomeSource director at NeighborImpact. "And it is our hope that this First Story Home Dedication will inspire others to realize what is possible when we collaborate so that they, too, can develop partnerships that benefit our communities long term."

In support of First Story's mission to empower families to build financial stability and break the cycles of generational poverty, First Story families purchase their home with a special zero-down, zero-interest, 30-year mortgage. The low-cost loan helps free up resources for education, enriching activities for children and avoiding debt. Families also complete homebuyer education with partners like NeighborImpact, which provides guidance on understanding home loans, credit scores, the purchase process, and fair housing rights.

As high building costs drive up home prices across the region, homebuilding partner Hayden Homes and others provide in-kind gifts of expertise, labor, and materials. These local collaborations fill needs at all stages of preparing a family for homeownership and enable construction of homes with the same market value and curb appeal as any other home on the block in the Hayden Homes communities where First Story homes are located.

"We are grateful to partners who see the value in contributing in-kind gifts that, together, allow us to build affordable homeownership opportunities for local families," said Claire Duncan, executive director of First Story. "Everyone has their area of expertise, whether that be homeowner education, building materials, or knowledgeable construction crews—it takes everyone working in sync to sustain healthy communities where families can thrive."

To date, First Story has helped 129 families become homeowners. Of those families:

- 100% earn less than 80% of area median income
- 100% are first-time homebuyers
- 80% are the first in their families ever to own a home
- 23% identify as minority households
- 25% are families with members with disabilities

Bend Language Institute Expands Scholarship Program for 2026–2027

by GRETA AIELLO

The Bend Language Institute (BLI) is expanding its scholarship program for the 2026–2027 academic year, offering full and partial scholarships for students enrolled in English for Speakers of Other Languages (ESOL) and American Sign Language (ASL) courses.



The initiative is designed to make language education more accessible to Central Oregonians who face financial barriers, helping more community members gain valuable communication skills and connect with others through language.

This year, the institute will award 14 full scholarships for ASL students and six scholarships for ESOL students, with plans to grow the program in the coming years.



PHOTO | COURTESY OF BEND LANGUAGE INSTITUTE

The scholarship program was developed in response to growing community needs.

“We regularly heard from people who wanted to learn a language but simply couldn’t afford the tuition,” said BLI founder Christina Cappy. “We realized there was an opportunity to remove that barrier and make our classes accessible to more people.”

Full scholarships cover both tuition and required course materials, while partial scholarships provide a 50% discount on tuition. Applications are evaluated based on financial need and community involvement, with priority often given to individuals working in healthcare, education, and nonprofit organizations.

The impact of language learning extends well beyond the classroom. For English learners, improved language skills can open doors to better employment opportunities, higher education, and greater confidence in daily life. ASL students often enroll to communicate with family members or friends who are deaf or experiencing hearing loss, while others begin learning ASL after experiencing hearing loss themselves.

“Our goal is to support members of our community who can truly benefit from these language skills,” Cappy said. “Whether someone is learning English to pursue new opportunities or ASL to connect with a loved one, we want to help make that possible.”

Community members interested in applying for a scholarship can email bendlanguageinstitute@gmail.com to request an application and learn more about available opportunities.



bendlanguageinstitute.com

Free E-Headlines

Sent Directly to Your Email

To Receive, Send Your Email to:

CBN@CascadeBusNews.com

NIGHTLY BUSINESS PATROLS

98.45%

CLIENT RETENTION RATE

OREGON DPSST # 858

541-330-0404

info@securityprosbend.com

securityprosbend.com

STROKE AWARENESS OREGON PRESENTS

RAFFLE FOR RILEY GREEN TICKETS!

Win 4 VIP tickets on the Deschutes Deck to see Riley Green live- Includes two parking spots!

SHOW DATE

Friday, September 18, 2026 · 6–10 PM

VENUE

Hayden Homes Amphitheater, Bend, OR

ALSO PERFORMING

Randy Houser · Kashus Culpepper · Hannah McFarland

With many thanks to WaFd Bank for donating the tickets.

RAFFLE TICKETS

\$25 each or \$100 for 5

Scan the QR code or visit us at SAOrileygreenraffle.eventbrite.com

Every ticket directly supports Stroke Awareness Oregon's mission of stroke prevention education and survivor support in our community.

City Invests \$350,000 in Habitat Homebuyers

by SCOTT NORDQUIST, VP of Resource Development — Bend-Redmond Habitat for Humanity

The Bend City Council has approved \$350,000 in Affordable Housing Fund support to help eight local households purchase homes through Bend-Redmond Habitat for Humanity.

The funding will provide down payment assistance for buyers at Habitat's eight-home development in Bend. Two households earn below 50% of area median income, and the average household income across the development is approximately 60% of area median income.

For many buyers, the challenge is not making a responsible monthly housing payment. It is qualifying for a mortgage large enough to cover

the cost of a home in Bend. Down payment assistance closes that gap while allowing Habitat to tailor the mortgage to each buyer's income.

"This investment will help eight hardworking local households move from being qualified and prepared buyers to becoming homeowners," said Carly Colgan, chief executive officer of Bend-Redmond Habitat for Humanity. "Down payment assistance closes the gap between what buyers can afford and what it costs to deliver a home in Bend. It allows us to keep monthly housing costs stable and sustainable for each homeowner."

The homes are being built on formerly surplus City-owned land near Bear Creek Road and NE 15th Street. Habitat was selected to develop the property through a competitive City process.

Habitat buyers complete homebuyer education and financial coaching before purchase. At this development, total monthly housing costs will be capped at 30% of each buyer's gross monthly income.

"Homeownership has always represented stability to me, not luxury," said Jessica, a future Habitat homeowner who works at Shepard's House and is raising two children. "I have worked hard to prepare for this opportunity, but on my income, I could not qualify for a mortgage large enough to buy a home in Bend. This assistance closes that gap and gives my children and me a place where we can finally put down roots, build traditions and know that we belong."

The homes will remain affordable through Habitat's land trust model. When a homeowner sells, the home will be made available to another income-qualified buyer, allowing the City's investment to support future homeowners as well.

All eight homes will be built to high-performance



RENDERING AND PHOTO | COURTESY OF BEND-REDMOND HABITAT FOR HUMANITY



JESSICA AND KIDS | PHOTO COURTESY OF HABITAT FOR HUMANITY

energy standards and include solar, efficient mechanical systems and strong indoor air-quality features. Four homes will include enhanced accessibility features informed by Universal Design and selected accessibility standards.

More than 300 households submitted pre-applications for the eight available homes, reflecting the significant demand for affordable homeownership in Bend.

About Bend-Redmond Habitat for Humanity:

At Bend-Redmond Habitat for Humanity, we believe everyone deserves a safe, stable and healthy place to call home. Since 1989, we have served more than 250 families through affordable homeownership and revitalized 145 homes, transforming the lives of more than 1,100 children and adults.

Bend-Redmond Habitat partners with local households who are ready to buy but priced out of the housing market. Through affordable mortgages, education, financial coaching and long-term stewardship, Habitat creates homeownership opportunities that remain affordable for generations.

bendredmondhabitat.org

Advertising Support Generously Provided
By Cascade Business News

THE BIG DILL Fundraiser

Thursday
September 10, 2026

\$50
Admission
/Person

At Widgi Creek
Pickleball Courts

From 5-9 PM enjoy raffle, silent auction, small bites, drinks, and Round Robin Pickleball Tournament

Deschutes Children's Foundation
A Place for Community Services

Presented by:

Morgan Stanley

THE BREWER GROUP
AT MORGAN STANLEY

BUSINESS
EVENTS

August 19
4-6pm Raise the Deschutes Tour: Flows and Farms in a Changing Landscape, Deschutes River Conservancy: Flows and Farms in a Changing Landscape, at Fields Farm, Bend.

August 19
5-7pm Connect W’s Food Cart Social at River’s Place.

August 20
10-11:30am Central Oregon Intergovernmental Council Statewide Transportation Improvement Fund Advisory Team Meeting at Cascades East Transit, Hawthorne Conference Room, Bend.

August 20
11:30am-1pm City Club August Forum, Redefining the Region: Urban Renewal in Central Oregon, at Unitarian Universalist Fellowship.

September 1
5-7pm Bend Chamber What’s Brewing — The Trail Economy, at Deschutes Brewery Mountain Room.

September 8
8-9:30am Bend Chamber Commerce & Coffee at Bend Magazine.

September 8
5:30-7pm SCORE Free, Confidential One-on-One Small Business Counseling at Bend Central Library.

September 9
4-6pm Bend Chamber Bend ET Expert Lab: Value-Driven and Empathic Conversations in the Workplace at COCC.

September 15
5-6:30pm SCORE Free, Confidential One-on-One Small Business Counseling at Redmond Library.

September 22
5:30-7pm SCORE Free, Confidential One-on-One Small Business Counseling at Bend Central Library.

October 13
5:30-7pm SCORE Free, Confidential One-on-One Small Business Counseling at Bend Central Library.

October 20
5-6:30pm SCORE Free, Confidential One-on-One Small Business Counseling at Redmond Library.

October 21
1-3pm The Cascades East Transit (CET) Regional Public Transit Advisory Committee Meeting at Cascades East Transit, Hawthorne Conference Room, Bend.

October 27
5:30-7pm SCORE Free, Confidential One-on-One Small Business Counseling at Bend Central Library.

November 10
5:30-7pm SCORE Free, Confidential One-on-One Small Business Counseling at Bend Central Library.

November 17
5-6:30pm SCORE Free, Confidential One-on-One Small Business Counseling at Redmond Library.

November 24
5:30-7pm SCORE Free, Confidential One-on-One Small Business Counseling at Bend Central Library.

December 8
5:30-7pm SCORE Free, Confidential One-on-One Small Business Counseling at Bend Central Library.

December 15
5-6:30pm SCORE Free, Confidential One-on-One Small Business Counseling at Redmond Library.

December 16
1-3pm The Cascades East Transit (CET) Regional Public Transit Advisory Committee Meeting at Cascades East Transit, Hawthorne Conference Room, Bend.

WORKSHOPS
& TRAINING

(Ongoing)
COCC Small Business Development Center Virtual Classes.

Building Permits

DESCHUTES COUNTY 8.4.26

\$25,000.00	-	Commercial (Alteration) at 13001 Century Dr. Bend 97702 OR Owner: T-Mobile PO Box 1000 Bend, OR 97709 Permit # 247-26-001061
\$9,629,500.00	-	Commercial (New) 40,466 sf. at 52711 Drafter Rd. La Pine 97739 OR Owner: Foundation for Affordable Housing, Inc. 69 NW Newport Ave. Ste 200 Bend, OR 97703 Builder: Sunwest One, Inc. 541-548-7341 Permit # 247-26-000817
\$98,200.00	-	Commercial (New) 260 sf. at 52711 Drafter Rd. La Pine 97739 OR Owner: Foundation for Affordable Housing, Inc. 69 NW Newport Ave. Ste 200 Bend, OR 97703 Builder: Sunwest One, Inc. 541-548-7341 Permit # 247-26-000813
\$60,000.00	-	Commercial (New) 450 sf. at 57245 River Rd. Sunriver 97707 OR Owner: Sunriver Nature Center, Inc. PO Box 3533 Sunriver, OR 97707 Builder: JGCM, Inc. 503-585-4879 Permit # 247-26-002200

CITY OF BEND 8.4.26

\$1,950,670.00	-	Commercial (New) 13,446 sf. at 20800 Sockeye Pl. Bend 97701 OR Builder: Empire Construction & Development, LLC 541-389-0070 Permit # PRNC202600630
\$15,000.00	-	Commercial (New) at 62925 18th St. Bend 97701 OR Builder: CS Construction 541-617-9190 Permit # PRNC202602946
\$875,000.00	-	Commercial (Alteration) 11,325 sf. at 486 SW Bluff Dr. Bend 97702 OR Owner: Gallaa O, LLC Builder: Arete 44 Construction, LLC 541-306-0196 Permit # PRRE202602949
\$39,750.00	-	Commercial (Alteration) at 20780 High Desert Ln. Bend 97701 OR Owner: E-K Investments, LLC Builder: Engineered Products, a Pape Company 206-394-3300 Permit # PRRE202600398
\$15,000.00	-	Commercial (Alteration) 100 sf. at 1500 SW Chandler Ave. Bend 97702 OR Owner: State of Oregon Permit # PRRE202602521

CITY OF REDMOND 8.4.26

\$382,180.00	-	Commercial (New) 1,792 sf. at 800 SE Evergreen Ave. Redmond 97756 OR Owner: Heart of Oregon Corps, Inc. PO Box 279 Bend, OR 97709 Builder: McGrath Rentcorp 925-606-9200 Permit # 711-26-001415
\$214,976.00	-	Commercial (New) 1,008 sf. at 800 SE Evergreen Ave. Redmond 97756 OR Owner: Heart of Oregon Corps, Inc. PO Box 279 Bend, OR 97709 Builder: McGrath Rentcorp 925-606-9200 Permit # 711-26-001413
\$437,500.00	-	Commercial (New) 1,750 sf. at 835 NE Greenwood Ave. Redmond 97756 OR Owner: K&E Development, LLC 3871 Langley St. SE Salem, OR 97317 Builder: Kaufman Commercial, LLC 503-871-4152 Permit # 711-26-000538

JEFFERSON COUNTY 8.4.26

\$20,000.00	-	Commercial (New) at 1843 NW Mill St. Bldg B Madras 97741 OR Owner: B & B Investments, LLC 23648 E Hwy 26 Mitchell, OR 97750 Builder: ABCO Contractors, Inc. 503-545-6148 Permit # 451-26-000898
-------------	---	--



CascadeBusNews.com



Book of List Online Combo: \$200
(Out of Area \$250 | Nonprofit \$150)
1 Year of Cascade Business News
1 Year Online Book of Lists
1 Hard Copy of Book of List
Annual Savings of \$58
(\$6 mailing fee or available at the office for pickup)

Cascade Business News: \$40 (Out of Area \$50)
(includes online subscription)

Cascade A&E: \$30 (Out of Area \$40)

Get ALL print pubs for \$60 (Out of Area \$75)

SUBSCRIBE TO CASCADE BUSINESS NEWS

RECEIVE A FREE COPY OF OUR 2026 BOOK OF LISTS

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL for E-News: _____

☐ CHECK ENCLOSED PLEASE BILL MY: ☐ VISA ☐ MC

VISA/MC #: _____ EXP. DATE: _____

SIGNATURE: _____ CVV: _____

Published Twice Monthly Since 1994 • CascadeBusinessNews.com

Send completed form to: Cascade Publications Inc. PO Box 53, Bend, OR 97709 • ph: 541-388-5665

Go Clean Energy Conference

Continued from page 3

just curious to learn more are all welcome. Join the Go Clean Energy Conference in Bend on September 18 at OSU-Cascades, Edward J. Ray Hall, 1500 SW Chandler Avenue. To find out more and register, please visit our website at 350deschutes.org/gce.

Based in Bend, the nonprofit 350 Deschutes focuses on climate action and a livable future for all through advocacy, education, and policy. A large focus in recent years has been on decarbonization and fossil fuel resistance, as seen in electrification work and support. Working with communities and different organizations across Central Oregon, 350 Deschutes wants increased options and a just transition for all people.

350deschutes.org
osucascades.edu

Faith Hope & Charity Vineyards

Continued from page 3

Faith Hope & Charity Vineyards’ ongoing commitment to supporting **FHC Crush Cancer**, the winery’s nonprofit dedicated to easing the financial burden for Central Oregon families undergoing cancer treatment. Funds raised help local patients with essential living expenses such as housing, utilities, and other daily needs so they can focus on healing. “This event brings together community, craftsmanship, and compassion,” said Cindy Grossmann, owner of Faith Hope & Charity Vineyards. “Every quilt has a story, every antique has a history, and every purchase helps write a new chapter for a local family facing cancer.” In addition to shopping, guests can enjoy award-winning estate wines, wood-

fired pizzas, fresh salads, local beer, and the warm hospitality that has made Faith Hope & Charity Vineyards one of Central Oregon’s favorite destinations. Whether you’re searching for a cherished quilt, a unique antique, or simply looking for a wonderful way to support a meaningful cause, the Quilt & Antique Sale promises something for everyone. For event details and upcoming activities, visit **faithhopeandcharityevents.com** or follow Faith Hope & Charity Vineyards on social media. **About Faith Hope & Charity Vineyards:** Nestled on a scenic 312-acre farm in Terrebonne, Faith Hope & Charity Vineyards is an award-winning estate winery known for its exceptional cold-climate wines, spectacular mountain views, live music, community events, and commitment to giving back. Through **FHC Crush Cancer**, the vineyard raises funds to directly assist Central Oregon families experiencing financial hardship during cancer treatment.

faithhopeandcharityevents.com

RECENT TRANSACTIONS

Continued from Page 3

LLC, in leasing a 2,059 SF restaurant space at 3600 N Hwy 97 in Bend. **Jenn Limoges, CCIM & Sydney Schewe**, of **NAI Cascade**, represented the Landlord and Tenant in leasing 550 SF of office space at 257 S Pine St in Sisters, OR. Brokers **Russell Huntamer, CCIM, Jay Lyons, SIOR, CCIM**, and **Eli Harrison**, with **Compass Commercial Real Estate Services**, represented the landlord, Industrial Way QOZB, LLC, in leasing a 1,436 SF retail space in Bend’s Jackstraw building. **Katy Haines & Hailey Groh**, of **NAI Cascade**, Represented the Landlord in leasing 932 SF of office space at 631 W Antler Ave in Redmond, OR. **Compass Commercial Real Estate Services** brokers **Jay Lyons, SIOR, CCIM**, and **Grant Schultz, SIOR, CCIM**, represented both the tenant and the landlord in leasing a 5,119 SF industrial space at 62971 Plateau Drive in Bend. The tenant was Omega Media Solutions, LLC, and the landlord was Robert B Conklin Trust. **Jenn Limoges, CCIM**, of **NAI Cascade**, Represented the Landlord and Tenant in leasing 1,168 SF of restaurant space at Ochoco Plaza. Broker **Luke Ross**, with **Compass Commercial Real Estate Services**, represented the tenant, Family Resource Home Care, in leasing a 1,950 SF Bend office suite at 1435 NE 4th Street. **Chuck Brazer**, of **NAI Cascade**, represented the Buyer and Seller in the disposition of Deschutes Place, a 1.08 acre, RM zoned parcel and proposed townhome community in NW Bend. The site will comprise of 19 two-story townhomes in duplex and triplex layouts. This property closed at \$915,424. Broker **Luke Ross**, with **Compass Commercial Real Estate Services**, represented both the tenant, Blacktail Energy Holdings, Inc., and the landlord, Pine Cone Group, in leasing a 3,300 SF industrial unit at 64415 Strickler Avenue in Bend. **Jenn Limoges, CCIM**, of **NAI Cascade**, represented the Buyer and Seller in the acquisition and disposition of a 2,304 SF building located at 502 NE Revere Ave in Bend. This property closed at \$699,000. **Chuck Brazer**, of **NAI Cascade**, represented the Seller in the disposition of Lakeside Place Apartments, an 81-unit multifamily asset located at 2320 NW Lakeside Pl in Bend. Originally operated as a senior care facility, Lakeside Place was transformed into a high-demand studio community featuring extensive renovations, modern amenities, and high-end finishes throughout. The project stands out as a strong example of adaptive reuse and thoughtful repositioning within Central Oregon’s evolving multifamily market. This property closed at \$12,500,000.

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

MA of Ranching

Continued from page 3

a business raising animals, this course is for you! “I had high hopes going in from the exceptional reviews of friends and colleagues who are Ranching for Profit alumni. I found the common themes they had voiced of “major paradigm shifts” and “life-changing experience” rang true throughout the week,” says Jesse Bussard in Farm Progress. **The educational series features several key highlights:** • Strengthen Profitability - Learn to identify economic challenges and build business frameworks that increase bottom-line returns. • Improve Land Health - Discover land management strategies that optimize

pasture resources while safeguarding long-term soil health. • Enhance operational Decisions - Gain clear, structured tools designed to improve communication and transition management between generations. More information and registration link can be found at bit.ly/4hWTRTQ. The registration deadline is September 26, register by the early-bird deadline of August 14 to save \$300. **About Friends of Family Farmers:** Friends of Family Farmers (FoFF) is a nonprofit organization operating statewide in Oregon since 2005. They advance policies and programs that protect, promote and sustain resilient and economically viable community agricultural systems in Oregon. FoFF is operating the Ranching for Profit school in conjunction with its program Oregon Pasture Network. friendsoffamilyfarmers.org

Free E-Headlines

Sent Directly to Your Email

To Receive, Send Your Email to:

CBN@CascadeBusNews.com



CASCADE
BUSINESS NEWS

Watch for Upcoming Editions of CASCAD E BUSINESS NEWS

2026 EDITORIAL CALENDAR

ISSUE DATE	SPECIAL SECTIONS	INDUSTRY LISTS
September 2 Deadline Aug 26	Annual Healthcare	Asst’d. Living, Chiropractors, Dentists, Eye, Home Care, Hospitals, Physical Therapy, Physician Groups, Reconstructive Surgery, Audiologists, Emergency Transport, Acupuncture
September 16 Deadline Sept 9	Sisters Profile	Financial Planners, Stock Brokers
October 7 Deadline Sept 30	Nonprofit Profiles/Accomplished Under 40	Nonprofit Organizations, Accountants, Bookkeepers
October 21 Deadline Oct 14		Manufacturers in Deschutes, Crook & Jefferson Counties, Garbage/Recycling
November 4 Deadline Oct 28	Redmond Profile/Fastest 20	Bio-Tech, High Tech Firms, Telecommunications, Utility Companies, Heating/Cooling Companies
November 18 Deadline Nov 11	Made in Central Oregon	Products Made in Central Oregon

Town & Country

STEELE Associates Architects 30th Anniversary Celebration

Photos by Laurie Pittmon



Scott Steele, Mike Hollern, Lorri Taylor and Todd Taylor



Bend High Class of 1980 friends Todd Taylor, Scott Wallace, Scott Steele and Allan Pearce



Bradley Deswert and Caitlin Kane



Carsyn Carter and Monique Graza



Adam Stepen, Matti Sjoblom, Scott Steele and Nick Lily



Chilling out front of the office



Guests in the office



Cerstin Cheatham



Lucas DeCastilhos and Ethan Mansfield



Jeffrey Hassert, Logan Gillis, Chnda Villano and Chris Thome



Michael Peterson and Jason Bauer

Town & Country

Hearthstone at Redmond Ranch Grand Opening

Photos by Matt Ellsworth



Project Manager Corey Lopez and Community Manager Alex Shields cut the ribbon to celebrate the grand opening of Hearthstone's new model home. They were joined by team members, community members, and local partners.



Brett Swanson, Hayden Homes regional director.



Caitlin Leunen, Twisted Peach Mobile Bar



Community celebration.



Community member.



Rachel Fishman, First Story strategic partnerships director and Tiffany Thornton, Hayden Homes sales assistant.