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BEND Business

BEND
CHAMBER
Journal

APRIL 2015 VOLUME 30 ISSUE 4

INSIDE:

BENDBROADBAND'S EVOLUTION PAGE 11 - 15

THE GOLDEN GATE BRIDGE OF BEND - PAGE 7

THE EVOLUTION OF LOCAL COMPANIES - PAGE 8

MEMBERS IN THE NEWS - PAGE 19

EVENTS - PAGE 23

Cover photo by Trevor McCreedy with BendBroadband

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TOMORROW'S LANDSCAPE

Mapping out opportunities to invest in Bend's livability and economy.

APRIL 15

HIGH DESERT MUSEUM

4:30 - 6:30 pm

\$30 per person

KP Business 20/20 and the Trust for Public Land Present: Salt Lake City Mayor Ralph Becker, current president of the National League of Cities and a member of the White House Task Force on Climate Preparedness and Resilience.

Will our region's unprecedented growth mean a loss of the natural beauty and exceptional livability that attract talent, tourism and business to Central Oregon? Join us on April 15, 2015 from 4:30 pm - 6:30 pm at the High Desert Museum as Mayor Becker discusses the roles and responsibilities each of us share in preserving the resources that contribute to sustainable vitality.

REGISTER TODAY online at www.KPbusiness2020.com

BUSINESS 2020

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YOU *on your* BEST DAY

By: Michael LaLonde, President and COO of Deschutes Brewery, Chairman of the Bend Chamber

Recently, I attended a presentation by Michael Allosso entitled “You on Your Best Day.” To give you a little background on Michael, he is an experienced actor and director. He’s made presentations to over 1,800 executive groups and coaches CEOs on their presentation skills.

I am always inspired when I see someone like Michael, and even more so when the speech is about elevating oneself every day.

Here are the highlights of Michael’s tips:

To have an excellent day and be at your best requires starting the day right. Whether we like it or not, all eyes are on us when we come to work each day. Customers, employees, co-workers and other stakeholders have high expectations and they want the best out of us. Michael reminds himself of this before he walks out the door by looking in the mirror and saying, “It’s showtime!” This may not be a tactic for all of us, but it is a reminder that no matter what is happening in our personal or professional lives, when we get to work we are expected to be at the top of our game.

Michael suggests starting out the day doing four things:

1. 30 – 60 minutes of exercise
2. 10 – 20 minutes of meditation
3. Create a list of objectives for the day
4. Check in with your spouse and loved ones

I agree with Michael on this list. Although it’s tough to get it all done before work, I know that I perform better when I do. The fifth item I would add is getting a good night’s sleep.

In addition to these tips, he offered four additional suggestions I thought were right on target:

Be present: In this day and age, it is tough to be present with all of the distractions readily available – phones, watches, TVs, random thoughts, etc. However, this is a skill that is required of all leaders to perform at a higher level. Direct eye contact during every conversation is extremely important to establish a connection and make it clear you are present. Michael also suggests that we give specific positive feedback to others throughout our day. In order to stay accountable to achieve this goal, set a target for the number of times you will give feedback and keep track. One suggestion is to put a number of coins in your pocket to start the day and every time the specific positive feedback is given, transfer a coin to the other pocket. It is amazing how individuals react when they receive a genuine compliment.

Energy: Enthusiasm and excitement go a long way in leading an organization and getting others motivated. It naturally puts a smile on my face when I am around someone that is energetic and having fun at what they do.

Take risks: I think continuous learning is an important part of any business. It’s tough to learn unless you take risks and learn from them. Yes, at times we fail, but in order to get better and stay ahead of the competition, our businesses have to try new things. To take it a step further, when taking a risk, we need to totally commit and believe that it will work. Going part way will limit your success.

Be yourself: Others can detect when actions are insincere. The most important recommendation is that we stay true to ourselves and remain authentic and genuine.

While some of Michael’s tips may push our boundaries, taking time to better ourselves to make sure we’re at our “best” can really improve not only our lives, but our businesses.

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2015 Platinum Partners



Woman of the Year: Becky Johnson, Young Woman of the Year: Kristina Guerrero
Young Hero Award: Bella Wiener, Community Hero Award: Betsy Warriner



Photo Gallery
find and tag more photos!



WOMEN of the year AWARDS

The power *of words* IN politics

By: Tim Casey, President & CEO of the Bend Chamber of Commerce

Ok, I'll admit it. I am a big fan of the Netflix series, "House of Cards."

Frank Underwood, played by Kevin Spacey, is the man you love to hate. The way he bends, twist, manipulates and even rewrites the truth, gives him super-villain status. And yet, Underwood's only super power is his command of the English language.

The power of words in politics is as old as civilization itself. Ancient Rome utilized heralds to communicate the news from the Senate. Since most of the citizens couldn't read and papyrus, a material used to write on, was at a premium, heralds were the primary source of news. Of course these heralds typically carried their authors' biases.

Although the mechanisms for communication have changed, keeping an eye on the source of information is as important today as it was during Julius Caesar's reign. We must be aware of who is initiating information and what his or her end goal is.

Politics have always had an enduring marriage with marketing. It is impossible to separate the two. Market-

ing a piece of legislation is all about the title. Take a look at one of the most recent controversial political strategies to help illustrate a point: the Affordable Healthcare Act. Putting the politics of the bill aside, the American public bought this legislation almost solely on the title. It's brilliant because who could be against affordable healthcare? In our over-communicated and incredibly busy world, sometimes the title of a piece of legislation is all you need to align a bill with a belief system. But as my grandfather use to say, "the devil is in the details," or to use the more modern stylized phrase, it's the "unintended consequences."

There are a plethora of bills circulating in Salem this year. Some of these bills already have legs.

For example, take a look at the Paid Sick Leave and Low Carbon Fuel Standards legislation. Who would be against paid sick leave for employees who are ill? We all want lower carbon emissions, right? Don't let the titles fool you.

The devil is in there, but most of us can't take the time to find it. This is where the Bend Chamber does the heavy lifting. We go through the bills, analyze how they will impact

our economy and quality of life, and then take positions aimed at achieving a better community. We communicate our positions to you, our representatives and our partner organizations, to lobby on your behalf.

There are Frank Underwoods out there waiting to capitalize on the average Joe's inability to sift through the ocean of legislation each year. But you have my word that the Bend Chamber will do due diligence and continue to serve your best interests.

"Pay attention to the fine print; it's far more important than the selling price"

- FRANK UNDERWOOD

Renewing Members

FEBRUARY

31-35 YEARS

Ice Fine Jewelry

Sun Country Tours

26-30 YEARS

Bend Park & Recreation District

Deschutes Memorial Chapel

Gardens and Crematorium

21-25 YEARS

Chan's Chinese Restaurant

Consolidated Supply & The Fixture

Gallery

Terminix

16-20 YEARS

American Family Insurance - Randy Peters

Bend Auto Wreckers LLC

Bend Heating & Sheetmetal Inc

Bend Memorial Clinic

Central Oregon Leasing & Mgt -

Residential Div Inc.

Deschutes Property Management

Les Schwab Tire Center Bend #12

Opportunity Knocks

Papa Murphy's Take 'N' Bake Pizza

Pine Ridge Inn

Premier Printing Solutions

Tennant Developments

Thompson Pump & Irrigation Inc.

Timm Family Dentistry

Victorian Cafe

Wilco

11-15 YEARS

Alpine Internet Solutions Inc.

Business Health Resources Inc.

Energy Trust of Oregon

Harcourts The Garner Group Real Estate

High Desert Promotions & Printing

Hilton Garden Inn Bend

Knife River

OTIS Elevator Company

Prestige Senior Living High Desert

Seventh Mountain Resort

Smith CFI

Sparrow Clubs USA

Standard TV and Appliance Inc

6-10 YEARS

Anthony's at the Old Mill

Antioch Church

Balyeat & Eager LLP, Attorneys at Law

Central Oregon Shooting Sports Association

Details Professional Cleaning

Diana Day-Murphy Inc.

Hospice of Redmond

Mr. Rooter Plumbing

Oregon Natural Desert Association (ONDA)

Precision Bookkeeping

The Salvation Army

HIGH DESERT MUSEUM:

- Saves **89,000** kwh/year
- Received more than **\$13,000** in Energy Trust cash incentives



An exhibit in energy efficiency.

In addition to conserving and displaying natural and cultural resources, the High Desert Museum is now conserving another resource: energy. As a Pacific Power customer, the museum took advantage of cash incentives from Energy Trust of Oregon to upgrade its lighting to energy-efficient LEDs. The new lighting produces less heat, which helps conserve the artifacts, and with lower operating and labor costs, it's better for the bottom line, too. See how incentives can make your business more efficient. Call Energy Trust at 1-866-368-7878, or visit bewattsmart.com.



Let's turn the answers on.

Pictured from left: Dana Whitelaw, executive director, High Desert Museum and Angela Price, regional community manager, Pacific Power

THE Golden Gate Bridge OF BEND

City Council Watch By Rachael Rees van den Berg, Bend Chamber of Commerce, Communications Coordinator

On March 4, the next steps for Mirror Pond were outlined during a city council work session.

Through a number of surveys and community meetings, the Bend Parks & Recreation District determined the preferred option for the future of Mirror Pond is the creation of a natural-rock dam that maintains the level of the pond, allowing fish and silt to pass, as well as putting in a designer dredge that removes some of the sediment beds and narrows the channel, said Don Horton, executive director of the district.

“Part of the goal here was that, if the only thing we’re doing is going in and removing the sediment, and we’re leaving somebody else, 25 or 30 years from now, to have to deal with this the way we are, we felt like we really failed,” he said. “So we wanted to be able to either reduce the frequency (or) reduce the quantity of the sediment that had to be removed.”

Efforts to solve the issue of sediment build up in Mirror Pond have been underway for more than two years.

“This has been probably one of the most robust public processes that we’ve gone through in the history of our community,” Horton told Bend City Councilors.

A Mirror Pond Ad Hoc Committee was formed in July 2013 to negotiate with Pacific Power on the future of the dam. Then in October 2013, the dam sprung a leak, and Pacific Power announced it would no longer be generating power at the facility.

In December 2013, the ad hoc committee, parks board and city council voted unanimously to maintain the pond in some fashion, but the issue of the dam was set aside. While the dam leak was fixed last spring, a consultant determined the dam was more of a liability than an asset and shouldn’t be purchased by the City or the Parks District.

Last fall the Mirror Pond Ad Hoc Committee presented a solution called the Mirror Pond and Downtown Redevelopment Concept. The purpose of the concept was to create a free-flowing river with enhanced wildlife habitat as well as opportunities for new parks, restaurants and mixed-use development.

“The community was split between those that wanted to see more of a pond and those that wanted to see more of a free-flowing river,” Horton said. “That put us in a dilemma. We thought there was a better approach that could have brought more of the community together.”

Through the public process, Horton said the committee learned a number of things, including that the dam needs to be studied further, the public has a number of concerns and cost estimates need to be refined.

In terms of the next steps, Horton said the most important thing is completing negotiations with PacifiCorp. “If PacifiCorp doesn’t play ball this whole plan changes,” Horton said.

Bend City Councilor Victor Chudowsky, who is also a member of the Mirror Pond Ad Hoc Committee, said he would like councilors to approve the continued work of the committee to oversee things like a feasibility study and an economic analysis. City council is scheduled to formally consider a resolution endorsing the plan on March 18.

Councilor Doug Knight described the Mirror Pond project as the Golden Gate Bridge of Bend.

The bridge, he said, is located in such onerous conditions. If the bridge is not maintained and painted regularly it would fall into a decrepit state of repair, he said. Because prior councils did not allocate appropriate funds towards maintenance, he said Mirror Pond is suffering.

“This truly is an iconic feature within our community and one that is deserving of maintenance dollars,” Knight said.

“Thankfully through this creative solution we’re able to fund it with money from development that accommodates a public plaza that furthers our visions of a pedestrian river trail and brings more vibrancy and attention to the river. So, for all those reasons I think it’s fantastic and I’m really looking forward to furthering this vision with our community.”

Renewing Members

FEBRUARY

continued from page 5

6-10 YEARS

SCORE of Central Oregon,
Chapter 701
Sidelines Sports Bar & Grill
Terrango Glen Senior Care
Umpqua Bank

1-5 YEARS

10 Barrel Brewing Company
541 Media LLC DBA Bend
Rental Guide
Arthritis Foundation
BEAT
Bellissimo Body Care
Bend Dermatology Clinic/
DermaSpa - Westside
Bend Elks Baseball Club
The Bend Trolley
Bend Veterinary Specialists PC
The Brace Place Central
Oregon Orthodontic pECIALISTS
BrainPilots
Call of the Wild Adventures Inc
Camp Fire Central Oregon
Cascade Sotheby's
International Realty - The
Norma DuBois & Julie Moe
Team
Cascadia Gift Baskets
Central Oregon Disaster
Restoration
Coldwell Banker Morris Real
Estate - Jerry Stone
Eagle Landing Apartments
Flick Five Films
Growing Tree Children's Center
Hummingbird Auto Glass
Ida's Cupcake Cafe
LegalShield Oregon - Dr.
Rachelle Chaikin
Looney Bean Roasting Co
McConnell Labs Inc
McKenzie SewOn
NAI ARIS
North Empire Storage Center
ProBuild
Rotary Club of Greater Bend
Shielding International Inc dba
Oregon Embroidery
Tax MiniMizers
Tri County Paving LLC
Vacasa
Volunteer Connect
White Oak Construction Inc

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THE EVOLUTION of local companies

By: Jessi Lord, marketing manager at Economic Development for Central Oregon

THERE IS NO QUESTION THAT COMPANIES, AND THE PROCESS OF BUILDING A COMPANY, HAS EVOLVED. AND THREE CATALYSTS – TECHNOLOGY, CAPITAL, AND EDUCATION – ARE RESPONSIBLE.



1. Declining technology and infrastructure costs:

The price of building a product, such as taking a product through the product development process, is so much less expensive than it used to be. In the context of angel investment funding, this means much of the money that used to go into the cost of product development is now going towards helping companies scale.

Marketing has also taken on a new definition because of the changes in technology. Traditional marketing tools like print and media advertising are getting less of a company's marketing dollars than social-based marketing is. Marketing automation and online marketing such as email campaigns and blogging are now mainstream terminology for the evolving company. And social media platforms are being used to help combat market forces – to get glimpses into what the future holds. The reason is simple: Companies are interacting with their market and customers quickly and are getting results.

Other changes in and due to technology include:

- Hosting services are cheaper
- Cloud services are more common & less expensive
- Servers are more accessible and less expensive
- The price of computing has come down
- Cost of technology – computers, phones, networks, etc. are cheaper and faster
- Networking – it is easier to connect
- Companies are more willing than ever to share resources – space, costs, etc.
- The remote workplace is more common than ever because technology has allowed people to work effectively and successfully from home, remote offices, etc.

2. The widening capital spectrum

Access to, and the understanding of capital and financing has evolved by leaps and bounds. How to apply for capital, and knowing what kind of capital is right for a company, are more clearly charted. These changes are making this funding stream especially applicable for companies in the start-up category.

Because of this evolution, companies can get on the path and seek seed funding much earlier than they have done in the past. The bar is also raising on the quality of companies we are seeing applying to the Bend Venture Conference. And alternative sources of funding like Craft 3, a community development financial institution, are becoming more mainstream.

3. Education, support, and mentorship

Business is being brought into the education system earlier and with more saturation. I don't recall being introduced to entrepreneurship, or the concept of starting a business well into my post-graduate years.

Today, entrepreneurship is fast becoming a concept that middle school students are aware of.

Seven Peaks Middle School hosted Innovation week in November. At the event, 50 teams of middle-school students spent five days working on problem-solving and communication techniques that culminated in a "Shark Tank" showcase (modeled after the show on ABC). Students pitched their companies to a panel of local venture capitalists and judges who evaluated the teams on their products' marketability, costs and teamwork. I vaguely remember being taught about "inventors," but they were associated with being out of the norm and outliers, not as innovators or entrepreneurs. Forums to solicit to investors to get the funding to create and productize a solution to a need identified were certainly not well known; neither were the resources to find out.

Once companies have a concept, there are more resources at the community level to help them through their development. There are 25 incubators and accelerators across the state. We have two here, FoundersPad and Bend Outdoor Worx, along with a support network called the stable of experts, courtesy of EDCO, and a full time venture catalyst to help cultivate our startup talent.

Save the Date:



May 5 | Tuesday - 5 - 7 p.m.

@ Deschutes Brewery Pub – Tap Room

Ticket includes your first drink

Tickets \$20 | Chamber Members \$15

\$5 more at the door

BendChamber.org | (541) 382-3221

reserve your meeting
or event space



The Environmental Center
envirocenter.org | 541-385-6908
16 NW Kansas Avenue



Have a pint with Tammy Baney

By Rachael Rees van den Berg, Bend Chamber of Commerce, Communications Coordinator

Tammy Baney did not grow up in the household of discussing politics.

“I was raised in a family that was about community and about family,” she said. “I was raised that if there was a need, you address it.”

Baney started very early being involved in nonprofit work. She has served as a Court Appointed Special Advocate; foster parent; Habitat for Humanity board member; founding member of Family Access Network Foundation; and the co-founder of the Deschutes County Meth Action Coalition.

Her first entry into public office was in 2007 when she became a Deschutes County Commissioner.

“I was the youngest commissioner that Deschutes County had elected and only one of five women,” Baney said.

Baney’s resume is impressive. Her government experience includes Deschutes County Commission on Children & Families; Local Public Safety Coordinating Council; and the Family Law Advisory Committee. She was appointed by Governor Kulongoski to serve on the seven-member Oregon Housing Council in 2010 and by Governor Kitzhaber to serve on the five-member Oregon Transportation Commission in 2011. She continues to serve on the council and is now the Chair of the Oregon Transportation Commission.

But beyond all of those accomplishments, she said she takes pride in being a single mom. She enjoys spending time with her

daughter Addy and three grown foster daughters.

In the Bend Chamber’s May Pints with our Pillars event, attendees will have the opportunity to hear Tammy Baney’s story and learn more about who she is and what great things she has accomplished both inside and outside her role as Deschutes County Commissioner.

“Because you’re serving locally, you are always on, whether you are at dinner, the grocery store or sporting events for your family. People voted for you and they view you as working for them,” she said. “It isn’t easy to serve, but it’s rewarding in terms of being able to feel that you are able to enhance the lives that you’re serving.”

WEDNESDAY - MAY 13
5 – 7 p.m.

Deschutes Brewery Pub - upstairs
Tickets: \$20 | Chamber Members: \$15
Tickets include your first drink!
BendChamber.org

**** First 50 to register get in FREE ****



Ashley Horner, SBA Loan Administrator
Jeff Althouse, Founder Oakshire Brewing

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BEND FOLLIES

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Tower Theatre Foundation

friday & saturday
april 24 & 25

6:30pm Drinks &
Silent Auction
7:30pm Showtime



Photo by Neil Costello

Musical parodies and comedy sketches starring local business, civic and entertainment personalities vying for Gratuitous Standing Ovarions!

VIP, General, and "Cheap Seats" Available!



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JILL ROSELL
PHOTOGRAPHY

Bend Chamber skit in the Follies

a lip sync off?! Really??!!@

Come laugh with Bend Chamber Board members Tim Casey, Dave Rathbun, Rob Moore, Talena Barker and Keith Dodge at the Tower Theatre's Bend Follies.

All proceeds will benefit the mission and programs of the nonprofit Tower Theatre Foundation.

"It's a night for Bendites to poke fun at themselves," said Casey, the president and CEO of the Bend Chamber. "It's about the audience having a good time and helping the Tower Theatre Foundation. For that, I will do just about anything ... even bust out some dance moves."

Casey said this is his third year with the Bend Follies. Previously he participated in *Swinging with the Stars* and a fashion show.

"It's absolutely outside of my comfort zone and I love it. It's like skydiving. It is so fun to get up there. It's all people that I know from the community in the audience."

Scott Ramsay will host two nights of comedy starring local personalities performing sketches, singing parodies and trying to earn gratuitous standing ovations.



Tim Casey



Dave Rathbun



Rob Moore



Talena Barker



Keith Dodge



BEND TV CABLE
BEND CABLE COMMUNICATIONS
BENDCABLE
BENDBROADBAND

More than just the name has changed over the years, but one thing is constant: BendBroadband is always local.

BIG CHANGES FOR THE LOCAL DOG

*By Rachael Rees van den Berg
Bend Chamber Communications Coordinator*

On May 1, 2014, BendBroadband announced another milestone for growth; the Local Dog became acquired by Telephone and Data Systems, Inc. - a Fortune 1000 company headquartered in Madison, Wisconsin currently serving about six million customers nationwide through its business units.

Amy Tykeson explained the change would give the company access to better technology, more buying power and help mitigate costs such as programming.

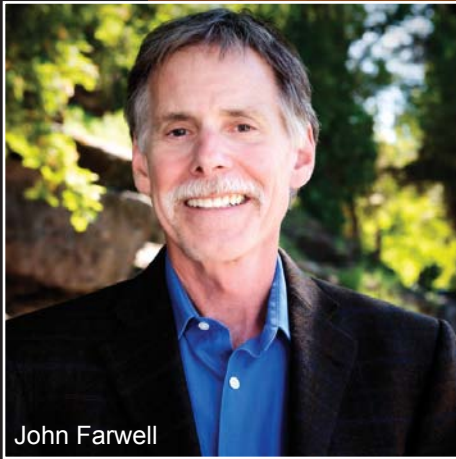
And according to John Farwell, the current Vice President of Business Operations, it has.

TDS is a billion-dollar company that brings capital as well as new resources to BendBroadband, Farwell said.

“Locally we will continue to grow and expand with additional services and products,” Farwell said. “The market that we are in is moving so fast and has become so competitive in terms of not just your traditional providers, but through web-based solutions, that you literally have to be keeping up with the next technology cycle or you’ll be left behind ... There are new models coming out that are breaking the old models. You have to constantly be looking at what’s happening out there and developing a strategy to stay up with it or right behind it as a fast-follower.”

Continued on page 14

EVOLUTION.



John Farwell



Sonja Donohue

Evolution of BendBroadband's business

When several local businessmen and entrepreneurs formed Bend TV Cable in 1955, it changed Central Oregon's accessibility to technology and entertainment.

BendBroadband is a wholly-owned subsidiary of TDS that employs nearly 300 people. It's also the new western headquarters of TDS's engineering center, bringing in well-paying jobs and investments to the Central Oregon community.

The Bend-based company offers broadband, fiber connectivity, cable television and telephone services to about 50,000 commercial, business and residential customers throughout the region. It operates a 30,000 square-foot data center, called the OneNeck Vault that helps attract traded-sector businesses. And through the Zolo Media division, the company runs local broadcast channels KOHD – ABC 51 and KBNZ-CBS 7, providing local programming and multiple video advertising options including cable ad insertion and video production services.

BendBroadband has more than 500 miles of fiber. And in the last five years, the company has invested over \$100 million to build connectivity to the entire region.

"BendBroadband's investments and dedication to providing the best possible voice and data services across the tri-county region has been a powerful asset to EDCO business development efforts to move, start and grow companies here," said Roger Lee, executive director of Economic Development for Central Oregon.

The connectivity of BendBroadband helps fuel the growth of local businesses, whether it's a local bar that needs cable to show the Blazers game, or a start-up company that needs advanced Internet services.

Just as important as the company's advancement in services, is its dedication to Bend as a whole.

Community relationships are stronger than ever with more than 1 percent of the company's net profits being given back through local cash and in-kind donations, contributions and grants.

"When most companies were pulling back during the recession, BendBroadband never missed a beat," said Sonja Donohue, community relations manager for BendBroadband. "We started accelerating our giving to the community."

Today, the company contributes to more than 100 nonprofits and events every year, including the Bend Venture Conference, TEDxBend, Bend Summer Concerts and Marathon for the Cure.

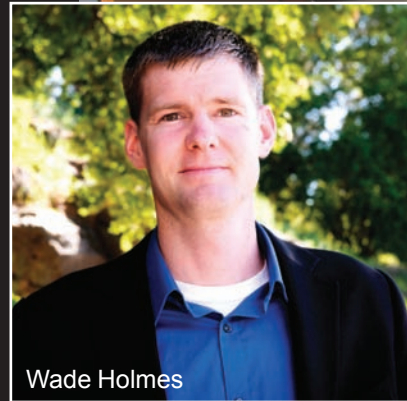
GROWTH ENRICHES THE LOCAL COMMUNITY

"In an age of near-constant connectivity, it's easy to forget that life was not always like this," the BendBroadband Yearbook 2014 states.

Flashing back to 1955, only a few Bend residents enjoyed the faint TV signals broadcasted from the Willamette Valley. But when Bend TV Cable erected a 70-foot community antenna on Hamehook Road to capture broadcast signals from the other side of the Cascades, the community received its first introduction to Cable TV.

Throughout BendBroadband's history, the company has undergone multiple transformations and changes of ownership. But one thing has remained steady; the company's dedication to its customers and the Central Oregon community. Each time an acquisition has occurred, it's laid the foundation for more advancement.

When Don Tykeson acquired Bend TV Cable in April 1983, the company employed 18 people



Wade Holmes



1955

Cable TV is born in Bend

1983

Don Tykeson acquired Bend Cable TV

1998

BendCable goes into high-speed data service and introduces its Internet business

2003

BendCable rebrands as BendBroadband

2004

BendBroadband launches high-definition TV, Video on Demand and digital video recorders

2007

BendBroadband business services are launched

2009

BendBroadband President and CEO, Amy Tykeson, declared the company 100 percent digital. Wi-Fi hot spots are launched in selected Central Oregon areas. BendBroadband becomes the official Local Dog.

2011

BendBroadband is the first cable operator in the U.S. to launch Alpha, the Arris Whole Home Solution. The Vault data center doors open. BendBroadband completes a new fiber optic network to connect Central Oregon communities.

2014

BendBroadband is acquired by Telephone and Data Systems, Inc.

and offered its customers 19 basic cable channels and three premium channels. During the 1980s, the company slowly expanded its service area in Central Oregon, acquiring neighboring cable companies.

By 1997, BendBroadband - called BendCable at the time - employed 30 people and served more than 18,200 customers in Bend, Sisters, Black Butte, Crossroads and Tollgate. That was also the year the company dove into high-speed Internet service, making it the first cable company in Oregon to offer Internet service via cable monitors.

BendBroadband reaped big benefits from its new Internet services, growing from 579 customers in 1999 to nearly 20,000 in 2005.

At the start of the 21st Century, the company unveiled its \$12 million cable-network upgrade that provided customers with advanced digital cable services, as well as expanded high-speed data offerings with its own InstaNet service. The company also announced its new identity as BendBroadband, the Local Dog.

According to the BendBroadband yearbook, the new name better reflected what services the company could offer its customers, while the new slogan reflected what made BendBroadband different from the large out-of-town competitors that were trying to encroach into the region.

“The word cable implies one-way service to the home. The term broadband more accurately captures the two-way nature of our current and future offerings, which expands access and control for

our customers,” said former company Co-President Ray Spreier in the yearbook.

Today, BendBroadband is recognized as a leader in the telecommunications industry.

“We have been an early adopter of technology and have deployed it successfully to customers because of your teamwork,” wrote former President Amy Tykeson and Vice Chairman Donald Tykeson in a letter to their employees in August of 2014. “As a company, we have been involved in shaping regulations and have taken part to help our industry.”

Some of the company’s largest recent projects include the all-digital conversion of 2008 and the Sunriver conversion of 2013.

The company was first in the U.S. to launch a media gateway with video, voice and data called Alpha, and was one of the first to introduce Data Over Cable Service Interface Specification, an international telecommunications standard that permits the addition of high-bandwidth data transfer to an existing cable TV system.



bendbroadband™

BIG CHANGES FOR THE LOCAL DOG

Continued from page 11

The resources of TDS not only provide the economic feasibility for new growth, but help strengthen BendBroadband's existing infrastructure to better the experience for customers.

For example, he said customers that use the BendBroadband email hardware platform have experienced some outages over the last few months. TDS's resources are helping BendBroadband re-architect the system and develop the replacement solution.

Since the acquisition, BendBroadband's offerings to employees have improved, said Marielle Gallagher, recruiter/HR generalist for BendBroadband.

The company has two medical plans to choose from through Blue Cross Blue Shield and a more robust educational reimbursement program for its employees. There are also more opportunities for growth within the company because TDS has multiple locations across the country, she said.

"We've actively hired to fill almost every position that has come open since the acquisition, and have even added headcount in some parts of the business," she said. "As a recruiter, I'm busier than ever."

Bend's many amenities and beautiful climate make it an easier location for recruiting talent and an important location for TDS's overall growth strategy, Gallagher said. By expanding the TDS engineering center to Bend, advanced local engineering jobs will be created that will attract even more talented people to the area.

As part of the west coast engineering center, Bend will be home to paid internships and future full-time positions in computer science and related engineering fields, said Wade Holmes, director of engineering and technology.

"TDS believes in the vision of OSU Cascades. As a partner to that vision, we will partner to develop relevant curriculum and prosperous talent," Holmes said. "By supporting additional faculty and curriculum that meets strategic technology needs, students will have success in productive roles, and businesses will be empowered by emerging skillsets."

While TDS is helping the Central Oregon community, Farewell said BendBroadband is also aiding TDS by playing a role in TDS's cable expansion elsewhere.

"There's synergy between TDS and BendBroadband," he said. "They are both helping each other grow."

When the acquisition occurred, people were very concerned BendBroadband would stop its local donations, said Donohue of BendBroadband.

"It was the exact opposite. I was given the charge to keep going and that was not going to cease in any way," Donohue said. "TDS is just as passionate about giving back as the Tykesons are."

Donohue said BendBroadband's donations have grown more than 30 percent in the past five years.

"I've been with the company for five years. The really cool thing for me is to see how our giving has made an impact to the community," she said. "My personal belief of why we've done so well is we've had a steady growth pattern for our giving."

A lot of things happening at the leadership level are different than when the company was just a self-contained operation, Farwell admitted. But the key cultural value of taking care of customers has remained the same because it is a priority shared by both BendBroadband and TDS.

"One of the core objectives we have is to be surprisingly easy and enjoyable. We spent a lot of time working with the employees that have direct day-to-day contact with customers...That has not changed," Farewell said. "Over the past six months, I've observed what happens at the ground-floor level is exactly the same. The interactions with customers on the phone, in their homes or at their businesses, haven't changed."

From the start, it was always important to keep BendBroadband local, said Krista Ledbetter, associ-


ate manager of public relations for BendBroadband, Baja Broadband and TDS Telecom.

"BendBroadband has established itself so well in the community because it has been there for so many years and has a strong reputation as being the local dog," Ledbetter said. "They're already a strong company and we wanted them to be even stronger. We didn't want to take them over and change what they already established in their community."

Farwell said people who live and work in Central Oregon are still the ones picking up the phones when customers call.

"WHAT MAKES A COMPANY LOCAL AND WHAT DISTINGUISHES A COMPANY IS NOT SO MUCH WHERE THE OWNER OF THE COMPANY MIGHT BE RESIDING; IT'S IF THE COMPANY ACTS LOCAL," FAREWELL SAID.

"BENDBROADBAND IS STILL PHYSICALLY HERE, THE EMPLOYEES ARE HERE, AND WE'RE A PART OF THE COMMUNITY."

sun	mon	tue	wed	thur	fri	sat
			1	2	3	4
			8	9	10	11
			Opportunity Knocks Daring Teams		SAGE Awards Gala	Bend 2030 Transp. Forum
12	13	14	15	16	17	18
Salmon Run			Business 20/20			TedX
19	20	21	22	23	24	25
	Public & Permanent: Internet Safety (Bend)	Public & Permanent: Internet Safety (RDM)		RDM Business Expo EDCO PubTalk		
26	27	28	29	30		
			Bend Chamber Real Estate Forecast Breakfast			

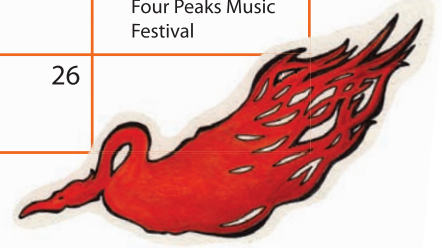
April 2015

sun	mon	tue	wed	thur	fri	sat
					1	2
						Deschutes Children's Foundation Art & Wine Auction
				7	8	9
					Sisters Folk Festival: My Own Two Hands	Sisters Folk Festival: My Own Two Hands
				14	15	16
				21	22	23
					Old Mill Concert: The Decemberists	Old Mill Concert: Ryan Adams
24	25	26	27	28	29	30
	Old Mill Concert: Robert Plant			EDCO PubTalk		Happy Girls Run
31						
Ride for Two Rivers Cycle						

May 2015

sun	mon	tue	wed	thur	fri	sat
	1	2	3	4	5	6
						Heaven Can Wait Run
7	8	9	10	11	12	13
14	15	16	17	18	19	20
		Old Mill Concert: The Doobie Brothers				Bite of Bend Four Peaks Music Festival
21	22	23	24	25	26	
Bite of Bend Four Peaks Fest. BMC Summer Concerts				Old Mill: Willie Nelson EDCO PubTalk		
28	29	30				
BMC Summer Concerts						

June 2015



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Here for Oregon. Here for Good.

Get to know *Bend City Councilor*

By Rachael Rees van den Berg, Bend Chamber Communications Coordinator



VICTOR CHUDOWSKY

Q: What year did you move to Bend, and why did you move here?

A: We moved here in 2003. It's a great town in a superb natural setting, and a cool place for our daughter to grow up. We also wanted a more relaxed lifestyle, but that ended once I got elected.

Q: What's your line of work?

A: My wife Naomi and I have a consulting firm, TrueScore Consulting, which does public policy analysis and research (www.truescoreconsulting.com). We do research to see if government programs are actually working. Most of our work is in education but we are branching out to other areas.

Q: Why do you serve on the council?

A: It's volunteer work. You try to make things better for people. I like to study things obsessively, then argue and debate.

Q: What do you do for fun in your free time in Central Oregon?

A: My favorite thing is hanging out with my wife and daughter, having fun doing nothing in particular. I enjoy hiking, mountain biking and road biking. I love exploring areas like Newberry Caldera, the lakes and rivers, Metolius area, Fort Rock, Ochocos (especially the old

mines), etc. I like getting together with friends at happy hour and the like. Bend has a good social life.

Q: What's your strategy to promote business in Bend?

A: First, get the Urban Growth Boundary project done. We've been messing with it for 10 years. When I took over as chair of the Steering Committee I pressed to get things moving, finally. It's preposterously complicated and time-consuming but we need finish it because we are in a full-blown affordability crisis, with skyrocketing land and housing prices. Second, we need to loosen up parts of our development code to make it easier for small businesses to get space.

Sadly, the state of Oregon is an educational and economic underachiever with a stagnant government. A large portion of the population is without meaningful prospects. Here in Bend we're ambivalent about doing what it takes to help these people; the city's becoming too exclusive. We have groups that not only want to limit our supply of land but our drinking water as well. Despite all this, it is still possible to improve things at the local level, but the leadership has to be there. Redmond Mayor George Endicott is an example to emulate. Also, Bend's business community has to get more assertive.



2014 Sage Awards *Ambassador of the Year*



Peter Christoff

“THE PEOPLE WHO WIN THE SAGE AWARDS ARE ALL PEOPLE THAT I LOOK UP TO AND WOULD WANT TO EMULATE IN A LOT OF DIFFERENT WAYS,” CHRISTOFF SAID. “SO, IT WAS AN HONOR TO BE INCLUDED AMONG THEM.”

Since March 2012, Peter Christoff has been championing the Bend Chamber as an ambassador.

“It's a pleasure to volunteer for and represent the Bend Chamber,” Christoff said. “It's my goal to make sure members and the community are educated on what the chamber is doing on their behalves and ensure members are getting the most out of their memberships.”

While people see the social and networking events that the chamber puts on, Christoff said many aren't as aware of the Bend Chamber's advocacy efforts.

“The Bend Chamber does a lot for small businesses in terms of advocating for them behind the scenes at the local and state levels,” he said.

Christoff is a lawyer with Merrill O'Sullivan, LLP. He specializes in business, real estate and estate planning, advising clients on matters including: choice of business entity and formation, corporate gov-

ernance, business sales and acquisitions, real estate purchase and sale transactions, commercial leasing, wills, trusts, and probate administration. Merrill O'Sullivan has been providing legal services to the region since 1974 and has been a part of the chamber for many years.

“Being an ambassador was an easy way for me to get involved with the chamber and to promote the chamber to the Bend business community,” he said.

Christoff said his favorite part of being an ambassador is the relationships he's built with chamber staff and other members of the community. He enjoys attending the Ribbon Cuttings to learn about new businesses that are opening or expanding in town, as well as Business After Hours for the opportunity to connect with people he doesn't work with on the day-to-day.

“I think the Bend Chamber is a great organization to be a part of. It really works to support the Bend business community,” Christoff said. “If we can help small business succeed by leveraging the chamber's resources, it will ultimately impact the Bend economy in a positive way.”

SAVE THE DATE

Sage Awards Gala

FRIDAY, APRIL 10

SUNRIVER RESORT

TICKETS: BENDCHAMBER.ORG

DETAILS PAGE 23

FIND M.E. *Find Mark Etting*

INTREPID
THINK FORWARD

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Where is Intrepid Mark Etting this month?

Intrepid Mark Etting rolls on over to a sweet place in Bend. Can you guess where our Celebrity Daredevil is hanging his helmet? We will reveal the answer and winner at www.facebook.com/IntrepidForward! Email your answer to me@intrepidforward.com for a chance to win a special gift certificate and other goodies!

Learn more about Intrepid Mark Etting at <http://www.intrepidforward.com/mark-etting>

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MEMBERS *in the news*

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LISA KROON



NATHAN MATLOCK



MATT RYAN



BRIAN PFAFF

Alison Little

PacificSource Community Solutions has hired Alison Little, M.D., M.P.H., as medical director for Medicaid Programs. In this role, Dr. Little will be responsible for oversight, clinical safety, quality and member experience for PacificSource's Medicaid line of business. Dr. Little is a board certified Family Physician. Dr. Little served as the senior medical director for the Center for Evidence-based Policy at Oregon Health and Science University.

Lisa Kroon

Lisa Kroon has joined the Exit Realty Bend team of real estate professionals. Lisa has served as a court reporter for more than 20 years, where her listening abilities, attention to detail and a passion for excellence have been her standard of practice. Lisa will be working with both residential buyers and sellers.

Nathan Matlock

Nathan Matlock has joined the real estate professionals at Exit Realty Bend. Nathan has been serving Central Oregonians in both retail and the banking industry for more than 20 years and is a born and raised Oregonian. He will be serving Central Oregon with one-of-a-kind residential and commercial services.

Matt Ryan

Matt Ryan has joined the real estate team at Exit Realty Bend. He will provide clients with his specialties of marketing and negotiating all types of real estate transactions and his knowledge and excellent skills in SEO and social media to help clients sell their homes and buyers find the perfect home.

Brian Pfaff

Brian Pfaff, a broker and real estate consultant, has joined the team at Exit Realty Bend. Brian has a long history of community service and business experience. He is working in both residential and commercial real estate with an emphasis in providing his clients with superior investment specialties in the real estate marketplace.

Evan Dickens

Jones & Roth CPAs & Business Advisors would like to announce CPA Evan Dickens has been admitted as Partner & Shareholder. Evan began his public accounting career with Jones & Roth in 2002. He is the leader of the Retirement Plan Audit team and the Startup & Emerging practice team, and brings a specialized expertise to clients in the construction, ranch and agriculture sectors.

Jon Newport

Jon Newport, CPA, has been admitted as Partner & Shareholder for Jones & Roth CPAs & Business Advisors. Jon came to Jones & Roth in 2009 and has a background that includes 10 years with a Big 4 accounting firm. Jon has specialization in audit and assurance services, and works with clients in the areas of retirement plan audits, manufacturing, construction and startup and emerging services.

Michael Moomaw

Michael Moomaw, CPA, has been promoted to senior manager for Jones & Roth CPAs & Business Advisors. Mike began his public accounting career with Jones & Roth in 2007. Michael has specialized expertise working with

construction companies and works with a wide variety of individuals and companies in the areas of tax and estate planning.

Colleen Kronebusch

Colleen Kronebusch, CPA, has been promoted to senior accountant for Jones & Roth CPAs & Business Advisors. She joined Jones & Roth in 2013. Colleen enjoys working with companies from a wide variety of industries. She is devoted to having a positive impact on the clients she works with.

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Breakfast

Wednesday, April 29 - 7:30-11 a.m.
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Tickets available at BendChamber.org | (541) 382-3221

2015 Silver Partners



Salute *To Commerce* Sun West Builders



ARTICLE SUBMITTED BY: STEVE BUETTNER

“It’s a sincere honor to be recognized by the Bend Chamber and we thank them for this month’s Salute to Commerce award,” Steve Buettner said. “We feel the Bend Chamber is an outstanding organization servicing the Bend community and its businesses.”

Buettner, president and owner of SunWest Builders, has been in construction in the Central Oregon area for over twenty five years. He started the company in Albuquerque, New Mexico in 1987 and moved back to Central Oregon in 1989 to raise a family where he has been living and building ever since. Buettner understands the meaning and importance of giving back.

“Every community has the need for special services provided by non-profit organizations. Without continued support from our private sector, business community and individuals this need would not be met,” Buettner said.

Buettner’s commitment to community is evidenced by his support to more than a dozen non-profit organizations throughout Central Oregon including the Sparrow Club, Young Life, St. Charles Foundation, Boys and Girls Clubs, Central Oregon Veteran’s Outreach and Redmond and Bend Education Foundations, to name a few. Buettner also noted that he is proud of how his

staff recognizes not just a company commitment to the community, but a personal one as well. His staff is always ready to extend a helping hand with charity building projects, board positions and financial commitments.

SunWest Builders has established a reputation for constructing quality commercial and residential projects that stand the test of time. SunWest offers construction services starting with preconstruction all the way through final occupancy. The company specializes in a wide range of bid and negotiated building projects from custom homes and apartment buildings to retail malls, tenant improvements, resort facilities, industrial buildings and more.

“We are often perceived only as a commercial builder. Many people don’t realize that we have a custom residential division as well,” Buettner said. “Ironically, custom home building is how it all began for us and it still plays a significant role in our business.”

In 2014, the company completed the Bend Memorial Clinic - Old Mill, Wild Ride Brewing, BasX Solutions, Honda of Bend, Walgreens Pharmacy, Wilco Farm Store and Tetherow Golf Club – East and West Hotels as well as three custom homes in Bend

and Redmond.

The company values the trust the community has placed in SunWest Builders and is grateful for the long-term relationships this trust has fostered, Buettner said.

“We believe understanding and satisfying our client’s needs is our foremost responsibility,” he said.

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LEADERSHIP BEND

EXPLORES boards, nonprofits & human services

By: Rabbi Johanna M. Hershenson, Temple Beth Tikvah



Leadership Bend is all about exploring one's potential as a community leader and discovering the rich terrain of Central Oregon's civic, nonprofit and corporate landscape. Our sense of purpose as participants in the Leadership Bend Class of 2015 was rekindled during our most recent module when we were introduced to locally-seasoned professionals and volunteers from boards, nonprofits and human services agencies in Central Oregon.

What drives boards, nonprofits and human services, if not passion? How do boards, nonprofits and human services make a difference, if not strategic thinking?

By nature, those of us who read the Bend Chamber's Bend Business Journal and participate in programs like Leadership Bend are do-gooders. We want to participate in the ongoing work of evaluating and improving the quality of life in our precious, little corner of the world. Some of us are drawn to pioneering sustainable and profitable business practices, while some seek innovation, or new ways of solving old problems. Yet others are compelled to advocate for vulnerable populations like children and women, differently abled and the socially and economically disenfranchised.

There is so much to do, and so little time. How do we effectively meet the challenge?



The recurring message during our day with volunteer members of boards, agency professionals and the City Club's monthly luncheon, was clearly follow your passion and follow it strategically.

As community leaders, we increase our effectiveness when we make choices about where we focus our energy. One of the ancient rabbis quoted in the Talmud taught: The work is great. The laborers are sluggish. It is not up to you to do it all, but neither are you permitted to desist.

We all have a role to play. The challenge is to play our own role in collaboration with others.

BEND Chamber GOLF TOURNAMENT

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* You don't have to be a Bend Chamber Member to play

Bend Chamber events

REGISTER FOR BEND CHAMBER EVENTS AT BENDCHAMBER.ORG/CHAMBER-EVENTS | (541) 382-3221

APRIL

April 7 | Tuesday
What's Brewing? Bend's Town Hall Vacation Rentals ...
 5 - 7 p.m.
 Deschutes Brewery Public House – Tap Room
 1044 NW Bond Street
 Ticket includes your first drink
 Tickets \$20 | Chamber Members \$15
 \$5 more at the door

April 10 | Friday
SAGE Awards Gala 6 - 11 p.m.
 Sunriver Resort Great Hall
 17600 Center Dr
 Tickets \$69 | Chamber Members \$59
 Table Sponsors + 10 seats \$940

April 14 | Tuesday
Membership 101
 10 - 11 a.m.
 Located at the Bend Chamber
 777 NW Wall St Ste 200
 RSVP to Shelley 541-382-3221
 FREE

April 15 | Wednesday
Business2020
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Event Details
See inside cover for more info OR
<http://www.kpbbusiness2020.com/>

April 18 | Saturday
TEDxBend
The Bend Chamber is a proud sponsor
Event Details
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April 22 | Wednesday
Business After Hours
Sunriver Owners Association - SHARC
 5 - 7 p.m.
 57250 Overlook Rd in Sunriver
 FREE

April 29 | Wednesday
2015 Real Estate Forecast Breakfast
 8 - 11 a.m.
 (Registration 7:30 a.m.)
 The Riverhouse Hotel & Convention Center
 3075 N Business Hwy 97
 \$49 Individual Seats
 Table Sponsors + 10 seats \$640

April 30 | Thursday
Women's Roundtable Happy Hour Session
 5 - 8:30 p.m.
 (Registration 4:30 p.m.)
 Location: TBD
 Tickets \$25 | Chamber Members \$20
 Light fare provided

MAY

May 5 | Tuesday
What's Brewing? Bend's Town Hall: Transit
 5 - 7 p.m.
 Deschutes Brewery Public House – Tap Room
 1044 NW Bond Street
 Ticket includes your first drink
 Tickets \$20 | Chamber Members \$15
 \$5 more at the door

May 7 | Thursday
Ribbon Cutting
 4:15 - 5 p.m.
East Bend Dental
 2250 NE Professional Ct
 FREE

May 12 | Tuesday
Membership 101
 10 - 11 a.m.
 Located at the Bend Chamber
 777 NW Wall St Ste 200
 RSVP to Shelley 541-382-3221
 FREE

May 13 | Wednesday
Pints with our Pillars
Tammy Baney
 5 - 7 p.m.
 Deschutes Brewery Public House
 1044 NW Bond Street
 Ticket includes your first drink
First 50 to pre-register will get in free
 Tickets \$20 | Chamber Members \$15
 \$5 more at the door

May 14 | Thursday
Ribbon Cutting
 4:15 - 5 p.m.
Hayden Homes
 21105 Azalia Ave
 FREE

May 20 | Wednesday
Women's Roundtable Morning Coffee Session
 7:30 - 9 a.m.
 (Registration opens at 7 a.m.)
 Location: TBD
 Tickets \$20 | Chamber Members \$15
 Light fare provided

May 23 | Thursday
Ribbon Cutting
 4:15 - 5 p.m.
Mosaic Medical
 Old Mill District
 815 SW Bond St.
 FREE

May 27 | Wednesday
Business After Hours Summit Assisted Living
 5 - 7 p.m.
 127 SE Wilson Ave. Bend
 FREE

SAVE THE DATE:
 June 26 | Friday
GOLF Tournament
 Awbrey Glen
 Shotgun start at 11 am
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This isn't going to be your traditional real estate forecast breakfast

"This year, we're going to dig in and look at the issues our community is facing right here and right now," said Bend Chamber Senior Vice President of Programs and Events Robin Rogers. "We will explore how the Urban Growth Boundary will affect the real estate market and our region."

We will dive into: What is the Urban Growth Boundary? Why is it significant? How does it impact me and my business? How will an expansion affect the future of Central Oregon? How will it influence our commercial and residential real estate markets? Why should I care?

When you leave this session you will be armed with the answers to these questions and so much more.

Panelists will include:

Andy High - Central Oregon Builders Association Inc.

Ron Ross - Compass Commercial

Brian Fratzke - Fratzke Commercial Real Estate Advisors

Brian Rankin - City of Bend

Reserve your seat to learn how we can all work together to navigate the changes that are happening and challenges associated with our community's growth.

BendChamber.org | (541) 382-3221



Pure Barre Ribbon Cutting | March 4, 2015



NPS Wireless LLC | Feb. 12, 2015



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It's the ideas we shape together, the alliances we forge and the legacy we pass on.

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