

FREE

# BEND Business Journal

BEND Chamber

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COVER PHOTO OF JUNE'S [YOUNG PROFESSIONALS NETWORK AT OXFORD'S 10 BELOW](#) - [STORY ON PAGE 16](#)  
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# FIRING *on all* 8 cylinders!

By: TIM CASEY, PRESIDENT & CEO BEND CHAMBER  
TIM@BENDCHAMBER.ORG

My father has had an engine rebuilding shop for over 30 years. I've spent countless hours tearing down engine blocks and heads, machining them to tolerance and reassembling them with new parts and upgrades. It's hard work with a high level of attention to detail; but in the end, when I hear that engine crank up for the first time, I receive a satisfaction that's hard to replicate.

In May this year, the Bend Chamber began developing our business plan for 2016. Why so early you ask? Because we have big changes on the way. We are breaking down and rebuilding every product and service we provide to ensure it is what you want as a member. With over 45 products and services, we'll need as much time as possible to develop a strategic plan which will change the future of our chamber.

We started off with analyzing who we are and what our members want. For the past several years we have conducted a membership survey through the Western Association of Chamber Executives. This survey helps guide our programming by showing us our members' needs and our performance in achieving those needs.

## FROM THE SURVEY, HERE ARE THE TOP FIVE REASONS YOU, AS A BEND CHAMBER MEMBER, BELONG TO THE ORGANIZATION:

1. BUSINESS EXPOSURE
2. CONNECTIONS WITH OTHER BUSINESSES IN OUR COMMUNITY
3. CREDIBILITY OF MEMBERSHIP
4. YOU WANT TO MAKE A DIFFERENCE IN YOUR COMMUNITY
5. IT IS YOUR CIVIC RESPONSIBILITY TO BE ENGAGED

Following our annual retreat, the board of directors voted to change the mission statement of the chamber to "The Bend Chamber is a vital strategic partner creating resources and opportunities for member success, quality of life, engagement and meaningful impact." From our new mission we have three key pillars of success as the foundation of the organization:

1. Member success
2. Quality of life
3. Engagement & meaningful impact

Together, we have eight strategic points to satisfy with our members. What does this mean? Every single product and service we offer as an organization will be directly related to servicing one of these eight key points. As we go through the evaluation process, we are rebuilding our programming and letting go of products and service that don't align.

Staff will be working diligently through the end of the month developing a strategy to rebuild our program of work. We will have a rough draft of our plan in September that I will share with business members in the community to elicit feedback. And on Sept. 18 at our 2016 strategic planning retreat, we will present our proposal and your feedback to the Bend Chamber's Board of Directors.

I have kept the first half of September wide open to meet with our members. I am beginning to book 30-minute meetings. I would love to talk with you personally to share our rough draft and get your feedback. If you are interested, please shoot me an email or give me a call. I would be very happy to come to your location and get your take on the new Bend Chamber.



# Where we've been and where we're going



## A MESSAGE FROM OUR CHAIRMAN

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

The Bend Chamber of Commerce requests each member complete a survey to find out how we are doing from year to year. The survey is created by the Western Association of Chamber Executives (WACE) and allows each chamber to compare themselves to the rest of the Western Association members.

We received the results for the 2014 survey last December and have used the information to determine our next steps as an organization.

Our membership response rate was 18.8 percent, meaning 202 members responded. This data was compared to responses from over 15,251 members in local chambers in the West.

When asked, “what value the chamber provides compared to the annual dues investment for the membership,” 81 percent of our membership said the value was equal to, or better than, the dues investment. This puts the Bend Chamber right in line with WACE responses, meaning we are performing competitively with other chambers throughout the west.

When members were asked about the relevance the Bend Chamber has to their businesses, 26 percent of the members in the Bend Chamber ranked the chamber high. This data shows we have room to grow – which is exactly what we are doing.

Since our board retreat in January, the Bend Chamber has been focusing on better communicating our value proposition and seeking feedback from members, nonmembers and leaders in our community to determine how we can add addi-

tional value and collaborate with others to better serve our customers and their needs.

Our goal is to improve our net promoter score to create champions for the Bend Chamber. The net promoter score is based on the idea that every business has customers in three categories: promoters, neutrals and detractors. The calculation is based on the question “How likely is it that you would recommend the business to a friend on a 0 – 10 scale, with 10 being the highest?” Those who rank the company as a 9 or 10 are promoters. Neutrals give a score of 7 or 8 and detractors score 1 – 6.

As we work through this process, Bend Chamber President and CEO Tim Casey and our outstanding staff, continue to do their day jobs of providing services and events that are meaningful to our members. The executive committee of the

Bend Chamber Board of Directors wants our net promoter score, value and relevance to soar above the WACE average, because well, we aren't satisfied with being average. The improvements will not happen overnight, but ...

...with your  
engagement, feedback  
& participation we  
will be successful.

Please feel free to contact me with your ideas and suggestions at: [michael@bendchamber.org](mailto:michael@bendchamber.org) and please complete the survey when we send it out in the fourth quarter.

## THE TOP REASONS TO BELONG TO A CHAMBER:

### BEND'S RESPONSE

1. Business exposure
2. Connections with other businesses
3. Credibility of membership
4. Want to make a difference
5. Civic responsibility
6. Advocacy efforts
7. Education opportunities
8. Benefits/services
9. Leads generation
10. Participate on committees

### WACE SURVEY

1. Business exposure
2. Connections with other businesses
3. Want to make a difference
4. Civic responsibility
5. Credibility of membership
6. Advocacy efforts
7. Leads generation
8. Benefits/services
9. Educational opportunities
10. Participate on committees

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Our gratitude goes out to all who support this publication, especially Bend Chamber Members who make it all possible.

#### MISSION

THE BEND CHAMBER IS A VITAL STRATEGIC PARTNER CREATING RESOURCES AND OPPORTUNITIES FOR MEMBER SUCCESS, QUALITY OF LIFE, ENGAGEMENT AND MEANINGFUL IMPACT.

#### VISION

THE VISION OF THE BEND CHAMBER IS TO GATHER, EQUIP AND MOBILIZE OUR BUSINESS COMMUNITY TO DRIVE A PROSPEROUS ECONOMY AND UNMATCHED QUALITY OF LIFE.

## PRODUCTION TEAM

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## SMALL BUSINESS DEVELOPMENT CENTER SEES BUSINESSES THRIVE



STEVE CURLEY  
DIRECTOR  
COCC SBDC

The Small Business Development Center (SBDC) at Central Oregon Community College (COCC) tracks important metrics for the businesses they serve. One of these metrics is increased sales. This year to date, the center's clients have increased their sales as a whole over \$5 million – more than double the

previous year's total in just six months.

The SBDC tracks these statistics with verification from the business owners that SBDC helped to achieve success. In addition to the significant revenue increase, in the last six months the SBDC worked with over 200 clients who have created or retained 46 jobs, investing \$1.14 million of capital into their businesses.

Steve Curley, director for the COCC SBDC, attributes the success to an improved economy that has business owners hungry for success and the experienced advisors who work directly with the clients.

“We came through such a difficult time for small businesses which helped them focus on running more efficiently. Now that business conditions have improved, they are leveraging their experience into growing and expanding, resulting in the notable metrics they are achieving,” Curley said. “We also

have a great staff of advisors, who have been business owners and understand the issues our clients face. They are the ones that work with these businesses on an ongoing basis.”

As a way to serve more clients, the SBDC is adding valuable classes and workshops that appeal to businesses. In addition to business start-up and launch classes, there is a new Growing Your Business with QuickBooks class that gives businesses instruction balanced with one-on-one advising to address specific issues they face as well as others on the horizon.

“We are constantly talking with businesses to better understand their needs and then create classes and workshops to address them. Our goal is to be nimble and offer programs that meet the businesses' needs,” says Curley.

Economists are saying the outlook for the economy will continue to improve over the next few years and now is the time to take advantage while capital is affordable and conditions are ripe for business expansion.

The SBDC at COCC is focused on helping build Oregon's best businesses. The center offers no-cost one-on-one business advising, business planning, educational workshops, market research and assistance in accessing capital for businesses. The goal of the SBDC is to have a positive impact on the growth and sustainability of Central Oregon economy. For more information on available services, contact the SBDC at 541-383-7290 or [www.cocc.edu/sbdc](http://www.cocc.edu/sbdc).



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TAYLORNW



# Debbie Agnew

## BEND CHAMBER AMBASSADOR OF THE MONTH

I am extremely honored to be selected as this month's Ambassador of the Month and to be a part of such a wonderful organization.

As a small business owner, the Bend Chamber's Ambassador Program has provided both support and incredible networking with other business owners that are not only successful, but highly passionate about their community.

As a lifelong Oregonian, I have spent the vast majority of my life in the Portland area. Ten years ago I had the opportunity to make the move to Bend. Leaving my large Italian family and many friends was a tough move, but I have never regretted the decision because Bend quickly became my home. The move to Bend offered me a fresh start and the opportunity to build a new wonderful life for which I am very thankful. Three years ago I remarried and

between us, we are busy raising a gang of five teenagers.

In addition to marriage, I took the big step of starting my own business, Red Bee Press. As a lifelong seeker of quality products at a good price, starting an upscale direct-mail publication was an easy decision. Recognizing the importance of the tourist industry to so many Central Oregon businesses, Red Bee Press not only distributes to the local market but also reaches the visitor audience. I would like to thank all of the many local businesses that have been such enormous supporters of Red Bee Press.

Giving back to my community has always been extremely important to me and with Red Bee Press I am able to do this through our Community Spotlight and featurettes. In every issue we feature a Central Oregon non-profit organization that strives to

better the lives of its residents and our community. Our current issue features The Center Foundation. There was an additional need, so we also included The Bend Spay and Neuter Project as a featurette in our current issue. Our fall issue will feature Healing Reins and our winter issue will highlight Abilitree. We soon will be considering other nonprofits for 2016, so if you have an organization that you feel would benefit from exposure to 50,000 local residents and the Central Oregon visitors market, please reach out to me.

Thank you to Sandy, Tim, Shelley and all the wonderful staff at the Bend Chamber for all the support and hard work that you do to make a difference in our wonderful community.

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## City Council Watch

# FUEL TAX?

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



**While Bendites agree the roads are in need of repair, it could be an even bumpier road ahead if new funding solutions aren't fully supported by the community.**

Bend 2030, a nonprofit dedicated to community collaboration to achieve a better future, presented the findings of an online community survey on transportation to Bend City Council on July 15.

According to the Bend 2030 survey, which was taken by 1,687 Bend residents, there was strong support for a fuel tax and a studded tire fee to help solve Bend's growing transportation challenges. This information complemented the survey results DHM Research presented to councilors earlier in July. In the survey conducted by DHM Research for the City of Bend, 76 percent of survey takers said they would support at least a 5-cent fuel tax to fund transportation improvements.

However, Bend 2030 Executive Director Erin Foote Marlowe, encouraged councilors to consider a comprehensive transportation package that would include different revenue streams for the funding of streets, safety and transit before putting a fuel tax on the ballot.

"We have done our homework in the community on what Bend is looking for when it comes to transportation and we are very confident that this community is interested in a full package, not a one-off question on a ballot about streets," Marlowe said.

Currently the pavement condition index – a rating that measures the health of the streets – is not up to par in Bend, which is impacting livability.

The budget for street preservation has been increasing, said Bend City Manager Eric King, but

the costs of materials and labor is increasing at a much higher rate creating a large gap in funding.

"We're able to do less and less maintenance, and as a result, the condition of our roads is deteriorating," King said.

An additional \$2.5 million would be required to stop the bleeding and keep the roads in the condition they are in now, King said. But in order for there to be improvement, which was one of council's goals, the price tag would be even greater. For example, to improve the pavement condition index from 69 to 74, would cost about \$6.8 million. The target would be to eventually achieve a pavement condition index in the 80s.

One of the ways to achieve additional revenue would be by implementing a fuel tax. Other funding suggestions from the Bend 2030 survey included a tourism tax on food and beverage and a transportation utility fee. King said 32 cities in Oregon have a local gas tax and 31 cities have a transportation utility fee.

Vic Martinez, chairman of Bend 2030 Board of Directors, said he's concerned just a straight fuel tax would result in strong opposition.

"We want to partner up with that opposition right now to see whether or not we can work in partnership and develop a comprehensive plan that benefits the community as a whole," Martinez said.

In order for a fuel tax to make it on the fall ballot, which is estimated to have better voter demographics to pass this kind of a tax, councilors would need to make a resolution by August 5.

"If it's worth doing, there will be plenty of potholes next spring," said Bend City Councilor Casey Roats. "Nothing about trying to hit the right election sounds good to me at all. I would assume, take our time (and) have a really good proposal... This feels really rushed and it feels like we're headed right for a cliff."

Councilor Victor Chudowsky agreed, saying there will only be one chance to have voters approve a

fuel tax so the argument needs to be compelling that a tax is needed.

"I would rather address all these concerns that I know are out there in the public," he said. "In the real world, when a campaign happens, each gas station is going to have a sign in front of it and every time somebody goes to fill their tank, they're going to see this sign accusing us of raising their taxes."

Chudowsky also cautioned if the state fuel tax were to rise, a local fuel tax could put an even bigger dent in our citizen's wallets.

Mayor Jim Clinton and councilors Sally Russell and Roats volunteered to work on the concept of a transportation package over the next three weeks.

**Transportation is the last leg of the stool of infrastructure in Bend, Marlowe said.**

"We've dealt with water. We've dealt with sewer. Now, it's time for transportation. We have a history of which kind of method of engagement works best ... Let's take the time to reach out to the key stakeholders so that we do transportation right. It's too important, considering how much growth we're about to see."

Marlowe said Bend 2030 and the City are working together to put together a one-sheet outlining transportation needs and funding sources, which would serve as an outline for the transportation package and the foundation for the community conversation.

"We're really pleased to see unanimous support for this proposal to engage new stakeholders for this transportation package. The city is clearly interested in seeing a wide variety of needs met," Marlowe said. "We're excited to see the buy-in and are looking forward to seeing if other partners are committed to finding something that works better for the whole community."



## THE LEADERSHIP BEND CLASS OF 2015 GRADUATES

**Karla Aguilera**, Asocarr Import/Exports & Latino Comm. Assoc.

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**Steve Curley**, COCC/SBDC

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**Laura Kloss**, OSU-Cascades

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**Beth Larsen**, Volunteers in Medicine

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**Annie Nelson**, Karnopp Petersen

**Dana Perry**, Volunteer Connect

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**Amy Ward**, Deschutes Children's Foundation

**Andrea Wilson**, Bend-La Pine Schools

Learn more about these new Leadership Bend Alumni Association members at [www.coimpact.com/about-leadership-bend/](http://www.coimpact.com/about-leadership-bend/).

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Last month's What's Brewing? pulled in an energized group of attendees - ages 13 and up

# Here's your ticket to transit

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

**SOME OF US RIDE TRANSIT**, but all of us need it. During the Bend Chamber's July What's Brewing? Community Forum, attendees learned the ins and outs of transit as well as the vital role it plays in our community including increased livability and economic benefits.

Transit is very young in Central Oregon, explained panelist Andrew Spreadborough, executive director of Cascades East Transit. As recently as 10 years ago, there was very little public transportation, he told the audience at the Deschutes Brewery public house.

"CET is the largest transit system by far in Oregon and probably one of the larger on the west coast that does not have a dedicated funding source," he said. "Lacking that dedicated funding, the success of the buildup was really focused on partnerships."

Because there's no consistent funding stream, he said there's a lot of uncertainty and constraints. Therefore, there hasn't been funding to increase services.

"We know that a strong vibrant transit system is good for riders, but it's also good for the community as a whole," he said.



**FOR EXAMPLE,** as the labor market tightens and commute distances increase, transit is a workforce development tool. Transit can also help provide access to recreational visitors such as the ski service to Mt. Bachelor, the Lava Butte shuttle and the airport. "Transit solves many problems and provides community-wide benefits," he said. "It connects people to jobs, seniors to more active lives, students to education and visitors to recreation."

**AS THE COMMUNITY GROWS,** he said it's important transit services also grow. The CET expansion, which is planned to launch in September, will include expanded hours of operation, frequency of stops and the number of routes.

"Moving forward, we know that we need to continue to improve and adapt the transit system as the region grows and changes. The Bend CET expansion gets us part of the way there, but it's not the end of the line," he said. "In thinking about growing the system, we need to hold to our principles of collaboration and community involvement."

Amy Tykeson, co-chair of the Bend Transit Expansion board, said riding transit is all about convenience. "It's becoming an expected amenity in towns," said Tykeson, who's the managing trustee for the Tykeson Family Charitable Trust. "We're the second fastest growing region in the state of Oregon and we need to be investing in smart growth and good transit is smart."

CET's expansion is a critical first step, increasing the transit program by about 30 percent. The route expansions are focused on some of the heavy core areas such as the hospital area on the east side and education hubs on the west side, she said.

Tykeson said investment in transit will expand the region's future. "We need to make transit more mainstream and get people to be thinking about transit in a new way; not riding transit just because they have to, but riding transit because they can and it's convenient."

Bend City Councilor Victor Chudowsky said over time he thinks political support will increase for transit.

Transit will be critical as the population in Bend grows. Currently Bend is like a big suburb that supports people driving from place to place, he said. By 2028 there is predicted to be a 40 percent increase in population which will create a shift towards urbanization.

*"How do you deal with the congestion of having that many more people in the same space? The key is giving people a choice in how they get from place to place," Chudowsky said.*



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**ENTREPRENEUR OF THE YEAR**  
CALL OF THE WILD ADVENTURES INC.

Call of the Wild Adventures Inc. is a locally owned and operated adventure travel company run by women for women.

The company, owned by Emilie Cortes since November 2012, specializes in active vacations around the world, ranging from easy lodge trips with day hikes and wine tasting, to backpacking and trekking in exotic locations.

"I have absolutely no shortage of ideas or vision about what I want to offer in the future," wrote Cortes on her SAGE nomination form. "It's my goal to be running the most unique and inspiring trips for women, not just the same old trips focused on gender."

Cortes has focused on rebuilding the brand and trust with clients since taking over the business, which has boosted revenue. She has invested in a new system to enable e-commerce and electronic data capture to automate

processes without losing the personal touch. She's also built a new online trip management system to centralize client communication and create a sense of community before and after a trip.

"It was a great honor," Cortes said about winning Entrepreneur of the Year. "It was a lot of validation for the hard work I've done in the last three years to really turn the company around, bring it into the 21st century and make it something I'm proud of."

Cortes has been a Bend Chamber member since she moved to the area in 2013.

"I believe in the work that that a chamber of commerce does. Chambers are truly a voice for the business community," she said. "I've met some of my best friends through the Bend Chamber. It's a really great way to meet people and integrate yourself into the business community."



MEETINGS AND EVENTS...



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- Live music on the patio every Wednesday

## LUXURY ACCOMMODATIONS



The Residence Club offers 48 luxurious, residential-style accommodations overlooking the 18th hole of the Jack Nicklaus Signature Course at Pronghorn.

- 1 - 4 Bedroom configurations are available
- Full Kitchen and Living Room in multi-bedroom units
- Ideal for families or larger groups traveling together

## AWARD-WINNING GOLF



Surrounded by ancient lava rock ridges, and outcroppings completed with postcard views of the Cascade Mountains, our nationally acclaimed courses by Jack Nicklaus and Tom Fazio have emerged as a coveted destination for golfers of all levels. An ideal setting amidst the scenic beauty of Bend, superb weather conditions and award-winning course design transform every round into an exceptional experience.



PRONGHORN  
bend. oregon



# SANDY'S TRAVEL LOG

**Memoirs  
from the  
Bend Chamber's  
trip to China in  
2013**

**We're going  
again in 2016!!**



*DATE: OCTOBER 2013*

*After sipping on wine and beer as we traversed the Pacific Ocean and several continents, we arrived at our destination – BEIJING.*



*We were greeted by our adorable tour guide, June. Our journey began with a bus ride to our first authentic Chinese restaurant. On the way, we melted into the plush bus seats as June gave us an introduction to the city. Like Bend, Beijing's primary economic driver is tourism. Who knew Bend and Beijing had such an important commonality?*

*My mouth watered as we were served many local dishes in a "family style" setting. Not having ordered these items, we weren't sure what most of them were, but we quickly started taking a little of this and a little of that. We all laughed at the saucer-sized plate we were given to eat from but realized what a brilliant idea this was as there is no wasted food at the end of your meal!*

*After dinner, we were taken to our four-star hotel. WOW, we were in awe. When the Chinese say four-star...they mean it! We were greeted with sweet sounds of traditional Chinese music as we passed through the gold embellished entrance. Everything from the beds to breakfast the next morning was extraordinary! We were treated very well.*

*Our first excursion was an all-day tour starting at Tian An Men Square, the largest square in the world. Across the street, we entered the Palace Museum, also known as the Forbidden City – home of 24 emperors with a total space of 9,999 rooms! We then got to visit the Pearl Market and learned everything you'd want to know about pearls. Next, we headed to the Summer Palace, famous for the Long Corridor with a painted gallery, the Seventeen-Arch Bridge and Marble Boat. We even got to see the world's LARGEST rubber duck in Kunming lake.*

*Speaking of ducks, our dinner that night comprised of Peking Roast Duck – what a special treat! While some headed back to the hotel to rest, I chose the optional tour where we got to enjoy a very energetic Legend of Kungfu show full of acrobatic antics!*

*Ok...back to the hotel for me. I'm tired, but excited to see what's in store for tomorrow!*

**CHINA TRIP INFORMATION SESSION**

**SEPTEMBER 21 FROM 5:30-7 P.M.**

**CONTACT INFORMATION:**

**SANDY@BENDCHAMBER.ORG OR 541-382-3221**

**Experience  
CHINA**  
in 2016 with the Bend Chamber  
**Reserve your seat!**  
Call the Bend Chamber 541-382-3221  
BENDCHAMBER.ORG



wh@t

IS THE FUTURE OF YPN

# YOU TELL US

About 60 young professionals gathered together at 10below in the OXFORD hotel in June to help shape the future of the Bend Chamber's Young Professionals Network.

"How is it that we can motivate the young people in this town to pursue their dreams?" asked Jack Newkirk, sales manager for the OXFORD and the new YPN Council chair. "That's really what tonight is about: making the right connections, finding the right coaches and mentors and then finding the right opportunities, like funding, in order to make your dreams come true as young professionals."

The first part of reaching those dreams is through making relationships, he said. To help build those relationships, he broke the crowd into four groups three different times based on industry, workplace location and recreational hobbies.

Once they were separated by their hobbies, Newkirk asked the four different groups to work together to craft a mission statement for YPN. He explained the purpose of the exercise was to take all four mission statements and generate one new mission statement for YPN's future.

"Congeal around the whiteboards," he said. "Crowdsource your brain to take YPN in its next direction."

The attendees began brainstorming different words that described what they would like to see out of a YPN program. Then, they collaborated to formulate a single sentence.

**Whiteboards displayed words and phrases including:** fun, progressive, networking, mentorship, education, community engagement, problem-solving synergy, libation incentives, leveraging referrals and exploration of uncharted territories

education fun  
 problem-solving  
 uncharted territories  
 mentorship  
 engagement  
 incentives  
 exploration  
 progressive libation  
 networking  
 community  
 leveraging  
 referrals  
 synergy

Come again?

Join us as we continue the discussion... Really, YOU TELL US what you want from YPN! Sip on **SANGRIA** and tantalize your taste buds with **TAPAS** while you connect with your peers in the comfort of the Pahlisch Homes Clubhouse! You'll also hear from Pahlisch Homes' marketing expert on how to go from unbearably boring to engaging on social media, as well as how to get customers to actually "like" you.

**WEDNESDAY AUGUST 12**  
 FROM 5 - 7 P.M.  
**@PAHLISCH HOMES CLUB HOUSE**  
 20832 SE SOTRA LOOP  
**TICKETS: \$15 | CHAMBER MEMBERS: \$10**  
*Includes food & drink!!! \$5 MORE AT THE DOOR*  
[BENDCHAMBER.ORG](http://BENDCHAMBER.ORG)



# WHERE ARE YOUR TAX DOLLARS GOING?

## *And what are they funding?*

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

At the Bend Chamber's second annual State of the Community Address, attendees learned the answers to those questions.

A panel with representatives from the City of Bend, Deschutes County, Bend-La Pine Schools, Central Oregon Community College and the Bend Parks & Recreation District gave an overview of their successes and challenges, as well as their perspectives on hot-button issues such as affordable housing and standardized testing in schools.

"The best success of Bend is the recovery and the pace of that recovery over this past year," said Bend City Manager Eric King in the opening video.

Laura Craska Cooper, elected chair of Central Oregon Community College, put the rumor to rest that COCC and OSU-Cascades are in competition with each other.

"I get asked all the time how COCC is going to weather the storm of OSU-Cascades becoming a four-year institution and I laugh, because the two institutions are fundamentally not competitors, they are collaborative and they are complementary," Craska Cooper said.

COCC provides the first two years for many students who don't want to pay the higher costs of a four-year university, she said. In fact, the community college will be housing some of the OSU-Cascades students in their residence hall.

Tom Kemper, executive director of Housing Works – the primary provider of affordable housing in Central Oregon – asked when the city and parks will be able to provide an SDC exemption for projects dedicated to 60 percent MFI (Median Family Income) households.

"We recently were turned down on our application to build 53 housing units ... the city has committed \$1 million, but the project will not get built unless we can get an SDC waiver from the City and parks," he said.

While affordable housing is an extremely worthwhile endeavor, Dan Fishkin, the panelist representing the Bend Park & Recreation District, said it is really a political issue. It remains to be seen what impact, if any, an exemption of SDCs for affordable housing would actually have, he said.

Kemper responded by saying the affordable housing project would get built if there was an SDC exemption.

"There won't be any budget impact," Kemper said. "If the project doesn't get built it wouldn't have generated an SDC fee that you could use in your budget."

**Wilson's 53<sup>rd</sup> ANNIVERSARY Sale**

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# MEMBERS *in the news*



IAN RIDDOCK

## Ian Riddock

Ian Riddock, MD, joins the Bend Memorial Clinic (BMC) Cardiology Department at the BMC Eastside Clinic. Dr. Riddock is board certified in internal medicine, cardiovascular diseases, clinical lipidology and cardiovascular computed tomography. He is also a certified specialist in clinical hypertension through the American Society of Hypertension.



COLLEEN SULLIVAN

## Colleen Sullivan

Colleen Sullivan, PT, has joined Step & Spine Physical Therapy. Sullivan brings more than 20 years of physical therapy experience to the team, having grown up in Washington and practiced in the Seattle area throughout most of her professional career. She has vast experience offering outpatient manual therapy to treat musculoskeletal pain and disability as well as working with competitive athletes who seek performance enhancement as well.

## Seth Wilkie

Seth Wilkie, DPT has joined Step & Spine Physical Therapy. A former master personal trainer who's completed multiple IRONMAN triathlons, Wilkie has earned multiple certifications through continuing education opportunities with the International Academy of Orthopedic Medicine, the North American Institute of Orthopedic Manual Therapy, and McKenzie Institute U.S.A.

## Carla Rambel

Carla Rambel has joined Bellissimo Body Care. Carla has been a licensed massage therapist (L.M.T.) for over 13 years. So, is today your day to feel better and stay healthy? Allow Carla to customize a massage for you using relaxation, neuromuscular and trigger point therapies.



SETH WILKIE

## Fred Baldwin

The Central Oregon Association of REALTORS named Fred Baldwin of Century 21 Gold Country Realty the 2015 Realtor of the Year. The COAR award is designed to give recognition to realtors who have served not only their profession, but also their communities.

## David Rosell

David Rosell, author of *Failure Is Not an Option* and President of Rosell Wealth Management in Bend, recently returned from New Orleans, LA where he was invited to be a focus session speaker at the Million Dollar Round Table four-day financial conference. The conference hosted more than 10,000 of the world's top financial professionals from over 60 countries.

## Robin Feuerbacher

Robin Feuerbacher, an assistant professor and lead for the energy systems engineering degree program at OSU-Cascades, was awarded the 2015 Teaching Excellence Award. The award recognizes academic faculty who have excelled in teaching through innovation, curriculum and impact on student success. Feuerbacher's work has ensured a nearly 100 percent job or graduate school placement rate for graduates of the program.

## Sara Freedman

Sara Freedman, the web communications specialist for the OSU-Cascades branch campus, received the 2015 Outstanding Staff Award. The award recognizes a staff member who has excelled in providing support to students, faculty or staff through innovative and solution-driven actions. Freedman's work has supported student recruitment and community relations.



FRED BALDWIN



ROBIN FEUERBACHER

## Chris Hagen

Chris Hagen, an assistant professor in the energy systems engineering degree program at OSU-Cascades, was awarded the 2015 Scholarship and Creativity Award. The award recognizes academic faculty who have excelled in intellectual work, communicated the benefits of that work broadly and whose work has been validated by peers.

## Meredith Mason

Meredith Mason, a program assistant in the graduate counseling and undergraduate human development and family science programs, was awarded the 2015 Outreach Award. The award honors staff and faculty who have excelled in developing programs that connect the branch campus with the local community. Mason works with nonprofits, government agencies and schools districts throughout Central Oregon.

## Ron Wilkinson

Bend-La Pine Schools Ron Wilkinson retired on June 30. Wilkinson served as superintendent since July 2008 and has been with the district since 1998. In all, he spent 43 years working in education. Shay Mikalson has taken over the position as superintendent.

## Leslie Neugebauer

PacificSource Community Solutions has selected Leslie Neugebauer to serve as director of the Central Oregon Coordinated Care Organization (CCO). In her new role, Neugebauer will connect and advance the work of Central Oregon CCO partners, including the Central Oregon Health Council and regional health care and social service providers.



SARA FREEDMAN

**SUBMIT YOUR NEWS**

BY THE 1ST OF THE MONTH TO RACHAEL REES VAN DEN BERG AT RACHAEL@BENDCHAMBER.ORG

(541) 382-3221





CHRIS HAGEN



MEREDITH MASON



APERION MANAGEMENT GROUP

### Aperion Management Group

Five team members of Aperion Management Group, a full-service community management specialist, drove to Bellevue, WA in March to take the Basics of Community Management Course, M100. Their first step to becoming accredited community managers. Larry Holscher, Mindy Edwards, Erik Robinson, Tina Maxwell and Charles Myrick passed with flying colors.

### Precision Body & Paint

Sign up today for an I-CAR training course on plastic and composite repairs hosted by Precision Body & Paint, Wednesday, August 12 at 6 p.m. Instructor Andy Hoard, I-CAR Platinum Individual 3, will cover a range of advanced materials and repair procedures critical for a complete repair. Register online at [www.i-car.com](http://www.i-car.com).

### My Place Hotels

My Place Hotels of America, LLC is excited about the progress made at the site of Oregon's first My Place Hotel. The brand new four-story, 63-room Economy Extended Stay Hotel is taking shape in the lively Old Mill District at 550 SW Bond Street and is projected to open in early October.

### Fireside of Bend

Fireside of Bend is teaming up with Jotul to support clean air efforts with their wood stove changeout program. Through August 31, consumers can replace their

current non-EPA-certified stoves and receive up to \$300 off when purchasing a new Jotul gas or wood product at Fireside.

### Mill View Memory Care

Experienced senior housing owner and operator, Seasons Management announced they will be managing Mill View Memory Care, located at 1290 SW Silver Lake Blvd. Mill View is expected to open their doors for new residents by the fall of 2015. The community will be able to house up to 36 residents and features 24 memory-care apartments.

### Twist Cocktail Catering Co.

Twist Cocktail Catering Co. accepted the award for "Best Cocktail Caterer State-wide" at the recent Oregon Bride Magazine awards ceremony in Portland. Twist is a full-service cocktail catering company, providing custom cocktails and professional bartending for special events in and around Central Oregon.

### Tuff Butt Classic

The Oregon Veterans Motorcycle Association and Veterans of Foreign Wars Post 4108 present the seventh annual Tuff Butt Classic Run on Saturday, August 22. Ride through 300 miles of forest and badlands and test your luck with a game of poker. All proceeds go to Central Oregon Veterans. Contact Dennis for details: 541-280-5161

Debbie Agnew  
Red Bee Press

Sheila Balyeat  
Cascade Sotheby's

Tonya Bernardy  
US Bank

Rachelle Chaikin  
LegalShield Oregon

2015  
Ambassador Chair  
Peter Christoff  
Merrill O'Sullivan LLP

Jacob Fain  
Morgan Stanley

Jacob Franke  
Smolich Motors

Suzanne Johnson  
Cascadia Gift Baskets

Brian Newton  
Jones & Roth CPAs &  
Business Advisors

Tom Roth  
John L. Scott

Sean Rupe  
The Broker's Network

Jay Walsh  
Team Sell Bend -  
Shelley Hummel

Are you  
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Junker to get  
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phone:  
(541) 382-3221



*Whether you are a new, existing, or prospective Bend Chamber member, it's important to learn about the benefits of membership and understand how our organization can be your strategic partner.*

*The Bend Chamber offers an exclusive Membership By Design program so you can get up-close and personal with all of your options to achieve business success.*

*Membership By Design helps you navigate the resources and opportunities available to you so you can really become engaged. This program is all about equipping you and your business.*

LEARN MORE!  
CONTACT THE BEND CHAMBER

(541) 382-3221

BENDCHAMBER.ORG

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# Congratulations!

## 2 BESTBALLS OF FOUR

**1ST GROSS TEAM - MID OREGON CREDIT UNION ... SCORE 148**

**PLAYERS: KYLE FRICK, MATT MCCOY, MOLLY BLACK  
HISSONG & CHUCK CHACKEL**

**1ST NET TEAM - SELCO CREDIT UNION ... SCORE 124**

**PLAYERS: TIM BOOHER, CHRIS INTLEKOFER, CINDY KING & BRET CROMWELL**

## SCRAMBLE

**1ST ONPOINT CREDIT UNION ... SCORE 54**

**PLAYERS: STEPHEN WYMER, JAY CARSON, ANNIE MARIE & MOLLY WYMER**

**2ND DESCHUTES DRIVER EDUCATION ... SCORE 55**

**PLAYERS: MARK LARSON, KENN THATCHER, STEVE KNAUSS & JOEY MAZONNE**



*Thank you to all of our sponsors and attendees at this year's Bend Chamber Golf Tournament. It was truly a day of fun in the sun!*



**The Bend Radio Group**



American Family Insurance - Andrew Stearns Agency  
BELFOR Property Restoration  
Bend Spine and Neurosurgery  
Bendstillery Inc  
Bigfoot Beverages  
Central Oregon Vet Center  
Healing Bridge Physical Therapy  
Horizon Pet Cremation

Minuteman Press of Bend  
Mount Bachelor LLC  
Northwestern Home Loans  
Oregon Veterans Motorcycle Assoc - High Desert Eagles  
PacificSource Health Plans  
R&H Construction Co  
SELECTEMP  
Smolich Motors





# JUNE 2015 *New Members*

## AHM Brands

Vanessa Berning  
19570 Amber Meadow Dr. Ste. 150  
Bend, OR 97702  
(541) 323-3388  
www.ahmbrands.com  
**Advertising - Agencies**

## Bend North Liquor Store

John Biber  
2000 NE 3rd St. Ste. 108  
Bend, OR 97701  
(541) 382-7050  
**Liquor Stores**

## BPM Homes

Ryan Haller  
1331 NW Lovejoy St. Ste. 775  
Portland, OR 97209  
(503) 729-6486  
**Real Estate - Development**

## Demand Plumbing LLC

Craig Weismann  
59979 Navajo Rd.  
Bend, OR 97702  
(541) 668-1288  
demandplumbingbend.com  
**Plumbing Contractors**

## East Bend Animal Hospital

Jaime Thurk  
425 NE Windy Knolls Dr. Ste. 4  
Bend, OR 97701  
541-318-0090  
**Veterinarians**

## Health Republic Insurance

Lee Dawson  
4000 Kruse Way Pl. Ste. 2-300  
Lake Oswego, OR 97035  
503-673-1103  
www.healthrepublicinsurance.org  
**Insurance - Employee Benefits**

## K-Axe

Dana Clarke  
(458) 206-4800  
http://k-axe.com  
**Manufacturing**

## Member First Mortgage

Kevin Miller  
231 SW Scalehouse Lp. Ste. 202  
Bend, OR 97702  
(541) 668-8118  
www.memberfirstmortgage.com  
**Loans**

## Nashelle Retail Store

Heather Straw  
661 SW Powerhouse Dr. Ste. 1301  
Bend, OR 97702  
(458) 206-4811  
www.nashelle.com  
**Jewelers/Sales & Design**

## PrideStaff

Matt Ertle  
(541) 331-6869  
www.pridestaff.com  
**Employment Agencies and Recruiters**

## TurningPoint Strategy

Diane Fleck  
(503) 975-4754  
www.turningpointstrategy.com  
**Coaching**

## Xyngular - Scott & Dalanina Gastineau

Scott Gastineau  
(503) 871-4504  
www.xyng8.com  
**Products and Promotion**

# Renewing Members

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Robberson Ford Lincoln  
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Murray & Holt Motors Inc

## 55 Years

Carlson Sign Co

## 46 Years

Bigfoot Beverages

## 41 Years

US Bank - Bend Main

## 36-40 Years

Bank of the Cascades -  
Downtown  
Bank of the Cascades - South  
Cascade Office Supply  
Centro Print Solutions  
M. C. Smith Sign & Graphic  
Co  
Mission Linen Supply  
NPG of Oregon Inc dba KTVZ  
KFXO

## 31-35 Years

Brown & Brown NW formerly  
Beecher Carlson Ins  
Cascade Village Shopping Center  
Cascades of Bend  
Central Oregon Builders Exchange

Erickson's Thriftway  
Newport Ave Market  
Press Pros Printing Company  
Sun Country Engineering &  
Surveying Inc  
Wright Design

## 26-30 Years

Brian's Cabinets - CCB 15521  
Consolidated Towing Inc  
Fred Hornback - State Farm  
Kirby Nagelhout Construction Co  
MicroSphere Computers Inc  
Powder House Ski & Patio  
PREP Profile Systems Inc  
Professional Air  
Sun Mountain Fun Center

## 21-25 Years

Bend River Promenade  
Central Oregon Community College  
Discover Sunriver Vacation Rentals  
Harrigan Price Fronk & Co LLP  
La Quinta Inn Bend  
Ouzel Outfitters  
SGA Certified Public Accountants  
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Therapeutic Associates

## 16-20 Years

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Commute Options  
Fincham Financial Group  
Housing Works  
I & J Carpet Inc  
J Bar J Youth Services

Johnson Benefit Planning  
Lumbermens Insurance Services  
Metolius River Lodges  
Nosler Inc  
Office of Vocational Rehabilitation  
Pacific Power  
Pilot Butte Retirement Center I & II  
Red Carpet Car Wash  
The Dunes Motel  
The Kozak Company  
Treasure Valley Coffee of Central  
Oregon

## 11-15 Years

Bank of the Cascades - Forum  
Cascade Natural Gas Corporation  
Central Window Washing &  
Janitorial Inc  
CoEnergy Propane  
Incredible Events  
Jerry's RV Service Center  
John L Scott Redmond - Bobbie  
Strome  
Merrill O'Sullivan LLP  
Mount Bachelor LLC  
Overbay Development LLC  
River Drifters  
Sagebrush Printing Inc  
Studio 404  
The Hasson Company Realtors -  
Cindy Berg-Wagner  
The High Desert Museum  
The Wicklund Group  
Umpqua Bank

## 6-10 Years

Adelbert LLC  
AM-PM Towing Inc dba: Trac  
Towing  
First Ascent Climbing Service  
Lauren O'Sullivan DO  
Miller Tree Farm LLC  
Mosaic Medical  
Office Depot  
River Run Chiropractic  
The Bend Spay and Neuter Project  
Thomas Deatherage Architect AIA

## 1-5 Years

Bend City Cab  
Bend Sunrise Lions Club  
Bend Transitional Care  
Bloom Well  
Bridges Academy  
Brightside Animal Center  
CASA of Central Oregon  
Cascade Security Solutions  
Cash & Carry Smart Foodservice  
CellularSales - Verizon Wireless  
Central Oregon Disability Support  
Network Inc  
Central Oregon Roofing  
Country Financial - Fabian Clark  
Craft3  
Duke Warner Realty - Tracy George  
Edwards Law Offices PC  
EsthetixMD  
G Group LLC  
GLI Advisors  
Good 2 Go Oregon  
Gowdy Bros. Electric Inc

Green Ridge Physical Therapy &  
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Joshua A. Jordan, CPA  
Just Used Cars  
Let it Ride Electric Bikes LLC  
Michael Rothchild  
Mortgage Express LLC  
Naked Winery  
OnPoint Community Credit Union  
Oxarc Inc  
PayneWest Insurance  
Ponderosa Forge & Ironworks Inc  
Real Estate Champions Inc  
Rodeway Inn & Suites  
Sacred Art of Living Center  
Schnitzer Steel  
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Quinn  
The Gunter Group  
The Summit Assisted Living  
Twist Cocktail Catering Co  
Umatilla Morrow Radio & Data  
District  
Volunteers in Medicine Clinic of  
the Cascades





Ribbon Cutting at Cost Less Carpet June 11, 2015



Patrick Kruse and his Ruffwear models at Pints with our Pillars



Business After Hours at Awbrey Glen Golf Club

Find more photos at [BendChamber.org](http://BendChamber.org) under the events tab!

# PHOTO Gallery

Professional photos taken by: **TheHiddenTouch**  
Photography | Videography | Technology Consulting



More photos of the Bend Chamber Golf Tournament at [BendChamber.org](http://BendChamber.org) and Facebook!



Women's Networking Event at Kendall's Porsche of Bend Carrera Club



Jack Newkirk, Chairman of YPN at the Oxford's 10 below





# BEND Chamber EVENTS

REGISTER @ BENDCHAMBER.ORG



## AUGUST

August 4 | Tuesday 5 - 7 p.m.

### What's Brewing? - The Independent Party

@ Deschutes Brewery Public House

Get informed and engaged about issues important to you and our community. Casual, social and served up with a complimentary beverage.

August 5 | Wednesday 4:30 - 7 p.m.

### Women's Networking Event

@ Kendall Carrera Club

This is the second of three women's socials leading up to the High Heels for High Hopes Runway Show, an evening of high fashion, featuring the best of the best of the leaders in our community, scheduled to take place this fall.

August 12 | Wednesday 5 - 7 p.m.

### Young Professionals Network

@ Pahlisch Homes

Come again? Join us as we continue the discussion... Really, YOU TELL US what you want from YPN! Enjoy delicious bites and libations.

August 18 | Tuesday 4:15 - 5 p.m.

### Ribbon Cutting

@ Natural Edge Furniture

Located at: 135 NE Norton Ave  
Natural Edge Furniture makes custom natural edge furniture from salvaged, reclaimed and recycled hardwood materials. Each piece is different, and presents a myriad of challenges, but the results are a beautiful, one-of-a-kind piece.

August 20 | Thursday 4:15 - 5 p.m.

### Ribbon Cutting

@ John L. Scott

Located at: 50 SW Bond St. Ste. 1  
John L. Scott, Real Estate, a Pacific Northwest real estate company that has served the Pacific Northwest for more than 80 years, has relocated its Bend office.

August 26 | Wednesday 5 - 7 p.m.

### Business After Hours

@ Cascades Theatre

Networking - it's been the buzz word and the best way to promote your business for decades. Join your fellow Bend Chamber members for hors d'oeuvres and great conversations at this Business After Hours. Feel free to invite your clients and partners, even if they are not yet members.

August 27 | Thursday 4:15 - 5 p.m.

### Ribbon Cutting

@ Cobalt

Located at: 852 NW Brooks St.  
Cobalt serves small plates, shareable local fare with an emphasis on craft cocktails.

## SEPTEMBER

September 1 | Tuesday 5 - 7 p.m.

### What's Brewing?

@ Deschutes Brewery Public House

Get informed and engaged about issues important to you and our community. Casual, social and served up with a complimentary beverage.

September 8 | Tuesday 10 - 11 a.m.

### Membership 101

@ Bend Chamber

This informative and interactive session will show you how you can turn your chamber membership into your greatest sales and marketing tool.

September 9 | Wednesday 4:15 - 5 p.m.

### Pints with our Pillars

With Deschutes Brewery Inc. President & COO, Michael LaLonde

@ Deschutes Brewery Public House

Michael LaLonde is the president and COO of Deschutes Brewery Inc. Michael joined the company in 2005 as CFO.

September 15 | Tuesday 4:15 - 5 p.m.

### Ribbon Cutting

@ Boys & Girls Clubs of Central Oregon

Located at: 500 NW Wall St.  
Programs through the Boys & Girls Clubs of Central Oregon include Academic Success, Healthy Lifestyles, character and Citizenship, the Arts and Girls on the run, which impact the lives of thousands of youth throughout Central Oregon.

September 17 | Thursday 4:15 - 5 p.m.

### Ribbon Cutting

@ 1859 Media

Located at: 1001 SW Disk Dr. Suite 110  
1859 Oregon's Magazine is a bi-monthly statewide lifestyle magazine named for the year our beautiful land joined the union. We look into the past, present and future to find the stories that embody the breadth of the Oregon experience.

Save the Date:

## ECONOMIC FORECAST BREAKFAST

October 1 | Thursday 7:30 - 10 a.m.

@ The Riverhouse Convention Center  
Forecasting for the year is key to making your business successful. The Bend Chamber's Economic Forecast Breakfast is designed to not only meet your budgeting needs, but also provide a road map for the next year. Come network with other business professionals while enjoying a delicious breakfast.

Women's Networking Event  
KENDALL  
@ PORSCHE of BEND  
BEND Chamber  
August 5 AND September 29 from 5-7p.m.  
Tickets at BendChamber.org  
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An amazing network of women starts with you!

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