

FREE

BEND Business Journal



MAY 2015

VOLUME 30 ISSUE 5

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You're Invited

50th anniversary

of the Bend campus

Central Oregon Community College

Thursday, May 14

4 to 7 p.m.

FREE and open to the public

Please join us as we celebrate COCC's "Past, Present and Future" at the 50th anniversary of the Bend campus.

Enjoy tours (including our new residence hall), prizes, kids activities, refreshments and a celebration honoring the Coats Family for their generous donation of the land where COCC is now located.

cocc.edu/50thanniversary

 In advance of College events, persons needing accommodation or transportation because of a physical or mobility disability, contact Joe Viola: 541.383.7775. For accommodation because of other disability such as hearing impairment, contact Annie Walker: 541.383.7743.

STRATEGIC PLANNING

UPDATE: Bend Chamber Board of Director's Strategic Planning Retreat



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

The Bend Chamber Board of Directors and staff have recognized the Bend Chamber must do a better job communicating the value our organization brings to businesses and the business community.

During the Bend Chamber Board of Director's Strategic Planning Retreat in January, we decided to take the first step by revisiting the Bend Chamber's mission, vision and values.

Our mission, vision and values are central to the direction of the Bend Chamber and how our purpose is executed in both the short and long-term. Our mission communicates what we do every day to provide value to our membership, while our vision is a long-term statement that describes not who we are today, but who we want to be in the future.

The board created a subcommittee of board members and staff who worked through the mission and vision. This subcommittee did not believe the mission statement, "To ensure the economic vitality of Bend," provided a clear message as to what the Bend Chamber did on a daily basis to meet the needs of our

The board approved the following recommended revisions from the subcommittee:

- 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.

membership. In addition, the previous vision statement, "We are a community of thriving businesses enhancing the quality of life in Bend," lacked the details as to how the chamber would interact with businesses to bring the vision to life in the future.

As you can see, the new statements above are a call to action. These statements create a clear picture of what we will do as a chamber and the impact we expect to have on the community. Both statements include the phrase "quality of life," which is not typically included in a chamber mission and vision.

However, the board felt strongly that in Bend the quality of life is extremely important to our way of life. Quality of life is also critical to the success of many, if not all, of our businesses in terms of tourism, recruiting businesses to locate in Bend, employee turnover, employee recruitment and achieving an overall life/work balance.

The next step in our communication efforts will be for staff to modify the values of the Bend Chamber so they reflect how the mission and vision will be accomplished. The values are, to a certain extent, aspirational, but will have to fit into the Bend Chamber culture that currently exists today. We have also been reaching out to a number of businesses and business leaders in the community to identify ways that we can improve and better meet the needs of the business community. This will be an ongoing process and I will share some of the feedback, along with our updated values, advocacy efforts and an overview of our new Emerging Industries Task Force, in an upcoming article.

As always, do not hesitate to give us your feedback on the work we have already completed or your ideas on the work that is left to do. Email me at: michael@bendchamber.org.

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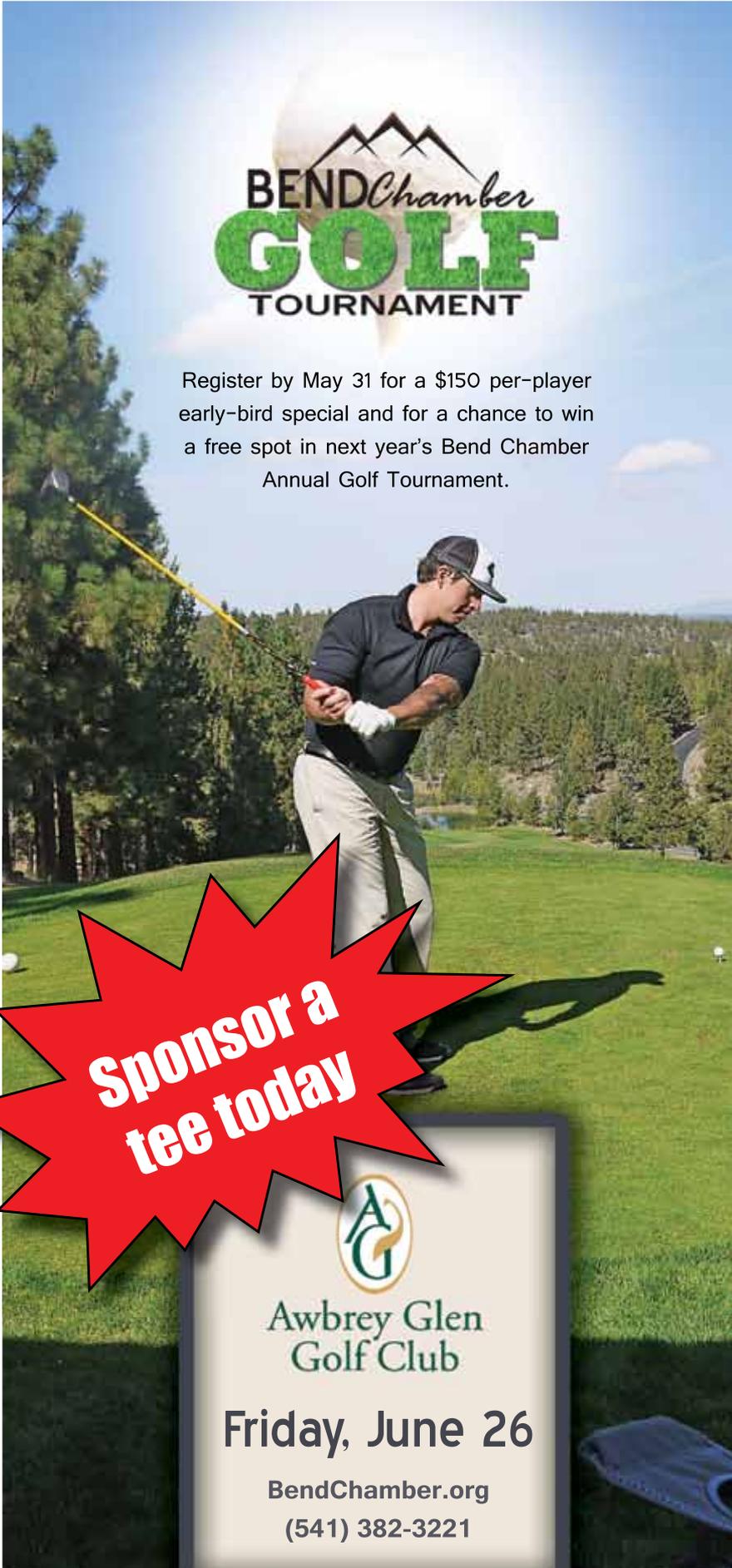
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BEND Chamber GOLF TOURNAMENT

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A day at the Capitol



PICTURED ABOVE FROM LEFT TO RIGHT: TIM CASEY, BRENDA TURNER, JAMIE CHRISTMAN AND JEFF ROBBERTSON

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

“Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude” -
Thomas Jefferson

Until recently, small business has had a small voice in Salem. There are organizations out there who support business-friendly legislation, but typically it's from a large business and corporation perspective. It makes sense, their wallets are much larger than ours and more money equates to more horsepower at the capitol. But this year things have changed.

I joined the Oregon State Chamber of Commerce (OSCC) Board last year. Our top issue was to ensure small business had a voice that would make an impact with our state legislators. In 2014 we hired Brenda Turner as the OSCC Executive Director. Prior to this, OSCC had been a volunteer-operated organization. Brenda has roots in Central Oregon, serving as the former executive director of the Redmond Chamber, so she understands our challenges of representation.

In December 2014, we hired JL Wilson to be our lobbyist in Salem. Dedicated to helping champion small business, JL has been the boots on the ground for the OSCC. Having representation with someone walking the halls and connecting with legislators is key to

making a difference for small business. JL and the OSCC Legislative team also host a weekly update call and legislative alert when a hot item is coming out of committee. I'm proud of the work the OSCC has been doing on our chamber's behalf and for our members.

Having an executive director and lobbyist is a great start, but we have an uphill battle, especially this session. On April 1, the OSCC hosted a "Chamber Day" at the Capitol. Your legislative Committee Chair, Jeff Robberson, shuttled Jamie Christman and myself over for the day. We received an in-depth perspective of how the process works, heard from representatives of both parties and then dug into the issues facing small business. Although we were already aware of the top issues, it was eye opening to hear the depth of bills presented to the group.

The bills listed have been identified by over 20 business-related organizations as "Job Killers." This is not an all-inclusive list, but these are the bills identified as having some traction with legislators thus far. It is estimated that there are over 40 "Job Killer" bills, many have moved forward out of their committees. Our hope is they stay there. Understanding the hill we must climb to help small businesses grow is necessary to understanding the scope of work before us.

Although the skies may look dark and dreary, there is hope, and the OSCC is having an impact. Our greatest resource is you, our members. Legislators place a high value on hearing from small business. Individual letters speaking to the impact a certain bill will have on your business is a powerful statement and garners their attention. We have over 20 chambers represented on the OSCC Legislative Committee. If each of us can get 10 of our member to write a personal note to Salem, they will pay attention. Of course, in-person testimony is also strongly encouraged.

This year we began the "Legislative Alerts" program. We email out an alert when one of these "Job Killer" bills is gaining momentum and ask you to take a quick moment to write a letter, contact legislator or attend a hearing in person.

If there is one message I can impress upon you, it is that your voice does matter and can make a difference. Together we can protect small businesses and ensure the quality of life we want for our community.



HERE ARE SOME OF THE BILLS DISCUSSED:

SB19

Expands liability to businesses for wage claims

SB454

Implements statewide mandatory paid sick leave

SB 718

Allows liens on personal employer property

SB 845

Imposes new fees on large employers

HB 2007

Adds employer liability for wage discussions

HB 2009

Increases statewide minimum wage

HB 2386

Authorizes new cease and desist authority to Bureau of Labor and Industries

HB 2540

Requires prevailing wage in enterprise zones

HB 2606

Expands family leave for siblings

HB 2764

Increases workers' compensation cost

HB 3377

Mandates predictive scheduling

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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



SHORT-TERM RENTAL SOLUTION

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

Bend City Councilors made history April 15 when they unanimously approved both the second reading of an ordinance to add a short-term rental operating license to the Bend Code, and the second reading of amendments to the verbiage to the Bend Development Code regarding short-term rentals.

“As of close of business today there will be no more short-term rental or vacation-home rental permits issued by the city using the old system,” said Mayor Jim Clinton. “From this day forward it will be the new permit requirements as part of these new land-use requirement laws we just enacted.”

Clinton continued to say the adoption took place April 15, as opposed to 30 days later, because an emergency provision was included.

Bend has experienced a huge increase in the number of vacation home rental permits, which has caused concerns from residents within certain neighborhoods regarding livability. Efforts to address the issues through a task force have been underway since November.

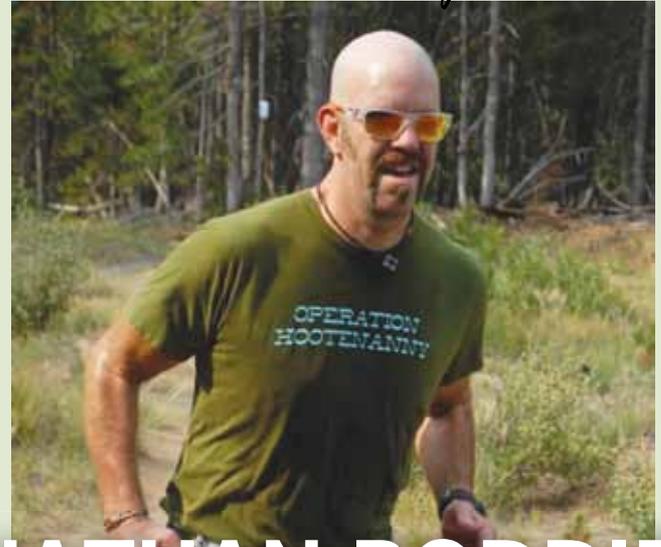
Councilors also approved a resolution amending the fee resolution to include three types of applications for Short Term Rentals. The city previously processed vacation home rental applications through a type-1, review process. This fee resolution change was necessary to have the new fees in place for applications submitted after April 15.

During a work session on April 1, councilors decided on a density limit of one short-term rental within 250 feet of the property line of another. They also chose not to limit transferability of the land-use approval for existing, approved short-term rentals but decided once the new regulations were in place, new short-term rental approvals would apply to the applicant, not the land, and would terminate upon sale.

“I was happy with how things turned out because I felt as though the council did a relatively good job of balancing the interest of people who already own short-term rentals and the interest of residents city-wide,” said Bend City Councilor Casey Roats on April 2 after the work session.

continued page 8

Get to know Bend City Councilor



NATHAN BODDIE

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

A: After completing medical residency in New York, we moved to Bend in 2008. As a former ski patroller and whitewater guide, the opportunity to get back to the mountains was an outstanding prospect.

Q: What's your line of work?

A: I'm a physician at St. Charles. My training is in internal medicine and I practice as a hospitalist. As a hospital-based physician, my job is to make sure that my patients recover as quickly as possible from an illness and regain their quality of life.

Q: Why do you serve on the council?

A: I have the privilege to serve on Bend City Council for the same reason that any of us do. The citizens of Bend afforded me the honor and responsibility to represent their interests and serve them in local government. Hopefully, they find their faith was well placed. I look forward to making sure Bend remains the place we all love. We must ensure that Bend continues to offer opportunities to others who want to call this place home now and in the future.

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

A: When I'm not at the hospital or representing citizens' interests in local government, look for me on the trails, mountains and rivers of our area.

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

A: Bend has grown organically, for the most part, without reliance on heavy regulation. In some places, this has resulted in congestion and the kind of unplanned growth that hurts prosperity and livability. In other areas, that growth has actually helped our economy and created the vibrant community we have. To the degree that our government can get out of the way, entrepreneurs will generally take care of themselves. That means we need to continue to reduce the start-up costs for small businesses by reducing permit fees, speeding up the planning process and generally making local government easier to navigate. We also need to give all tiers of business in town access to government advocacy through citizen and business-oriented committee structures.

continued from page 7

“Everybody really worked hard to find decent compromises and I think the amended ordinances and code reflect that.”

Beginning July 3, the licensing requirement will become effective, said Bend Assistant City Manager Jon Skidmore. As of Sept. 1, he said all short-term rental operators will be required to have annual operating licenses in place.

Skidmore told councilors that staff proposes an October check in with council to discuss how the new system is working. At that check in, staff proposes that council take a look at permitting volumes, licensing volumes, how many non-conforming units – existing rentals – have been licensed, as well as complaint and violation data.

Roats said it’s important the business community continues to stay involved with the short-term rental issue and with other code that impacts business.

“There’s going to be a learning curve and there are going to be some growing pains,” Roats said. “Councilors are going to want to check in and see if the program is doing what we intended it to do.”

STATE OF THE COMMUNITY ADDRESS

This is not your average State of the City or County Address

JUNE 16 | TUESDAY FROM 7 - 9:30 A.M.
THE RIVERHOUSE HOTEL & CONVENTION CENTER
3075 N BUSINESS HWY 97, BEND OR 97701

Come engage in discussions with our community stakeholders at the second annual State of the Community Address. Learn how public entities are managing taxpayer dollars, growth and collaborating on big projects the community cares about such as affordable housing and Mirror Pond.

DISCUSSION PANEL:

City of Bend – Elected Official (tbd)
Deschutes County – Alan Unger, Commissioner
Bend-La Pine School District – Cheri Helt, Co-Chair
Bend Park & Rec District – Dan Fishkin, Chair

Contribute to this discussion by sending your questions in advance to jamie@bendchamber.org.



Ashley Horner
SBA Program Administrator

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Leadership Bend and Leadership Redmond met together for the first time in history in March.

By: Suzanne Lafky
 Executive Director of Oregon Adaptive Sports
 Leadership Bend Class of 2015



The session was themed “Legal, Justice & Public Service”. The two groups met with Deschutes County representatives and the congressional aides for U.S. Senator Ron Wyden, U.S. Senator Jeff Merkley and U.S. Representative Greg Walden. Leadership Bend also met with Honorable Judge Alta Brady, and held a community justice panel with District Attorney John Hummel, Deschutes Co. Sheriff’s Office Capt. Erik Utter, Public Defender Andrew Doyle and Bend Chief of Police Jim Porter.

The strength, courage and resolution for consensus of our community could not be more evident with the Leadership Bend Class of 2015. This group of 30 – an alliance of age ranges, varied backgrounds and business sectors – is an inspiration and indication of the amazing resilience and progressiveness of our citizens. We, as a mini-community, are working through our issues as we implement our class project, the Central Oregon Impact Summit

minded people and organizations that share a commitment to a better future for Central Oregon together. It will provide strategic planning training for nonprofits, facilitate strong and lasting connections among the business community, civic leaders and members of the community at large. The Central Oregon Impact Summit will culminate on June 4 as a public event at Central Oregon Community College. Our project will be an example of how, through tremendous growth and change, Central Oregon will always retain the qualities so dear to all of us, the reasons we choose to live here.

Kudos to the founders of Leadership Bend; the members of our community that recognized years ago the need for educated and interested citizens to engage in local leadership roles.

The Central Oregon Impact Summit is intended to bring community-

People are the fabric of any community, and this community has developed into the vibrant amazing livable Central Oregon because of the outstanding leaders that have preceded us. Leadership Bend will ensure the traditions of quality leadership envisioned so many years ago by the founders of our community.

As a citizen of Bend for 45 years, the changes to my hometown are overwhelming at times, agreeable in so many ways and troubling in other ways – all common emotions associated with change. Over the past four decades, community issues have been debated and have caused polarization and conflict, but they have ultimately been resolved. Change is a constant, and just as we are experiencing in our city today, this community will work together to resolve the issues we currently face.



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Bend for business.com

Whether you live in town or are visiting the area, Bendforbusiness.com is your gateway to explore business development in Bend. It's your source to learn about business license requirements, the next professional development event or the next informational session.

“In our efforts to recruit and have people move their businesses to Bend, it is crucial that the coordination between the various marketing organizations that advise the City visibly appear congruent to the Bendforbusiness.com visitor,” said Stephanie Shaver, head of marketing and design for the Bend Chamber. “The new website provides the much needed platform for each of the participating organizations/pillars to define their personas or business ecosystem to the outside world.”

The original concept for bendforbusiness.com was developed in 2010 when the Bend Economic Development Advisory Board was first formed as an ad-hoc advisory committee to the City Manager, said Carolyn Eagan, business advocate for the City of Bend. There was no one source of information for Bend business development and growth, Eagan said. One would have to follow multiple organization’s publications to really have the pulse on all growth. The site went live at the beginning of the year, but content and links are still under development.

“Within the City there are five or six agencies that a business might reach out to in order to find out information on how to start, relocate or grow in Bend,” Eagan said. “It can be difficult for the business to know which agency is best. Bendforbusiness.com is meant to serve as a portal for businesses to find out which agency is the best fit for his/her business.”

The business support organizations have been working collaboratively for a long time and this project helps clarify the different resources and assistance each organization offers. The Bend for Business site is designed to be a tool for local business owners as well as incoming business to get to the proper organization to help them thrive here in Bend, Shaver said.

“The business pillars all firmly believe that in working together we can better serve our business community,” Shaver said. “Through this “hub” we are able to stay in touch with each other’s efforts as well as inspire each other to reach new levels of service.”

Bend Chamber of Commerce

The Bend Chamber is a great resource for businesses seeking education, outreach, advocacy and networking. Through programs and practices, the Bend Chamber puts businesses in the position to thrive – individually and collectively. It provides the tools and resources Bend businesses, visitors, relocators and the community needs to succeed.

The City of Bend

The City of Bend values its business community and looks to local business leaders for input on City policies that impact economic development and business growth. Our goal is to diversify the City’s economic foundation through investment in infrastructure and urban form.

Economic Development for Central Oregon (EDCO)

Central Oregon business begins with EDCO. Our mission is to create a diversified local economy and a strong base of middle class jobs in Central Oregon. Whatever stage your business is in Executive Director Roger Lee and his economic development team have the tools and information to assist you.

The Small Business Development Center (SBDC)

The Central Oregon SBDC works one-on-one with entrepreneurs to start, build and expand their businesses. Experienced advisors provide knowledge, support and educational workshops. Businesses can gain access to practical resources for business planning, financing, and market research.

#bend4biz



Sage Awards SAGE AWARDS GALA us bank

Brought to you by the Bend Chamber of Commerce

The Bend Chamber rolls out the red carpet for its annual Sage Awards each spring. April 10, 2015 was a night of elegance at its best; a night of glitz and glamour celebrating the region's finest citizens and businesses.

"The Sage Awards honors the very best business achievements of our community. The success of the Sage Award winners is a true testament to their dedication, ingenuity and vision."

Robin Rogers

BEND CHAMBER
SVP OF PROGRAMS & EVENTS

Sage Awards Gala

April 10, 2015

Nearly 300 attendees gathered at Sunriver Resort to celebrate the region's finest citizens and businesses at the 26th annual Star Awards for Greatness and Excellence event.

"This year we pulled out all the stops for Bend's only Academy Awards for business," said Robin Rogers senior vice president of programs and events for the Bend Chamber. "We had everything from new video production and live entertainment by the Central Oregon Aerial Arts Performance Troupe, Aura, to the unveiling of our first-ever Lifetime Achievement Award winner, Roger Lee."

The Bend Chamber received more than 50 nominees. Nominations were open to Bend Chamber members. Citizen of the Year and the Lifetime Achievement Award were open to both members and the community at large. All nominees, with the exception of the People's Choice Award and Board of Directors Award of Distinction & Community Excellence, were judged by an individual panel of judges comprised of past winners, business owners, Bend Chamber Board Members and community dignitaries.

"Every one of our nominees is deserving," said Rogers. "It's these members, citizens and businesses that help our community prosper and thrive."



LEAETTA MITCHELL

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Sage Awards
SAGE GALA
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Brought to you by the Bend Chamber of Commerce



* Congratulations *

LIFETIME ACHIEVEMENT:

Roger Lee

CITIZEN OF THE YEAR:

Gary Whitley

LARGE BUSINESS OF THE YEAR:

Webfoot Painting Co.

SMALL BUSINESS OF THE YEAR:

The Bend Radio Group

NONPROFIT ORGANIZATION OF THE YEAR:

The Center Foundation

NEW AND EMERGING BUSINESS OF THE YEAR:

Pure Barre

ENTREPRENEUR OF THE YEAR:

Call of the Wild Adventures Inc.

BOARD OF DIRECTORS AWARD OF DISTINCTION & COMMUNITY EXCELLENCE:

Brooks Resources Corporation

HEALTHY WORKPLACE OF THE YEAR:

Bend Research Inc.

PEOPLE'S CHOICE AWARD:

*Volunteers in Medicine Clinic
of the Cascades*





nominees

SMALL BUSINESS *of the Year*

- 5 FUSION & SUSHI BAR
- APERION MANAGEMENT GROUP
- THE BEND RADIO GROUP
- BLACK CANYON WOODWORKS
- ELIXIR WINE GROUP
- INTREPID MARKETING

LARGE BUSINESS *of the Year*

- 10 BARREL BREWING COMPANY
- THE RIVERHOUSE HOTEL & CONVENTION CENTER
- SMOLICH MOTORS
- WEBFOOT PAINTING CO

NON PROFIT *of the Year*

- AMERICAN CANCER SOCIETY
- CASA OF CENTRAL OREGON
- CENTRAL OREGON BUILDERS ASSOCIATION
- ECONOMIC DEVELOPMENT FOR CENTRAL OREGON
- J BAR J YOUTH SERVICES - BIG BROTHERS BIG SISTERS PARTNERS IN CARE
- SUNRIVER HOME OWNERS ASSOCIATION -SHARC
- TCF - THE CENTER FOUNDATION
- THE GIVING PLATE
- VOLUNTEERS IN MEDICINE CLINIC OF THE CASCADES

NEW & EMERGING BUSINESS *of the year*

- THE COURAGE TRIBE
- NPS WIRELESS LLC
- PRESTOBOX
- PURE BARRE

HEALTHY WORKPLACE *of the year*

- BEND RESEARCH INC

ENTREPRENEUR *of the Year*

- CALL OF THE WILD ADVENTURES INC
- CAIRN
- MOEMENTUM INC
- SEVEN PEAKS VENTURES

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NOMINATIONS

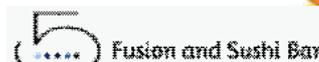
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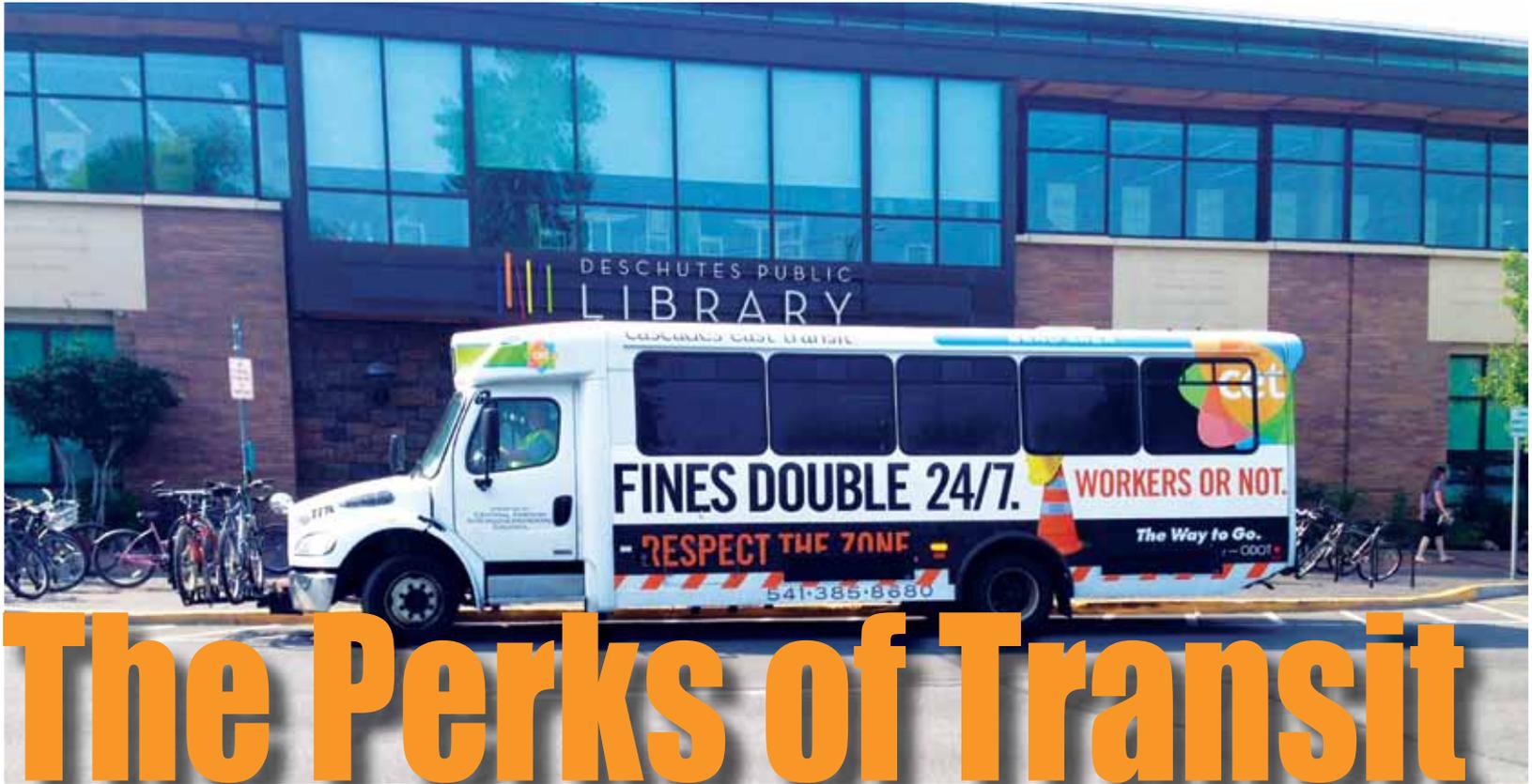
ROBIN ROGERS AT (541) 382-3221

Thank you EVENT Partners



The Bend Radio Group





Submitted by:

Central Oregon Intergovernmental Council

According to PEW Research Center, in 2015 millennials (generally defined as between the ages of 18 – 34) will outnumber baby boomers. Supplanting the largest generation means a shift in values, especially in the modern workforce. The younger generation entering careers places higher emphasis on a life/work balance, creative work space and business perks. A valuable and often overlooked perk that businesses can provide is plentiful transportation options to its employees. Providing access to active transportation modes - biking, walking, public transit - is increasingly an incentive that is attractive to millennials who are less interested in driving a vehicle. A great way to promote active transportation in your business is to participate in Cascades East Transit's Group Bus Pass Program.

How It Works

The Group Bus Pass Program offers heavily-discounted rates to businesses for employee bus passes. Employers enter into an annual contract for services with CET for a rate of \$2.50 per month (the regular rate for a monthly pass is \$30), per full-time employees (FTE) residing in

Bend. For example, a business with 10 FTE will pay \$25 each month for a total of \$300 a year. Businesses or organizations must have at least 10 FTE to enroll in the program, but businesses under 10 FTE can combine with another business to reach the minimum number of FTEs. Once a business enrolls in the program, all employees at the business, regardless of residence, receive a bus pass.

Business Benefits

The Group Bus Pass is an affordable benefit to employees that provides dependable public transportation. Providing a bus pass expands an employee pool by providing access to low-cost transportation.

When employees utilize public transit, it frees valuable parking spaces for customers or clients that bring revenue to businesses. For example, Visit Bend and the Downtown Bend Business Association partnered up and enrolled in the program earlier this year. Their participation demonstrates a strong commitment to the downtown economy by reducing traffic congestion and by freeing up parking spaces for revenue-generating shoppers and diners that come downtown to spend money.

Employee Benefits

A group bus pass can be used to travel to work and outside of work as well. As a transit rider, employees have the ability to multi-task such as checking emails or reading the news during their commute. Additionally, transit is a valued back-up mode of transportation when vehicles are not working or receiving maintenance.

We're Listening

Bendites have spoken up and requested a more convenient public transit system. To meet the growing demands of our transportation network and our population growth, changes are on the horizon for Cascades East Transit. In the coming year, COIC will roll out an expansion on the Bend fixed-route, including: longer hours of operation, new routes, shorter wait times and real-time bus information.

TO RECEIVE MORE INFORMATION ON THE GROUP BUS PASS PROGRAM, CONTACT COMMUTE OPTIONS AT 541-330-2647. TO FIND OUT ROUTE AND SCHEDULE INFORMATION FOR CET, VISIT CASCADSEASTTRANSIT.COM



PHOTO COURTESY OF DESCHUTES BREWERY

SMART BUSINESS GROWTH

it takes a team

By: Jason Randles,
digital marketing manager for Deschutes Brewery

At Deschutes Brewery, we've experienced double-digit growth for the last several years, expanding into a total of 28 states, two provinces and even a handful of countries overseas.

Managing quality and maintaining a deep connection to our roots as a small, experimental brewpub has been vital to this growth. There's no doubt demand for our beers has increased exponentially, so the last thing anyone wants to do in this situation is, well, quit bottling beer. And yet that's exactly what we did earlier this year.

"When I went to Gary [Fish] over a year ago and told him we wanted to rip out our bottling line and shut down production for three weeks, he thought I was crazy," said Michael LaLonde, president of Deschutes Brewery. "We all knew it was a big risk, but I believed in our team and knew that they could execute the plan. It wouldn't be easy but the payoff would benefit us in the long run."

In order to make such a massive move, several key factors needed to be in place. Having the bottling line down had repercussions all the way down the distribution chain from our

raw ingredient suppliers to our sales people in the marketplace. Through this exercise of successfully shutting down a core part of our manufacturing process, we learned just how important teamwork is to successful business growth.

To start with, the leads on the project collected input from everyone (operations, brewing, scheduling, engineering and even marketing) on everything from design to maintenance access and external communications. Just a few of our internal teams and their responsibilities during the process included:

Project management: This was a huge piece of the puzzle, encompassing a complete Autocad line design (based on input from multiple parties – bottle line workers, brewers, maintenance crews and engineers) as well as vendor selection and installation coordination.

Engineering: Working closely with the project management team, engineering handled every detail such as tank and pipe sizing, pump and flow rates, utility piping and layout.

Sales team: Sales managers across the country worked with distributors far and wide to get them to increase their "days on hand" – or the inventory they were storing in their warehouses – in order to avoid running out of beer when production was down for three weeks. With such a wide distribution footprint this was a feat in itself.

Training: We brought in experts from the United States and Germany before, during and after startup to make sure our bottle line team could operate the new equipment.

"It was vital that everyone on the team was moving in the same direction and staying positive. We learned a lot about working as a team during this process, and many of these lessons can be applied to future growth initiatives," LaLonde said. "It was not perfect and there were many bumps in the road but the team stuck with it and every week we were able to get better with our efficiency."

So the big question – was it all worth it? Of course, when the new bottling and labeling lines (a Krones AG from Germany to be exact) were fired up and running there were a few hiccups

at first. This was anticipated and had been planned for by the team. Now that the kinks have been worked out, our production facility bottling line is faster, more streamlined and has state-of-the-art integrated quality control measures.

In short, one year's worth of teamwork and planning resulted in a system that is positively impacting the whole company. It is enabling us to better meet the huge demand from our fans and improve the quality of our beer at the same time, something that is a core part of our mission.

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May 10th

Mother's Day Brunch

June 21st

Father's Day Fly Fishing & BBQ

July 17th

High Street Band Summer Concert

August 8th

Faith, Hope and Charity Vineyards Luau

September 27th

3rd Annual Crush Cancer Fun Run 5k/10k

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BEND CHAMBER AMBASSADOR OF THE MONTH

Rachelle Chaikin



Rachelle Chaikin, a native New Yorker, received her BS from UC Berkeley and her DDS from UCLA. After owning a family dental practice for 15 years in Sierra Madre, a small town in Southern California, she decided it was time for a change of scenery and weather.

So in 1998, Chaikin moved to Bend and started Cascade Family Dentistry.

A few years later, she designed her dream dental office in the Mill Point area of the Old Mill District. The practice was renamed MillPoint Dental Center, and was sold in 2008. Rachelle moved on to serve low-income patients and teach in a dental residency program in the Public Health arena, practicing in rural areas of Montana, Colorado and New Mexico.

After five years, she was ready to come home to Bend. Chaikin now dedicates her time to sharing her current passion, LegalShield. She focuses her professional energy and attention to sharing the legal and identity theft protection services of LegalShield.

“When our attorneys saved us over \$7,000 in a dispute over a lease agreement, we never wanted to be without the service again,” she said. “Our company’s vision and mission sums it up: ‘To provide equal access to the liberty, equality, opportunity, and justice that every North American deserves and expects.’”

Working from her home office and setting her own schedule allows Chaikin the time to give back to her community as a volunteer. She currently holds

two volunteer positions; one as an Ambassador for the Bend Chamber of Commerce, and the other serving for the Central Oregon Veterans Outreach.

Chaikin is proud to be the wife of a wonderful man, Randy Fogle, and mother of two amazing dogs, Buddy and Bon Jovi. Chaikin and her family enjoy spending time in the amazing outdoor areas Central Oregon has to offer whenever possible hiking the Deschutes River, snowboarding and fly fishing.

Rachelle Chaikin can be contacted at 719-588-6452 or rx2legal@gmail.com



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MEMBERS *in the news*

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



HOLLY PERZYNSKI



HAROLD ASHFORD



LAURA TONEY



CIERRA JOHNSON



MARSHAL BROWN



WENDY MCGRANE



MARIA WALDRON

Holly Perzynski

Holly Perzynski has joined Total Property Resources as a principal broker specializing in both residential sales and commercial leasing. She has more than 8 years working in the commercial real estate sector, and in addition, has managed residential investment properties in Washington and Oregon. Her combined experience working with commercial and residential investment property makes for a smooth transition into residential real estate sales.

Harold Ashford

A well-known and respected leader in Bend, Harold Ashford was recently presented the Dan Poling Service Award by the Oregon State University Alumni Association. Named for an influential dean of men who served OSU for more than five decades, the award is given in recognition of those who have volunteered a significant amount of time to OSU, carrying on Poling's legacy of dedication to the university.

Laura Toney

Laura Toney, integrated media consultant at NewsChannel 21 and ktvz.com, has received professional certification from the Interactive Advertising Bureau (IAB) in Digital Media Sales. The IAB Digital Media Sales Certification is the highest industry credential for digital media sales professionals. The certification demonstrates a commitment to understanding the ever-changing digital media ecosystem.

Cierra Johnson

Cierra Johnson has joined the Exit Realty Team of real estate professionals at the Bend office.

Cierra comes to Exit with years of experience in the escrow and title business, sales and customer service. As an Exit realtor, Cierra will focus on residential real estate services for both buyers and sellers with the capability of assisting her clients in the Central Oregon, Portland and Willamette Valley marketplaces.

Marshal Brown

Marshal Brown has joined the Exit Realty Team of professional real estate agents at the Bend office. Marshal has extensive experience in sales and customer service and will be working primarily with buyers and sellers in the residential real estate marketplace in all of Central Oregon, Portland and the Willamette Valley.

Wendy McGrane

U.S. Bank recently hired Wendy McGrane as vice president and commercial banking team lead, covering Central and Eastern Oregon. Wendy has 13 years of experience in the financial services industry, and is committed to maintaining a solid team that focuses on providing exceptional customer relationships.

Maria Waldron

Maria Waldron has joined Ascent Architecture & Interiors as a full-time administrative assistant. In this role she will support the firm's principal architect with operations management and marketing, as well as help Ascent's design team deliver quality client service. Waldron brings more than 15 years

of office, organizational management and marketing experience to Ascent.

Anna Aram

Anna Aram, who opened Ana's Rose N Thorn in December of 2014, has become a member of FTD and Teleflora. This membership will enable her flower shop to send flowers all over the world. Anna has over 43 years of experience in the floral industry. Ana's Rose N Thorn is a full-service flower and gift store.



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MAY

May 6 | Wednesday
What's Brewing?
Bend's Town Hall
 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 12 | Tuesday
Ribbon Cutting
 4:15 – 5 p.m.
The Bridal Suite & Special Occasion
 945 NW Wall St Ste 150
 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 members 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: Call of the Wild Adventures
 7:30 - 9 a.m.
 (Registration opens at 7 a.m.)
 Location: TBD
 Tickets \$20 | Chamber Members \$15
 Light fare provided

May 21st | Thursday
Ribbon Cutting
 4:15 – 5 p.m.
Mosaic Medical
 2084 NE Professional Ct.
 FREE

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

May 31 | Friday
Deadline for Early-bird special GOLF Tournament
 June 26 | Friday
 Awbrey Glen
 Shotgun start at 11 a.m.
 Sign your team up TODAY!
 BendChamber.org
 (541) 382-3221

JUNE

June 2 | Tuesday
What's Brewing?
Bend's Town Hall:
 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

June 4 | Thursday
Ribbon Cutting
 4:15 – 5 p.m.
Rosell Wealth Management
 550 NW Franklin Ave Ste 368
 FREE

June 9 | 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

June 10 | Wednesday
Young Professionals Network
 5 - 7 p.m.
 The Oxford Hotel
 10 NW Minnesota Ave
 Tickets \$10 | Chamber Members \$7
 \$5 more at the door

June 11 | Thursday
Ribbon Cutting
 4:15 – 5 p.m.
Cost Less Carpet
 63595 Hunnell Rd Ste 1
 FREE

June 16 | Tuesday State of the Community Address

7- 9:30 a.m.
 Location: The Riverhouse
 3075 U.S. Highway 97
 Tickets \$30
 Chamber Members \$25
 Light fare provided

June 16 | Tuesday
Women's Roundtable
Happy Hour Social Bash
 5:00 – 7 p.m.
 Location: Kendall Carrera Club
 1045 SE Third Street
 Tickets \$15 | Chamber Members \$10
 Light fare provided

June 24 | Wednesday
Business After Hours
Awbrey Glen Golf Club
 5 - 7 p.m.
 2500 NW Awbrey Glen Dr
 FREE

June 26 | Friday
GOLF Tournament
 Awbrey Glen
 Shotgun start at 11 a.m.
 BendChamber.org
 (541) 382-3221

Ambassadors

Debbie Agnew
 Red Bee Press

Tonya Bernardy
 OnPoint Community
 Credit Union

Rachelle Chaikin
 LegalShield Oregon

2015 Ambassador Chair
Peter Christoff
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Jacob Fain
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Brian Newton
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Sean Rupe
 Deschutes County Title
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Becky Vaughan
 Horizon Pet Cremation

Jay Walsh
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Are you interested in becoming a Bend Chamber Ambassador? Contact Sandy Stephenson to get involved! phone: (541) 382-3221



FIRST 50 TO REGISTER FOR THE YOUNG PROFESSIONALS NETWORK WILL BE ENTERED FOR A ONE-NIGHT STAY-CATION AT THE OXFORD LUXURY BOUTIQUE HOTEL IN DOWNTOWN BEND.

Enjoy delicious drinks, inspired cuisine from 10 Below and the opportunity to connect.

The Bend Chamber of Commerce is pleased to announce its summer kickoff Young Professionals Network event at The Oxford Hotel on June 10. This hotel is the only Four Diamond hotel in Bend, and was recently named one of the top six hotels in the entire nation by TripAdvisor.

JUNE 10 | WEDNESDAY
YOUNG PROFESSIONALS NETWORK
5 - 7 P.M.
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(541) 508-8654 • bremik.com
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Cafe Yumm! - Neff Place

Kloe Olkowski
1500 NW Cushing Dr Ste 130
Bend, OR 97701
(541) 322-9866 • cafeyumm.com
Restaurants - General

Cafe Yumm! - Old Mill District

Caleb Vanhorn
325 SW Powerhouse Dr Ste 130
Bend, OR 97702
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Restaurants - General

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Rob Little
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Bridal Shops

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Jeffrey Wagon
(541) 383-3325
facebook.com/TheDeckDoctor
Decks - Construction and Maintenance

The Vegetable Man Produce

Ryan Couch
61490 S Hwy 97, Bend, OR 97702
(541) 316-0119
facebook.com/thevegetableman
Food - Specialty

Timothy G Elliott P.C.

Timothy Elliott
1558 SW Nancy Way Ste 101
Bend, OR 97702
(541) 647-1408 • bendoregonlawyer.net
Attorneys

Waldorf School of Bend

Darren Hansen
2150 NE Studio Rd Ste 2
Bend, OR 97701
(541) 330-8841 • bendwaldorf.org
Schools

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11-15 Years

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Bend Honda
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Cascade Wireless
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CenturyLink
Chevrolet Cadillac of Bend

Cottage Day Care Inc
D & S Hydraulics Inc
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LEADERSHIP BEND

Central Oregon IMPACT SUMMIT

Leadership Bend 2015 is elevating nonprofit organizations in Central Oregon. For this year’s class project, Leadership Bend has developed the Central Oregon Impact Summit (COIS) to bring together community-minded people and organizations that share a commitment to a better future for Central Oregon.

The COIS program will provide a series of strategic planning workshops and coaching sessions to regional nonprofits and culminate with a public community event on June 4.

During the event, participating organizations will pitch their strategic business plan concepts. Each concept will be evaluated, both by a panel of community leaders and by the event audience, with the goal of presenting a \$10,000 sponsor-supported cash prize to one of five finalists and an “audience choice” award to another.

Leadership Bend consists of a group of 30 regional leaders with diverse backgrounds. Participants in the program learn about the community, discover their natural talents as leaders and learn to use those abilities when

creating legacy projects to benefit the community.

“We believe that small and mid-size nonprofit organizations in Central Oregon contribute significantly to the resilience of our region,” Central Oregon Impact Summit website states. “We also understand that many of these organizations could benefit from stronger strategic business plans to ensure their sustainability.”

The Central Oregon Impact Summit seeks to support nonprofits and community organizations with a focus on increasing capacity, building more durable institutions and better positioning these organizations in the competitive field of fundraising.

WHEN:
JUNE 4 | 5:15 P.M.

WHERE:
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