

BEND

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BEND Chamber *Downtown Bend, OR*

Veterans Day

Parade 2015

PAGES 11-14

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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

A MESSAGE FROM OUR CHAIRMAN

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

B CORPORATIONS - A NEW MODEL FOR DOING BUSINESS?

There is a growing number of companies who measure themselves not only on adding value for shareholders but also on their impact on the environment, their employees and their community. This is a much different approach than suggested by Mr. Friedman in his New York Times Magazine article 45 years ago. These businesses believe they can be a force for good while making a profit. They also believe they can attract better employees and customers because of their approach to business.

In the last 10 years, a new type of corporation, B Corporations, have been established by legislation in 28 states that allow board of directors to consider other factors rather than only profit in their decision making process. In addition, B Lab has created a certification process to objectively measure the performance of socially responsible companies. The movement was started by two of the athletic footwear founders from AND 1, Jay Coen Gilbert and Bart Houlahan. These two gentlemen started AND 1 as a socially-responsible business before the term was commonly used. They had a basketball court at the office, yoga classes, great benefits and shared ownership of the company widely among the employees. They also donated 5 percent of their profits to local charities and implemented a supplier code of conduct for their overseas factories to ensure the health and safety of the workers, fair wages and career development. The company grew from a startup in 1993 to over \$250 million in sales by 2001. After struggling for a few years, they decided to sell the company in 2005 and saw the new owners immediately eliminate the donations and employer best practices so critical to the culture of the organization.

As a result, Gilbert, Houlahan and Wall Street Private equity investor and friend, Andrew Kasoy, established B Lab, an organization dedicated to harness the power of business to solve social and environmental problems. After the team

had discussed the issue with numerous entrepreneurs, investors and thought leaders, it became clear two pieces of infrastructure were needed: Socially responsible performance standards and an objective way to measure a company's performance against those standards, as well as a purpose-driven legal framework that creates benefit for all stakeholders, not just shareholders.

THE BENEFITS OF B CORPORATIONS

*
Give legal protection to directors and officers to consider the interests of all stakeholders, not just shareholders, when making decisions.

*
Create additional rights for shareholders to hold directors and officers accountable to consider these interests.

*
Limit these expanded rights to shareholders exclusively.

According to corporate state law at that time, company directors were charged with honoring shareholders first and maximizing shareholder profit or the directors could get sued. In 2006, B Lab was established to create the infrastructure, advocate for B Corporations, and create a community that would share best practices.

To be clear, B-Corp Certified is different than being a B Corporation. A B-Corp Certified company is a company that has completed the B Impact Assessment and received an 80 or higher score. B Corporation refers to a company that has followed the legal requirement to be classified as a B Corporation in the state where it was incorporated. Twenty-eight states,

including Oregon, have passed legislation creating the B Corporation alternative for C and S corporations and LLCs.

Now, there are 1,452 B Corporations in 42 countries, including Ben & Jerry's, Patagonia, Etsy, King Arthur Flour, Kickstarter and Dansk.

There are also over 20,000 corporations using the B Impact Assessment to become B-Corp Certified. The first step in the certification process is for a company to fill out the assessment. The 200-question assessment, which takes about 90 minutes, provides a baseline for the business. The scores are based on the company's performance in four areas: governance, worker, community and environment. A company must score 80 or better to become B-Corp Certified. The company will then get a report as to how the company performed compared to other companies that have taken the assessment. The final step is to prepare a plan to improve the score. On the B Impact Assessment website, there are a number of tools, including best practices, case studies, examples and improvement reports to help companies continually improve over time.

Many B-Corp Certified companies are B Corporations and vice versa, they are not required to do both. Some B Corporations use other measurements to determine their performance rather than the B-Corp Certification program. Some B-Corp Certified companies don't feel the need to amend their articles and become B Corporations because they believe the practices measured on the B-Corp Certification are just good business practices that do add value to shareholders over the long-term. Either way, I believe the B-Corp community will continue to grow as the younger generations are demanding it from their employers and places they do business.

"There is one and only one social responsibility of business - to use its resources and engage in activities designed to increase its profits. . . " - Milton Friedman, 1970



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

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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.

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A DEEPER LOOK INTO OUR COMMUNITY

By Rachael Rees van den Berg, Leadership Bend Class of 2016

From the workings of our current sewer and water system, to the chapters of change the city of Bend has undergone over the years and the challenges our community is facing today, the first day of Leadership Bend gave its 26 attendees the lay of the land.

The day began with Bend City Councilor Victor Chudowsky sharing his insights.

“We get \$200 a month ... It’s basically a volunteer position,” Chudowsky told the class about serving on city council. “Hours can range from 5-15. It’s very difficult for a person that has a 9-5 schedule. I think that’s one of the drawbacks because you’re excluding a lot of very talented people.”

After an inspiring presentation from Chudowsky about the depths of the urban growth boundary and the challenges of infrastructure, students took a trip back in time, exploring the Deschutes Historical Museum and Society.

“It was a deliberate choice by citizens to have the form of government that we do,” said

Kelly Cannon-Miller, executive director of the Deschutes Historical Museum and Society.

Cannon-Miller gave an overview of the history of the museum then released the class to explore the various collections housed in the building, which was at one time, Bend’s largest and most expensive schools.

“We are living in the digital dark ages,” Cannon-Miller warned, adding The Bulletin’s archives are stored within the building. “No electronic document is static... Electronic documents are not permanent... You’re always chasing your tail with the care of electronic media.”

Historian Jim Crowell next explained the economical changes that have taken place throughout the community.

“In the late ‘30s each mill had 900 to 1,100 employees,” he said. “There were several small businesses surrounding the plants... You can imagine a town of 9,000 to 10,000 people, how dominate these two mills were economically and socially.”

He shared the stories of the railroad, the role various prominent structures played in the community and how the streets of downtown and the outlying areas changed and became what they are today.

The class loaded up the trolley around noon for the first City Club lunch and an invigorating conversation about transportation.

Upon arrival back to the Deschutes Historical Museum, Leadership Bend students got to rub elbows and pick the brains of a panel comprised of the who’s who in Central Oregon. Topics ranged from affordable housing to the need to collaborate as a region.

The day concluded with a walk-around tour of downtown Bend. Needless to say, although I’ve lived in this town for more than two decades, hearing Crowell’s tales of lives lived in the homes that line Drake Park was enough to make me want to pick up some additional history books... in particular Frontier Publisher a biography of George Palmer Putnam.



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Business will be the target of a number of regulations and tax hikes in 2016...

By: *Tim Casey, President & CEO Bend Chamber*
 Tim@bendchamber.org

As individuals, we are the judges and juries for everything we believe. We gather data, analyze and form opinions. The level of effort put into this is different from person to person, as well as the issues being considered. We can spend a great deal of time contemplating, or make a decision in the blink of an eye. However, with important issues, it is a necessary process to ensure our beliefs are well founded. Therein lies the issue: How many of us as individuals have the time and energy to be engaged?

Engagement and meaningful impact is one of three legs of stability for the Bend Chamber. We are nonpartisan, so we do not blindly support the ideals of either political party. We are entirely membership supported, meaning we receive no government funding or grants. This gives us the freedom to engage in issues from a business prospective and to be a driving force in supporting a climate that creates and supports businesses, both large and small. Businesses create jobs, which supports families, improves our quality of life and creates the community in which we all live.

Advocacy is far more than making a statement. The Bend Chamber's advocacy efforts take a great deal of time, research, evaluation, discussion and require a vote of approval from the Bend Chamber Board of Directors. Every issue the Bend Chamber supports goes through this process to ensure the best interest of the members it represents and that no single person can steer the organization.

Perhaps the strongest part of advocacy is helping to provide information to you, our members. From our What's Brewing community forums and forecast breakfast series programs, to the weekly e-news and the Bend Business Journal you are reading, we are working hard to provide you with the information you need to make educated decisions on issues that impact you and your businesses.

As we meet with our elected officials, state organizations and local government, it's clear that business will be the target of a number of regulations and tax hikes in 2016. From a massive increase to minimum wage, to a new effort for a 2.5 percent gross receipts tax, we will be there championing business. It's more than a goal, it is our duty and honor to serve you.

“A wise and frugal government, which shall leave men free to regulate their own pursuits of industry and improvement, and shall not take from the mouth of labor the bread it has earned - this is the sum of good government.”

— Thomas Jefferson

Q & A *with panelist Damon Runberg*

WHO IS POISED TO BENEFIT THE MOST BY OUR EXPANDING ECONOMY?

Workers are poised to benefit the most. When the labor supply becomes tight than the competition for skilled labor results in higher wages. Wages declined during the recession, so these wages gains are important corrections during a period of expansion.

As far as industries, construction will likely benefit the most from our expanding economy. The construction industry is dependent on other parts of the economy growing. Today, there is job growth, strong in-migration, and business expansion. All good indicators for the construction industry.

HOW WILL THE PROPOSED INCREASE IN MINIMUM WAGE LEVEL AFFECT THE LOCAL ECONOMY? WHAT IMPACT WILL A \$13.50 - \$15.00 MINIMUM WAGE HAVE ON CENTRAL OREGON'S HOSPITALITY AND TOURISM INDUSTRY, SHORT AND LONG TERM?

There are some drastic differences between the state and Central Oregon when talking about the percent of jobs under \$15 an hour. Around 40 percent of jobs in Oregon paid less than \$15 an hour in 2014. A significantly higher share of jobs are concentrated in this sub-\$15 an hour range here on the High Desert. More than 44 percent of

Deschutes County's jobs pay less than \$15 an hour. This is not too surprising considering the high concentration of low wage jobs that serve our tourism industry. Nearly 15,000 of the 31,000 (48%) jobs that paid less than \$15 an hour in Deschutes County were in either the leisure and hospitality or retail sectors. The share of jobs that pay less than \$15 an hour is higher in Crook and Jefferson counties. Around 45 percent of jobs were under \$15 an hour in Crook, while more than half of all jobs (52.2%) in Jefferson County paid less than \$15 an hour.

Our tourism-related industries account for the highest concentrations of low-wage workers. Nearly three-quarters of Central Oregon's leisure and hospitality jobs pay less than \$15 an hour. One surprising industry that had a large share of low wage jobs was professional and business services where half of all workers made less than \$15 an hour. This high share of low-wage jobs is likely due to the business services side of the industry, which includes temporary help (temp services), as well as a significant number of clerical and call center workers.

DAMON, HAS ANY WORK BEEN DONE TO CORRELATE THE LAST DECADE OF MINIMUM WAGE INCREASES WHICH EFFECT YOUNG WORKERS SEEKING FIRST TIME ENROLLMENT AND THE EMPLOYER SKILLS GAP PROBLEM IDENTIFIED IN THE SURVEY TODAY?

Our small research division of the Employment Department has done signif-

icant research into Oregon's youth in the labor force. We have seen a significant reduction in labor force participation for the younger generation over the past 10+ years. Youth participating in the labor force at a lower rate is potentially one of the reasons we are seeing a skills gap issue. The rising minimum wage has little to do with this lowering labor force participation. Oregon's minimum wage rises with inflation and is adjusted to the CPI (Cost Price Index) each year. As a result, the "real" wages of minimum wage workers is little changed. So, why is youth labor force participation on the decline?

The recession could have played a significant role. Typical "youth" jobs were taken by older more skilled workers during the recession leaving few work opportunities for youth. Counter to popular belief, the Great Recession did not increase the share of "idle" youth – those neither in the labor force nor enrolled in school. Roughly 10 percent of youth ages 16 to 24 are considered idle in Oregon and the U.S. Youth today face increased requirements related to high-school graduation and college preparation, and those enrolled in school are less likely to be in the labor force than in the past. Many are forgoing early work experience to gain formal education, which could pay off long-term given the college wage premium. However, by foregoing early work experience, youth are potentially missing out on opportunities to acquire "soft" skills. You can see our full report here: <https://www.qualityinfo.org/documents/10182/13336/Endangered+Youth+in+the+Labor+Force?version=1.3>



Photos by The Hidden Touch Photography
more photos at Bendchamber.org under the events tab

SLIDE PRESENTATIONS AVAILABLE AT BENDCHAMBER.ORG UNDER THE BUSINESS RESOURCES TAB

BEND CHAMBER **ECONOMIC FORECAST BREAKFAST**



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Thank you to our event sponsors: Pacific Source Health Plans, Bend Radio Group, The Riverhouse, Miller Lumber, Seven Peaks Ventures, Oregon Employment Department, BendBroadband, Central Oregon Community College, Combined Communications, KTVZ, The Bulletin and The Hidden Touch Photography

By: Rachael Rees van den Berg, Bend Chamber Communications Coordinator

Central Oregon is in the midst of an economic expansion. Consumer confidence is high, the economy is more diversified and unemployment is going down.

But, the narrative is changing. Due to a shrinking labor force, businesses are going to have to start thinking about how they can attract and retain the best and brightest employees.

“We’re seeing labor shortages across the board in different industries, diverse industries,” Damon Runberg, panelist and Central Oregon economist for the Oregon Employment Department, told an audience of about 300 at the Bend Chamber Economic Forecast Breakfast. “We’re starting to see the tightening of the labor supply diminish the ability of businesses to expand because they can’t find the right workers.”

He said the supply of labor is diminishing, related to the number of jobs in the economy. But on the other hand, he said the demand for labor is increasing very rapidly.

Runberg attributed the shortage to a number of factors including the aging population in the county and the lack of affordable housing. He said those taking home a median single-family wage in Deschutes County, can barely afford to rent an apartment in Bend.

“You need people to live here if you want them to be part of the labor supply,” he said.

Panelist Charley Miller, president of the The Miller Company, said many of the issues our community is struggling with today were the same in the 1900s. Despite the challenges over the years, he said Bend has been able to succeed because of the people in the community.

“Bend has been led by positive people who come up with solutions to challenges. They don’t sit idle. They just make things happen. And they don’t do it for now, they take the long view,” Miller said.

Miller said it is a critical time in Central Oregon. There are big decisions surrounding issues like the new urban growth boundary, transit and multi-family housing, that are going to be taking place over the next few months. Those decisions are going to influence what Bend looks like in the future, he said. “Bend will grow. Bend will change. Be involved,” Miller advised the audience at The Riverhouse Convention Center.

Dino Vendetti, panelist and managing director of Seven Peaks Ventures, said he believes that those new to town in the emerging industries will get engaged with the community naturally.

“I don’t know if there’s any magic formula for getting people engaged, other than I think once people have been in Bend for a couple years... they realize wow this is a really active community,” he said. “People are involved, they care about what’s going on in town and they have a voice.”

OREGON STIMULUS PACKAGE COMING TO BEND



ON DEC. 1, THE STATEWIDE TOUR OF HOMEGROWN "ENTREPRENEUR ROCKSTARS" IS COMING TO BEND AS PART OF THE BEND CHAMBER'S "WHAT'S BREWING?" SERIES - PRE-REGISTER AT BENDCHAMBER.ORG

Hatch Oregon, a brand new economic engine for growing community capital within Oregon, and the Bend Chamber are teaming up to teach you how to invest!

Did you know 1% of personal savings in Oregon is equivalent to 914 million? This means there are literally billions of dollars that could help boost business in Oregon. Thanks to the new Oregon Intrastate Offering Exemption rules passed in January, any Oregonian can become a shareholder of an Oregon company.

Our state is the 16th to empower entrepreneurs and consumers who want to support the local businesses they love. For years, entrepreneurs have had to do a tap dance for angel investors. But not anymore! Local entrepreneurs may now raise up to \$250,000 from fellow Oregonians through a Community Public Offering – a new securities crowdfunding tool.

So instead of spending \$100 on a fancy dinner, make a difference in your community by filling the capital gap for small and startup businesses.



OREGON'S ROCKSTAR ENTREPRENEURS RELEASE TOUR



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SALUTE TO COMMERCE

Fusion and Sushi Bar



Salute to Commerce is brought to you by the Bend Chamber in partnership with:



5 Fusion and Sushi Bar

Long-time restaurateur Lilian Chu, co-owner of 5 Fusion & Sushi Bar, has built a world-class restaurant in the heart of Bend that prioritizes and is driven by philanthropy.

5 Fusion & Sushi Bar, located on NW Wall Street, offers much more than just sushi. The restaurant features two distinct menus, created by executive chef and co-owner Joe Kim, a two-time James Beard Foundation nominee, that meld together key elements of Asian and European cuisine into a tantalizing “fusion” of flavors.

But beyond 5 Fusion’s award-winning, innovative and creative cuisine, Chu said she measures success by her company’s ability to give back to the community.

“We are passionate about our unique food and our special community and we focus our energy on both,” Chu said. “Bendites like to support businesses that support community, so our investment returns dividends with loyal customers.”

When 5 Fusion first opened its doors in December 2009, Chu said she had a clear vision of what would lead to success:

Excellence in all things – food, service, environment, business and relationships; treating staff as family; giving back to the community; and intelligent and sustainable growth.

“We truly believe that as we are blessed to live, work and play in Central Oregon – it is our responsibility to give back to sustain and help grow the community,” Chu said.

One of the ways 5 Fusion supports the community is through the 5 Fusion Collaborative Charity Dinner Series. The restaurant has hosted more than 45 charity dinner events, raising \$300,000 to help 19 different nonprofits including Volunteers in Medicine, Abilitree and Saving Grace.

“Our community is one of great support and collaboration among restaurants, and we take deep pride in the accomplishments and community investments of our peers, too,” Chu said. “We’re all in the effort of building a strong Central Oregon dining scene and incomparable quality of life together. All of our good work elevates all boats.”

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KENDALL
LET'S START SOMETHING GREAT

SKANSKA

The Riverhouse
HOTEL & CONVENTION CENTER



WELCOME a BOARD

Meet your new Bend Chamber Board Members and learn what's in store for 2016 at the General Membership Meeting!

November 17 | Wednesday 4:30 – 6:30 p.m.

@ Deschutes Brewery Mountain Room

Located at: 901 SW Simpson Ave.



ELLYN BIEDSCHEID



HEATHER J. HANSEN

BEND Chamber
ELLYN BIEDSCHEID is the CFO at Hydro Flask. Ellyn joined Hydro Flask in November 2011, bringing over 15 years of experience in financial controls, accounting and process improvement. Ellyn has advised clients primarily in the high tech and consumer products industry on internal controls and *generally accepted accounting principles* accounting treatment through her work in the PriceWaterhouseCoopers audit services group. Ellyn also held numerous positions at Intel in the Global Accounting and Financial Services group including overseeing transition to a shared services model and implementation of the first business process management program for the Fixed Assets Accounting group. Ellyn earned her bachelor degree in accounting from the University of Notre Dame and is a CPA and lean six sigma green belt.

Why do you want to serve on the Bend Chamber board?

I would like to join the Bend Chamber Board because I would love the opportunity

to share my skills and background to continue to make Central Oregon a great place to live and work.

BEND Chamber
HEATHER J. HANSEN is a shareholder at the law firm of Bryant Lovlien & Jarvis. She practices in the areas of business law, employment law and real estate law. Heather has served on multiple boards throughout her career including serving on the Bend Chamber Board of Directors for the last three years.

Why do you want to serve on the Bend Chamber board?

I am both personally and professionally dedicated to helping the business community in Central Oregon. The Bend Chamber is one of the critical organizations that strategically works to gather, equip and mobilize the business community in our area. I look forward to the opportunity to serve another term as a member of the board of directors.

BEND Chamber
ANNUAL MEMBERSHIP MEETING
TUESDAY
NOVEMBER 17, 4:30 - 6:30 P.M.
Deschutes Brewery's Mountain Room - 901 SW Simpson Ave
FREE - RSVP at BENDCHAMBER.ORG (541) 382-3221

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10 | BEND CHAMBER





Downtown Bend, OR

Veterans Day

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PHOTO BY MATTHEW GRIMES - COURTESY OF THE BULLETIN


BEND Chamber

**THANK
YOU**



Col. John Turner, a living legacy.

2015 GRAND MARSHALL

By: Rachael Rees van den Berg, Bend Chamber Communications

as a turret gunner, manning machine guns on B-17 bombers. When the war came to a close, he went home for a brief time.

“I discovered after I got out, that perhaps it wasn’t a bad life,” he said.

He re-entered the army and in 1951, serving his first tour in Korea on the ground as an artillery man. When he returned from Korea, he became a Chinese language interpreter, teaching at the Army Command and General Staff College. He also served for several years in Japan before returning back to Korea for a second tour in 1962.

“When I was a boy, I was not scared. Us kids did what we were paid to do, go out and shoot, duck when it came in ... and you get hit now and then. We weren’t afraid,” he said. “But when I got back, I walked around with pain in the pit of my stomach for six months. It was fear, but I didn’t know it. I just thought I had a belly ache. I wasn’t consciously afraid of anything, but I’m sure that the pressure just built up until I walked around with a belly ache.”

His next major assignment was in Europe, where he commanded an artillery battalion and became the chief of staff in Germany. After Europe, he got assigned to

Alaska where he was the inspector general and post commander at Fort Richardson.

“Every place was different... but what I learned is people are the same all over the world,” he said. “I found people have the same concerns, the same sorrows, the same happiness that we have in this country.”

Turner shared stories of taking the local children in foreign countries out for ice cream, officiating a wedding overseas and the birth of his son in a Japanese hospital.

“I could bore you for hours just rambling on about things. It was a good life,” he said.

In 1975 Turner retired, and after a year of travel, looking for a place to stop, he landed with his family in Portland, Oregon. Several years later, he moved to Sisters and bought the business Sisters Cascade of Gifts.

Turner said his time serving in the army shaped who he is today.

“It gave me everything I have; first, attitude. It gave me a perspective of people and how to get along in the world ... a lifetime job (and) an education,” he said. “It gave me security, a sense of professionalism and honor.”

It’s not every day that you get to sit and have coffee with a hero. Tucked in the back corner booth of Three Creeks Brewing Company I had the privilege to sit and hear the story of Col. John Turner, a living legacy.

“There was a time when an officer’s word was law, a handshake was final and I could cash a check in any place in the world if I was in uniform,” recalled Turner, the Grand Marshall of the Bend Veterans Day Parade.

Turner grew up in southern Arizona, in a town smaller than Sisters called Casa Grande.

“I did the public school thing there, and in 1943, of course war time, I went into the air force,” he said.

Turner spent a total of 32 years in the army, with postings around the world.

“I was commissioned from the ranks. I held every enlisted rank except corporal and then I became an officer,” he said.

He started his career flying with the Eighth Air Force in England

TOP 10 CELEBRITY VETERANS

10. GEORGE CARLIN

9. STEVE MCQUEEN

8. ICE-T

7. HUMPHREY BOGART

6. MORGAN FREEMAN

5. CHUCK NORRIS

4. MR. T

3. JOHNNY CASH

2. CLINT EASTWOOD

1. ELVIS PRESLEY

9.2 million
veterans are over the age of 65

7.8 million
veterans served during the
Vietnam War era (1964-1975),
which represents 33% of all
living veterans

5.2 million
veterans served during the Gulf
War (representing service from
Aug. 2, 1990, to present)

1.9 million
veterans are under
the age of 35

1.8 million
veterans are women

2.6 million
veterans served during World War II
(1941-1945)

HISTORY OF VETERANS DAY

**“Dedicated to the cause of world peace
and to be hereafter celebrated and
known as Armistice Day.”**

- 83rd U.S. Congress

World War I – known at the time as “The Great War” - officially ended when the Treaty of Versailles was signed on June 28, 1919, in the Palace of Versailles outside the town of Versailles, France. However, fighting ceased seven months earlier when an armistice, or temporary cessation of hostilities, between the Allied Nations and Germany went into effect on the eleventh hour of the eleventh day of the eleventh month. For that reason, Nov. 11, 1918, is generally regarded as the end of “the war to end all wars.”

Veterans Day, formerly known as Armistice Day, was originally set as a U.S. legal holiday to honor the end of World War I, which officially took place on Nov. 11, 1918. In legislation that was passed in 1938, November 11 was “dedicated to the cause of world peace and to be hereafter celebrated and known as ‘Armistice Day.’” As such, this new legal holiday honored World War I veterans.

In 1954, after having been through both World War II and the Korean War, the 83rd U.S. Congress -- at the urging of the veterans service

organizations -- amended the Act of 1938 by striking out the word “Armistice” and inserting the word “Veterans.” With the approval of this legislation on June 1, 1954, Nov. 11 became a day to honor American veterans of all wars.

In 1968, the Uniforms Holiday Bill ensured three-day weekends for federal employees by celebrating four national holidays on Mondays: Washington’s Birthday, Memorial Day, Veterans Day and Columbus Day. Under this bill, Veterans Day was moved to the fourth Monday of October. Many states did not agree with this decision and continued to celebrate the holiday on its original date. The first Veterans Day under the new law was observed with much confusion on Oct. 25, 1971.

Finally on September 20, 1975, President Gerald R. Ford signed a law which returned the annual observance of Veterans Day to its original date of Nov. 11, beginning in 1978. Since then, the Veterans Day holiday has been observed on Nov. 11.

Source: <http://www.military.com/veterans-day>

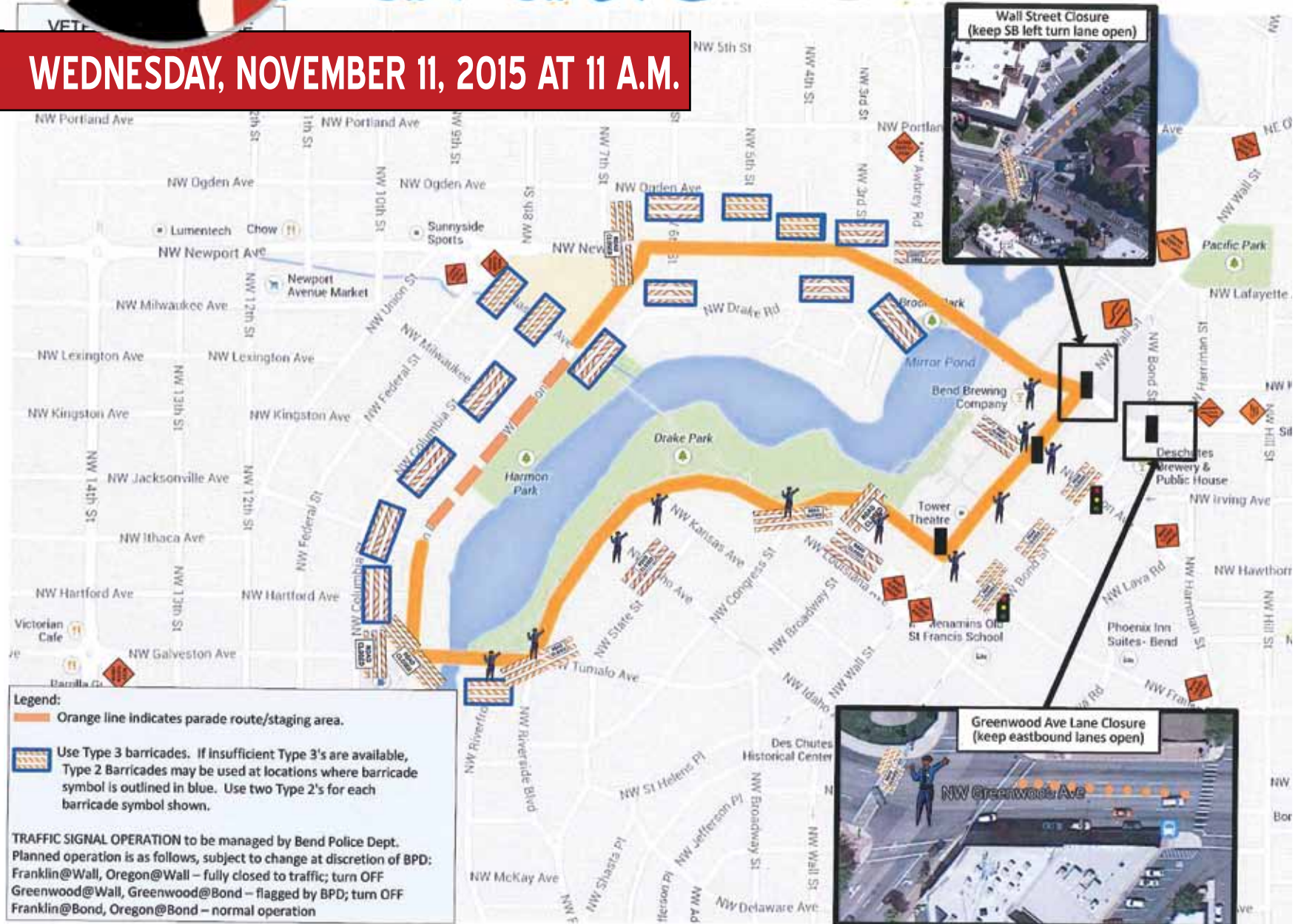


Downtown Bend, OR

Veterans Day Parade 2015

BEND Chamber

WEDNESDAY, NOVEMBER 11, 2015 AT 11 A.M.





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FOR MIKE FLOREZ, THE CENTRAL OREGON VETERAN'S RANCH IS AN ESCAPE

By: Rachael Rees van den Berg
Bend Chamber Communications

"It's a great place to help a lot of these guys take their minds off the everyday struggles," said Florez who served twice in Iraq. "Coming back from combat and being around a different crowd is a little intimidating, but you come out here and you feel safe and that's the part that heals."

The Central Oregon Veteran's Ranch is a 19-acre ranch property located between Bend and Redmond. At the ranch, veterans are actively planning sustainable agriculture projects including the raising and preserving of the threatened Navajo Churro sheep, gardens that will feed veterans receiving care at the ranch and potentially honey and hops.

The ranch has been a dream of Alison Perry's for seven years. Perry is a Licensed Professional Counselor

with six years' experience working with the U.S. Department of Veterans Affairs as a mental health therapist and contract liaison.

The purpose of the ranch, Perry said, is to help veterans connect with each other and feel a sense of camaraderie and community.

"We want to create a place where veterans feel understood, where they are around people who speak their language and they feel comfortable," she said.

Central Oregon is home to approximately 17,000 veterans, including veterans from WWII, the Korean War, Vietnam, Iraq and Afghanistan, and numerous other military operations. But, there are no senior or elder care facilities in Central Oregon that are specifically catering to veterans.

"We see (the ranch) as meeting a need that's not being met in the community," Perry said.

The ranch will provide opportunities for healing for veterans across the lifespan; from those in need of active engagement in their community to those that deserve peace at the end of their lives, the Central Oregon Veterans Ranch website states.

Beyond camaraderie, she said the ranch gives the veterans a mission.

"Veterans who have served, especially veterans who have served in war, really need to be able to identify other ways to serve their communities so they still have that role of a being a warrior or protector," she said.

Many veterans, some in their 20s or 30s are on 100 percent disability or are medically retired, Perry said.

"They can end up being isolated, depressed or cut off with no place to engage. For a lot of them, their only social contact is the mental health clinic," she said.

"The ranch is a place for many of those veterans to be able to have a purpose, to be able to have a community; a place where they can come out and connect with other vets and work on projects together."

Florez said he has been volunteering at the ranch for about four months, helping with everything from moving irrigation pipes to cleaning out chicken coops.

"I enjoy the company of the other vets," he said. "They have stories that are amazing."

The ranch is still a startup, but it's growing and gaining support. About a year ago, Perry said there was only \$1,600 in the nonprofit's bank account. In the last quarter of last year, she said the ranch was able to raise about \$40,000 from community donations. The ranch recently secured a \$30,000 grant from Meyer Memorial Trust and another \$10,000 from Northwest Farm Credit Services.

Tom Kemper, executive director of Housing Works, a Central Oregon affordable housing provider, purchased the ranch and leases it to the Central Oregon Veterans Ranch. Perry said COVR has two years to buy out or buy back the ranch from Kemper.

The house on the property is currently being remodeled for ADA compliance. Once completed, it will open as an Adult Foster Home accommodating up to five veterans who are terminally ill or in need of end of life care.

Currently, between five and 10 veterans come out every Thursday for the Veterans' Volunteer Workday. Perry said there are additional veterans volunteering on the board of directors on the administrative side. "A big push has been getting veterans involved at every level," she said. "The goal is to recruit veteran volunteers to create a culture... We want veterans to be involved in every aspect of this so they will build it and it will be theirs."

Veterans and a strategy team are working together to create a sustainable business model. Perry said ideas, input and partnerships from the business community would be embraced. In addition, she said, Central Oregon Veterans Ranch is looking for 100 organizations, businesses or individuals to donate \$1,000 between now and the end of the year for the creation of a peace garden with flags at the ranch. The first 100, she said, will have their names engraved on a plaque to show they are cornerstone supporters.

"We're looking at working long-term with the (U.S. Department of Veteran Affairs) and the (U.S. Department of Agriculture) because we've had a lot of interest in this being a model that can be exported to other communities," she said. "We are the prototype. We're really taking it slowly to make sure all the pieces fit and that it's done well so that we can show other communities how to do this."

**CENTRAL OREGON
VETERANS RANCH
PO BOX 8302
BEND, OR 97708
Office: (541) 706-9062**



BEND Chamber
HOLIDAY Party
 Tuesday - December 8
at the High Desert Museum starts at 5:30 p.m.

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Ashley Horner, SBA Loan Administrator
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MEMBER NEWS



NATOSHA STINSON



TONYA BERNARDY



GLENN MORGAN



JIM MAZZIOTTI



DONNA HENRY



KELLI SHANKS



LEE BRANNOCK

ASHLEY SPENCER

Precision Body & Paint welcomes its newest member, Ashley Spencer. Ashley's friendly and caring disposition lends itself to her new role as Customer Service Specialist, as she enjoys making customers feel welcome, listened to, and is able to facilitate a clear line of communication between employees and customers.

NATOSHA STINSON

U.S. Bank has named Natosha Stinson regional operations manager in Central and Eastern Oregon. She works at the U.S. Bank office located at 550 N.W. Franklin Ave. in downtown Bend. Stinson will manage the operations, processes and audit requirements for 23 U.S. Bank branches across the Central and Eastern Oregon region.

TONYA BERNARDY

Tonya Bernardy has joined U.S. Bank as a treasury manager and payment consultant. She works at the U.S. Bank office located at 550 N.W. Franklin Ave. in downtown Bend. Bernardy has more than 22 years of experience in the financial services industry, including business banking.

GLENN MORGAN

Glenn Morgan has moved over the Cascades to lead Knife River's ready-mix concrete operations in Bend. Morgan, a native of Eugene, is taking over for Jary Hansen, who is retiring later this year. Morgan has worked in the construction industry for nearly 30 years, including the last 14 at Knife River.

SIIRI BERG

Step & Spine Physical Therapy is pleased to announce the addition of physical therapist Siiri Berg to the clinical staff. A 2004 graduate of the University of North Carolina at Chapel Hill with a master of physical therapy, Berg is an APTA Board Certified Orthopedic Clinical Specialist (OCS).

JOHN HILT

Step & Spine Physical Therapy is pleased to announce the addition of physical therapist John Hilt to the clinical staff. Hilt earned his doctorate in physical therapy (DPT) at Regis University in Denver. Before relocating to Central Oregon, he worked at a sports medicine and post-operative facility.

JIM MAZZIOTTI

Jim Mazziotti, the principal managing broker and franchise owner of Exit Realty Bend, recently received several awards for his Central Oregon real estate company in the names of several of his 24 agents. His office was recognized as being the number #2 EXIT office in the northwest in Gross Closed Commissions and Top Offices In Closed Ends.

RIAN PALFREY

Rian Palfrey, principal broker of Exit Realty Bend, received two awards for finishing #1 in the Northwest territory. Palfrey finished #1 in individual Top Agents In Gross Closed Commissions and #1 for Top Agents In Closed Ends.

DONNA HENRY

Donna Henry, broker of Exit Realty Bend, finished #2 in the region for Top Agents In Gross Closed Commission and Top Agents in Closed Ends.

KELLI SHANKS

Kelli Shanks, broker of Exit Realty Bend, was recognized for finishing as the #3 Top Agents In Closed Ends.

LEE BRANNOCK

Lee Brannock has joined Total Property Resources in Bend, Oregon. Lee has 8 years of experience as a licensed real estate broker in Portland and Bend. His focus is on residential real estate services working with both buyers and sellers.

HIGH DESERT BANK

High Desert Bank announces an alliance with Strategic SBA Consulting, LLC to provide loans to small businesses. The alliance combines the business lending expertise of High Desert Bank with the Small Business Administration (SBA) underwriting and Strategic SBA Consulting's packaging abilities. High Desert Bank is a full service bank offering a broad array of deposit accounts, online and mobile banking.

MID OREGON CREDIT UNION

Mid Oregon Credit Union has broken ground on a new La Pine location. The La Pine branch is expected to be completed by Spring/Summer 2016. Mid Oregon Credit Union's newest branch will offer many conveniences including a full service drive-up ATM, a 24 hour access walk-up ATM, a community room, and is designed to offer a full range of services.

CHAMBER MEMBERS!! SUBMIT YOUR NEWS FOR FREE!!

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26-30 Years

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Tornay
David Evans and
Associates Inc
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The Environmental
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6-10 Years
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Ribbon Cutting at Oregrown | Oct. 8, 2015



Ribbon Cutting at 1859 | Sept. 17, 2015



Young Professionals Network wraps it up for 2015 with an excited YPN Council.
 Pictured left to right: Peter Goth, Adam Akin, Jack Newkirk, Rachael Rees van den Berg, Shannon Lee, Beth Connell

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Ribbon Cutting at Boys & Girls Clubs of Bend | Sept. 15, 2015



Ribbon Cutting at Step & Spine | Sept. 24, 2015



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NOVEMBER

November 3 | Tuesday 5 - 7 p.m.

What's Brewing?

OSU-Cascades; What's next?

@ Deschutes Brewery Public House
 1044 NW Bond Street

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

November 5 | Thursday 4:15 - 5 p.m.

Ribbon Cutting

@ Maverick Leather Company Inc.

Located at: 63055 Corporate Place
 Networking - it's been the buzz word and the best way to promote your business for decades. Join your fellow Bend Chamber members at this Ribbon Cutting for Maverick Leather Company. Maverick is a leather supplier selling leather for crafters, boots/shoes, saddlery, belts, holsters, bags and so much more.

November 10 | Tuesday 10 - 11 a.m.

Membership 101

@ Bend Chamber

777 NW Wall St. Ste. 200
 This informative and interactive session will show you how you can turn your chamber membership into your greatest sales and marketing tool.

November 11 | Wednesday 11 a.m.

2015 Veteran's Day Parade

@ Downtown Bend

Celebrating our Veterans with the second largest Veterans Day Parade in the state.

November 12 | Thursday 4:15 - 5 p.m.

Ribbon Cutting

@ Grandma's House of Central Oregon

Located at: 1600 NE Rungay Lane
 Grandma's House is a non-profit shelter for homeless and/or abused pregnant and parenting teen mothers.

November 17 | Wednesday 4:30 – 6:30 p.m.

General Membership Meeting

@ Deschutes Brewery Mountain Room

Located at: 901 SW Simpson Ave.
 Join us for an evening of networking and great views from the Mountain Room. Enjoy a beverage and hors d'oeuvres on us as you hear a year-end review from the Bend Chamber board president and chairman, followed by the incoming board president and chairman's plans for the year ahead.

DECEMBER

December 1 | Tuesday 5 - 7 p.m.

What's Brewing?

Rockstar Entrepreneur Tour

@ Deschutes Brewery Public House

You don't have to be a millionaire to invest in your community! Now, for the first time in history, a new law allows you, and everyday Oregonians, to invest small amounts into companies you know, trust and are passionate about. Hear from a new cohort of entrepreneurs about how the state's new Community Public Offering (CPO) law is helping fill the capital access gap.

December 8 | Tuesday 5:30 – 8:30 p.m.

Bend Chamber's Holiday Party

@ The High Desert Museum

This is one of the biggest holiday celebrations in Bend, attracting over 500 people each year! Shake hands and get to know your fellow Bend Chamber members and community dignitaries in a relaxed, festive atmosphere.



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