

BEND

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Great quality.
Awesome people.
Strong culture.
Local ingredients.

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



our brands. As we went around the room describing our brands, it became clear that everyone in the room had great brands and many messages about their brands but had not taken the time to boil it down to clear and concise messaging.

Also, we all said very similar things about our brands – great quality, awesome people, strong culture, local ingredients, the freshest ingredients, environmentally friendly, have passion, listen to your needs, blah, blah, blah! No one in the room was discussing his or her brand in such a way that differentiated it from anyone else in the room, or even anyone in a similar industry.

David suggested we all collect the advertising, sell sheets, information on websites and any other material about our top two to three competitors. He told us to spread the information over a table top with our own brand’s information and compare the words we each use. After many of us did this task, it was amazing to see how similar they were.

There are clearly a lot of choices out there no matter the product, service or industry. Consumers generally choose the ones that have some form of specialization, unique attribute, are the best at what they do or lead the industry in some shape or form.

Consumers receive so much information about different brands that brand attributes start to sound like white noise.

So how can you build a memorable, marketable and clearly-differentiated brand?

In November, I had the privilege of participating in a branding workshop with about 10 other businesses. The workshop was led by David Avrin, the author of the book “It’s not who you know, it’s who knows you!” David is a branding expert who speaks all over the world on the topic of branding and communicating a brand’s main selling points.

At the beginning of the meeting, we were asked to provide a short “elevator speech” about

David suggested using the following six categories to promote a brand:

1. **SOLE CLAIM:**
“We are the only....”
2. **ACTION VERB:**
“We created, developed, pioneered...”
3. **SUPREMACY:**
“First, fastest, largest, oldest, softest..”
4. **HONORS:**
Named “entrepreneur of the year,” “best places to work,” “top ten supplier”
5. **MEDIA APPEARANCES:**
“Perhaps you saw our full-page article in...”
6. **KEY CLIENTS:**
“When Apple was looking for a supplier...”

our products/services and how we were different than everyone else in the industry. We then went around the room and gave one example of what we wrote down. David critiqued each one, focusing on differentiation. For example, whenever someone would say quality, he would ask the person to be more specific and dig a little deeper about the quality statement and why it is better than anyone else in the industry.

Finally, he suggested that we all sit down with a group in our company and agree on the top five selling points that differentiate our company from the competition. When the group completes that task, he suggested that the group train all of the employees on those five things and develop a policy requiring each employee to communicate at least three of the five selling points in every customer interaction.

This exercise has tremendous value. To boil down the five most important selling points that set your brand apart, and to be able to communicate those points regularly with the consumer, will get your brand noticed and remembered.

*Have a happy holiday,
Michael LaLonde*

**THANK YOU MICHAEL
FOR SERVING AS
OUR 2015 CHAIRMAN.**

The goal of the exercise was to help us create an “elevator speech” about our brands. He asked us to first write down the top 10 things we would say to a customer so they would buy

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

MISSION

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

VISION

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



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BEND'S BUSINESS PUBLICATIONS WIN AWARDS!

The Bend Chamber received two publication awards at the Oregon State Chamber of Commerce (OSCC) Executives Annual Conference.

The awards were for “Outstanding Member/Business Directory” for the Bend Chamber Business & Lifestyle Magazine, and “Outstanding Printed Chamber Newsletter” for the monthly Bend Chamber Business Journal.

Stacy Palmer, OSCC publications chair, said chambers of all different sizes from throughout the state competed for the awards. Professionals, including

business development and advertising executives, reviewed the publications not only for visual appeal, but for the delivery of the message, Palmer said.

“The clarity of the message that you were trying to deliver was apparent in both publications, as well as a good design aesthetic,” she said. “It had a clean, concise look.”

Palmer said the awards are presented every year at the Oregon State Chamber Conference.

“It’s a great way to recognize the great publications out there in Oregon,” Palmer said.

Comments from the judges included: “excellent content – well done,” “great action shots,” “beautiful design, easy to read,” and “worth the read.”

Bend Chamber President and CEO Tim Casey, said he was proud to take the two publication awards back to Bend.

“I’m humbled as a leader to have such outstanding people working for our organization and supporting our members,” Casey said.

Both publications are available at the Bend Chamber of Commerce

and various drop points throughout the community. Please contact our office to have our publications distributed to your business, 541-382-3221. If you are interested in advertising or submitting an article, email Sandy at sandy@bendchamber.org.

*The Bend Chamber would like to give a special shout out to **The Hidden Touch Photography, The Bulletin and all of our advertisers who help make these publications happen!***

FLIPPING THE BIRD



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

The holiday season is a great time to close the office door and decompress with a quality meal in the company of friends and family.

If you're looking for the most outstanding, mouth-watering recipe for cooking your holiday turkey, I've got you covered. The following are notes I took from the television show "America's Test Kitchen" on OPB a few years back.

How to cook the perfect Turkey.....You start with selecting your turkey. The best turkeys to buy turned out to be injected or flavored birds like butterball. Fresh or frozen didn't matter but injected birds were far superior to non-injected, also fresh organic or home raised turkeys came in last place for flavor. A note that kosher birds did come out on top with the injected bird.

So with that in mind, they looked at several ways to cook the bird for taste, flavor and looks (for presentation). They tried a number of different methods and new tricks, but one was far superior in all categories. They tried the bag method, cheese cloth, tin foil, basting, no-basting and several others. What they found is if you cover the turkey in any way you end up with a terrible skin (cottage cheese like, retaining bumpy fat). You also shouldn't let the bird sit in its own juices, nor baste the bird with its own drippings (puts the fat in the skin not the meat). So what do you do? Buy a "V" style non-adjustable cooking rack.

Next, since injected scored the same as kosher it makes sense to kosher an injected turkey, and that's the best choice! Take 2

gallons of cool (not icy cold) water and pour it into a cleaned medium size cooler (Coleman style), you can also use a "brine bag," I buy mine at World Market. Add 2 cups of kosher salt (yes, it **MUST** be kosher salt), be sure to mix the salt until it all dissolves.

Place your cleaned 12-14 pound turkey into the brine and be sure you have enough water to cover the entire bird. You then place gallon size Ziploc type bags of ice around the turkey (4-6 should be fine), this is done so the brine solution isn't diluted. Allow to soak for 4 hours, no more. Remove the bird, rinse thoroughly and pat dry. Take a shallow pan or sheet and place a low rack on it and then turkey on top (you just want something to keep the bird out of its own juices). Don't cover the bird (what you want is the skin to evaporate the moisture and dry out). Place it in the refrigerator overnight.

This brine process is important to crisp skin and to provide wonderfully juicy meat. (note: I've modified my brine mix to include a ½ cup of granulated sugar)

They recommend not stuffing the bird, sorry all of you die-hard traditionalist.

Take a V rack pan and add a few chopped carrots, celery, onion, and fresh thyme along with one cup of water. These are your "Aromatics" and they will make a difference in the taste of the turkey as well as the drippings. Place your "V" rack in the pan and use tin foil to cover the rack, poke a couple dozen holes in the tin foil for draining and lightly spray oil on the tin foil.

Next take your turkey out of the fridge (I let mine adjust to room temperature before cooking) and place some more of the "Aromatics" into the cavity (a few is fine, no need to over stuff). You then want to tie the bird up

by binding the legs and wings to the body with simple cotton twine (truss the turkey). Using unsalted melted butter, brush the entire bird. Then place your bird onto the "V" rack breast down (or back up).

Now place your turkey into your oven that has been preheated to 400 degrees (yes 400) and cook for 45 minutes. You want the turkey to cook on the very bottom rack of the oven.

After 45 minutes remove to the counter. And now you're going to flip the bird – rotating the turkey, not extending your finger! Get yourself a pair of clean oven mitts and grab the turkey (don't be scared, you can wash the mitts in the washing machine so don't be shy). Turn the bird 45 degrees so it rest on its side, brush with butter and place back into the oven and cook for 15 minutes.

Remove the bird and rotate to the other side for 15 minutes repeating the same process.

Next take the bird out and place it breast up, do the butter thing, and back in for 30-35 minutes.

Remove the bird and use a thermometer to check temperature. You want to place the thermometer in at the crook between the leg and breast (be careful not to hit any bones) and you're looking for a temperature of 170 degrees. You can take the temperature at the breast from the side and look for about 162-165 degrees. The brine will give you some leeway if you cook it a little too long.

Now this is not a misprint you can cook a 12-14 pound turkey with this method at 400 degrees in under 2 hours and it will be the best turkey you've ever seen or tasted. Anna Marie and I love this recipe and I'm sure you will too.

A SHOT IN THE ARM FOR STREET MAINTENANCE

By: Rachael Rees van den Berg, Bend Chamber Communications



Bend City Councilors decided to proceed with the recommendations of the Street Maintenance Funding Committee on Nov. 2, in order to raise the quality of streets in Bend. But what funding mechanisms will be used to improve the streets is yet to be determined.

The committee, made up of local stakeholder organizations including representatives from the Bend Chamber, Bend 2030, the Environmental Center and two city councilors, participated in six meetings during the months of September in October. Their quest was to agree on a number for the Pavement Condition Index (PCI) – a numerical index between 0 and 100 that is used to indicate the general condition of pavement – as well as the funding necessary to meet that PCI goal and two different funding mechanisms, one with a fuel tax and one without.

In general, committee members wanted a PCI that maintained streets to maximize their useful life and minimize life cycle costs, according to the Street Maintenance Funding Committee Summary Report. The committee also saw value in first stopping the PCI decline—“stop the bleeding”—and/or improving the PCI citywide. The majority of the committee agreed raising the PCI to 73 over five years would meet those goals.

According to David Abbas, streets and operations director for the City of Bend, it would take about \$7 million to bring Bend’s system-wide PCI up to 73. Additionally, Council supported the idea of a plan that would improve the PCI for Collector and Arterial Streets but phase in the PCI improvements for Residential streets, exploring the concept of a bond package in 2017 that may also include growth and safety-related transportation projects. The result of this identified PCI goal, a tiered service level based on a street classification, and additional resources from the General Fund result in a \$2.7 million annual funding gap. This funding gap is considerably lower than the initial \$5 million dollar annual funding gap that existed prior to the formation of the Street Maintenance Funding Committee, demonstrating a high reliance on prioritizing street maintenance through existing resources.

However, despite additional General Fund resources, the funding gap is significant enough to warrant the exploration of a new revenue source. The committee explored various funding options including a fuel tax, an increase in water and sewer franchise fees, a transportation utility fee, a food and beverage tax and a local marijuana tax.

The Street Maintenance Funding Committee polling showed a preference for improvement to the entire street system with a fuel tax

of 7 cents or less. Peter Skrbek, who represented the Bend Chamber on the Street Maintenance Funding Committee, said a strategy of preventative maintenance will cost the tax payers millions less over the next few decades. He also explained a multi-pronged approach with multiple funding mechanisms would be needed to fill the funding gap.

“The point is the fuel tax is one viable option... but if we make this our only solution to this long term problem it’s not enough by itself,” Skrbek said.

The majority of council agreed on the committee’s suggestion for the PCI. Councilors Casey Roats and Victor Chudowsky thought raising the PCI by five points in five years was too aggressive. Councilor Boddie was not in attendance.

Councilors also agreed on the general fund allocations suggested by the committee and to move forward with a two-phase approach that would address residential streets in deep disrepair and multi-modal transportation with a different funding mechanism such as a General Obligation Revenue Bond by 2017.

Councilors did not discuss the issue of a fuel tax on the ballot during the November meeting. During a future work session, councilors will determine how to fill the funding gap.



PRESENTED BY: **JASON MILLER**
LIVE BLOG BY: **KATY BRYCE**



HOW TO ACHIEVE FACE-MELTING CONTENT MARKETING ROI

The conference many of you have known and loved as Bend WebCAM over the past several years has morphed into "Swivel." This is the second year the Bend Chamber has been a PROUD sponsor of the conference.

START WITH THE BIG ROCK THEN GO TO THE TURKEY...

You have to have a "Big Rock," something that is a big investment. A book, ebook, series of blog posts, something that is evergreen, useful and can withstand the test of time. This is key – you can never over-deliver in content marketing.

The Big Rock is the top of your content marketing funnel. Create useful, helpful and inspiring content. Make it big. Entertain, inspire and keep them coming back.

After you have your Big Rock, work on the turkey. The goal of the turkey slices is to repurpose your content. Think of it like this: Thanksgiving turkey is not just one night, but you want to enjoy that turkey for weeks to come, right?

Your turkey is the meaty slices that you will dole out to your audience. The turkey consists of: blogs, infographics, webinars, videos and slide presentations. You are using the same content, but delivering it in different ways. Each slice of turkey, may have a little bit of a tweaked message to appeal to micro-audiences. The goal is to be efficient with your turkey leftovers! Use your turkey slices to fuel your content hubs.

In Miller's LinkedIn example, introducing the Sophisticated Marketers Guide to LinkedIn, is the Big

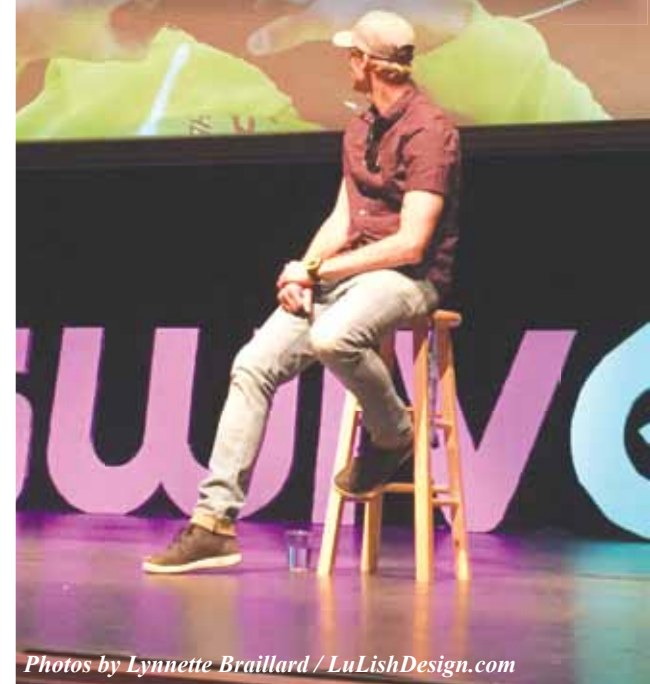
Rock. This ONE piece of content is still in circulation. Much like good music – it stands the test of time and stands the test of different mediums. People buy good music over time: first with vinyl, then 8-track, then cassette, then CD, then digital, etc. The Big Rock is not something you launch on the blog and walk away from – you keep using it until it absolutely dies, which if done right, is in a long time.

Launching a Big Rock – launch it like a product. Don't aim for "viral". Aim for relevant, good content. Start slicing off the turkey!

So, you've got your Big Rock. So, start slicing off bits of the turkey and feed it into the world...

Read more of the live blogs and register for next year's conference at swivelnow.com

Attracting some of the industry's most dynamic movers and shakers, Swivel weaves together a program that covers the full 360-degree marketing spectrum. Whether you're a designer, an optimizer, a developer, a writer or a strategist, Swivel can get you moving!



Photos by Lynnette Braillard / LuLishDesign.com





ADVOCACY COUNCIL: IT COMES DOWN TO WHAT'S GOOD FOR BUSINESS.

2015 was a productive year in Salem for the Bend Chamber. Our efforts, through the Bend Chamber Legislative Committee, assisted members, like you, in having your voices heard by our state legislators. This has allowed you to truly make a difference. Your voice is what's good for business.

Twelve bills we supported passed, including the Regional Solutions funding of two priority projects – Innovation Center for Entrepreneurs with OSU-Cascades and transit project funding. Fourteen bills we opposed, such as Prevailing Wage in Enterprise Zones and the Cease & Desist Authority to BOLI, died.

We worked, and will continue to work, closely in partnership with the Oregon State Chamber of Commerce, to take a stand for business.

But we want to take it even further by strengthening our advocacy program.

Working with the city, county and state, as

well as our other local districts, can be a challenge. We have formed a new Advocacy Council, made up of the following 10 leaders, to keep the Bend Chamber Board of Directors informed on all federal, state and local issues that could have an impact on the business community.

Senator Tim Knopp and Representatives Gene Whisnant, Knute Buehler and Mike McLane said letters and testimony from the Bend Chamber and our members made a positive impact on business-related issues at the State Capitol.

Don't miss our next What's Brewing?

LEGISLATIVE OUTLOOK 2016

TUESDAY | JANUARY 5

@Deschutes Brewery Tap Room from 5-7p.m.

Register now at BendChamber.org

Event details page 23



Jeff Robberson, Chair



Brian Fratzke



Jeff Eager



Talena Barker



Scott Wallace



Kerri Standerwick



Ken Katzaroff



Scott Ramsay



Tim Casey, Bend Chamber president and CEO



Jamie Christman, Bend Chamber director of government affairs

The advocacy council is currently working on issues including the corporate tax, minimum wage, street maintenance funding, urban growth boundary and affordable housing. For questions, or to be more involved with issues regarding advocacy, please contact Jamie at jamie@bendchamber.org or (541) 382-3221.

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THE BEND Chamber's SALUTE TO COMMERCE



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



Pine Mountain Sports

Dan McGarigle, owner of Pine Mountain Sports, believes it's every business owner's responsibility to give back.

"As business owners and leaders here in Central Oregon, we have the opportunity to make a difference in the community that allows us to make a living," McGarigle said. "Identify a nonprofit that you have an emotional attachment to and dedicate your business to supporting that organization."

Pine Mountain Sports, located on Southwest Century Drive, sells apparel and equipment for mountain biking and backcountry skiing.

"We really follow the tagline that we are Central Oregon ambassadors of mountain and trail," said McGarigle, who's owned the store since 2006.

But McGarigle said Pine Mountain Sports is more than an outdoor retailer – it's a resource for the community.

To date, Pine Mountain Sports has donated nearly \$50,000 to nonprofits through its club card membership program. In addition, the business hosts a blood drive for the American Red Cross, gear drives for Central Oregon

Veterans Outreach and puts on the annual Powder Hound Preview – a backcountry film festival featuring locally-produced short films that highlight the outdoor adventures of Central Oregonians. McGarigle said the Powder Hound event has raised more than \$60,000 for nonprofits.

"We want to set the bar high so other businesses and individuals feel challenged to get involved and help out more people," he said. "You can make a huge difference just by identifying a need and working to see what resources you have to fill that need."

McGarigle attributes his spirit of volunteerism to his mother, Kathy Norman.

"I remember my mom being broke, working 50 to 60 hours a week and still volunteering. That stuck with me. I took notice that my mom was getting involved," he said. "I recognized even then, that my mom was contributing to making her community a better place. So today, I can't imagine being an individual in the community without being an individual that participates in the community."

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Bonnie's Travel Log

BEND CHAMBER
 CHINA TRIP DATED: November 2013



As a child, I remember my mother reading me a story about a young duckling named Ping who was lost from his family on the mighty Yangtze River, and thinking how wonderful it would be to go there. I never dreamed that one day I actually would!

There were so many amazing cities and stops on our tour of China. Some of my favorites were Tiananmen Square, the Forbidden City and The Temple of Heaven, as well as the pearl and jade factories in Beijing.

Tiananmen Square is the largest square in the world, and is the gateway to the Forbidden City - home of 24 emperors with 9,999 very small rooms.

The Temple of Heaven is an indescribable circular structure that is painted with pure gold. At this temple, they pray for rain and a good harvest. Each temple is created for a different need and different prayer. There are hundreds of temples!

All of China's ancient architecture is done in wood carefully notched together. Not one nail is used in any of them. And all are hand painted, much of them in gold.

Then there was the unforgettable Shanghai! Shanghai is the same size geographically as New York City... but New York is home to 8 million people, and Shanghai has 22 million! The international, world renowned metropolis was truly incredible!

Shanghai, which means 'above the sea,' is a port city on the Huangpu River, where the Yangtze River empties into the East China Sea. One night while riding down the Yangtze River, looking at all the amazing moving lights and sounds, I recalled the story of Ping and called my mother to share with her how my dream became a reality.

GOLD PARTNERS



The Bulletin
 Serving Central Oregon since 1903





BEND *Chamber*

2015

IT'S BEEN *a* GREAT YEAR

MEMBERSHIP BY DESIGN



Contact Shelley Junker at
shelley@BendChamber.org | (541) 382-3221

LEARN WHAT SHAPE YOUR MEMBERSHIP SHOULD TAKE.

Membership is not one-size fits all. Whether you are a new, existing or prospective Bend Chamber member, it's important to learn about the benefits of membership and understand how our organization can be your strategic partner.



MEMBERSHIP BY DESIGN

The Bend Chamber is 100 percent membership funded. Thank you to all our members and partners for your continued support to ensure Bend continues to thrive with a prosperous economy and unmatched quality of life.

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A **FREE** SCORE WORKSHOP

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Tips for TOASTING

By: Tim Casey, President & CEO Bend Chamber

Giving a toast is a great honor to the speaker and an expression of goodwill to the recipients. It can also be a source of great anxiety to the person honored to give the toast.

As a member of Toastmasters, I can empathize with your pain. But rest assured, there are tools to help you give a speech your family and friends will be proud of.

First of all, let's call attention to the elephant in the room: You will be nervous. Accept it, embrace it, and realize that it's not a bad thing. Everyone gets nervous before a public speech. From elected officials and your favorite movie star, to people who publically speak for a living, each of them will feel those butterflies in the stomach; some of them just hide it better than others. The good news is, there are tricks to get those pesky butterflies flying in formation.

The number one fear in public speaking is that you will forget what to say. You're up in front of everyone you know and love, you stand to give the toast, all eyes go to you, and suddenly there's nothing there! Your brain has gone completely blank!

Never fear, the first simple tool you're going to use is to write your speech down. It is impossible to forget what you are going to say if it's written down. It is perfectly acceptable to give a prepared speech. What you will most likely find, however, is that as you read the first part of your speech, the words will begin to flow.

Second, you're going to read your speech out loud a few times. As you do this, recognize that what you have written down needs to sound authentic, meaning it needs to sound like something you might normally say. Make your speech familiar to you first, and the crowd will accept it as genuine.

Third, you're going to tell a story. People relate better to storytelling than any other form of conversation. Some of the best toasts I've heard start with a story heading in one direction and ending in another. Be humorous, but not overly so. Remember, it's a celebratory toast not a joke.

Finally end it on a positive note. Be upbeat and inspirational with your tone. You're looking for that "ahhh" factor from the crowd.

In the end, it's about the people you are toasting, not yourself, which should take a lot of the pressure off. Giving a toast is a great honor and most of us will only give a handful of public speeches in a lifetime. Enjoy the moment and have fun. Best wishes to you.

*May your sheep all have lambs
but not on Christmas night.*
-Irish

*It is better to spend money like there's
no tomorrow than to spend tonight
like there's no money!*
-Irish

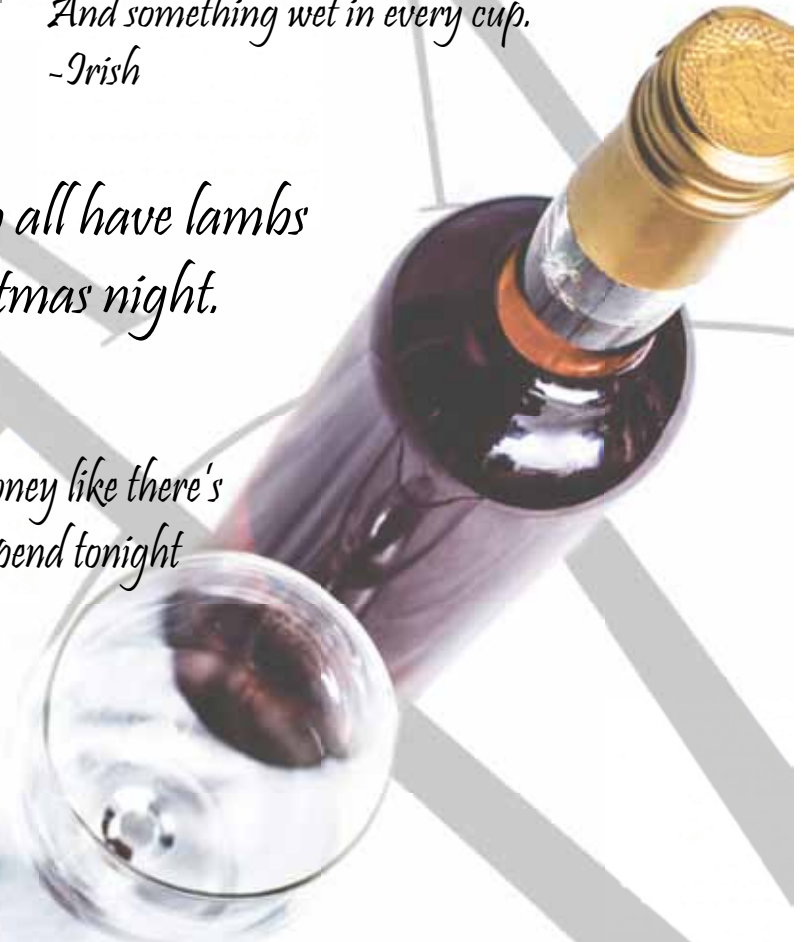
Cheers!



A LITTLE HISTORY ON THE "TOAST"

According to various apocryphal stories, the custom of touching glasses evolved from concerns about poisoning. By one account, clinking glasses together would cause each drink to spill over into the others' (though there is no real evidence for such an origin). According to other stories, the word toast became associated with the custom in the 17th century, based on a custom of flavoring drinks with spiced toast. The word originally referred to the lady in whose honor the drink was proposed, her name being seen as figuratively flavoring the drink. The International Handbook on Alcohol and Culture says toasting "is probably a secular vestige of ancient sacrificial libations in which a sacred liquid was offered to the gods: blood or wine in exchange for a wish, a prayer summarized in the words 'long life!' or 'to your health!'"

*Holly and ivy hanging up
And something wet in every cup.*
-Irish





**LEADERSHIP
BEND**

DAY 2

By Aly Waibel, Leadership Bend Class of 2016

Day two of Leadership Bend got off to a great start on Oct. 15 at the ultra-modern headquarters of Five Talent Software at 1001 Tech Center on Southwest Emkay Drive.

The class was warmly welcomed by our host, Preston Callicott, owner of Five Talent, who described the building and its growing importance in the tech community in Bend. Five Talent shares the building with the BendTECH coworking space, Stackhouse Coffee & Spirits and several other prominent companies. It is a hub of business and entrepreneurial activity in Bend, Callicott explained.

Converted from an old forest service building, the location of Five Talent received an especially dramatic makeover: The ceilings were raised and the walls were removed to create the collaborative and open workspace.

The 1001 Tech Center was recently featured in Portland Business Journal as “the heart of Bend’s burgeoning tech scene” ([click to read full article](#)).

Other morning visitors included Dr. Knute Buehler, State Representative of District 54, and Gene Whisnant, State Representative of District 53. Buehler and Whisnant spoke about politics with our group and answered questions in a conversational format. Our lunch was spent at a fascinating City Club luncheon forum, a panel

discussion entitled “The High School Story: What Do Graduation Rates Tell Us and Can We Move the Needle?” In a discussion later in the day, several Leadership Bend class members commented on the passion and integrity they heard in our community’s educational leaders. Back at the 1001 Tech Center, we attended the unConference, which included a speed networking event sponsored by OSU-Cascades and an open-pitch competition for the Bend Venture Conference.

We spent some time with Jillian Taylor considering our strengths as leaders and were also visited by Dino Vendetti, founder of Seven Peaks Ventures, who took time to answer questions from our class members. Vendetti echoed Callicott’s morning welcome and further explained the tech scene and his vision for a collaborative and thriving environment that will attract top tech talent to Bend (not a difficult task with the landscape and lifestyle easing recruiting efforts). Bend is quickly becoming a destination for more and more individuals who work remotely and independently.

To sum up, day two of Leadership Bend was full of interesting, thought provoking conversation and activity. Many thanks to our host, Five Talent Software, and to the day’s guests and speakers who graciously shared their ideas, visions and insights into the Bend community.



Photos by The Hidden Touch Photography view more at bendchamber.org under the events tab.



Maverick Leather Company Inc. | Nov. 5, 2015



Cardinal Services Inc. | Oct. 22, 2015

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2015 BEND Chamber NONPROFIT OF THE YEAR



THE CENTER
ORTHOPEDIC & NEUROSURGICAL
CARE & RESEARCH

Less than 42 percent of high schools in America have athletic trainers. But in Central Oregon, 90 percent of high schools have access to an athletic trainer because of the work of The Center Foundation.

“We exist to keep kids safe and we are able to do this by working together with community members, corporate partners and The Center to fund our sports medicine programs and keep them sustainable” said Sonja Donohue, executive director of The Center Foundation. “We’re serving youth that are choosing to be active, which helps them achieve greater personal success.”

The nonprofit was formed in 2000 by physicians at The Center with additional support from Therapeutic Associates Inc. and other community members. The goal was to focus community efforts on caring for the health and safety of young high school athletes.

The groundwork really started back in the 1990s, Donohue said, with free sports physicals and athletic trainers being brought into the high schools.

Today, The Center Foundation treats over 3,000 kids a year. The organization is able to provide sports medicine services at no cost to parents or schools.

Certified athletic trainers are currently placed in four Bend-La Pine high schools, Crook County High School and Sisters High School. Additionally, the nonprofit provides outreach athletic training to Madras, Culver, Gilchrist and Trinity Lutheran high schools.

The Center Foundation also provides free brain and spinal cord injury prevention education at elementary schools, free sports physicals, educational conferences and hands out about 1,000 free bike helmets each year.

Going forward, Donohue said the board has decided to put a stronger focus on the sports medicine program.

“We put more than \$300,000 in resources into our community through our sports medicine program alone and we want to grow that,” she said. “My long-term goal is to be able to serve the middle schools.”

In response to winning the SAGE award, Donohue said the credit is really owed to her predecessor, Carol Stiles, who ran The Center Foundation program for nearly a decade.

“I’m honored to work with the legacy that Carol left and the recognition she gave the organization through this achievement,” Donohue said. “I will work hard to keep that foundation strong.”

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SummitBankOnline.com



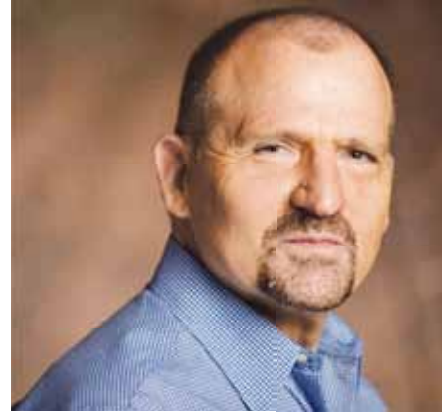
Member
FDIC
EQUAL OPPORTUNITY
LENDER



James Parker



Doug Cox



Andy Herman



Jim Pex

MEMBER NEWS



WWII Parade Grand Marshal Col. John Turner, U.S. Air Force 1943-47 and U.S. Army 1947-75. More than 2,400 participants honored our veterans in the 2015 Bend veterans Day parade.

More photos at BendChamber.org under the events tab.

James Parker

The Wallace Group announced that James Parker, has joined the firm as a senior geotechnical engineer. Parker will utilize his 14 years of experience working in varied geologic terrains to oversee geotechnical and geological investigations, as well as managing construction materials testing and inspection projects throughout Central and Eastern Oregon.

Doug Cox

BendTel would like to congratulate Doug Cox on his new position as sales manager. Doug has a degree in Business Management and Marketing from Concordia University. His education, combined with years of experience and extensive training in sales, project management and logistics, make him a great fit for the job.

Andy Herman

The offices of Century West Engineering, Inc. announce the addition of Andy Herman to the Bend office. Andy joins Century West with over 40 years of experience in aviation consulting. In addition, he has also worked on more than 30 projects in a prior planning position with the Federal Aviation Administration.

Jim Pex

The offices of Century West Engineering, Inc. announce the addition of Jim Pex to the Bend office. Jim has 15 years of experience providing civil consulting services in both the public and private sector. Jim's past achievements include leading multi-faceted teams in all aspects of piping and infrastructure work and street improvements.



Ashley Yule



Cherie Shelley



Inez Martin



Janet Barton



Rachael Harbison



Ponciano Montoya



Eric Birky



Amber Hewitt

**CHAMBER MEMBERS!! SUBMIT YOUR NEWS FOR FREE!! NEW JOB? NEW EMPLOYEE? RECEIVE AN AWARD? NEW FUNDING?
DEADLINE: 1ST OF THE MONTH | EMAIL: RACHAEL@BENDCHAMBER.ORG - (541) 382-3221**

Rachael Harbison

Hurley Re, P.C., Attorneys at Law, located in Bend’s Old Mill District, is pleased to announce the addition of a new associate, Rachael M. Harbison. Rachael joined Hurley Re in October 2015 as an associate attorney in the company’s Estate Planning/ Administration and Elder Law sections.

Ponciano Montoya

Ponciano Montoya has joined Total Property Resources as a real estate broker. His focus is on residential real estate services working with both buyers and sellers. Ponciano has a background in interior and landscape design. He is also a co-owner of the Bluebird Coffee Company in downtown Bend.

Eric Birky

Precision Body & Paint of Bend would like to congratulate Eric Birky on his new position as estimator. Eric originally started out with Precision as a customer service specialist. Eric’s experience as liaison between customers, technicians and insurance companies has prepared him well to transition into this new role.

John L. Scott

John L. Scott is happy to announce the following new brokers that have joined the office during the second half of the year, and are specializing in residential sales out of the new office location in the Old Mill: Amber Hewitt, Ashley Yule, Cherie Shelley, Inez Martin, Janet Barton, Kristin Barber, Larry Richards, Shirin Abplanalp and Vicky Jackson.

Precision Body & Paint

Precision Body & Paint is pleased to announce that they have become the only ProFirst Certified body shop in Bend. Precision is part of a select group of collision repair facilities that are committed to on-going training, have the proper tools & equipment, and exhibit professional customer care.

Home Instead Senior Care

Do you have customers who may have dementia? Are you wondering how to interact with these folks in order to help promote your business and their independence? If so, call Home Instead at 541-330-6400 to setup a complimentary training class to help your staff better serve those customers.

Central Oregon nonprofit groups awarded U.S. Bank Foundation grants

U.S. Bank, through the U.S. Bank Foundation, is presenting a total of \$31,880 in education grants to 13 nonprofit organizations in Central Oregon. Educational grants are provided to innovative programs that help low-income and at-risk students succeed in school and prepare for post-secondary education, provide financial literacy training or offer effective mentoring programs.

“At U.S. Bank, we feel it is our responsibility to partner with organizations in support of education as a way to strengthen families and communities,” said Coby Horton, regional president for U.S. Bank in Central and Eastern Oregon.



Kristin Barber



Larry Richards



Shirin Abplanalp



Vicky Jackson



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CONTACT SANDY STEPHENSON AT THE BEND CHAMBER (541) 382-3221
SANDY@BENDCHAMBER.ORG

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NEW MEMBERS: October

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<http://www.aseniormoment.us>
Senior Care Services

AMERICAN NATIONAL INSURANCE

Craig & Sue Christianson
1655 SW Highland Ave Ste 1
Redmond, OR 97756
(541) 678-5099
Insurance - General

BAD WOLF BAKERY & BISTRO

Andrew Dueber
1133 NW Wall St Ste 100
Bend, OR 97703
(541) 617-5770
<http://badwolfbakeryandbistro.com>
Restaurants - General

BEND REAL ESTATE COMPANY

John Walker
501 NE Greenwood Ave
Bend, OR 97701
(541) 383-3082
<http://www.bendreco.com>
Real Estate - Sales

CENTRAL OREGON EYECARE PC

Mellisa Fellines-Davis
2155 NW Shevlin Park Rd
Bend, OR 97703
(541) 647-2760
www.centraloregoneyecare.com

Optical Goods

Physicians - Optometrists

HOST CAMPERS

Kim Hogue
20526 Murray Rd
Bend, OR 97701
(541) 330-2328
Manufacturing

IOS, INTERIOR OFFICE SOLUTIONS

Steven Boostrom
(541) 678-3198
www.interiorofficesolutions.com
Office - Equipment & Furniture

LEVEL MAGAZINE

Kristy Sinsara
2115 NE Division St
Bend, OR 97701
(541) 678-0642
<http://levelmagazine.net>
Advertising - Newspaper and Magazine

LOGAN DESIGN

Lisa Woodruff
707 SE 7th St
Grants Pass, OR 97526
(541) 474-7127
<http://oregonsigns.com>
Associate - Out of Area

NW BRAIN AND SPINE

Kim Booher
2115 NE Wyatt Ct Ste 201
Bend, OR 97701
(541) 585-2400
Medical - Clinical and Physical Post Rehab

WALCHLI RANCHES DBA: STARVATION RIDGE FARMING LLC

Marge Walchli
(541) 567-5842
Associate - Out of Area

**Bend Chamber
membership contact:
Shelley Junker
(541) 382-3221
shelley@bendchamber.org**



SHELLEY JUNKER

BEND CHAMBER, MEMBERSHIP CONSULTANT

Shelley Junker has been in Bend for eight years and with the Bend Chamber for nearly six of those years.

Shelley serves as the Bend Chamber's membership consultant, helping members turn their memberships into their greatest sales and marketing tools.

"I enjoy meeting with business people and learning more about their business and sharing the opportunities available through the Bend Chamber, I feel are best," she said. "It is a great way to be connected in the community and truly get plugged in."

Junker helps members learn how they can get involved, as well as what partnership opportunities are available through the Bend Chamber.

When Shelley isn't helping members maximize their memberships, she enjoys kayaking, hiking, mountain biking and camping in the beautiful outdoors. She also enjoys exploring Central Oregon with her two dogs, Roxie and Trapper.

RENEWING MEMBERS: October

77 years
Combined
Communications Inc

37 Years
Steven E Timm DMD PC

21-25 years
Griffin Heating & Cooling
Humane Society of Central Oregon
Walmart Discount Stores
Wells Fargo Bank - East Bend

16-20 Years
Alpine Pest Management
Broken Top Club
Carlson Testing Inc
Compass Commercial Real Estate Services
It's The Touch LLC
Oil Can Henry's

11-15 Years
Best Care Treatment Services
Century West Engineering Corp
Cordially Invited Bridal & Formal Wear
Fratzke Commercial Real Estate Advisors Inc
Mill Inn
Summer Lake Hot Springs
Tower Theatre Foundation

6-10 Years
Bend Research Inc
BlackRock Construction Inc
Francis Hansen & Martin LLP
H&R Block
MoreInk
Phagans' Central Oregon Cosmetology College
the OXFORD hotel
Two Old Hippies LLC

Where To Eat Guide & Assoc Inc
ZIPLOCAL

1-5 Years
Air Tech HVAC/R Inc
All Star Storage
Aperion Management Group
Ascent Architecture and Interiors
Bad Boys BBQ
Bend Estate and Transition Services LLC
Bend Pill Box Pharmacy
BLRB Architects
Central Financial Services
Coldwell Banker Morris Real Estate - Jim Moran
Corey, Byler & Rew LLP
D. L. Drury Custom Woodworks Inc
East Bend Dental
Eastern Oregon Title Inc

Eoff Electric Supply
Final Touch Commercial Janitorial Inc
Fly & Field Outfitters
Global Strategies
Heart 'n Home Hospice & Palliative Care LLC
Ideal You Weight Loss Center
Junior Achievement
Labor Ready
Leading Edge Aviation
Lorraine M Winger OD PC
Miracle Ear: Secure Hearing Health Care
OnPoint Community Credit Union
Patty Davis - Celebrate... You! Communications
Phil Henderson Homes & Remodeling
Sunday Guitars
Whistles for Life LLC

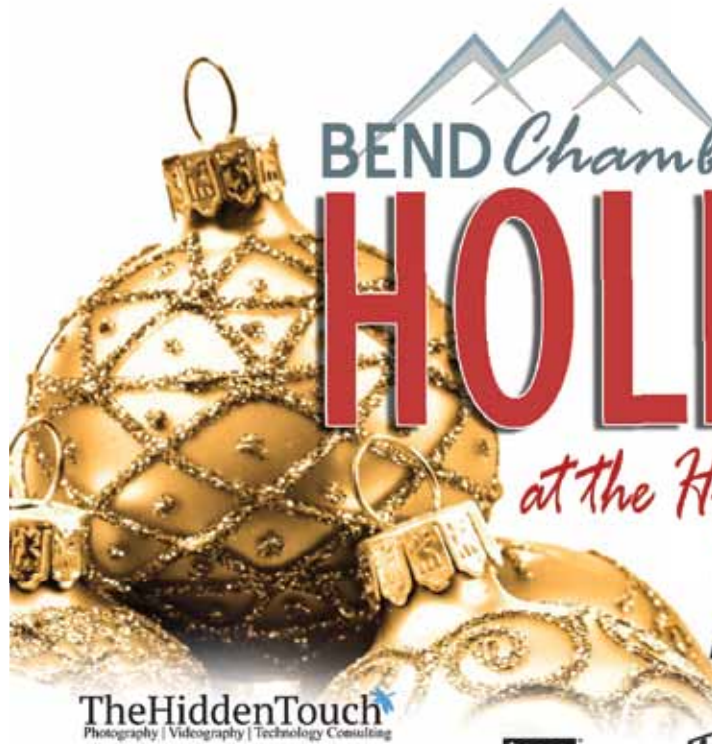
TICKETS at (541) 382-3221 | BendChamber.org

Tuesday - December 8

BEND Chamber

HOLIDAY Party

at the High Desert Museum starts at 5:30 p.m.



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ARCHITECTS LLC



Enjoy an evening at the High Desert Museum for the Bend Chamber's annual holiday party, brought to you in partnership with SELCO Community Credit Union and the Bend Radio Group. Doors open after work Tuesday, December 8!

Members and non-members are invited to mingle over delicious food and cold libations. Don't miss one of the area's most talked about and best-celebrated events! With caroling and dancing - and new connections, you'll walk away as jolly as wellyou know who.

Register now at bendchamber.org

HOLIDAY FEAST PROVIDED BY:

- ATLAS Cider Co
- Bend Grocery Outlet Inc
- Bigfoot Beverages
- Bonta' - Natural Artisan Gelato
- Mountain View High
-Culinary Arts Program
- Deschutes Brewery
- Worthy Brewing
- Humm Kombucha

BE MERRY

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reserve your meeting
or event space



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

DECEMBER

Dec. 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.

Dec. 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.

Dec. 10 | Thursday 4:15 - 5 p.m.

Ribbon Cutting

@ Central Oregon Eyecare PC

Located at: 2155 NW Shevlin Park Rd.

Networking - it's been the buzz word and the best way to promote your business for decades. Whether you are in the market for a new pair of sunglasses for the slopes, a functional pair of readers, or are concerned about your eye health, Central Oregon Eyecare has everything you're looking for!

JANUARY

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

What's Brewing?

Legislative Outlook 2016

@ Deschutes Brewery Public House

How long will Oregon be open for business? Join us for an inside look of what's coming ahead in this 2016 legislative session. Panelists will dive into the upcoming tax hikes, minimum wage increases and fiscal policies that will impact you and your business.

Jan. 21 | Thursday 4:15 - 5 p.m.

Ribbon Cutting

@ My Place Hotel

Located at: 550 SW Bond St. (just south of the Wilson roundabout, in the Old Mill District)

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 My Place Hotel. These hotels are perfectly suited for short or long term stays with their spacious, well-designed properties and affordable room rates.

Jan. 28 | Thursday 4:15 - 5 p.m.

Ribbon Cutting

@ Pangea Family Chiropractic

Located at: 19550 Amber Meadow Dr Ste. 110 (in the Brookwood Meadow Plaza)

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 Pangea Family Chiropractic. Pangea wants to change lives and change the world by educating individuals and families, and by providing the stepping-stones to a healthy life.

WHAT'S Brewing?

LEGISLATIVE OUTLOOK - 2016

Tuesday | January 5 from 5 - 7 p.m.

Deschutes Brewery Public House

Doors open for networking at 5 p.m. Forum starts at 5:30 p.m.

Pre-registration price is \$15 members/\$20 nonmembers and includes one complimentary beverage. Door price is \$5 more.

How long will Oregon be open for business? Join us for an inside look of what's coming ahead in this 2016 legislative session. Panelists will dive into the upcoming tax hikes, minimum wage increases and fiscal policies that will impact you and your business.

PANELISTS INCLUDE:

Senator Tim Knopp

Senator Ted Ferrioli

Representative Knute Buehler

Representative Gene Whisnant

Representative Mike McLane



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