

BEND

Business



Journal

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Cover photo by Marisa Chappell Photography taken at January's Women's Roundtable with guest speaker Amy Turner from The Courage Tribe

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Business outside the box

*By: Dita Keith
Executive Director, Healing Reins Therapeutic Riding Center*

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Whether you are a woman working in the for-profit or non-profit realm, and whether you work for someone else or own your own company, you know that in order to be successful it's important to be able to think "outside the box." Thinking differently, creatively, or from an unconventional perspective, can make all the difference when it comes to meeting a goal, making a sale, solving a problem or filling a need. Thinking outside the box leads to solutions, and solutions create changes that can impact a community in a variety of ways. *Read more on page 14*

STRATEGIC PLANNING

Sharing resources and ideas to ensure the vision becomes

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

In January, the Bend Chamber Board of Directors, along with several Bend Chamber staff members met for the annual strategic planning meeting. During the meeting, which was facilitated by Jim Lee, we reviewed the results of our member survey and a questionnaire completed by all of the board members and staff. Bend Chamber staff also presented additional information about the current state of affairs including details of each Bend Chamber program.

Previous boards and staff have done an excellent job steering the Bend Chamber in the right direction for years and should be proud of these accomplishments.

We have many strengths including our financial position, Membership by Design, the health insurance program for our members, Leadership Bend and our networking events including Pints with our Pillars and our town hall, "What's Brewing".

However, our membership decreased by 30 percent during the Great Recession and has not rebounded since. There are certain businesses in Bend who do not think we are delivering enough value, or do not know about the value that we do provide to our members. Either way, the Bend Chamber needs to take some additional steps to improve.

Communication

The Bend Chamber must clearly communicate our value to the members and nonmembers. This starts with our vision, mission statement and values. We have created a group of staff and board members to review each of these to ensure they communicate our value proposition.

In addition, the Bend Chamber staff and board should spend more time explaining the work we are doing, the programs we offer and the successes we have achieved. From my discussions with members and nonmembers alike, we have not publicized the work we do to make Bend businesses thrive. Last but not least, the Bend Chamber needs to continually seek feedback from members and nonmembers about the ways we can add value to their businesses and we have to respond in a timely manner to this feedback.

Advocacy

The Bend Chamber Board and staff have been very active and involved in the Bend City Council's advisory groups including sewer infrastructure, vacation rentals and City budgeting, among others. But the board and staff still need a stronger voice to help create a long-term vision in areas that impact the quality of life and economic vitality of Bend. These topics include: public transportation, roadway infrastructure such as potholes, housing affordability, the urban growth boundary and many more. The Bend Chamber must create tighter partnerships with other community stakeholders to share resources and ideas to ensure the vision becomes reality.

Businesses in the new economy

There are a number of businesses in Bend that do most of their business outside of Bend and do not see the value of the networking or advertising benefits that the Bend Chamber provides. The Bend Chamber has to develop new programs that cater to this growing segment of Bend's economy. Some of our programs, Leadership Bend and Pints with our Pillars for example, do attract these businesses, but the Bend Chamber will need to work with other groups in town to ensure these businesses will thrive.

There are significant resources available including mentoring opportunities, incubator groups, peer group discussions and investor groups. The Bend Chamber should work with each of these groups to add value to our members and create more programs to fill additional needs.

We would also like to expand Leadership Bend opportunities to those in college and high school to improve our young leaders, help them understand how to do business in Bend and expose the younger generation to the benefits of the Bend Chamber.

These three initiatives will take time to develop, but with your involvement we will be able to make great strides over the next few years. As I mentioned above, our communication effort will include reaching out to members and nonmembers to learn how we can get better every year. I would like your help starting now. Drop me a note at michael@bendchamber.org or reach out to other board members or staff. Thank you in advance for your feedback.

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TIM CASEY

I want to again extend an invitation to you. If you'd like to come by the Bend Chamber office and talk about your business, my door is open for you.

Just give me a call or send me an email and I'll be happy to set up a time for us to get together. This is your Bend Chamber and we are here to serve you.

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777 NW WALL ST. STE 200
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(541) 382-3221

TIM@BENDCHAMBER.ORG

My door is open

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

Small business owners feel they need to be all things at all times. They perform the sales, marketing, accounting, admin, management, purchasing, strategic planning, sweep the floors and change the water bottle.

We know it is impossible to be perfect in everything, and yet we try because we're not sure what the alternative is. Running a business has its own pressures. If you throw the entire burden on your own shoulders, you and your company could suffer from a potential meltdown.

Typically, owners are very good at the product or service they offer. Owners have strengths and weakness in each of the duties they perform. The key is understanding what your strengths are and when you need to ask for help. The point is, you don't have to go it alone. In fact, you're stronger when you surround yourself with solid resources.

Sounds great on paper, but how do you find the people you need? This is where networking comes in. Webster defines networking as the exchange of information or services among individuals, groups or institutions. Networking is more than a sales tool or social outlet. When networking is done correctly, it can be the answer you're looking for.

Professional networking should be approached strategically, just as any other aspect of your business. Keep your approach simple.

Choose your event:

Throughout our community there are numerous outlets for networking. Take a little time to determine which events will provide you with the opportunity to meet the type of people you're looking for.

Have a plan:

People will connect with people they trust and they need to know you before they can trust you. Be purposeful in your networking. Don't just walk in and start handing out business cards. Remember, trust equals connection. Make an effort to have a real conversation with one or two people at every event you attend. The subject is less important than

your effort in being genuine. The next time you go to an event, look for those you've connected with before and connect again before looking for a new person to talk to. This may seem like a slow way to go about it, but over the course of a year you will have made several good connections.

Be cognizant:

Have a clear understanding of what your needs are and be open in sharing them with people as you meet them. Odds are, you won't just walk up and meet the person you need to connect with. But perhaps the person you are talking to knows someone who can help, so don't be afraid to ask them.

Follow-up:

If you meet someone you like, send them a brief note or email.

Over the years, I've met with many small business owners to talk about the struggles they are having and strategies they could implement to improve. These stories have a commonality: Things were going along good until the economy tanked, or a new competitor entered the market or a new widget was developed. These changes transformed the environment in which they operated, yet their strategies for success remained the same.

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LITTLE DETAILS MAKE A BIG DIFFERENCE

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

The Downtown Bend Economic Improvement District has funded the beautification and marketing of downtown for the past 10 years.

To ensure its continuation, Chuck Arnold, executive director of the Downtown Bend Business Association, presented the benefits of the economic improvement district to Bend City Councilors in hopes the councilors will reauthorize the district in the upcoming months.

“We’re always thinking about every little detail in downtown in order to keep its vibrancy at its high-est point and we feel like it’s had an impact,” Arnold told councilors during the city council work

session last month.

“Our occupancy downtown has remained for 20 consecutive quarters over 92 percent. We feel like the (economic improvement district) and downtown association has had a positive impact in that regard.”

About 325 business are a part of the economic improvement district, paying 18 cents per square foot. The concept of the district is to leverage resources, taking dollars from property owners and business owners and turning them into greater dollars, Arnold said.

“These are all small, little things – a flower basket on the corner, a banner, a

painted street lamp, a light bulb working – but these are the things that tie together a vision of what we’re trying to sell as a community and what we all love and appreciate,” Arnold said.

Councilor Doug Knight said the economic improvement district has significantly improved the community.

“The (economic improvement district) goes a long way towards getting enough funds to where we can do the things to make this truly an attractive and economically vibrant place to be,” Knight said. “I think the more, as a community, we can pay homage to that and give deference to that and coordinate funds for

that, the better we will be.” Councilor Sally Russell agreed.

“This (economic improvement district) really took a lot of ideas and values of the community and put them together and have really implemented them ... really well over the last 10 years,” she said. “Having been here for quite a while, I can really see the value of what that has brought to our entire city, including downtown.”

A public hearing on the Downtown Bend Economic Improvement District is scheduled for March.



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Bend residents continue to rate the city highly as a place to live

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

In mid-December, more than 400 Bend residents participated in a telephone survey about Bend.

The purpose of the survey was to gauge the overall satisfaction of residents, said James Kandell of DHM Research, who presented the survey findings to the Bend City Council in January.

Bend residents continue to rate the city highly as a place to live. Residents' feelings were varied on whether or not Bend would be a better place to live 10 years from now. The survey showed 34 percent thought it would be better, 33 percent said it would be the same and 27 percent believed it would be worse.

"It just goes to show, you're going to have a section of your population that sees popula-

tion and growth in general as a positive thing," Kandell said, "and then you're going to have part of your population who feels that they like things the way they were and growth is a negative thing."

Kandell said the results about Bend's growth are typical to all communities.

"You have members of almost every community who move there for a reason, and when things change they don't like it," he said. "You also have other members who see progress with change and they think that makes the community better."

Bend is a gold standard for communities in Oregon, Kandell said.

"People live here because they want to live here," he said.

"They love the outdoors. They love recreation. They love the environment (and) that's why they live here."

Kandell said there's very high satisfaction in Bend that isn't found in other areas of the state.

When asked, "What do you like most about living in Bend?" more than 90 percent of responses were related to the environment, outdoors and recreation.

Survey takers rated traffic congestion, followed by winters/cold weather and the cost of living as some of the least liked aspects of living in the city.

The average resident gave Bend a "B" for its overall performance grade, according to the survey.

Drinking water service, as well as police and fire services had the highest performance and importance ratings, while job creation and economic growth had the lowest performance ratings.

Road infrastructure and traffic congestion were the top-of-mind transportation issues for residents. Moderate levels of concern were also expressed towards traffic, parking, noise and crowds due to special events in the city. About 50 percent of residents would support using public funds to address the issues, according to the survey.

Kandell said based on the data, residents love living in Bend and the city is on the right track. However, he said traffic congestion and street maintenance are both things to keep an eye on.

2015 Platinum Partners



Western Association of Chamber Executives

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

Four Bend Chamber staff members joined more than 500 attendees at the Western Association of Chamber Executives last month to learn new and innovative ideas for the future of the Bend Chamber.

The conference was organized into breakout sessions that dove into best practices for chambers of commerce's, such as communicating value to members, advocacy and different dues systems, said Bend Chamber CFO and COO Sandy Stephenson.

"It gives you a lot of opportunities to network and share ideas to learn what's working and what's not working for other chambers," Stephenson said. "It reaffirms that we're doing what our members expect us to do and that we're staying relevant."

Stephenson said this is the sixth year she has gone to the conference, which is held at different location throughout the Western United States.

Some of the key take-homes included learning about a tiered dues system that has different price points and rewards members' growth, as opposed to a membership-dues model based on the number of employees a company has. She said attendees also learned about branding – communicating what a chamber stands for – and reinvention, which are both items the Bend Chamber is currently working on.

"It's important that we are who the membership wants us to be," Stephenson. "There is a certain expectation people have for a chamber of commerce, but there's a whole new up-and-coming world with a new

way of thinking. What worked for the baby boomers, isn't necessarily going to work for the emerging millennial members. We have to strive to meet the needs of a wide demographic of members."

By going to W.A.C.E., she said the Bend Chamber can implement strategies other chambers are using.

"We're not having to reinvent the wheel from scratch. We learned key points out of the different sessions that we can bring back home and modify to fit our membership," she said.

ON A SIDE NOTE, the Bend Chamber took home a special merit award for its website design that "speaks business."

Renewing Members January 2015

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ATLAS Cider Co
The Bend Downtown Athletic Club
Bend Transitional Care
Bend Urology
Cascade Sotheby's Int'l Realty - Silvia Knight
Chris Telfer CPA LLC
Edward Jones - Tyler Mackeson
Ferguson Wellman Capital Management
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Montgomery Builders LLC
New York Life - Garrett Bergby
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Women in Business



Call of the Wild Adventures Inc. is a locally owned and operated adventure travel company run by women for women. It specializes in active vacations around the world, ranging from easy lodge trips with day hikes and wine tasting, to backpacking and trekking in exotic locations. All of the trip leadership is female and the clients are female. As most of the outdoor industry is owned by and run by men, most adventure guides are male, and the clients of adventure travel are overwhelmingly male, going on an all-female trip with female guides is quite unique.



PHOTO OF SMITH ROCK DURING THE EQUINOX WITH CALL OF THE WILD ADVENTURES, INC.



call of the wild
women's adventure travel



CALL OF THE WILD

what can the wild teach women?

PHOTO OF EMILIE WITH A CLIENT AT ANNAPURNA BASE CAMP

"Other travelers and hikers simply cannot hide their, usually pleasant, surprise," said Emilie Cortes, owner of Call of the Wild Adventures. "No one would take a second glance of a group of all men backpacking or trekking anywhere in the world, but a group of all women really sticks out."

Diana Durbin Field, a Sisters resident, said she decided to go with Call of the Wild to trek Kilimanjaro, the highest peak in Africa, because she felt she would be more supported in a group of women. The summit of Kilimanjaro is 19,340 feet, far higher than Diana had ever been in her lifetime and was a major bucket list item for the active 70 year old.

Cortes said she doesn't really ever experience any negative reactions about her company.

"Most people are really psyched to see women getting out there and are very supportive of our mission," she said. "I do chuckle though when men ask questions like, 'But what happens if something goes wrong and there are no men around to help?' It's simply ingrained in many cultures to believe that women cannot be self-sufficient in life in general, let alone in the wilderness. In this way, we are leading by example."

The dynamic of an all-woman trip is remarkably different than a co-ed trip.

"Clearly there are things that women are more comfortable sharing with other women, but all aspects of life do not revolve around bodily functions! The environment is simply more open, supportive and tends to have less competitive pressure when the trip is all women," Cortes explained.

Bonds begin to be created before each trip as clients get to know each other through an online community. Afterwards, clients tend to stay in touch for many years afterwards and continue to plan trips together, she said.

A Bend local, Dee Sutton, went on the Yosemite Valley Day Hiking trip in 2014. *continued on page 11*



A DISCUSSION WITH CALL OF THE WILD OWNER, EMILIE CORTES:

Why did you decide to start Call of the Wild?

I wish I could claim credit for starting Call of the Wild! It was started in 1978 by a woman named Carole Latimer out of Berkeley, California. I acquired the company in 2012 as my first foray into entrepreneurship after a long career in quantitatively-oriented finance in the San Francisco Bay Area. Running Call of the Wild has been the biggest adventure of my life, for sure.

Why did you decide to focus on all women in your new business?

My decision to focus on women exclusively is in no way a commentary on valuing women more than men. I have many wonderful male colleagues, friends and climbing partners. However, I reached a point in my life where I was seeking self-actualization, evaluating my unique set of skills and determining where my passions and potential for impact were greatest aligned.

So why did you come to the decision that working with women would have the greatest impact?

In all of my personal adventures and experiences leading and organizing trips for the Sierra Club Peak Climbing Section, the Snowcamping Section and the American Alpine Club, I noticed a HUGE difference in the degree to which the outdoors can shape and shift women's perceptions about pre-conceived limits, risk, fear and ability to lead. It was obvious to me that women still have a long way to go to overcome so many of the messages we receive about our worth as human beings and our value to society. Experiences in the wilderness are powerful, visceral and long lasting.

What advice do you have for other women?

Really think about the things you want but are afraid to go for. Complete the thought experiment of what it would be like to fail. What would happen? What would it feel like? Often, we are so afraid of failure without taking the time to explore what it means to fail. Usually, the rewards of success are far greater than the risk of failure if we will just allow ourselves the opportunity to take a risk of actually being successful.

continued from page 10

"This trip was life changing for me," Sutton said. "I can't put into words the bond that our group of eight women created in five short days, but we are already coming back for more - we are heading to Zion and Bryce with Call of the Wild in October."

While the trip registration process was automated online in 2013 after Cortes took over the business, she believes every single client should have a personalized experience with a high-level of communication and emotional connection with other participants before, during and after a trip.

"We call every single client at least once before each trip to make sure they understand their trip materials and have a chance to ask questions to a real live person. These are the best conversations! We usually end up chatting about much more - what's going on in their lives, why they were inspired to join us and what their hopes and fears are. It helps them feel heard and cared for, and we learn so much from these conversations."

Call of the Wild gives back to the community and supports Central Oregon in a variety of ways.

Cortes regularly speaks at local events, including serving as the Commencement Speaker for The Academy at Sisters, as well as speaking at Ignite Bend, Muse Conference, Cascades Mountaineers, Solo Speak and Armchair. The company has also sponsored local events, such as the Bend Endurance Academy Reel Rock fundraiser, ConnectW Gala fundraiser and the American Alpine Club Craggin' Classic, in addition to numerous other national events. Call of the Wild officially adopted Smith Rock's new native plant garden installation in 2013. You can find Cortes with volunteers maintaining the beautiful garden monthly.

"I am enthusiastic about partnering with and supporting other local businesses," Cortes said. "Growing 'the pie' is far more productive than individual companies competing for small slices of the pie. If we all continue to support each other here in Bend, we can create positive impact and growth within our city that ripples outward to Central Oregon, the rest of the state and well beyond."

Here's a small sample of our 2015 trips. Join our mailing list to stay in touch!
www.callwild.com

Destination	Dates	Activity	Difficulty	Lodging	Price
Yosemite Valley	6/15-6/19	Hiking	Easy to Moderate	Camping	\$635
Cinque Terre & Italian Riviera	6/27-7/3	Hiking	Easy to Moderate	Hotel	3,095
Yoga & Yosemite	7/20-7/24	Yoga/Hiking	Easy to Moderate	Camping	\$895
Tour du Mont Blanc	7/26-8/6	Trekking	Moderate to Challenging	Huts & hotels	\$3,995
Mt. Whitney	8/4-8/10	Backpacking	Challenging	Camping	\$1,695
Mt. Langley	8/18-8/21	Backpacking	Moderate to Challenging	Camping	\$995



SALLY RUSSELL

Get to know Bend City Councilor and Mayor Pro tem

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

A: Bend, Mt. Bachelor and the Cascade Lakes had been favorite vacation destinations for my family since I was a small child. In the fall of 1984 I finally moved to Bend, joining a friend who had gotten a job here.

Q: What's your line of work?

A: I have worked in the development industry and for nonprofits. My project management skills have served me well in both industries. In the early days, I worked on the historic renovation of the Post Office Plaza, now home to the Bend Chamber, and our company worked on the flagship building for Deschutes Brewery on Bond

Street. My most recent job was executive director of the Cascade Festival of Music, which unfortunately went away in the most recent economic downturn.

Q: Why do you serve on the Council?

A: I care deeply about Bend, where I have chosen to live and raise my daughters. I believe in contributing to the community, using skills I developed throughout my professional career. In particular, I enjoy digging deep into issues with city significance and impact. I thrive on those issues where both sides are significantly entrenched and far apart, where different strategies could be implemented to find solutions which not only work, but also bring our community together.

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

A: I join my daughters on adventures, go to the Tower Theatre, Nordic ski, mountain bike, hike, camp, chase chickens, listen to music at the Old Mill, test the latest beers ... and much, much more.

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

A: I will support underlying zoning and incentive structures that can strengthen existing companies already established in our area and attract small, nimble, developing companies that can grow and help stabilize our economy so we can better weather our traditional boom and bust economic cycles in Central Oregon.

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Evaluating the Glass Ceiling

Women will buck established leadership practices and cultivate customer-focused relationships.

By: Connie Druliner, Owner, Express Employment Professionals, Bend, Oregon

United States
Senator Hillary
Clinton used the
term *glass ceiling*
in her speech to
endorse Senator
Barack Obama for
President:

“Although we weren't able to shatter that highest, hardest *glass ceiling* this time, thanks to you, it's got about 18 million cracks in it,” Clinton said.

While more women are leading major corporations, barriers still exist. The “*glass ceiling*” has been cracked. Merely expanding the number of women in leadership roles does not automatically induce organizational change. It is the specific individual that will bring change.

What does it take for more women to make it to the top of the corporate ladder? Certainly the same things that take men to the top; vision, strategy and an action plan. For the greatest success, use other professionals to help you analyze your practices, such as an advisory board, and innovative thinking for practical and creative solutions to problems.

The kind of leadership that is necessary to make successful change is having the capacity to reflect and learn from your own life experience; to solicit and integrate feedback from others; to remain continuously open to re-evaluation of your beliefs in the face of new information; and to maintain clarity when viewing priorities and goals. We all must be charged to analyze ourselves, and most of all, leave a legacy of our choosing. You must discover and maximize your impact and contributions, despite pressure and the multiple commitments all women make.

Women are more likely to choose jobs based on factors other than pay. For instance, healthcare and scheduling that can be managed within the duties of primary care of children.

To help women create change, it is important to find allies who are interested in collaborating, and then design ways to explore new work

practices and monitor the subsequent change.

As women move into leadership roles in many industries, they will bring a new emphasis on new ways of doing business. Women will buck established leadership practices and cultivate customer-focused relationships.

The unique strength that women bring to leadership roles is a sense of purpose or destiny, coupled with a strong value system. This sense of purpose may manifest itself in a commitment to community causes or projects contributing to the common good. It could be reinventing an organization. Or it could mean optimizing work-life balance, lifelong learning, as well as growing and nurturing the next generation of women leaders.

Media Contact:
Connie Druliner, Franchise Owner
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**Healing
Reins**
TherapeuticRidingCenter

Thinking Differently

By: *Dita Keith*
Executive Director, Healing Reins Therapeutic Riding Center

At Healing Reins Therapeutic Riding Center, we have been thinking and working outside the box since 1999. We are a team of women who have come together, by both luck and design, to make a difference in our community. Our mission, “to heal with horses,” means improving the wellness of Central Oregonians through nationally accredited, affordable, horse-centered therapies and activities.

People using our unique services come from Deschutes, Jefferson and Crook counties. They are referred by medical and mental health providers agencies in our community, including the KIDS Center and Deschutes County Health Services, the Bend-LaPine Schools and even members of the business community. The people we help are children, teens, mothers, fathers, veterans, cancer survivors and leaders like you.

Healing Reins is a Premier Accredited PATH (Professional Association of Therapeutic Horsemanship) International Center offering best practices in equine-assisted programming. It is affiliated with 863 PATH centers of varying sizes nationwide and internationally and is the only professionally accredited organization of this kind in all of Central Oregon.

Originally known for our adaptive riding programs addressing challenges faced by individuals and families with disabilities and special needs, Healing Reins has grown in scope over the years. It now includes additional programs designed in direct response to the community’s demand such as on-site corporate team building retreats, Equine-Assisted Psychotherapy and Hippotherapy, the oft-confused Greek word for physical therapy on horseback. Some programs involve riding or driving while some are based solely on “ground work”. But all provide experiential learning rich in metaphors that are applied to everyday home, school and work life for people ages 2-92 who want to learn, grow and thrive.

Healing Reins is located on 20 beautiful acres on Bend’s east side. Our staff is comprised of four full-time and four part-time employees. With the help of more than 125 dedicated weekly volunteers, we serve 150 new and returning clients each week and approximately 1,200 clients per year. We are a can-do, creative and professionally-trained team that includes 15 specially selected horses loaned to us to

serve as learning partners.

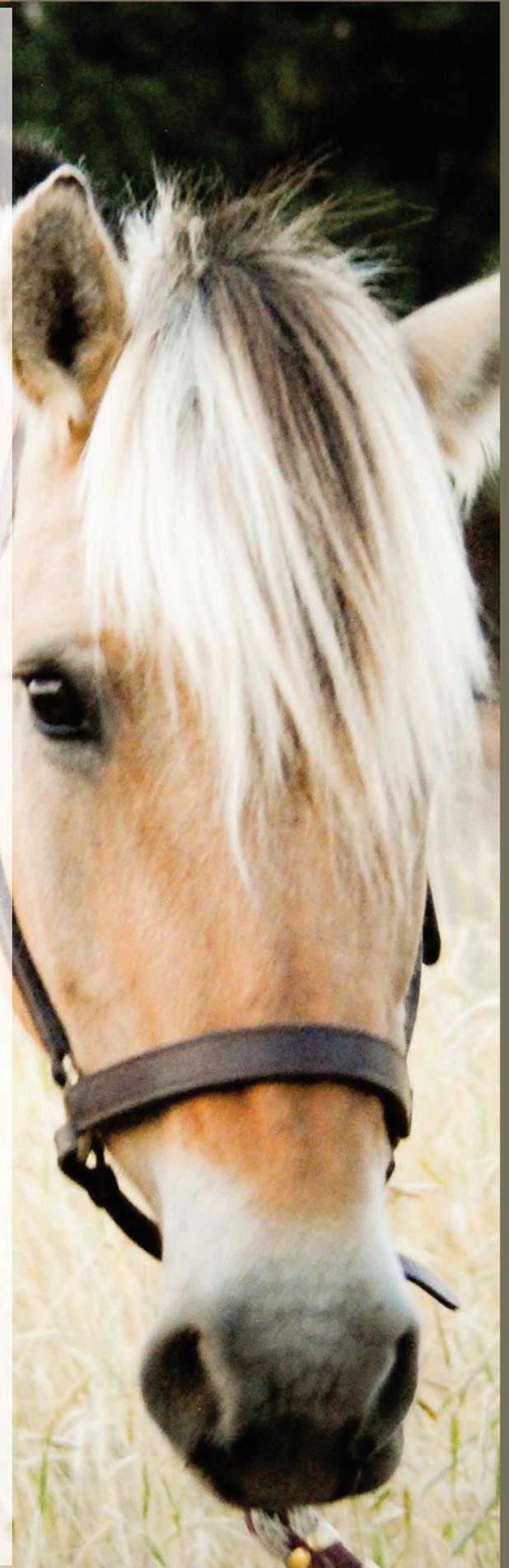
Women we partner with:

Corporate Teambuilding – Moe Carrick of Momentum, Inc. brings large and small corporate client groups to participate with our horses in strategic, non-mounted activities. These activities are designed to create enduring leaders, build healthy culture and align both strategies and teams. Day-long, closed-campus retreats are available throughout the year and many local and regional businesses have made significant “strides” through this off-site approach to corporate learning and development. www.moementum.com

Psychotherapy – Robine Bots, LMFT; Anna Theford, M.A., LPC; and Cherie Skillings, MS, LPC provide counseling at Healing Reins to children, adolescents, adults and families who have been referred for mental health services. This therapy is proven to be an excellent alternative to traditional “talk therapy.” Sessions are conducted in the barn and include one-on-one sessions with the horse under the supervision of a therapist and a certified Equine Specialist. Equine therapy is successful in helping clients to develop life and coping skills including accountability, self-confidence, empathy, stress tolerance, impulse control, emotional awareness, interpersonal relationships and problem-solving skills.

Hippotherapy – Georgia Merrifield, PT, provides this dynamic treatment approach that uses the movement of the horse to enhance neuro-motor function and sensory processing. Georgia works with clients experiencing the effects of cerebral palsy, Multiple Sclerosis, traumatic brain injury, stroke and sensory integrative dysfunction. Clinical problems effectively treated include abnormal muscle tone, abnormal reflexes, postural asymmetries, impaired postural control and balance responses, and coordination and mobility issues.

For more information on any of Healing Reins’ programs or for partner contact information, please don’t hesitate to reach out to me at ditak@healingreins.org or call 541-382-9410.



Photos of Healing Reins



Mandy B

fresh. pure. simple.



The concept of my company is to support individuals who want to lead a healthy life through clean eating, clean cosmetics and essential oils, instead of over-the-counter medication.

You may or may not be aware that what you put on your skin has the ability to travel into your body and create havoc. In the United States, one in two men, and one in three women will be diagnosed with cancer. Our children's generation is the first that is sicker and may die younger than their parent's.

My philosophy and mission is to get safe products in the hands of everyone. Every product you choose to put on your body, whether it's make up, hair products or soap, counts. No one's health should be compromised by using unsafe products. But since the personal care industry is completely self-regulated in the U.S., many are not working to protect our health.

Today, my career has come full circle. I now help empower and educate women look and feel their best and start their own careers in a holistic way that encourages healthy choices.

My company, Mandy B Wellness, was founded on the premise of helping you feel your best and helping you and your family live the healthiest life possible. Whether you just want to make a few changes in your routine with clean products or even start a new career, I can help you develop the life you want so that you can be and feel successful.

For the past couple of decades, I was in a corporate career as a cosmetic account executive for the number one prestige market beauty brand. I was in the business of helping women look good, grow careers and nurture families.

Like many of you, I am a wife and mom. I was frustrated with the culture in my corporate career and decided to quit my job in order to find a way to change what I believe are critical beliefs for health and wellness.

I went back to school in 2012 to earn my health coach certification through the Institute of Integrative Nutrition. I studied dietary theories and trained under the most innovative people of our time. My love for all things healthy and good for you, morphed in to a dream come true. I graduated and started my own health and wellness business, Mandy B Wellness.



STEPHANIE SENNER



Winner of the 2014 Sage Awards Emerging Leader

WHEN SENNER, THE DIRECTOR OF BUSINESS-TO-BUSINESS MARKETING FOR BENDBROADBAND, HEARD HER NAME ANNOUNCED FOR THE BRAND NEW AWARD AT THE BEND CHAMBER'S ANNUAL SAGE GALA, SHE WAS IN DISBELIEF.



"I remember when (Jamie Christman of the Bend Chamber) got up and started talking about the award, I was like, man, I wish I knew they had this award I would have applied for it. And then (Jamie) started talking about the winner and I was like, gosh, I should meet this person because I have a lot in common with them," Senner said. "(Jamie) read a quote from one of my old bosses about leadership qualities that I had exhibited when I was at EarthLink and even at that point, I remember thinking, my jerk ex-boss stole my review off of some website because here (Jamie) is reading it about someone else ... "Then it finally dawned on me that I was actually the winner."

Senner made the move to Bend in March of 2013 from Vancouver, Washington. One of the main reasons she relocated was to work for Amy Tykeson, the president and CEO of BendBroadband.

"There are still very few women leaders in high tech, and (Tykeson) had a reputation as an excellent negotiator and someone willing to take strategic risks," Senner said. "Although I didn't get to observe her leadership for as long as I would have liked, I learned a great deal in a little over a year watching her choices as president and CEO."

Senner is an active member of the community. She serves as a board member for Bend Economic Development Advisory Board and is a member of the Bend Chapter of the Daughters of the American Revolution and Women in Cable Telecommunications. She was formerly a board member of Central Oregon Tech Alliance and the Leadership Bend Steering Committee.

Shortly after her arrival to Bend, Senner went through the Bend Chamber's Leadership Bend

program and was named Class President for her cohort.

"I don't think I gave a lot of thought to leadership as a concept before going through Leadership Bend," she said. "I was always trying to do the right thing and work hard at work, but I never thought about leadership with a capital 'L'."

Senner said her definition of a leader is someone who puts the community first and acts as a servant to the other people in the community, as opposed to someone who tries to make a big name for himself or herself.

"You could ask me a thousand times, until the day I die, and I don't think I was deserving of this award at all," she said. "When I look around at what kind of leadership, what kind of talent and sacrifices are made in this town, I feel lucky just to live here, let alone to get to work alongside some of these people."

But, with a giggle, Senner said she has no intention of giving the award back.

"I feel very lucky and I'm very grateful to have received this award," she said.

Senner said winning the award has helped her forge new relationships in the community outside of her industry.

"I've got about ten years until my daughters hit independence," she said. "That's not much time to save the planet, end poverty, promote justice, increase opportunities for veterans and end sexism. It's like a countdown clock to the day when I'm going to have to answer to them about why I brought them into a flawed world, and it keeps me wanting to work hard on improving our community and staying focused on service."



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2015 Sage Awards Gala

FRIDAY - APRIL 10, 2015

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MEMBERS *in the news*

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JILL ABELL



LARRY BOEHM



EMILY FREED



GARY FULKERSON



ED GREEN

Jill Abell

Jill Abell announces the creation of her company, Abell Business Consulting. Jill has been an operations and human resources professional for over 15 years. She offers small businesses a multitude of cost-effective, outsourced services, such as social media management, office organization, client retention services, staffing assistance, among many others.

Larry Boehm

TDS Telecom, the parent company of BendBroadband, is expanding its engineering center west to Bend from Madison, Wisconsin, effective Feb. 1. As part of the expansion, Larry Boehm, director of network implementation and optimization, is being relocated to Bend to help establish the engineering center and ease the integration into one technical team.

Emily Freed

Emily Freed has joined Ascent Architecture & Interior's growing team as a design professional. Working with the firm's architects and interior designers, Freed, who has more than eight years of

experience as an interior designer and design professional, will help coordinate the firm's commercial, medical, industrial and multifamily residential design projects.

Gary Fulkerson

Gary Fulkerson, partner and creative director at DVA Advertising & Public Relations, was awarded the 2014 Tom Hacker Creative Award by the Advertising Federation of Central Oregon in a presentation held at Cascade Lakes Brewery on Jan. 30. Fulkerson was recognized for his ability to balance stellar creative with effective creative.

Ed Green

Ed Green, a principal broker at the Bend office of John L. Scott Real Estate, was recently awarded the Certified Residential Specialist (CRS) Designation. According to the National Association of REALTORS®, the Certified Residential Specialist is the highest credential awarded to residential sales agents. Out of more than 1 million REALTORS®, less than 3 percent are Certified Residential Specialists.

Rob Hakala

Rob Hakala, a first vice president – financial advisor with RBC Wealth Management's Bend office, was recently selected as a member of the firm's Portfolio Focus – Portfolio Manager Group, an exclusive group of financial advisors recognized for their success in building fee-based discretionary portfolio management practices.

Brad Haun

Brad Haun has joined the Bend branch of imortgage as a home loan consultant. Brad has a breadth of experience spanning business ownership, banking and 20 years of mortgage lending. imortgage is the second largest non-bank mortgage lender in the United States with new branches opening across the Pacific Northwest.

Stuart Johns

Stuart Johns, a first vice president – financial advisor with RBC Wealth Management's Bend office, was recently selected as a member of the firm's Portfolio Focus – Portfolio Manager Group,

an exclusive group of financial advisors recognized for their success in building fee-based discretionary portfolio management practices.

Dan Leahy

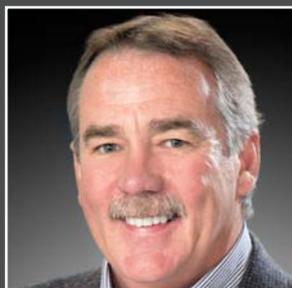
Ranch at the Canyons, a 1,700 acre private community, announced that Dan Leahy has joined the organization as ranch manager. Leahy has more than 20 years of experience in resource and project management. Based in Terrebonne, Leahy will oversee the management of the ranch, which includes 550 acres of farm land, 13 stocked lakes, an equestrian program and Monkey Face Vineyard.

Ed Weiser

Ed Weiser recently joined SCORE as a volunteer counselor. SCORE is a non-profit organization of retired executives who help small businesses by providing free advice and mentorship to business owners. Weiser's experience includes 35 years in the retail and hospitality industries focusing on consulting, operations and IT.



ROB HAKALA



BRAD HAUN



STUART JOHNS



DAN LEAHY



ED WEISER

BEND FOLLIES

Benefitting the Tower Theatre Foundation

FRIDAY APRIL 24TH
SATURDAY APRIL 25TH, 2015

6:30 p.m. - Drink and Silent Auction
7:30 p.m. - Showtime

Tickets:

\$48 VIP reserved seat
(includes free drink and post show
VIP Party)

\$33 General Admission

\$18 "Cheap Seats"

(yep, the balcony!)

Get your tickets before they sell out!

Contact the Tower Theatre:

(541) 317- 0700

<http://www.towertheatre.org>



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

"It's a night for Bendites to poke fun at themselves," said Casey, the president and CEO of the Bend Chamber. "It's about the audience having a good time and helping the Tower Theatre Foundation.

For that, I will do just about anything ... even bust out some dance moves."

Scott Ramsay will host two nights of comedy starring local personalities performing sketches, singing parodies and trying to earn gratuitous standing ovations. All proceeds will benefit the mission and programs of the nonprofit Tower Theatre Foundation.

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

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

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– Chris, Owner | Taco Del Mar

Salute To Commerce



Springtime Landscape & Irrigation

Bill Schumacher is the definition of an entrepreneur.

He started his company, Springtime Landscape & Irrigation, out of the back of his station wagon in 1980. Today, his company employs about 75 people during the summer months with about 40 trucks and trailers.

Springtime is a full-service landscape, irrigation and maintenance company that offers snow removal and Christmas décor during the winter.

His staff is comprised of five service technicians, who repair, monitor and test blackflow preventers and irrigation systems; four construction crews that do both commercial and residential landscapes; nine maintenance crews, which take care of homeowner associations, commercial and residential landscapes; and two spray technicians that eliminate pests and diseases on lawns and shrubs.

“Every community needs a variety of professionals to make it successful,” he said. “I have put together a great group of professionals that have helped my business by being involved in the community.”

Springtime has been involved in many donated landscape projects over the years including the Ronald McDonald House, Rosie Bareis, The Environmental Center, Mountain View High School concession stand landscape and the Bend High football field.

Schumacher said he is honored to be

recognized by the community as a Salute to Commerce winner.

“Without the community, there is no us,” Schumacher said. “I moved to Bend close to 40 years ago seeing a place of beauty, potential growth and great people. By giving back to the community, I hope it will keep its character for others to enjoy.”

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26th Annual Sage Awards GALA



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Red Bee Press

Tonya Bernardy
OnPoint Community
Credit Union

Rachelle Chaikin
LegalShield Oregon

**2015
Ambassador Chair
Peter Christoff**
Merrill O'Sullivan LLP

Jacob Fain
Morgan Stanley

Jacob Franke
Smolich Motors

Suzanne Johnson
Cascadia Gift Baskets

Brian Newton
Jones & Roth CPAs &
Business Advisors

Sean Rupe
Deschutes County Title
Company

Becky Vaughan
Horizon Pet Cremation

Jay Walsh
Team Sell Bend - Shelley
Hummel

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in becoming a
Bend Chamber
Ambassador?
Contact Sandy
Stephenson to get
involved!
phone:
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Bend Chamber events

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

MARCH

March 3 | Tuesday
What's Brewing? Bend's Town Hall:
*Our Entrepreneurial Ecosystem – Then
and Now*
5 - 7 p.m.
Deschutes Brewery
Public House
– Tap Room
1044 NW Bond Street
Ticket includes your first drink
PRICE: \$20
Members save \$5
\$5 more at the door

March 4 | Wednesday
Ribbon Cutting
4:15 - 5 p.m.
pure barre
330 SW Powerhouse Dr Ste 150
FREE

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

March 11 | Wednesday
Woman of the Year Awards
5 - 9 p.m.
Tower Theatre
835 NW Wall Street
PRICE: \$45
Members save \$10
Under 21 \$20
\$5 more at the door

March 25 | Wednesday
Business After Hours
5 - 7 p.m.
Tower Theatre Foundation
835 NW Wall Street
FREE

March 31 | Tuesday
Women's Roundtable Series:
Women who dare
Moe Carrick of Moementum
7-9 a.m.
Location TBD
PRICE: \$20
Members save \$5
\$5 more at the door

APRIL

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

April 10 | Friday
**26th Annual
SAGE Awards Gala**
6 - 11 p.m.
Sunriver Resort
17600 Center Dr
PRICE: \$69
Members save \$10
Table Sponsors + 10 seats \$940

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

April 22 | Wednesday
Business After Hours
5 - 7 p.m.
SHARC
57250 Overlook Rd in Sunriver
FREE

April 29 | Wednesday
**2015 Real Estate
Forecast Breakfast**
8 - 11 a.m.
**The Riverhouse
Hotel & Convention Center**
3075 N Business Hwy 97
PRICE: \$49 for individual seats
Table Sponsors + 10 seats \$640

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- NEW & EMERGING BUSINESS
- NON-PROFIT ORGANIZATION
- HEALTHY WORKPLACE
- ENTREPRENEUR OF THE YEAR
- CITIZEN OF THE YEAR

Nomination forms at
BendChamber.org



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Deschutes County Downtown Clinic Ribbon Cutting | February 5, 2015



Hobby Lobby Ribbon Cutting | January 26, 2015



Stahancyk, Kent & Hook PC Ribbon Cutting | January 27, 2015

March SALE

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Chamber Weekly Promotion

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Educational articles by our members for our members.

Cube Ad: \$50 a month
Rectangle Ad: \$100 a month



Contact Tara Bieber

Business Development Exec.
Bend Chamber of Commerce
Tara@bendchamber.org
(541) 382-3221

Welcome New Members

JANUARY 2015

Abell Business Consulting

Jill Abell
(541) 815-5544
www.abellbusinessconsulting.com
[Business - Consultants](#)

Acuity Wealth Advisors

Clay Trenz
121 NW Greenwood Ave Ste 101
Bend, OR 97701
(541) 323-4599
www.acuitywealthadvisors.com
[Financial Planning Consultants](#)

Avis & Budget Rent a Car

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[Automobile - Renting](#)

Bend Web Design

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Bend, OR 97701
(541) 678-3668
www.bendwebdesign.co
[Internet - Web Site Development](#)

BNSF Railway

Ross Lane
4510 E Wisconsin Ave,
Spokane, WA 99212
(509) 202-2711
http://www.bnsf.com
[Transportation - Broker](#)

Compass Point Inc

Russell Morley
PO Box 869,
Neskowin, OR 97149
(503) 329-1138
[Computers - Consultant](#)

Crawford Accounting CPA PC

Susan K. Crawford
166 NE Greenwood Ave
Bend, OR 97701
(541) 706-9359
www.crawfordaccountingcpa.com
[Accountants](#)

European Body Work

Pamela Gaszynski
63032 Sherman Rd
Bend, OR 97701
(541) 317-0503
[Automobile - Body Repair and Paint](#)

Faith, Hope & Charity Vineyards

Cindy Grossmann
70450 NW Lower Valley Rd,
Terrebonne, OR 97760
(541) 526-5075
www.faithhopeandcharityevents.com
[Wineries, Wine Shops & Wine Storage](#)

Farmers Insurance - Laura Schmidt

Laura Schmidt
547 SW 13th St Ste 1,
Bend, OR 97702
(541) 706-9414
[Insurance - General](#)

First Story

Claire Duncan
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Bend, OR 97702
(541) 728-0830
http://www.firststory.org
[Nonprofit](#)

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Christina Ellis
2660 NE Hwy 20 Ste 610-402
Bend, OR 97701
(458) 206-5130
www.gaiagrowthcapital.com
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Gary Kronmiller

(541) 788-1782
[Individual Memberships](#)

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Nancy Inglis
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Bend, OR 97708
(541) 504-5644
[Plumbing Contractors](#)

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Bend, OR 97701
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www.hobbylobby.com
[Shopping - Specialty](#)

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John Pierson
PO Box 40, Prineville, OR 97754
(541) 233-9158
www.honorsbythepipes.org
[Nonprofit](#)

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Ms Moe Carrick
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Bend, OR 97701
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www.moementum.com
[Coaching](#)

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Bend, OR 97702
(541) 636-2600
npswireless.com
[Cellular and Wireless Phone and Service](#)

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Erin Anderson
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Bend, OR 97702
(541) 678-5478
www.purebarre.com/or-bend
[Health Clubs and Health Consultants](#)

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Katherine Smolich-Lobos
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Bend, OR 97701
(541) 639-8684
www.allstate.com/smolichmotors
[Insurance - General](#)

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Jodi Ford
(541) 588-6848
www.stepandspine.com
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96 E Broadway, Eugene, OR 97401
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www.summitbankonline.com
[Banks](#)

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Amy Turner
(541) 306-9386
www.thecouragetribe.com
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WHAT'S BREWING? BEND'S TOWN HALL FEBRUARY 3, 2015



BUSINESS AFTER HOURS AT ESTHETIX MD



YOUNG PROFESSIONALS NETWORK AT JONES & ROTH CPA'S



PHOTO BY MARISA CHAPPELL PHOTOGRAPHY

WOMEN'S ROUNDTABLE WITH THE COURAGE TRIBE



WOMEN'S ROUNDTABLE WITH THE COURAGE TRIBE



YOUNG PROFESSIONALS NETWORK AT JONES & ROTH CPA'S



It's the spark of an idea.

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

It's access to new markets while preserving quality of life. It's not just the place we live but the place we're all creating. And it's why we work to connect and cultivate the business community in Central Oregon. **what we share.**



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bendbroadband.com/business | 541.312.6600