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# BEND Business Journal

OCTOBER 2015

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# WORKING ON OUR QUADS

The chamber industry has helped us define businesses into **FOUR CATEGORIES...**

**“IF EVERYONE IS MOVING FORWARD TOGETHER, THEN SUCCESS TAKES CARE OF ITSELF”**

– Henry Ford

By: *Tim Casey, President & CEO Bend Chamber*  
[Tim@bendchamber.org](mailto:Tim@bendchamber.org)

The Bend Chamber has been digging deeper to better understand the different motivations of members in our business community.

What we found is whether a business in Bend is established or emerging, they share the same values: They care about our community, maintaining our quality of life and ensuring Bend remains a great place to live and do business.

What makes these businesses unique is not just their stories and the products they offer, but how, and in what ways, they want to be involved with the community.

The chamber industry has helped us define businesses into the four following categories, based on what businesses want to accomplish and what resources they want to apply to support their goals:

## 1. Business Builder

Entrepreneurs, small offices, home-based businesses, independent sales, etc. These businesses are at a building stage looking to establish themselves in the community. Building relationships is key to their future success. Since

they are in the beginning stages of their businesses, they have less financial resources than many others, but they are willing to spend more time (think of it as sweat equity). They will personally attend events to develop and establish relationships to help build their businesses.

## 2. Business Investor

Main street businesses, brick and mortar, retail, restaurants, hotels, etc. These businesses are in the “growth” mode. They have established themselves and are now looking to grow and expand their customer bases. Because of their successes, they have less time to be personally engaged, but have far more financial resources than the Business Builder above. They will look for ways to save money on their bottom lines as well as to improve their marketing and advertising out to the community.

## 3. Community Builder

Banks, credit unions, law firms, developers, commercial real estate, etc. These businesses tend to focus in on their environment – the community in which they live. They take “a-rising-tide-lifts-all-boats” approach to doing business. They understand their success is tied directly to how prosperous our community is as a whole. They want to be engaged in helping to make decisions and will volunteer time to be engaged in leadership programs, idea summits, team building, committees and sponsorships. They want to be informed and to help influence decisions.

## 4. Community Investor

Large employers, multi-business owners, hospitals, utilities, universities, etc. These businesses look to strengthen a region. They are identified as stakeholders in the community. Time is their most important commodity and they don’t have much to spare. They are more inclined to financially support others to carry on the work of regional prosperity. They are more likely to engage in taskforces which have a significant impact and are limited in the time they must devote. They tend to be more politically active and engaged in government affairs.

These categories are just general guidelines, but they have shown us a chamber cannot be a one-size-fits all support organization. This new understanding has led us to modify our trajectory to better serve our members and the community’s needs for 2016. I’m excited to share with you how the Bend Chamber is tailoring your membership to help you accomplish your mission. Stay tuned!

**“A SMALL BODY OF DETERMINED SPIRITS FIRED BY AN UNQUENCHABLE FAITH IN THEIR MISSION CAN ALTER THE COURSE OF HISTORY”**

– Mahatma Gandhi

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

#### MISSION

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

#### VISION

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

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# THE 5 P'S of learning WHILE WORKING

#### A MESSAGE FROM OUR CHAIRMAN

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

In today's ever changing-environment, it is imperative that we continually learn to stay ahead of the competition and improve our skills as an individual and a company. At Deschutes, we recognize this critical process with one of our core values "to do our best and next time do it better." For those who are familiar with "lean" concepts, this is often described as PDCA (plan, do, check, act). The thought process in PDCA is that before an individual starts work, the individual should first plan his or her work and then do the work. The next step is to check if the work was done properly and according to plan. The individual will next act on his or her findings by correcting a flaw, and digging deeper into why that flaw occurred. The individual may also have to adjust the standard operating procedures for that work and communicate the changes to the rest of the team.

Recently, our sales team instituted a slightly different approach called the Five P's of learning while working. This process helps to improve individual skills, skills of the overall team and the company's processes. At first, this approach seems very simple and straightforward, yet it is hard to perform regularly to become institutionalized. Those sales team members that practice the Five P's regularly learn more quickly, improve our processes faster and make their fellow teammates better by communicating what they learned. Although we currently use the process formally in sales, it is a practice we will roll out to the entire organization.

## 1. PREPARE THE WORK.

No matter what work each person is about to perform, there has to be some planning in advance. In sales,

an individual may ask himself or herself several questions: What products do I want to sell? How much do I know about the customer? What are the customer's needs? What information might I need to make the sale? How are each of our products performing and how each can benefit the customer? It's easy to assume that a sales presentation is the same in each situation, but most of the time they are not. In brewing, maintenance and packaging, the questions are much different, but the same rule applies: By planning the work, the actual work will go a lot smoother.

## 2. PRACTICE THE WORK.

We have found role playing with another coworker as the most effective way to practice. This often happens during our training program in specific areas to ensure the newer employees understand the expectations, how to perform them and why they are performed that way. However, the training should be a recurring process as machinery, equipment, procedures and safety requirements are continuously changing. When an individual's job requires adapting to changing conditions in real time, with a customer for example, practice should be performed prior to every interaction.

## 3. PERFORM THE WORK.

During this step, it is particularly important to be aware of the feedback received and how certain strategies were, or were not, successful so the work can be perfected.

#### 4. PERFECT IT.

This step should be done as soon as possible after the work has been performed. We ask ourselves a number of questions under this step: How did it go? Did we get the results we expected? Why, or why not? Did we plan well enough? Could our practice have been better? Is there certain information that we needed that we did not have? Is there training we need to perform better? Was there an error and what was the root cause of that error? How can we ensure that error will never happen again? As you can see, the questions can go on and on, but it is the most important step in the process to learn while working in order to continuously improve.

#### 5. PUBLICIZE!

This is the most important step for the organization as a whole. Many people in our organization have a very difficult time properly executing this step because they have to publicize their failures or boast about their successes. Yet, it is extremely important to complete this step because of the impact it can have on training programs, operating procedures, data and information needs, best practice examples and the performance of others in the organization.

As I said earlier, the Five P's seem like common sense, but if practiced with discipline, they can have a significant impact on your team members and the organization as a whole. To have a long-term impact, everyone in the organization, most importantly the leadership team, must schedule time to focus on practicing the Five P's. When this practice becomes habit and imbedded in the company's culture, the impact on a company's performance can be amazing.



### UPDATE YOUR BUSINESS INFO

FOR OUR BEND BUSINESS &  
LIFESTYLE MAGAZINE!!

call CHRIS BOYLE @ (541) 382-3221

or EMAIL: [chris@bendchamber.org](mailto:chris@bendchamber.org)

DETAILS ON PAGE 23

THE BEND CHAMBER'S ANNUAL MAGAZINE

# BEND Business and Lifestyle

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## SANDY'S TRAVEL LOG

DATE: OCTOBER 2013

CHINA: Our first destination today took us to the Ming Tombs, the thirteen tombs of the Ming Dynasty. As we walked up to the site, we were greeted by two towering guardians: lion statues who are believed to have mystical protective powers.

The male lion leaned his massive paw on a ball, representing protection for the structure as well as supremacy over the world, while the female lion restrained her playful cub, symbolizing nurture and protection for those in the dwelling.

The tour guide explained the location of the tombs was chosen to deflect bad spirits and evil winds, according to Feng Shui principles. Supernatural beliefs are a large part of Chinese culture. For example, the Chinese believe ghosts' knees are connected making it impossible for them to take a step over a raised threshold; therefore, the entrances into most historical sites have raised doorways you have to step over so the ghosts can't get in. How cool is that?

After exploring each of the tombs, we boarded the bus and headed to our next adventure ...

## THE GREAT WALL!

As I ascended the wall, I was determined to climb as far as I could. Every step height was different and I'm pretty sure as I scaled the steps, they were getting taller and taller... Later I learned the steps were built uneven to slow the enemy down. I did not dare the "hard" side of the wall where Tim Casey ventured off to. Those steps were higher than my legs are long!

Success! Atop the first tower, I soaked in the beautiful countryside. While staring at the miles of endless lush peaks and valleys I could sense how it might have felt to be up there watching for the "enemy." A feeling of honor washed over me, as I realized many a great leader stood where I was standing.

# EXPERIENCE CHINA

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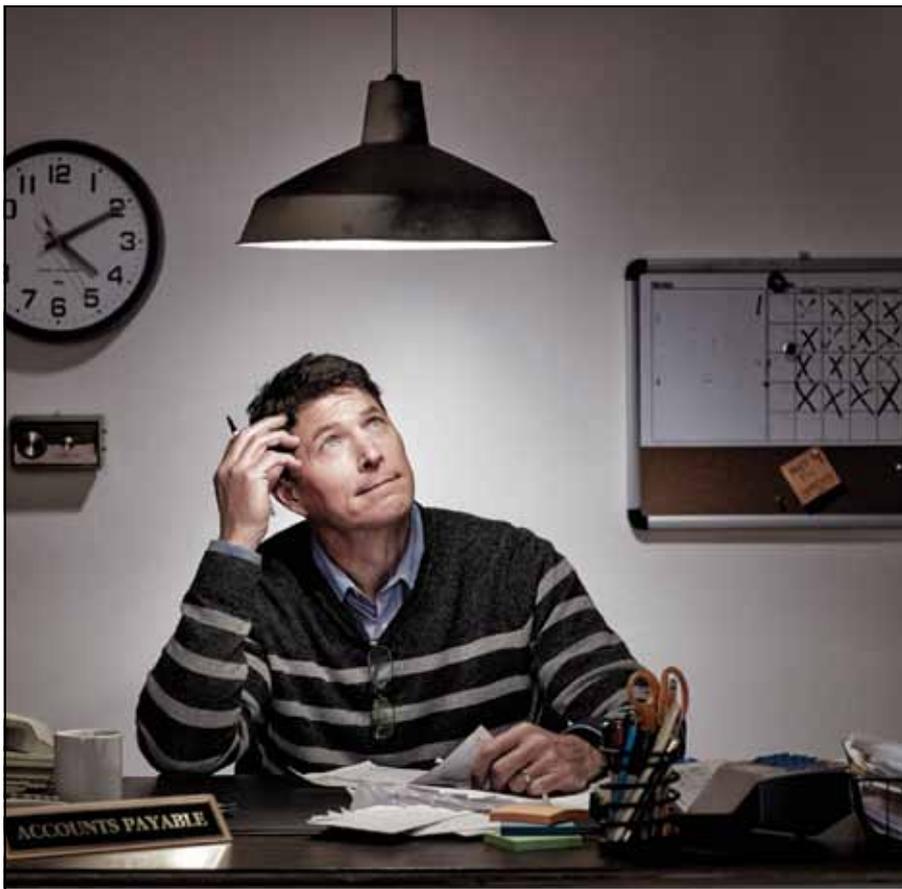
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# SALUTE to Commerce



As a locally-headquartered company in Bend, Bank of the Cascades understands the importance of being involved with helping the communities it serves grow.

from a comprehensive line of business, professional and personal banking services as well as mortgage loans, trust and investment services.

“We are thrilled to be recognized and receive this award,” said Bank of the Cascades SVP, Oregon District Manager Missy McVay about receiving the Salute to Commerce award. “Our teams work hard to support our customer and community needs. This award would not be possible, if it wasn’t for our loyal customers, community partners and dedicated team members.”

As a Small Business Administration (SBA) Preferred Lender, the Bank was ranked in the Top 5 Lenders for both Oregon and Idaho. The bank was recently recognized as the #1 business lender in Deschutes County. In May 2014, the Bank pledged to provide \$2 billion in credit to small businesses and individuals over the next three years and was recently named in the top 200 list for Healthiest Banks in America by DepositAccounts.com.

Bank of the Cascades is committed to a business strategy that focuses on delivering the “best in community banking.” Founded in 1977, Bank of the Cascades offers full-service community banking with relationship banking, competitive financial products and advanced technology applied for the convenience of customers.

Throughout its history, the bank has been recognized for its long-standing tradition of corporate philanthropy. The Bank’s goal is to provide value beyond that of a “typical banking relationship.”

Bank of the Cascades has 11 branches in Central Oregon and another 26 branches throughout Southern Oregon, Willamette Valley, Portland and Southwest Idaho. Customers benefit

“We believe that a partnership is both important and beneficial to the communities we serve,” McVay said. “All team members are encouraged to actively participate and volunteer to help better the communities in which we serve.”

## ENERGY COSTS TOO HIGH? TRY LOOKING AT IT IN A DIFFERENT LIGHT.

Want to lower your energy costs? When you update lighting and other equipment, you can see the difference instantly and recoup your investment in no time. Talk to a qualified trade ally to learn about Energy Trust of Oregon cash incentives for all kinds of energy-saving solutions.



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OCTOBER 12-13 BEND, OR

## CREATIVE WORKSHOP - INTUITION VS PRACTICALITY

9:00 AM - 12:00 PM @ DOUBLETREE BY HILTON

CATEGORY: CREATIVE SPONSORED BY THE BEND CHAMBER



## What is the creative process?

Is it an intuitive need to see something become reality? Is there a step-by-step method to get the results you desire? Or is creativity just a hunch? Finding the balance of our innate creativity, as well as the practicality of our craft, are the keys to making it accessible to others.

Sponsored by the Bend Chamber, The Creative Process is a three-hour workshop that's part of Swivel Digital + Creative Marketing Conference (formerly Bend WebCAM). It will be presented at the DoubleTree by Hilton, Tuesday, October 13 at 9:00 a.m. by Lisa Gold, a space designer and screenwriter from New York.

This interactive workshop will explore how intuition plays a key role in the onset of the creative process. Hands-on activities surrounding graphic design, writing, and web design will allow attendees to explore the idea of intuition as an important 'muscle' to develop in order to be more creative. By the end of the session, you will be able to understand the importance of design when creating a brand, look at design with a technician's eye as it relates to brand image, tap into your intuition when

creating design, plus trust your intuition when it comes to creative problem solving.

Gold has been an interior architect for 20 years specializing in luxury retail designs and has worked with some of the most recognizable fashion companies in the world, including Calvin Klein, Giorgio Armani, Brooks Brothers, Spanx, and Cannondale Bikes. Loving the art of creating a visual story through store designs, Gold is now creating stories for the screen. She is currently developing two original TV pilots and feature films.

The workshop is just one example of how Swivel, formerly Bend WebCAM, proves that marketing conferences and the presentations within the conference don't live inside a box.

Hosted by AdFed of Central Oregon and Pixelsilk, Swivel is much more than a conference or meet-up, it's a movement that offers education, perspective and entertainment. It brings thought leaders together with businesses in an environment that fosters improvement, progress, elevation, art and fun. This year's conference is Monday and Tuesday, October 12 & 13 at various locations in downtown Bend.

"It has been an honor to partner with Bend WebCAM and now Swivel over the last couple years. The conference engages not only the imagination, but the analytical side too - mixing it all up into a two-day marketing spree! I can't wait for the conference to begin!"

- Stephanie Shaver, Bend Chamber

*"Attendees should come in with an attitude of trust and leave their inhibitions at the door," says Gold.*

**+ REGISTER NOW**

TO REGISTER AND LEARN MORE ABOUT THE WORKSHOP, SPEAKERS AND THE ENTIRE SWIVEL EXPERIENCE, HEAD TO [WWW.SWIVELNOW.COM](http://WWW.SWIVELNOW.COM). USE THE CODE **ADFED** TO SAVE \$150 UNTIL TICKET SALES END FRIDAY, OCTOBER 9.



## City Council Watch

# IF YOU GET CREATIVE - YOU CAN DO IT ANYWHERE.

### #AFFORDABLE-HOUSING

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

In an effort to solve the affordable housing crisis the community is facing, Bend City Councilors unanimously approved the 2015 Affordable Housing Fee Funding Recommendations from the Affordable Housing Advisory Committee.

“The committee really parsed through these this year pretty hard,” said Jim Long, affordable housing manager for the City of Bend.

“They were basically looking for two things: Those that could get on the ground the fastest, and those that could get the most units up.”

### RECOMMENDATIONS WERE AS FOLLOWS:

Bend Area Habitat for Humanity received \$82,250 for land acquisition financing to help purchase a property to build four attached single-family homes for families between 35-60 percent of the Area Median Income.

Housing Works received \$185,000 that will be utilized as a construction loan for local builders to construct two energy-efficient homes for the purpose of providing affordable owner-occupied workforce housing for households at or

below 80 percent of the Area Median Income.

Steve and Tami Rzonca received \$358,000 for the Revere Avenue Renaissance project, a private-sector undertaking to provide affordable housing.

Pacific Crest Affordable Housing received \$458,000 for a 48-unit project on Bend’s west side, which will provide housing for workforce/family households earning equal to or less than 60 percent of the Area Median Income.

Councilor Victor Chudowsky said he was happy to see the largest project, the Pacific

Crest Affordable Housing project, is going to be built on the west side. He said there’s an incorrect perception that expansions, in terms of the Urban Growth Boundary, are only happening to the east because land is supposedly cheaper.

“It shows that we can build affordable housing anywhere throughout the city; it doesn’t have to all be clustered in one part of town,” Chudowsky said.

Long agreed, “If you get creative you can do it anywhere.”



## The Bulletin

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Ashley Horner, SBA Loan Administrator  
Jeff Althouse, Founder Oakshire Brewing



## TAP INTO SUMMIT BANK'S SBA DIVISION.

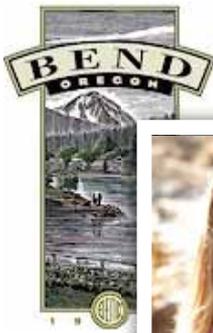
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# NEW MARIJUANA RULES AND OTHER UPDATES

By: Carolyn Eagan

*These are the studies,  
deadlines and policy  
decisions that will impact  
your business the most  
in the upcoming weeks  
and months - according  
to the City's Economic  
Development Department.*

## PARKING STUDY

On Sept. 16, the Bend City Council initiated a city-wide parking study. The study will have three phases. The first is the Downtown Parking Study. Data collection will occur this fall, next spring and next summer. Recommendations will be presented to the City's Economic Development Advisory Board, the Bend Planning Commission, the Transportation Safety Advisory Committee and the Bend City Council next summer and fall. The other phases of the study, the Citywide Parking Study and the 14th and Galveston corridors, will begin in February.

The City is forming a Downtown Parking Stakeholder Group to assist city staff and the consultant team with the data collection, evaluation and recommendations for the downtown parking management area. If you are a downtown property owner, business, employee

or patron and you would like more information about this stakeholder group, contact Carolyn Eagan, [ceagan@bendoregon.gov](mailto:ceagan@bendoregon.gov).

## VACATION RENTALS

The deadline for obtaining a Short-Term Rental operating license is Friday, Oct. 2. If you own a home in Bend that you use for a vacation rental or short term rental, you can find more information about the new rules at [www.bendoregon.gov/shorttermrentals](http://www.bendoregon.gov/shorttermrentals).

## MARIJUANA TECHNICAL ADVISORY COMMITTEE

It's legal to purchase marijuana, so where can you find it? That's exactly what this committee will help determine. The Marijuana Technical Advisory Committee (MTAC) was formed to help the City create reasonable regulations for marijuana growing, processing and retailing in the City of Bend. The committee, which had its first meeting in September, will meet this fall and early winter and then make recommendations to the planning commission and city council on how to best regulate marijuana. For more information go to [www.bendoregon.gov/mtac](http://www.bendoregon.gov/mtac).

## CENTRAL WESTSIDE PLAN

You may have read an article this summer in the Bulletin entitled "What's next for the west side?" That article highlighted the progress the citizens, staff and consultants have made toward planning the future of the west side of Bend. The central west side is rapidly changing with new residential development, schools, parks and an expanded Oregon State University-Cascades

campus on the horizon. To prepare for these investments, the City of Bend is developing a transportation and land-use strategy for the entire area. Planning has been underway for several months and hundreds of people have weighed in by attending meetings and responding to surveys. For more information on the project and what's to come for the west side, check out [www.bendoregon.gov/westside](http://www.bendoregon.gov/westside).

## BUSINESS REGISTRATION

Do you have your Bend Business Registration? If so, you should receive regular newsletters from the City that highlight topics like the ones above. If you haven't received one and you have a business registration (formally called a license), call 541-388-5537 to update your email address. If you are a business operating in Bend and you do not yet have a registration, visit us at [www.bendoregon.gov/businesslicense](http://www.bendoregon.gov/businesslicense) to get yours today.

**IF YOU ARE INTERESTED IN  
LEARNING MORE ABOUT ANY  
OF THESE TOPICS, PLEASE  
ATTEND A BEND ECONOMIC  
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## BIG CHANGES ARE HAPPENING VISUALLY IN COMMERCIAL AND RESIDENTIAL REAL ESTATE

**TheHiddenTouch**  
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There has been a lot of talk in the news about the future of 3-D and how 3-D scanning can lead to virtual reality (VR). Virtual reality is a computer-generated reality manipulated and explored using various input devices such as goggles, headphones, gloves, or a computer.

Currently, three companies are working to bring this idea to life. Matterport, Oculus and Samsung are producing equipment that will allow anyone to virtually “walk through” a building without leaving the comfort of their own home or office. Locally, The Hidden Touch is bringing this technology to everyday use. How does this change the real estate market?

Matterport 3-D has developed the hardware and software to take a 3-D Photographic Model of your home or building space. This allows you to fully map the inside, down to the inch, as well as show the room layouts. You can view the home or office building in a 360-degree “walk through” tour. In a complete floor plan format, you can view the home as though you “cut” the roof off the building, allowing you to see each individual floor level.

Finally, you have the ability to see the home in a way you have never been able to before, even with the natural eye, by viewing it in a Dollhouse mode. This program removes the exterior walls and allows you to look and move throughout the home as though you were looking into a dollhouse. By viewing the home or office building in the Dollhouse mode, it allows you to move the structure around. Since this is a true 3-D layout measurement tool, you have the ability to measure the rooms after the photos have been taken so you can see what may or may not fit in them.

Through the measurement and developmental process of this software, Matterport 3-D has been able to take this information and transform it into a true virtual reality environment for utilizing the Oculus Gear VR. Gear VR is a headset a user can wear with full measurement and sensory tools in it. When you wear the headset, you are able to see a full view around you, larger than an Omnimax screen may appear. Wherever you turn your head or focus your eyes, the equipment is aware of what you are doing.

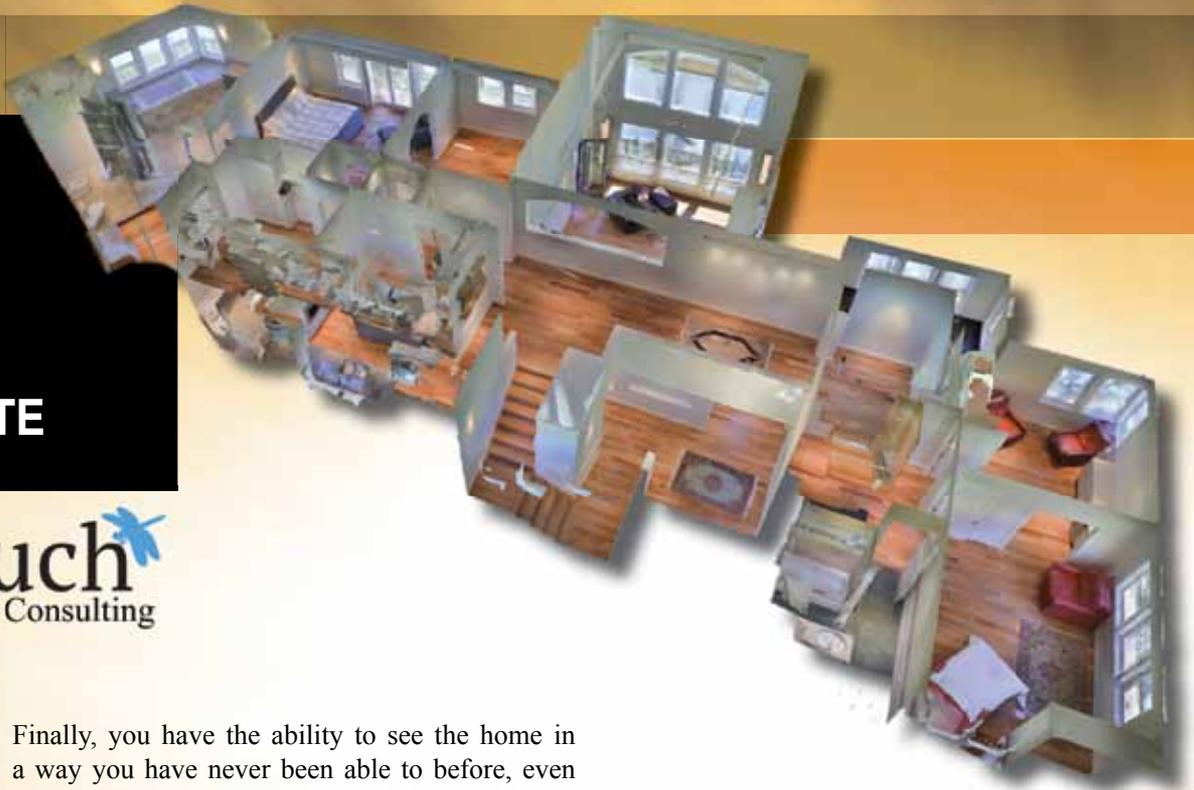
Oculus has created a headset that is loaded with sensors that can tell whether you have turned your head left, right, up, down, or want to move forward. The Gear VR version allows you to use a device to control where you are going to move, allowing you to look around and see whatever is going on in that environment.

The third player in this game is Samsung. Samsung has used the Note 4 and the Galaxy S6 to run the programs that put this all together. These phones, which are commonly used as consumer grade phones, are part of what make this whole thing come to a consumer level.

Virtual Reality in the headset allows you to immerse yourself into what you are viewing. It isn't quite Star Trek, however, it does allow you to view a home in ways you have never seen before, allowing you to move throughout it as though you are standing right there.

The Hidden Touch is Central Oregon's Matterport Service Partner, actually creating photographic 3-D models with our camera. We have photographed over 20 homes for sale and many more for rent, and the results have been sky rocketing. Buyers or renters can view digital models of the home from anywhere in the world, in full 3-D.

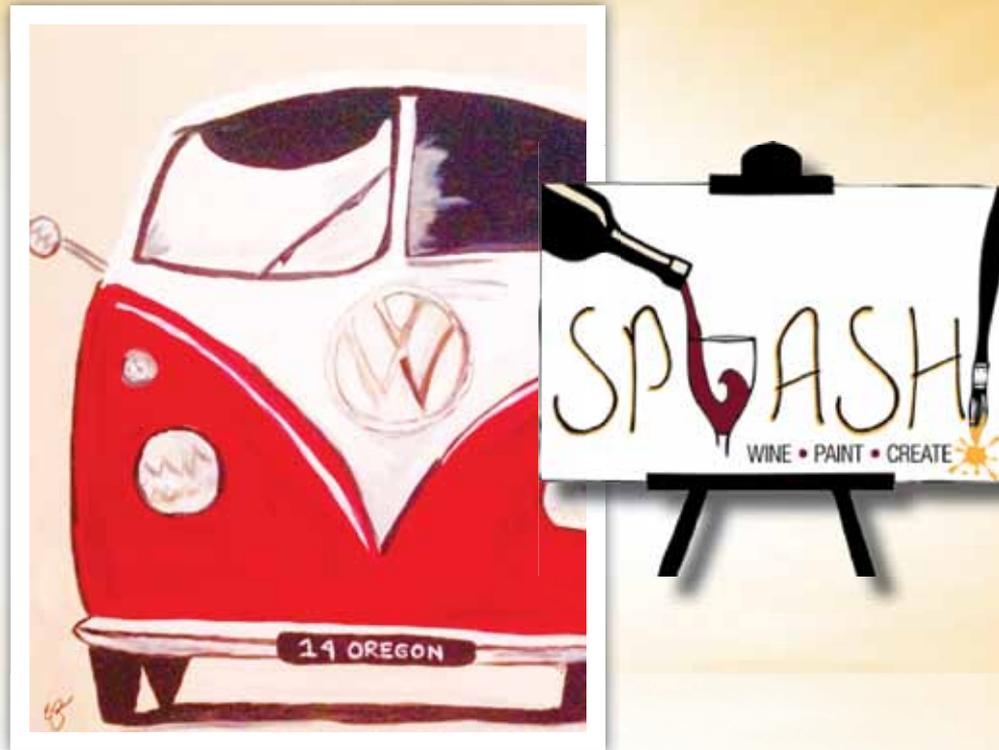
The Hidden Touch will be featuring the new full virtual reality at The Best in Business Expo on Oct. 28. If you are interested in finding out more about the latest in photography, videography or Interactive 3-D, The Hidden Touch will be there to answer any of your questions.



*Come and experience VIRTUAL REALITY at The Best in Business Showcase!*

# At the **Best** in **Business** SHOWCASE!

VENDOR APPLICATION DEADLINE OCTOBER 15!! BENDCHAMBER.ORG (541) 382-3221



## SPLASH: WINE-PAINT-CREATE

A local art studio that welcomes anyone to come into its doors for a morning/afternoon/evening of painting with guidance from an artist, will be showcasing creativity at the Best in Business Showcase.

"We are a fairly new business to Bend. We really believe in what we do and what we offer at Splash," said Jaime Ober, manager of Splash: Wine-Paint-Create. "We're still trying to get out there, so people know about what we do. We're really excited to be exposed and see what other business are offering In Bend." Ober said

Splash plans on showcasing pieces of art and is even considering having a mini session of painting for attendees!

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TODAY'S COUNTRY

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TODAY'S HITLER KISS

**SPORTSTALK**  
**ESPN**  
RADIO 940 AM

**BAD@SS ON SURVIVOR - CURRENTLY WORKS @ BEND RADIO GROUP!**



Due to her upbringing, Sarah has always had a perpetual travel bug. On a whim, she applied to be a contestant on the hit CBS show "Survivor", in only its fourth season. She was chosen out of tens of thousands of applicants and headed off on this more-than-wild adventure at the end of 2001. That once in a lifetime experience led Sarah to further travels and many other amazing opportunities!



After moving to Bend for the lifestyle and change of pace, Sarah found herself applying for a marketing consultant position with the Bend Radio Group. This career allows her to work with many different types of businesses on a daily basis, and help business owners achieve the success they are looking for through creative advertising!

"The best in Business Showcase is truly a one-stop-shop for all things local! The bend Radio team will see you there with fun giveaways and radio advertising information!"

*- Sarah Jones Lauderdale*  
Bend Radio Account Manager

# 5 CHANCES TO WIN



"I'm excited to see what business services are going to be offered to meet Bend's growing demand as we grow into this next phase of our economy."

**- Travis Reid,**  
co-owner of RiverStone Adventures  
*a local rafting company.*

## **1. BEST IN SHOW:**

The Best in Show Award goes to the exhibitor who exemplifies success in all of the various categories of the showcase.

## **2. INNOVATION AWARD:**

This award seeks to recognize and reward a company that shows a high level of innovation in products, processes and ways of doing business.

## **3. IMPACT AWARD:**

The Impact Award is awarded to the exhibitor with the product or service that had, or will have, the most impact in their industry and community.

## **4. SUPERIOR TASTE AWARD:**

Awarded to an exhibitor showcasing a food or drink product available on a retail basis.

## **5. BEST GIVEAWAY:**

Companies use giveaways to drive engagement, gain leads and promote their brand. This award goes to the exhibitor with the most compelling giveaway.

**VENDOR APPLICATION DEADLINE OCTOBER 15!!** BENDCHAMBER.ORG (541) 382-3221

# Do you want to generate a BUZZ for your business?

Reach locals and the visitor market by featuring your ad in the Red Bee Press in Central Oregon.

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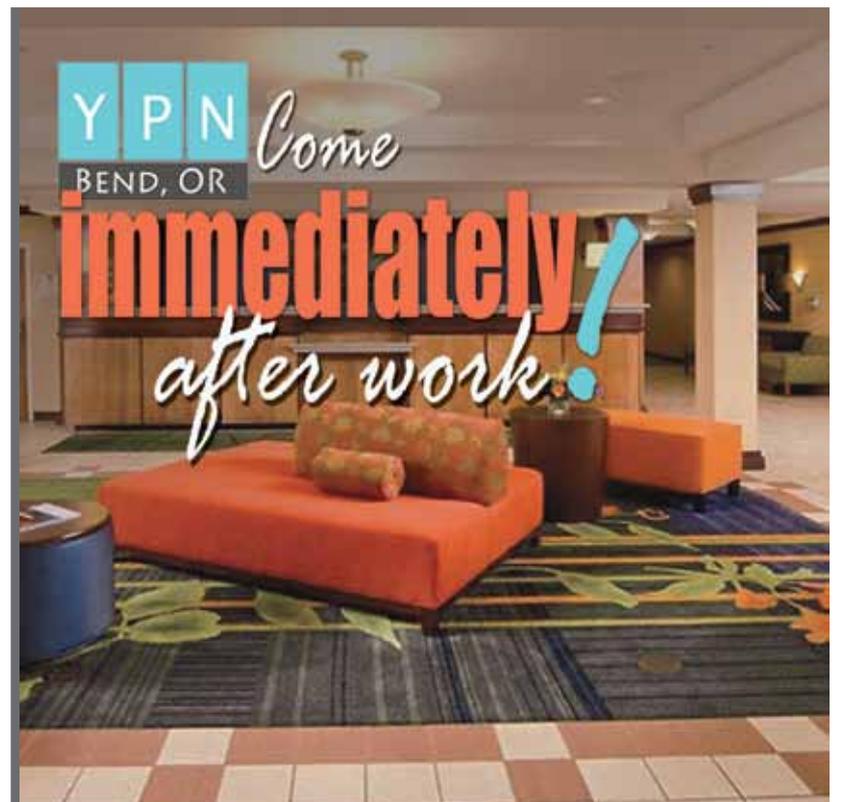
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EVERYONE,  
DID YOU SEE  
BIG-R  
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COASTAL?**

**HELLO?  
ANYBODY?**



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THE LAST  
**YPN**  
OF 2015!

WE ASKED "WHAT IS THE  
FUTURE OF YPN? - YOU TELL  
US!" ... AND WELL...YOU DID  
JUST THAT- AND WE THANK YOU!

**OCTOBER 14**  
@ FAIRFIELD INN & SUITES  
FROM 5-7 P.M.

**21-40 YEARS OF AGE  
ONLY PLEASE**

REGISTER AT  
**BENDCHAMBER.ORG**  
**(541)382-3221**

YPN has been under construction. All of you young professionals stepped up when we needed you. Here are the results of our numerous brainstorms:

You want hands-on-projects. You want to meet and be inspired by new entrepreneurs and established leaders. You want to connect in a variety of locations from trendy business hot spots to exclusive locations and outdoor venues.

"This year has been great. We talked, we laughed, we drank. Moreover, we connected. We made decisions. Big decisions. We decided that we don't want the young professionals in this town to sit on the back burner anymore. We decided that we wanted to have fun together. We decided that we want to give back to the community that has given so much to us. Come join us next month to celebrate our accomplishments and get excited for what's to come."

- Jack Newkirk- YPN Chairman



John L. Scott | August 20, 2015  
photo by: The Hidden Touch Photography



Cobalt | August 27, 2015  
photo by: Studio404photography.com



Pahlisch Homes | September 8, 2015



MountainStar Family Relief Nursery  
September 10, 2015



# Jacob Fain

## BEND CHAMBER AMBASSADOR OF THE MONTH

It is a real honor to be recognized as the Bend Chamber of Commerce Ambassador of the Month. I have proudly served as a member of the ambassador team since 2014. Since graduating from Portland State University in 2008, chamber networking has always been a key part of my personal business development activities.

When I was approached about becoming an ambassador, let's just say the decision was a "no brainer." I didn't have to dig deep to recognize the impact the Bend Chamber has had on my professional development. The Bend Chamber is a resource that helps me stay on top of everything that is going on in Central Oregon and through the various Bend Chamber events I have the opportunity to make friends with other serious professionals. Now, by serving as an ambassador, I can be an extension of the chamber's efforts to grow and develop Central Oregon's vibrant business community.

There are so many ways people can get involved with the chamber. It's more than networking, although that's one of my favorite parts. There are educational programs that stimulate conversation; there are marketing opportunities for businesses; and there are great events that recognize the leaders of our community. In my opinion, the Bend Chamber of Commerce is always coming up with new and exciting ways for members and the community to get involved with what's happening in Bend.

The Bend Chamber regularly hosts Young Professional Networking events. These are always my favorite events. I like to think of

myself as an emerging professional in Central Oregon. The YPN events are great ways to build relationships with people I will be doing business with for the next thirty years! As the chamber continues to enhance these events, I know there will be opportunities to learn new skills and develop skills that I regularly use in my business.

Relationships are a key part of my business. The Bend Chamber is how I build and strengthen relationships with my community members. Events are a great way to have fun and focus on getting to know the people in this community on a much stronger level. The connections I have made through the chamber are very valuable. As an ambassador, I actively work with other members of the business community to expand their networks and grow their business through the Bend Chamber.

There are so many issues affecting our community right now (I won't even go into detail – you know what they are!). The Bend Chamber is on the forefront of all of these issues. Chamber staff will go to Salem, appear before City Council and lead forums to advocate for you and your business. As an ambassador, I am proud of these efforts by the Bend Chamber. As Bend continues to grow, and Bend business right along with it, I feel confident that the chamber will be on the frontlines advocating for Bend business. For these reasons, I am very proud of being an ambassador, and even more honored to be recognized for my efforts.

Ambassador of the month is  
sponsored by:



# MEMBERS *in the news*



Travis Davis



Ian Schmidt



Aly Waibel



Laura Moss

## SUBMIT YOUR NEWS FOR FREE!!

New job? New employee? Receive an award? New funding? Did you graduate a special program?

**DEADLINE:** 1st of the month  
email: [rachael@bendchamber.org](mailto:rachael@bendchamber.org)  
(541) 382-3221

## Delia Feliciano

Delia Feliciano has joined NAI Cascade as a commercial real estate broker. Delia will specialize in investments, retail and office, and will focus on assisting her clients in the acquisition, disposition and leasing of real estate, including a thorough and hands-on due diligence and closing process.

## Barry Jordan

Barry Jordan has joined NAI Cascade as a commercial real estate broker. Barry Jordan's addition to the brokerage team culminates decades of his community service, bank management and investment real estate sales and leasing experience. Simply, no one in Central Oregon is better equipped to serve the needs of Redmond commercial property owners and tenants than Barry Jordan.

## Mickey Hewitt

Harcourts The Garner Group Real Estate welcomes licensed broker Mickey Hewitt to its team. Hewitt brings a background in banking and real estate to his present position. Family ties to Central Oregon extending over several generations led Hewitt to move to the area last year. He earned his Oregon broker's license in June 2015.

## Travis Davis

Travis joined PayneWest Insurance in 2015 as a commercial insurance sales executive in the Bend office. As an experienced business owner, Travis is uniquely able to understand his clients' goals and potential roadblocks to achieving those goals. A long-time Oregonian, Travis graduated from the University of Portland with his Bachelor of Science degree in civil engineering.

## Ian Schmidt

Ian Schmidt joins Pinnacle Architecture as an intern architect. Relocating from Seattle, Schmidt brings eight years of architectural experience and Building Information Modeling integration in public and private projects. At Pinnacle, Schmidt focuses on detailing construction documents from schematic design through bidding for multi-family housing, education and public projects.

## Natalie Dent

Economic Development for Central Oregon is pleased to announce the hiring of Natalie Dent in the position of marketing and communications manager. Dent's responsibilities will include developing and managing website content, social media, working with media, further establishing the voice of EDCO for diverse audiences and assisting with marketing and recruitment efforts.

## Aly Waibel

Opportunity Knocks welcomes Aly Waibel in her new position as executive director. In her role, Waibel is responsible for overseeing the strategic planning and operations of Opportunity Knocks, working closely with the board of directors to accomplish the organization's mission of supporting growth and economic development in the Central Oregon business community.

## Laura Moss

Laura Moss has joined Ascent Architecture & Interiors as an accounting assistant. Moss holds a degree in political science with a minor in sustainability from Portland State University and serves on the Western Communications Board of Directors.

## Phillipp Spitzer

Leading Edge Jet Center is pleased to announce the appointment of Phillipp Spitzer as its new general manager. With 12 years of experience in general aviation, five of which were in managerial positions, Spitzer brings an abundance of expertise to his role to the company. Leading Edge Jet Center is a 100 percent wholly-owned subsidiary of Leading Edge Aviation, Inc.

## 2015 SILVER Partners



## Pahlisch Homes

Pahlisch Homes, the leading new home builder in the Northwest, has relocated its corporate and Central Oregon regional office to the northwest corner of Bond and Wilson in the Old Mill District. Pahlisch has experienced tremendous growth in its business over the last four years. The new location provides Pahlisch room for that growth.

## Coastal Farm and Ranch

Big R Farm and Ranch has rebranded as Coastal. For years the company has operated stores under separate names. With this change, all fifteen stores will have the same name. The store will continue to have the same employees, products and level of customer service.

## Pacific Power

Pacific Power joined the American Business Act on Climate Pledge - part of its ongoing efforts to move towards a cleaner energy future. Pacific Power's parent Berkshire Hathaway Energy Company is the first energy company to sign the pledge, which includes targets to reduce emissions, increase low-carbon investments, build clean energy projects and more.

## BASIC ACCOUNTING FOR SMALL BUSINESS

A **FREE** SCORE WORKSHOP

*In "the dark" about accounting? This straight forward discussion about accounting will include basic concepts and the primary transactions that represent the bulk of most business activity.*

Join us in the Brooks Room of the Downtown Bend Library on **November 18th** from **5:30 to 7:30 pm.**

To register please call: 541-617-7080.

Space is limited so Call Now!

Sponsored by SCORE Central Oregon and the Deschutes Public Library



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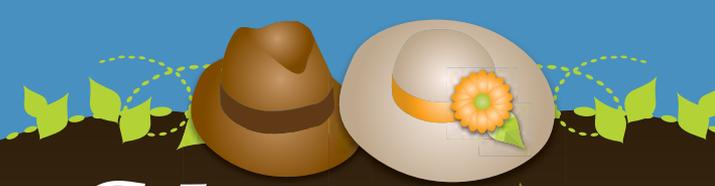


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## AMBASSADORS

**Debbie Agnew**  
Red Bee Press

**Sheila Balyeat**  
Cascade Sotheby's

**Tonya Bernardy**  
US Bank

**Rachelle Chaikin**  
LegalShield Oregon

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

**Jacob Fain**  
Morgan Stanley

**Jacob Franke**  
Smolich Motors

**Brian Newton**  
Jones & Roth CPAs &  
Business Advisors

**Sean Rupe**  
The Broker Network

**Jay Walsh**  
Team Sell Bend -  
Shelly Hummel

**Are you interested in becoming a Bend Chamber Ambassador? Contact Shelley Junker to get involved! phone:**

**(541) 382-3221**

# Holiday PARTY

December 8 @ the High Desert Museum

**BEND Chamber**  
*Help prepare our  
Holiday Feast!*

contact Bonnie for details  
[Bonnie@bendchamber.org](mailto:Bonnie@bendchamber.org)  
(541) 382-3221



**The Bend Radio Group**



**BEND Chamber**

## 2015 EMERGING BUSINESS of the year pure barre



Pure Barre in Bend is much more than just a workout facility; it's a community of people trying to get stronger, both physically and mentally.

"One of our favorite lines is: "You are much stronger than you think," said owner Erin Anderson. "It really feels like a family here, whether it is your first class or your hundredth. Everyone supports each other, and that's pretty amazing to witness."

Anderson opened Pure Barre, the first studio of its kind to open in the state of Oregon, in the Old Mill District in June 2014. In May, Pure Barre was awarded New and Emerging Business of the Year at the Bend Chamber SAGE Awards Gala.

"I was a Pure Barre junkie for two years, traveling around the U.S. and checking out the different studios. I found it was a great, consistent workout," Anderson said. "When my husband and I decided to move to Bend, which didn't have Pure Barre, I knew we had to bring it to Central Oregon!"

Pure Barre is a total body workout that utilizes the ballet barre to perform small, isometric movements. It significantly improves core strength and is a great complement to other activities such as golf, hiking, biking, horseback riding and skiing.

**"What is most often misunderstood is the level you need to be at before coming into Pure Barre," Anderson said. "I was severely out of shape and bored with gym workouts when I found Pure Barre. We are all-inclusive, appealing to every body-type - including men."**

Anderson said it feels amazing to be recognized as New and Emerging Business of the Year.

"My employees and clients work hard every day and it is so heartwarming to be recognized as having potential for even bigger growth within the community," Anderson said. "We are excited about the idea of continuing to strive here in Bend. We love the community that we live, work, and play in. There's no better feeling than giving back and sharing things that work."

# AUGUST 2015 *New Members*

## **Airgas USA LLC**

Cody Ellingsworth  
63051 Plateau Dr.  
Bend, OR 97701  
(541) 383-4176  
<http://www.airgas.com>  
*Welding Equipment & Supplies*

## **AVBend.com**

Tony Sprando  
20585 Brinson Blvd.  
Bend, OR 97701  
(541) 388-1732  
<http://avbend.com>  
*Audio/Visual Equipment - Rental*

## **Bend Environmental Inc**

Coulter Bright  
740 NE 3rd St. Ste. 3 #268  
Bend, OR 97701  
(541) 797-2184  
[www.bendenvironmental.com](http://www.bendenvironmental.com)  
*Environmental Consulting*

## **Bend Lifestyle Magazine**

Jane Rial  
541-699-6270  
[www.bendlifestylepubs.com](http://www.bendlifestylepubs.com)  
*Advertising - Newspaper and Magazine*

## **Bend Surgical Associates|Bend Hernia Center**

Michael Mastrangelo  
2450 NE Mary Rose Pl. Ste. 210  
Bend, OR 97701  
(541) 383-2200  
[bendsurgicalassociates.com](http://bendsurgicalassociates.com)  
*Physicians - Surgeons*

## **Central Oregon Veterans Ranch**

Allison Perry  
(541) 706-9062  
[centraloregonveteransranch.org](http://centraloregonveteransranch.org)  
*Nonprofit*

## **Citslinc International Inc**

Leo Liu  
108 N Ynez Ave. Ste. 205  
Monterey Park, CA 91754  
(626) 571-0616  
<http://www.citslinc.com>  
*Travel - Agencies & Brokers*

## **G5**

Dan Hobin  
550 NW Franklin Ste. 200  
Bend, OR 97703  
(800) 554-1965  
<http://getg5.com>  
*Technology Consultant*

## **Maverick Leather Company Inc**

Erin Foster  
63055 Corporate Pl.  
Bend, OR 97701  
(541) 797-2108  
[maverickleathercompany.com](http://maverickleathercompany.com)  
*Leather Supplier*

## **Oregon Body & Bath**

Suzanne Johnson  
1019 NW Wall St.  
Bend, OR 97703  
(541) 383-5890  
[www.oregonbodyandbath.com](http://www.oregonbodyandbath.com)  
*Bath Linens & Accessories*

## **S & P Financial Inc DBA Retirement Planning Specialists Inc**

Christopher Patterson  
645 A St.  
Ashland, OR 97520  
(541) 482-0138  
*Associate - Out of Area*

## **T-Mobile**

Sara Murphy  
2550 NE Hwy 20 Ste. 150  
Bend, OR 97701  
541-389-1020  
<http://WWW.T-Mobile.Com>  
*Cellular & Wireless Phone*

## **The Trixie Agency**

Jessi Princiotto  
(541) 306-0744  
<http://trixieagency.com>  
*Advertising - Agencies*

## **SAVE THE DATE:**

November 17  
4:30 – 6:30 p.m.

## **Membership Meeting @ Deschutes Brewery Mountain Room**

*A year-end review from the Bend Chamber Board President and Chairman followed by the incoming Board President and Chairman sharing their plans for the year ahead. The Bend Chamber's Annual Report will be available for all attendees. Join us for an evening of networking and great views from The Mountain Room. Enjoy a beverage and hors d'oeuvres on us!*

## *Renewing Members*

LEARN ABOUT YOUR MEMBER BENEFITS TODAY!

CONTACT: SHELLEY JUNKER (541) 382-3221 | [SHELLEY@BENDCHAMBER.ORG](mailto:SHELLEY@BENDCHAMBER.ORG)

### **41 Years**

River's Edge Golf Course

### **26-30 Years**

Black Butte Ranch  
The Bend Radio Group

### **21-25 Years**

Bend Area Habitat for Humanity ReStore  
Costco Wholesale  
Deschutes County Sheriff's Office  
Johnson Brothers TV & Appliance  
Shilo Inn Suites Hotel  
Sunriver Resort

### **16-20 Years**

A-1 Westside Storage  
Auto Body Concepts  
Bend Quality Inn  
Century Insurance Group LLC  
LifeWise Health Plan of Oregon  
Storage Solutions  
The Oregon Store  
US Bank - 3rd & Reed Market

### **11-15 Years**

Better Bookkeeping  
High Desert Insurance & Financial Services  
Opportunity Foundation of Central Oregon  
Patrick Casey & Co LLP  
Professional Moving Services Inc  
Sundowner Capital Management LLC  
The Old Mill District  
Touchmark at Mount Bachelor Village

### **6-10 Years**

Albertazzi Law Firm  
Cascade Publications Inc - Cascade Business News  
Central Oregon Council on Aging  
Central Oregon Dermatology  
Central Oregon Diving LLC  
Compass Commercial Business Sales & Acquisitions - Peter May  
Five Talent Software  
Fowler & Co Inc  
Healthy Beginnings  
High Desert Bank

### **1-5 Years**

Access Bend Concierge  
AIC Insurance Agency  
Alzheimer's Association  
Clarke & Clarke Financial Inc  
Delicious Design  
Deschutes Driver Education  
Flip Flop Sounds  
Fortress Financial Services Inc  
Hickman Williams & Associates Inc - David Williams  
High Desert Auto Supply - NAPA  
Men's Wearhouse #2664  
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N W X Design-Build-Décor  
Oregon Adaptive Sports  
Oregon Community Credit Union  
Oregon's Health Co-Op  
Power Pro Inc  
Red Bee Press  
Savory Spice Shop  
Sears Hometown Store  
Sienna Building Company  
Slayden Construction Group Inc  
Summit Health Solutions  
The Hidden Touch  
Verheyden Works DBA: V Works Inc



*Business After Hours at the Cascades Theatre*



*Leadership Bend Alumni Social & 2016 Class Mixer*

# PHOTO Gallery



*Salute to Commerce winner Bank of the Cascades*



*Leadership Bend Alumni Social & 2016 Class Mixer*



*Pints with our Pillars featuring Deschutes Brewery Founder Gary Fish and moderator Tammy Baney*



## OCTOBER

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

### Economic Forecast Breakfast

@ The Riverhouse Convention Center

Who is poised to benefit the most from our expanding economy? Come network with other business professionals while enjoying a delicious breakfast.

October 6 | Tuesday 5 - 7 p.m.

### What's Brewing? "Street Maintenance Funding"

@ Deschutes Brewery Public House

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

October 8 | Thursday 4:15 - 5 p.m.

### Ribbon Cutting

@ Oregrown

Located at: 1199 NW Wall St.

Oregrown is Oregon's premier farm-to-table cannabis company. Oregrown grows its own organic, indoor cannabis and processes its own world-class extracts right here in Oregon.

October 13 | Tuesday 10 - 11 a.m.

### Membership 101

@ Bend Chamber

Located at: 777 NW Wall St. Suite 200

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

October 14 | Wednesday 5 - 7 p.m.

YPN Young Professionals Network

@ Fairfield Inn & Suites

Located at: 1626 NW Wall St.

### FINAL YPN OF THE YEAR!!!

Come immediately after work and enjoy delicious bites and libations, while connecting with your peers. At this YPN, we will TELL YOU our plan for 2016... along with a few other surprises.

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

### Ribbon Cutting

@ Skyline Home Loans

Located at: 250 NW Franklin Ave. Suite 404

Skyline Home Loans is one of the nation's largest independent and top-ranked mortgage companies. Sip on beer and wine, while enjoying appetizers by Tate & Tate.

October 28 | Wednesday 4 - 7 p.m.

### Best in Business Showcase

@ The Riverhouse Convention Center

Indulge in the best of business with innovative products and services. Vote for your favorite businesses in five categories!

October 29 | Thursday 4:15 - 5 p.m.

### Ribbon Cutting

@ Tri County Climate Control

Located at: 63830 Clausen Dr Ste 104

## NOVEMBER

November 3 | Tuesday 5 - 7 p.m.

### What's Brewing?

@ Deschutes Brewery Public House

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

November 10 | Tuesday 10 - 11 a.m.

### Membership 101

@ Bend Chamber

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

November 11 | Wednesday 11 a.m.

### 2015 Veteran's Day Parade

@ downtown Bend

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

### SAVE THE DATE:

November 17 | Tuesday 4:30 - 6:30 p.m.

### General Membership Meeting

@ Deschutes Brewery Mountain Room

A year-end review from the Bend Chamber Board President and Chairman followed by the incoming Board President and Chairman sharing their plans for the year ahead. Join us for an evening of networking and great views from The Mountain Room. Enjoy a beverage and hors d'oeuvres on us!



## PARADE REGISTRATION IS FREE

ALL ENTRANTS ARE REQUIRED TO REGISTER AT THE FIRST MEETING HELD AT: VFW POST 1643 - 1503 NE 4<sup>TH</sup> ST.  
MONDAYS: OCT. 5, OCT. 19 AND NOV. 2

**STEVE ESSELSTYN**, former special events liaison of the Bend Police Department, supports our veterans! He has donated a check to cover the cost of parade permits for 10 years!!!! Steve is also a member of the Band of Brothers. We offer thanks and wish to acknowledge his generosity and loving service to our community.

\*\* Parade sponsored by BNSF Railway, Bend Radio Group, the Bulletin, and many more! Become a sponsor today call Bonnie: (541) 382-3221

### UPDATE YOUR INFORMATION FOR:

## BEND BUSINESS & LIFESTYLE MAGAZINE

**OCT 15 IS THE DEADLINE** to make sure your information is up to date for the annual Bend Business & Lifestyle Magazine. On April 22, 2015 you received an email titled **MEMBER AREA ACCESS FOR BEND CHAMBER OF COMMERCE**. That email contained a link for you to set up your password with our new data base.

\*\* If you no longer have that email please call or email Chris Boyle, [chris@bendchamber.org](mailto:chris@bendchamber.org) to have the link resent to you \*\*

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