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NCW Tech Alliance honors excellence with 2023 Innovator Awards

The NCW Tech Alliance celebrated innovation and leadership at their 22nd Annual Innovator Awards Luncheon on Nov. 8 at the Wenatchee Convention Center. The event was marked by the presentation of six distinguished Innovator Awards, a Lifetime Achievement Award, the introduction of Dr. Sue Kane as the new CEO, and a heartfelt tribute to Jenny Rojanasthien, the revered outgoing Executive Director.

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The Innovator Awards celebrate the drive, passion, and spirit of innovators in North Central Washington while inspiring others just starting their journey. Leading up to the event, NCW Tech Alliance accepted nominations from the community for individuals and businesses who demonstrated exemplary innovation and accomplishments in entrepreneurship, technology, and education.

During the event, NCW Tech celebrated the winners in five award categories plus a Lifetime

Achievement Award:

- Entrepreneur of the Year Award Winner: Jonathan Baker, eqpd
- Newcomer in Technology Award Winner: innov8.ag
- STEM Champion of the Year Award Winner: Mark Ross Kondo, Quincy High School
- STEM College Innovator of the Year Award Winners: Titus Petersen, Grand Canyon University, and Xitlali Cruz, Stanford.

- Future Technology Leader

See **NCW TECH AWARDS** Page 8



COURTESY OF NCW TECH ALLIANCE & JP PORTRAIT STUDIO
Outgoing NCW Tech Alliance Executive Director Jenny Rojanasthien embraces Dr. Sue Kane, the new CEO of NCW Tech Alliance.

Lucky Dog Grooming Spa unleashes fur-tastic services in Brewster



MIKE MALTAIS/WARD MEDIA

Shawn and Marlee McAfee attend to a client.
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Building a composting business starts with community

Winton Manufacturing Compost Works isn't just a composting business; it's a result of a community driven by environmental stewardship. In just over a year, 25 businesses, 201 residents, four schools, and the City of Leavenworth have kept nearly 2 million pounds of waste from going into the landfill by way of compost.

By **TAYLOR CALDWELL** | Ward Media Staff Reporter

Nestled in the trees along Highway 2, Winton Mfg. sits between Tumwater Canyon and Coles Corner.

The inbound side of the business, such as the collection of compost material, is supported

by the businesses and residents who have signed up for the service. Winton Mfg. covers the outbound side of the costs, such as the composting process, by selling the product to farmers,

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WBJ OFFICES & CONTACT INFO**© WardMedia, LLC 2023**

The Wenatchee Business Journal is published on the first Monday of each month. Subscriptions are \$25 for 1 year or \$48 for 2 years in Chelan, Douglas and Okanogan counties; \$28 for 1 year outside Chelan/Douglas or \$48 for 1 year out of state.

CIRCULATION

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The Wenatchee Business Journal is published monthly 29 S. Wenatchee Ave., Suite A Wenatchee, WA 98801



Cultivating success through guidance and investment

By **Terry Ward** | CEO and Publisher

In the journey of life, there's an invaluable asset that often goes uncelebrated yet profoundly shapes destinies – mentorship. It's the beacon that illuminates the path to growth, both personally and professionally. As we navigate through the labyrinth of our ambitions and aspirations, having a mentor serves as a compass guiding us toward success. Simultaneously, being a mentor embodies the act of investing in others, perpetuating a cycle of empowerment and growth that resonates far beyond individual achievements.

Mentorship, in essence, is a testament to the human spirit's boundless capacity for learning and

teaching. Whether it's a seasoned professional offering insight or a trusted advisor lending an attentive ear, the presence of a mentor provides a reservoir of wisdom and support. It's a relationship rooted in trust, respect, and a shared commitment to personal and professional development.

Consider the transformative power of mentorship in the realm of entrepreneurship. A budding entrepreneur fueled by enthusiasm and ideas faces a myriad of challenges. Here, a mentor's guidance can be the difference between faltering and flourishing. A mentor, drawing from their experiences, offers not just advice but also empathy,

instilling confidence and resilience in their mentee to weather the storms of uncertainty.

Conversely, being a mentor is an opportunity to pay it forward, to sow the seeds of success in someone else's journey. It's a chance to contribute to a collective tapestry of achievements by imparting knowledge, providing guidance, and nurturing talent. When we invest our time and expertise in others, we foster an ecosystem of growth where each individual's triumph becomes a testament to the power of mentorship.

Crucially, mentorship transcends boundaries – it knows no age, gender, or background. The mentor-mentee relation-

Viewing marketing as an investment, not a cost

AMY YALEY

COO of Ward Media



In business, the need for a well-crafted marketing plan cannot be overstated. As a marketing professional, I'm here to advocate not merely for implementing marketing strategies but to underline that marketing isn't an expense; it's a crucial investment in the growth and sustainability of your business. In this article, we'll explore the important role of a well-crafted marketing plan and how it serves as a foundation for sustainable growth and becomes a touchstone as you move through the year.

1. Define Your Business Identity:

A comprehensive marketing plan forces you to state your business's unique selling proposition and brand identity. Who are you? What sets you apart from competitors? By answering these questions, you not only gain clarity about your business but also lay the groundwork for effective communication with your target audience. This foundational step is crucial for building a brand that resonates in the hearts and minds of your customers.

2. Understand Your Audience:

One-size-fits-all marketing approaches rarely succeed, especially in small businesses serving tight-knit communities. A well-crafted marketing plan involves a deep dive into understanding your target audience. Who are your customers? What are their needs, preferences, and pain points? Armed with this knowledge, you can tailor your marketing efforts to speak directly to the desires and concerns of your community, fostering stronger connections.

3. Set Achievable Goals:

A marketing plan enables you to set clear, achievable goals. These goals should align with your overall business objectives and be measurable. Whether increasing brand awareness, driving website traffic, or boosting sales, setting specific targets allows you to track progress and adjust strategies accordingly.

4. Set a Smart Budget:

Contrary to common belief, marketing doesn't have to be a bottomless pit

for your finances. A well-structured marketing plan helps you allocate your resources efficiently. You can optimize your marketing spend by understanding and identifying effective channels for reaching your audience and prioritizing initiatives. This not only safeguards your budget but maximizes the impact of your marketing efforts.

5. Adapt to Change:

A good marketing plan is not a static document but a dynamic roadmap that can adapt to changes in your industry, market trends, and customer behavior. Regularly revisiting and updating your plan ensures that your business stays relevant and resilient in the face of challenges.

A well-thought-out marketing plan is a blueprint for success, guiding your business toward sustained growth and profitability. It's time to recognize that every dollar spent on marketing is an investment in the future of your business.

From the Publisher



ship thrives on diversity, where different perspectives intertwine to create a mosaic of innovation and progress. Embracing mentorship fosters inclusivity, opening doors for underrepresented voices and nurturing a culture where everyone has the opportunity to thrive.

Investing in others through mentorship isn't just about shaping careers; it's about sculpting futures. It's about fostering a community where the collective success is celebrated, where the achievements of one ripple into the accomplishments of many. It's about creating a legacy woven from the threads of guidance, support, and shared growth.

Let us heed the call to embrace mentorship. Let us seek guidance when needed, and let us extend our hands to guide those

in search of direction. In this cycle of learning and teaching, in this exchange of wisdom and empathy, lies the essence of investing in others – a foundation upon which brighter futures are built, one mentorship at a time.

Remember, the journey to success isn't solitary; it's a collaborative endeavor where the footsteps of mentors pave the way for future leaders to follow suit. Embrace mentorship, invest in others, and witness the extraordinary transformations it brings to both mentor and mentee alike.

Terry Ward is the CEO of Ward Media and the publisher of the Wenatchee Business Journal, Cashmere Valley Record, Lake Chelan Mirror, The Leavenworth Echo, and Quad City Herald.

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Business sale strategy: Gift of appreciated stock to charity followed by sale

If you are a business owner that: (1) is looking towards succession planning and the option of selling your interest in a business; (2) has inclinations towards charitable giving; and (3) is looking to save money on taxes – this strategy may be right for you.

It starts with a desire on the part of the business owner to provide some assets to a charity (with the side benefit of a potential tax deduction).

For an explanation based on an example, let's turn to Jane. Jane owns an operating business worth \$1M. First, how does she know the business is worth \$1M? She turns to her CPA or hires a special valuation expert (with associated business valuation credentialing like "ABV"). Even though Jane plans to sell the business, a valuation is necessary to substantiate the gift in the scenario

outlined below.

Jane has a low tax basis in the business, which operates as a C corporation. Her tax basis is \$0. Assume she would sell her business as a stock sale (versus asset sale). So, if Jane were to sell her business, she would be forced to recognize \$1M of taxable gain. This would be taxed at anywhere between 15% to 23.8%. Assuming a 23.8% tax rate, the amount of tax due would be \$238,000. This is a significant tax hit.

Jane has agreed to stay on with the company as a consultant for three years after the sale and will make 100k a year for her efforts. Her total compensation from the sale and the salary would be \$1,300,000 before taking into account the tax hit on either kind of income.

Some background on Jane is helpful, too. Jane loves to give money to charity and gives around

\$30,000 annually to local charities that qualify as 501(c)(3) charities.

Consider an alternative plan. Instead of a straight stock sale to a buyer, consider that Jane, before the sale of her corporation, gifts 30% of her stock to a Donor advised fund (so \$300,000 in appreciated stock). A Donor Advised Fund (DAF) is a type of charity (qualifies as a 501(c)(3)) where the donor can leverage the gift over time and direct the gift giving from the DAF to Jane's favorite local charities. This can be accomplished over as few or as many years as Jane desires.

So, Jane makes the gift of 30% of her stock in the corporation. She then sells (and the DAF agrees to sell) all the stock in the corporation to the buyer. Note the nuance: the agreement to sell by both Jane and the DAF has

to happen after the gift is complete. Once sold, Jane has cash (\$700,000) and the DAF has cash (\$300,000). The DAF pays no capital gains on its sale of the 30% interest in the company. The DAF keeps the proceeds invested in a portfolio pending distribution. Jane has several tax benefits that result from this transaction. First, she need not recognize the full \$1,000,000 of gain. Instead, she would recognize the gain from her portion of the corporation – (70% or \$700,000). Second, she gets to take a deduction of \$300,000, the full fair market value of her shares donated to the DAF. Jane continues her charitable giving from the DAF (not her own money).

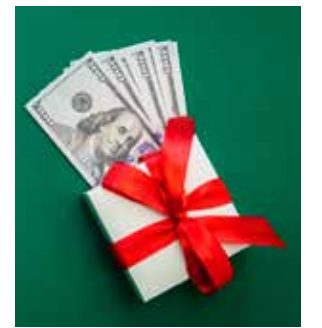
Her tax liability changes dramatically. In year one (the year of the sale), assuming she had no other income, she could deduct a portion of the gift. The

deduction is limited to 30% of her Adjusted Gross Income (because she gifted appreciated stock). Accordingly, her deduction in the year of sale would be 30% of \$700,000 or \$210,000. That means she would have about \$90,000 of unused deductions (\$300,000 - \$210,000 used in first year) to use in future years. She can carry the deduction (the remaining \$90,000) forward for up to five years to offset her income from her continued employment. So, she will be able to completely use up the deduction against her income from continued employment with a deduction of about \$30,000 a year. If she wants to use the deduction faster (and potentially more effectively), she can look to convert some of her traditional (pre-tax) IRAs to Roth IRAs causing higher income in the year of conversion and thus allowing

more of the deductions to be used.

Of course, many variables affect this simplistic calculation, and the strategy has pitfalls to consider before engaging in the transaction. Your individual tax benefits may vary greatly and it's worthwhile to always consult a professional tax advisor.

Beau Ruff, a licensed attorney and certified financial planner, is the director of planning at Cornerstone Wealth Strategies in Kennewick, WA.



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Health

Completing the Circle: Confluence Health Partners in new composting program

The Confluence Health Central Campus kitchen has launched a pioneering composting program aimed at significantly reducing organic waste. Preparing an average of 1,500 meals daily for patients, visitors, and staff generates substantial organic refuse, including discarded vegetable scraps, eggshells, and select paper products. Previously, these materials would have ended up in landfills alongside standard garbage.

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Responding to the initiative from kitchen staff, Confluence Health's leadership explored collaborating with a composting service to convert this waste into a resource beneficial for the environment.

"Anything we can do to keep things a bit greener is always a good thing," reflected Mike Miller, a cook at the Central Campus kitchen.

"Composting is a great start." "For all the people and families living in our community, this is a great benefit for their health as we help to produce compost that means we can avoid using chemicals to help grow food," said Maria Nordstrom, who also works as a cook at the Central Campus. "Organic methods are better."

Robbette Schmit, from Winton Manufacturing, a compost service company in Leavenworth, approached Confluence

Health's food services team about diverting their compostable waste. Following discussions and logistical considerations, Confluence Health agreed to partner with the company, marking a pivotal step toward sustainable waste management.

"Our first commercial customer was a butcher in Cashmere and then the Cascade School District adopted a compostable waste program where the kids sort their waste into

different categories, including compost, recycle, and landfill," explained Schmit. "After that, restaurants and hotels in Leavenworth began our service, along with the launch of our community composting program. In total we have 26 service stops in the Leavenworth area and have just now begun servicing the Wenatchee and East Wenatchee areas. Confluence Health is our second Wenatchee customer."

Michelle Harris, Confluence Health's food services

director, elaborated on the initial phase of the program, focusing on collecting pre-consumer waste. The hospital currently collects two 96-gallon totes of waste once a week with plans for potential expansion. Harris expressed optimism about extending the program to other locations in the future.

"To start, we began by focusing on pre-consumer waste – the leftover scraps that come from preparing meals that can't be used but can easily be collected and turned into compost – but we hope to later expand into collecting postconsumer waste as well, which is the food that is left over when cleaning up," explained Harris. "Initially, we have rolled it out at Confluence Health Hospital Central Campus, but we hope to expand it to other locations later too. It's gone extremely well so far with us currently collecting two 96-gallon totes once a week, but we might be able to go up to as



COURTESY OF CONFLUENCE HEALTH
Discarded vegetables and other organic materials are gathered in large bins like this one before being picked up and sent to Winton for composting. The bags used are also fully compostable.



COURTESY OF CONFLUENCE HEALTH
(L to R) Maria Nordstrom and Mike Miller, cooks in the Central Campus kitchen, work to serve up lunch for the patients at Confluence Health Hospital.



COURTESY OF CONFLUENCE HEALTH
(L to R) Hayley Wall and Marisela Alvarado, cooks in the Central Campus kitchen, show one of the new compost collection buckets used at the various workstations to collect organic waste instead of discarding it in the trash.

much as three totes twice a week."

Implementing the program necessitated workflow adjustments in the kitchen. However, the staff involved exhibited unwavering support and enthusiasm for the cause. Lana Babak, a cook at the Central Campus kitchen, expressed satisfaction with seeing waste returned to the ground rather than discarded.

"It's been great so far and is working so smoothly," commented Babak. "It is great to see things going back into the ground rather than becoming waste." "I love it," chimed in fellow cook Lynnsie Beckstead, as numerous other co-workers serving up meals

noded in agreement.

The transition to composting has also offered practical benefits, lightening the regular garbage cans, making them more manageable for staff. Harris commended the team's overwhelming support and enthusiasm for the initiative, noting minimal complaints and widespread excitement for the positive change.

Schmit praised the commitment of the Central Campus kitchen team, describing their advocacy for composting as empowering. The hospital's current diversion of approximately 200 pounds of food waste per week translates to almost half a ton of compostables monthly.

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TAYLOR CALDWELL/WARD MEDIA
Robbette Schmit of Winton Mfg. stands in front of a compost pile.

Composting

Continued from page 1

landscapers and at-home gardeners.

While the facility itself is rather large, Winton Mfg. has only a handful of employees handling the composting process. They pick up the yard and food waste, then mix and grind it down. After that, they place it in a pile underneath a Gore-Tex covering. "Like your jacket," said Robbette Schmit, the Sales and Outreach Coordinator. They make sure each pile maintains the appropriate amount of oxygen, water, and drainage for the other millions of unspoken employees hard at work, breaking it down: the microbes.

"That's the smell of composting. To me, it smells good," said Schmit, standing between two giant steaming piles of food scraps, yard waste, and millions of feasting microbes. The composting smell is an acquired taste, she says, just like coffee or beer. While some onlookers may see - and smell - rotting garbage, Schmit sees the piles as a testament to the power of a community effort. Each pile is two to three months of waste from businesses, schools, and residents ranging from Leavenworth to Wenatchee. After thirty days and a few more steps to the process, such as removing sneaky plastics and other large items from the mix, the waste will be transformed into nutrient-dense compost.

It took Winton Mfg. a couple of years before they could bring the community into the process. They struggled through converting the old mill site into a composting facility during the height of the pandemic. However, by 2022, Winton Mfg. received the permitting needed to accept compostable waste from the community. One of the first deliveries from a local customer was a big bag of meat scraps, gladly

delivered by J & J Meats of Cashmere.

With the help of Schmit's outreach, Leavenworth's participation quickly grew. Cascade School District joined early on as a way to educate students, personally driving up its waste before any pick-up stations were arranged in town. Munchen Haus joined shortly after, along with Yodelin and Los Camperos. In November of 2022, the Community Compost Program started as a way to get residents involved. For \$5 a month, households could receive a 5-gallon bucket and bring their compostable waste to one drop-off location in town or to the facility.

Not only did the new participants support the business by way of composting material, but they also helped Schmit spread the word. "A lot of our customers have come from our Community Compost Program. LOGE came on because we had a community composter that worked there," said Schmit. Blue Elk Inn and Obertal Inn joined in the same manner. More and more businesses have joined, such as Stevens Pass and Cascade Medical. According to Schmit, employees of participating businesses have shown some of the most support.

"I think a lot of employees feel very empowered... I know the hospital employees in the kitchen - there are so many advocates in that group of kitchen workers who take so much pride in their compost. Somebody puts a glove in [the compost], and they have another conversation," said Schmit.

A year in, the Community Composting Program has grown from 26 participants in December 2022 to 201 residents. The number of compost drop-off locations (including the facility itself) has grown from two to seven. Winton Mfg. partnered with the City of Leavenworth, which helped add a drop-off station at City Hall. The City also received a

USDA grant this year to help fund the composting efforts of local businesses and the school district. They've also partnered with Upper Valley Mend and Plain Pantry, offering to compost unclaimed or inedible food items that were donated.

Its reach is also growing beyond Leavenworth. Winton Mfg. now has three new customers in Wenatchee: Wenatchee Valley College, Confluence Health, and Taco Time. It makes the drive to Wenatchee for pick-ups. "We're willing to go there for three customers because that's how much we really believe in the process and what the community can do with this. A lot of businesses, especially on the hauling side of things, wouldn't start unless they had 100 customers. We realized that we have to educate and promote and partner in order to build the business," said Schmit.

Toyota Town Center, Yonder Cider Company, and the Gorge Amphitheater have all reached out in interest as well. "The other [one] I'm excited to work with is the school districts down there. The Cascade School District has been so successful, they're willing to help us educate down valley to our other school districts," said Schmit.

Since September 2022, Winton Mfg. has collected 983 tons of waste, but Schmit only sees all of the waste that has yet to be collected. In a 2015-2016 study, Washington State Department of Ecology estimated that Chelan, Douglas, Grant, Kittitas, Okanogan, Yakima and Klickitat counties produced 518,121 tons of waste all together. Of that total, 32.6 percent of it was organic waste, totaling 168,970 tons (nearly 338 million pounds). Winton Mfg. has the capacity to compost 62,000 tons of waste a year, with the potential to service Chelan, Douglas, Grant and Kittitas counties.

To Schmit, it comes down to educating the public on all of the benefits. Not only does composting reduce the waste stream in landfills, but it reduces greenhouse gas emissions, improves soil health, and can even help offset waste management costs.

Winton Mfg. is located at 17400 Winton Rd, Leavenworth. More information about composting benefits and how to get involved can be found at wintonmfg.com, or by calling (509) 763-0000.

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Q & A



Meet Dr. Faviola Barbosa executive director of the Washington Apple Education Foundation

By Quinn Propst | Ward Media Staff Reporter

The Washington Apple Education Foundation (WAEF) is the charity of the tree fruit industry and since the 1990s has awarded scholarships to over 3,000 students. The organization has grown from awarding \$100,000 to over \$1 million in scholarships.

In 2014 WAEF launched their Beyond the Scholarship program to provide student support services such as mentoring, professional development workshops, career exploration, care packages, holiday dinners, and many more supports to secure their academic success.

These services helped WAEF to reach a 90% retention rate and an 86% graduation rate within four years or less. WAEF's mission is "impacting lives through access to educational opportunities."

Dr. Faviola Barbosa was drawn to her position as executive director because of her background in the tree fruit industry and higher education and having benefited from scholarships herself.

"I understand firsthand the challenges first-generation college students face when navigating the higher education system," Barbosa said.

Recently we caught up with Barbosa to learn more about her and her goals for WAEF.

Tell our readers a little bit about yourself.

My family brought me to the United States from Mexico at age two, and we settled in Orondo, WA. My parents worked in the fields and warehouses for Wells & Wades Twin WW Orchards and Avuil Fruit Company for many years.

I attended Orondo Elementary and continued my schooling through the

Eastmont School District. Upon graduating from Eastmont High School, I attended Washington State University and earned a dual degree in marketing and international business. Several years later, I returned to school and earned a master's in college student affairs from Nova Southern University and then a doctorate in leadership in higher education from Capella University.

My first professional job was working with the Washington State Migrant Council as a vocational employment specialist for a migrant farmworker grant dedicated to providing advocacy, rehabilitation, and training to injured workers interested in reentering the workforce. My first professional experience in the educational system with the North Central Educational Service District led me to higher education. I spent the next 18 years at three different community colleges within the Washington State Board for Community and Technical College on both the student services and instructional sides of the house. And then, I was fortunate to be offered the opportunity with WAEF.

My household includes three generations: my son, mom, and myself. Until two years ago, my household included an additional generation, my 101-year-old grandma. We lost her two months shy of her 102nd birthday.

I have two beautiful children and an adorable grandson. My daughter is also a Cougar alumnus and lives in Florida with her family. My son is a senior at Eastmont and will hopefully be a part of the Cougar family soon.

I enjoy outdoor activities such as camping, hiking, and biking. Additionally, I love to cook and travel

with my family, and my bucket list includes visiting destinations such as the Great Wall of China, Machu Pichu, and the Egyptian Pyramids.

What are you most looking forward to in your role as executive director of WAEF?

Jennifer Witherbee, my predecessor, did an incredible job of building WAEF from the ground up, and I am committed to continuing her legacy by increasing the number of scholarship awards. We receive more applications than we can fund, and this can sometimes be challenging when the application pool is exceptional.

Looking ahead to 2024, we are excited to celebrate WAEF's 30th anniversary and highlight the WAEF community. We are currently working on our database to feature alum stories highlighting how WAEF impacted their lives and what they are doing now. We will also capture the voices of longstanding donors, volunteers, and past board members.

We are enthusiastic about this project and can't wait to share it with everyone. Stay tuned for updates on our progress and the exciting things to come as we celebrate WAEF's 30th anniversary.

What does a normal day look like as executive director of WAEF?

While a typical day in the office may involve managing finances, making phone calls, responding to emails, and scheduling outreach activities with donors, there is so much more to WAEF that requires planning, organizing, and communication.

Washington Retail Report



Holiday sales affected by unique set of dynamics

Every retail holiday season since the pandemic has been unique for consumers and retailers, which will likely be the case again this year.

In 2020, sales surged 9.1% year over year despite the challenges of COVID-19, and there was a significant move to shopping online as Americans stayed home.

Sharply rising demand overcame supply chain bottlenecks for a record growth rate of 12.7% in 2021.

Holiday sales in 2022 increased 5.4% as savings built up during the pandemic, provided a buffer against rising inflation, and online shopping continued, but more consum-

ers returned to stores.

This year, there is a new set of dynamics in place. The average household remains on relatively solid financial footing despite pressures from still-high inflation, stringent credit conditions, and elevated interest rates.

Recent revisions to government data indicate that consumers haven't drawn down as much of their pandemic savings as some believed, and savings are still providing a buffer to support spending.

The holiday shopping season – November 1 through December 31 – is expected to see retail sales increase between 3% and 4% over 2022 to between \$957.3 billion

and \$966.6 billion.

The growth rate is consistent with the average annual increase of 3.6% from 2010 to 2019.

The projected total sales, excluding automobile dealers and gasoline stations, would top the \$929.5 billion record set last year.

While there is uncertainty surrounding the measurement of how well the economy is performing, it continues to move forward, defying recession predictions and proving to be more resilient than many anticipated.

It is expected that shoppers this season will continue to spend on a range of items and experiences but at a slower pace.

U.S. import cargo slows as retailers prepare for record holiday sales

As 2023 progresses, the influx of imported goods into major U.S. container ports is anticipated to diminish following the arrival of most holiday season merchandise.

This trend aligns with the Global Port Tracker report's predictions. Retailers are gearing up for a potentially record-breaking holiday sales season, having adequately stocked their shelves and distribution centers to cater to both in-store and online shoppers. Earlier concerns regarding labor contracts in ports, railroads, and delivery ser-

VICES have been resolved, ensuring a smooth supply chain operation. This efficiency promises shoppers an easy time finding desired products.

A significant increase in holiday sales is predicted, estimating growth between 3% and 4% compared to last year.

This growth rate mirrors pre-pandemic levels, with anticipated sales between \$957.3 billion and \$966.6 billion, surpassing last year's record of \$929.5 billion.

Despite the slowdown in imports, the U.S. economy

remains more robust than those in Europe and Asia. These regions' recessions have reduced consumer demand, leaving shipping companies with surplus capacity. This situation arose from the rapid expansion of fleets in response to the cargo surge in recent years.

U.S. consumers continue to stand out globally, benefiting from ongoing job and wage growth and the ability to utilize savings accumulated during the pandemic.

However, a potential global recession in cargo trade could impact the supply chain.

In September, U.S. ports covered by the Global Port Tracker handled 2.03 million Twenty-Foot Equivalent Units (TEUs), a slight decrease from last year but an increase from August. This marked the highest import volume since October 2022.

October's projected figures were 1.92 million TEUs, a decline from the previous year, while November and December are forecasted to see year-over-year increases, with 1.88 million and 1.85 million TEUs, respectively. These figures indicate a gradual winding down of import cargo as the year concludes.

Addressing workforce shortages and diminishing expertise

Skilled worker shortages may result in employers hiring those with less on-the-job experience and knowledge.

Employers are spending less time to train new employees due to high turnovers.

Frequently, newer, less experienced employees are now training the newest employees, which can result in gaps in understanding proper processes and the risk hazards associated with the work.

To address these gaps, management/supervisors need to be intentional about incorporating good practices such as:

Ongoing training to upskill existing employees:

- For experienced workers, develop them into mentors to transfer knowledge to newer ones.

- Cross-train wherever possible to create a backup resource for the future.

Employee Retention Strategies:

- Provide a positive work environment and competitive compensation and benefits.

- Conduct regular employee feedback sessions to address concerns and follow through with their feedback to improve job satisfaction.

Recruitment Strategies:

- Inquire applicants about their past involve-

ment and training on workplace safety.

- Consider hiring based on potential and cultural fit, with a commitment to providing necessary training.

Strategic Partnerships:

- Collaborate with industry associations, community colleges, and vocational schools to identify targeted training programs.

- Establish partnerships with other businesses to share resources and expertise.

Internship Programs:

- Develop internship programs to provide hands-on experience to individuals entering the workforce.

- Create pathways for interns to transition into full-time roles.

Technology Adoption:

- Leverage technology to automate routine tasks, allowing employees to focus on more complex

responsibilities.

- Invest in tools and systems that enhance productivity and reduce the need for highly specialized skills.

Continuous Monitoring and Adaptation:

- Regularly assess the skills needed and adjust training programs accordingly.

- Stay informed about emerging technologies and trends to anticipate future skill requirements.

By combining these strategies, businesses can work towards minimizing the impact of a skills gap and fostering a workforce with the necessary safety knowledge and competencies.

Our safety team is available to help members improve their safety program beyond compliance with quality safety practices. Contact us at safety@waretailservices.com to learn more.



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Washington ranks second in national fascination with AI, study discloses

Newly released data unveils the top ten states deeply engrossed in artificial intelligence (AI) pursuits across the United States, with Washington securing the second spot.

Ward Media | Wenatchee Business Journal

The report, released by DevRev, specialists in customer support for GenAI, scrutinized the regional average monthly searches for AI-related terms over the preceding 12 months.

In this comprehensive analysis, Washington emerges as the second-most intrigued state regarding AI.

An unmistakable fervor exists within the Evergreen State, tallying up to an impressive 6,077 average monthly searches per 100,000 individuals for terms linked to AI.

Remarkably, following the trendsetting 'Chat-

GPT' – the neutral language model chatbot – the next sought-after term in Washington happens to be 'Character AI,' recording a significant 106,075 average monthly searches in the state.

California, renowned for its interest in tech, takes the lead as the most AI-engrossed state.

Demonstrating an insatiable curiosity, the Golden State exhibits an average monthly search volume of 6,430 per 100,000 residents over the last year.

The omnipresent 'ChatGPT' emerges as the foremost search term, boasting a staggering 1,167,799

average monthly searches throughout the state.

Securing the third position is New York, boasting 5,890 average monthly AI-related searches per 100,000 inhabitants. Following the trail of 'ChatGPT' and 'Character AI,' the research entity 'Open AI' captures the third-highest interest with 109,433 average monthly searches statewide.

Utah claims the fourth spot, with 5,844 average monthly AI-related searches per 100,000 residents.

Notably, the Beehive

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Keeping Up with people

WVC welcomes Vanessa Saldivar as Title V HSI Grant Director

Vanessa Saldivar has been named the new Wenatchee Valley College Title V Hispanic Serving Institution Director. Her first day was Nov. 1.

Ward Media | Wenatchee Business Journal

As the Title V director, Saldivar is responsible for implementing WVC's Title V Hispanic Serving Institution Grant that started in the fall of 2023 and will continue through 2028.

The U.S Department of Education awarded WVC \$490,245 in funds for the first year of the grant; the total funding over the course of five years is \$2,750,338. The grant will be used for The Puente:

Bridges to HSI Excellence project, which is designed to improve outcomes and institutional culture for Latinx, low-income, and first-generation students at WVC. The project will expand culturally responsive teaching practices in gateway classes and improve the onboarding and navigation processes for incoming students to improve retention.

"I am thrilled to join the WVC community and implement this inspiring grant," Saldivar said. "As a first-generation and former DACAmented student, I carry a deep understanding of the barriers that underrepresented students face along their educational journeys. I am unwavering in my commitment to support students, faculty, and staff as we move toward our shared vision of HSI excellence."

Saldivar has dedicated her career to working with and on behalf of underrepresented and marginalized groups in a variety of

settings. Prior to joining WVC, Saldivar held leadership roles in programs that advanced social justice, most recently at Get Outdoors Leadville!, a Colorado organization that worked to increase equitable access to the outdoors, where she served as executive director. In that role, she oversaw a diverse grant portfolio of over \$5 million.

She also served the City and County of Denver's Office of Immigrant and Refugee Affairs, where she led a national coalition of over 200 local governments working to advance inclusive policies and programs for immigrant and refugee residents.

Saldivar has a master's degree in migration studies from the University of San Francisco, a bachelor's degree in social work from Concordia University, an associate degree in mental health and human services from Mt. Hood Community College, and an executive certificate for women



Vanessa Saldivar

in leadership from the University of Colorado.

"I have enjoyed the opportunity to get to know Ms. Saldivar and her family during her short tenure here in Wenatchee," said WVC President Dr. Faimous Harrison. "Our project director for our Title V Hispanic Serving Institution grant should be an inclusive leader and someone that our students, faculty, staff, and mem-

bers of our committee respect and, when the opportunity presents itself, see themselves in. As someone who is driven by purpose and not a proponent of box-checking, I am excited to share that Ms. Saldivar goes above and beyond in checking all of these boxes in bringing the attributes we need in fostering collaborative shared vision and leadership to our college and district."

North Central Education Foundation awards record number of teacher classroom grants

The North Central Education Foundation (NCEF) recently announced a significant milestone in its 14-year history by partnering with community organizations to distribute the 2023 NCEF Teacher Classroom Grant awards. This year, a record-breaking 193 teachers from Chelan, Douglas, Grant, and Okanogan Counties were the recipients of these grants.

Ward Media | Wenatchee Business Journal

The increased number of grant awards was made possible through contributions from various organizations, businesses, and individuals who acknowledged the challenges faced by educators in recent times.

NCEF emphasized its commitment to supporting teachers in meeting classroom needs, citing the financial strain often experienced by educators who frequently spend personal funds on enhancing learning experiences for their students.

The grants were distributed across several categories:

- Cultural Awareness, supported by contributions from the Washington Association of Grant Managers, Wenatchee Rotary, and Waterville Shockers Booster Club.

- Financial Education, funded by the Consumer Jungle.

- Social Studies/Geol-

ogy/Environmental initiatives, backed by the Friends of Lower Grand Coulee (FLGC).

- Wellness/Social Emotional/Health programs, supported by Confluence Health/Community Foundation of NCW Community Partnership Grant, Lake Chelan Rotary, Quincy Rotary, Wenatchee Rotary, and individual adoptions.

- Literacy programs, facilitated by Badger Mountain Lodge, Waterville Lions Club, and individual adoptions.

- Music/Arts initiatives, provided by Woods Family Music & Arts Fund, Badger Mountain Lodge, Wenatchee Rotary, and individual adoptions.

- STEAM/STEM (science, technology, engineering, arts, and math) projects, spearheaded by North Cascades Bank, Lake Chelan Rotary, Quincy Rotary, Badger Mountain Lodge, Wenatchee Rotary, and

individual adoptions.

This year marked the introduction of "collaborative" grants, enabling joint projects among 27 groups of teachers.

However, 70 grant applications were left unfunded due to resource limitations. These applications are open for "adoption" and can be viewed on the NCEF website (www.loveteachers.org).

"I believe adopting a teacher grant is a wonderful and cost-effective way to support our region's students and schools in a more personal manner, by connecting with a specific teacher and grant request," said NCEF Board member Jeff Kimbell.

The grants reached teachers from 23 out of 29 school districts within the North Central ESD region, including private and charter schools, highlighting a broad impact across educational institutions in the area.



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Jonathan Baker,
Entrepreneur of the Year



Alexandra N Vazquez,-
Rocha, Future Technology
Leader of the Year



Ron Brown,
Lifetime Achievement
Award recipient



Mark Ross Kondo,
STEM Champion of the
Year

NCW Tech Awards

Continued from page 1

of the Year Award Winner: Alexandra N. Vazquez-Rocha, Chelan High School.

- Lifetime Achievement Award: Ron Brown, Executive Director Technology, Safety, and Security at Wenatchee School District 246

In addition to the awards, the winners of the STEM Champion of the Year, STEM College Innovators of the Year, and Future Technology Leader of the Year award categories received a scholarship prize to continue their education or purchase school supplies and fund special projects.

Thanks to donations from the community, NCW Tech Alliance awarded a total of \$7,500 in scholarships during the event. The 2023 Innovator Award winners join the ranks of over 100 innovators who have been recognized since the awards' inception in 2001.

The Apple STEM Network presented the Newcomer In Technology Award to innov8.ag. Their primary focus is permanent crops, as labor

availability & efficiency is a significant industry challenge, often representing 60% of growers' costs. In 2020, they piloted a Smart Orchard project with the Washington Tree Fruit Research Commission & Washington State University, where they applied their data aggregation & data science capabilities to provide growers with insights focused on the bottom line. innov8.ag was started by CEO Steve Mantle in Walla Walla, Washington, but after winning the Flywheel Investment Conference relocation award, they opened a second location in Wenatchee, Washington in 2023.

Peoples Bank presented the Entrepreneur of the Year Award to Jonathan Baker. Jonathan started eqpd ("equipped" 2015) because he wanted to locally make products to help everybody in their daily lives and, simultaneously, lighten their impact on the planet. He believes in American Design & Manufacturing, and that great, everyday products can still be built right here in the USA for a great value. He's mixed classic,

proven manufacturing techniques with modern materials and Good Design Principles to create highly functional bags with minimal manufacturing. This keeps their designs clean, production stateside, and contributes to an honest Form Follows Function aesthetic. eqpd is based in Twisp, Washington, where all its products are manufactured onsite.

The STEM College Innovator of the Year Award went out to two students, Titus Petersen and Xitlali Cruz. Titus is a dynamic student at Grand Canyon University studying Entrepreneurship. He crafted Avais.ai from a personal observation: the gap in accessible volleyball analytics. Witnessing challenges firsthand in his sister's matches, he transformed a problem into an innovative solution – an app right at the fingertips of athletes and coaches. Titus is a Mason High School graduate and a past Innovator Award Finalist for Future Technology Leader. As an entrepreneur, Titus is dedicated to enhancing volleyball performance through cutting-edge technology. Titus welcomes collabora-

tions and insights to further the mission of Avais.ai: empowering athletes and providing invaluable tools for coaches.

The second STEM College Innovator of the Year Award was presented to Xitlali Cruz. Xitlali was the Valedictorian of Chelan High School in 2021. Now, she is a junior at Stanford University. She recently completed a computer science summer internship at Microsoft. This fall, she attended the Hispanic Scholarship Fund's STEM Summit and was also awarded a GMS scholarship award at their annual conference. Xitlali's long-term goal is to inspire other Latinas to learn more about STEM careers, as currently, Latinas account for only 3% of the STEM industry. Xitlali has confirmed these statistics by finding herself to be one of very few Latinas in college STEM classes or conferences. Xitlali is currently working on finding a solution to improve the statistics.

The Future Technology Leader of the Year Award went to Alexandra N. Vazquez-Rocha, Chelan High School. Alexandra's

passion for STEM has been evident since 9th grade. She's tackled challenging courses like AP Physics, Geology 101, and Calculus, earning over 60 college credits while actively engaging in STEM outside the classroom. A top-performing leader, she's the current President of Chelan Med Club and the Vice-President of the National Honor Society. She spearheads monthly STEM sessions for 5th graders, partnering with Columbia Valley Community Health physicians on topics like dissections, optics, and heart studies. Beyond the classroom, she's logged over 50 hours shadowing at Columbia Valley Community Health and is a rotating intern at Heritage Heights, Lake Chelan Hospital, and Columbia Valley Community Health. Alexandra's ultimate goal? Becoming a physician and studying at UW. Alexandra delivered a show-stopping acceptance speech at the event that had the entire audience on their feet in applause. Microsoft presented the STEM Champion of the Year Award to Mark Ross Kondo, a teacher at Quincy High School. Mark Ross is a visionary educator who introduced the first Computer Science TEALS course to the region. His unwavering commitment to enhancing educational opportunities has led to remarkable achievements, including the expansion of the student pathway to include an AP CS course, thus establishing a dedicated CS graduation pathway for high school students in Quincy. Kondo has been instrumental in building the first Career Launch program for data centers in Quincy. The Data Center Prep Program will allow students to complete their first two courses of a two-year certificate program while at Quincy High School. Students will then transfer to courses at Big Bend Community College and have the opportunity to complete a paid internship program with one of the Grant County-based data centers.

Nevada seizes the seventh place, recording 5,404 average monthly searches per 100,000 residents, closely followed by Colorado in eighth place with 5,237 average monthly searches per 100,000 inhabitants. Virginia trails in ninth place, with 5,217 average monthly searches per 100,000 individuals. Florida clinches the tenth spot, registering 5,147 average monthly searches per 100,000 residents.

a new Technology Lab teacher tasked with designing and teaching in one of the new spaces at Pioneer Middle School, where he stayed for 10 years as a Technology and Math teacher. Through this work and the support of his family, he found his passion for helping teachers use technology to improve the engagement and learning of students. For the next few years, he was an Instructional Technology Coach, Instructional Technology Coordinator, and then 11 years as the Director of Instructional Technology after attending Washington State University to obtain his Principal and Superintendent Credentials.

In 2019, Ron took on the combined role of all technology services with the addition of Safety and Security in 2021. He joined GWATA early on and volunteered as a board member, eventually culminating as board president for several years. Ron has been married for 30+ years to his high school sweetheart, Taunya, and has three adult children, Kayli, Brayden, and Jessica, who have supported his career and passions of camping, hiking, fishing, winemaking, skiing, and snowboarding.

The program wrapped up with a heartfelt tribute to outgoing Executive Director, Jenny Rojanasthien. During her eight-year tenure as Executive Director, Jenny transformed the organization into a regional powerhouse. Under her leadership, NCW Tech Alliance organized over 200 high-caliber events spanning technology, entrepreneurship, and STEM education, benefiting more than 15,000 individuals.

Jenny is a founding member of the Apple STEM Network, which now serves 29 districts. Jenny founded the Flywheel Investment Conference, which showcases NCW as a vibrant place for startups to thrive and has resulted in millions of dollars in investment.

Jenny forged a partnership with Microsoft in 2021 and through Project iLumina, launched a rural resiliency and inclusion strategy, impacting lives across our region. She also brought the Community Skills Initiative program to ten locations across the country. Jenny said, "Leading NCW Tech Alliance has been the highlight of my career. I'm grateful for the opportunity, and I can't wait to see the organization thrive under Dr. Sue Kane."

His first job in technology was 30 years ago as

AI study

Continued from page 6

State exhibits a keen interest in the image creation tool, 'Midjourney,' amounting to 6,858 monthly searches, placing it as the fourth most sought-after term in Utah, following 'ChatGPT,' 'Character AI,' and 'Open AI.'

Massachusetts lands in fifth place, tallying 5,632

average monthly searches per 100,000 individuals. After the leading trio of 'ChatGPT,' 'Character AI,' and 'Open AI,' the Bay State exhibits substantial intrigue in 'Google Bard,' witnessing 9,858 average monthly searches across its entire population.

Occupying the sixth position, Oregon shows a keen interest with 5,463 average monthly searches for AI-related terms per



STOCK PHOTO

100,000 residents. Notably, 'ChatGPT 4,' a multimodal language model developed by Open AI, emerges as the fifth most

popular search term in Oregon, boasting 4,578 average monthly searches encompassing the entire populace.

Nevada seizes the seventh place, recording 5,404 average monthly searches per 100,000 residents, closely followed by Colorado in eighth place with 5,237 average monthly searches per 100,000 inhabitants.

Virginia trails in ninth place, with 5,217 average monthly searches per 100,000 individuals. Florida clinches the tenth spot, registering 5,147 average monthly searches per 100,000 residents.

#	U.S. States	Most Searched for Term	Second Most Searched for Term	Third Most Searched for Term	Fourth Most Searched for Term	Fifth Most Searched for Term
1	California	ChatGPT	Character AI	Open AI	Midjourney	Google Bard
2	Washington	ChatGPT	Character AI	Open AI	Midjourney	Google Bard
3	New York	ChatGPT	Character AI	Open AI	Midjourney	Google Bard
4	Utah	ChatGPT	Character AI	Open AI	Midjourney	ChatGPT 4
5	Massachusetts	ChatGPT	Character AI	Open AI	Midjourney	Google Bard
6	Oregon	ChatGPT	Character AI	Open AI	Midjourney	ChatGPT 4
7	Nevada	ChatGPT	Character AI	Open AI	Midjourney	ChatGPT 4
8	Colorado	ChatGPT	Character AI	Open AI	Midjourney	ChatGPT 4
9	Virginia	ChatGPT	Character AI	Open AI	Midjourney	Google Bard
10	Florida	ChatGPT	Character AI	Open AI	Midjourney	ChatGPT 4

MEMBER MESSENGER

“Driven to Promote and Protect Small Business”

DECEMBER 2023 ASSOCIATION NEWSLETTER

PAGE 1



Building NCW's Annual Home Show is coming in 2024!

Building NCW's Annual Home Show, presented by **Complete Design** is coming in 2024. The weekend of February 3 and 4 the doors of the Town Toyota Center will open to the Annual BNCW Home Show. Boasting eleven major sponsors and nearly 100 booths, this Home Show is carefully planned to position community members for a successful 2024. Building NCW's Motto "We Got You" is evident with booths ranging from windows and glass to mortgage loan officers to home builders and remodelers to pools and landscaping and so much more. There is something for everyone at the BNCW Home Show.

Many businesses enjoy partnering with Building NCW to bring the Home Show to our community. These sponsorships help keep ticket prices down for our community. With tickets only \$5 per person and kids 12 and under are free. These businesses are proud Building NCW Members and Home Show Sponsors.

Community Glass is one of our Supporting Sponsors for the 2024 Home Show. Our staff caught up with Lisa and Travis at Community Glass.

BNCW: How long has Community Glass been serving the Wenatchee Valley and surrounding areas?

Community Glass: Almost 40 years, we will celebrate our 40-year anniversary in 2024. The business opened in 1984.

BNCW: You play a special role in construction, what are some challenges you face in the valley and with local government? For example, permitting



and the upcoming energy code.

Community Glass: The energy codes around U-factor for windows are sometimes tricky. There was a big push for triple glazed windows which keeps the U-factor low, but they are extremely heavy, have size limitations and are labor intensive for our employees. We work closely with our contractors to supply the most appropriate windows and doors for the home based on the total energy credit requirements of a home.

BNCW: Recent trends in employment state a lack of interest in trades, what challenges would society face if this downward trend doesn't change?

Community Glass: This is a huge struggle for us. The cost of skilled labor continues to rise exponentially over material costs. Most homeowners will tell you they cannot get on the schedule for a contractor, or even get a call back. If skilled labor continues to decrease the cost of construction could become unattainable for most homeowners.

BNCW: How can someone get into the trades or how can parents encourage their children to look into

trades as a career option?

Community Glass: The Wenatchee Valley Tech Center is a great local resource while students are in high school. They serve all the school districts in our area and offer construction trade classes. Perry Technical Institute in Yakima also offers construction education. Another critical skill for this career is the ability to read a tape measure and use power tools. Any opportunity students can get to learn these skills even with friends and family will make them more employable.

BNCW: What does being a Building NCW member mean to you?

Community Glass: BNCW provides support and value to us through employee training, business networking and business referrals. Building in our community has its own nuances, BNCW provides a collective platform for all builders and suppliers to share information and the common goal of producing quality construction in our valley.

Cashmere Valley Mortgage is also one of our Supporting Sponsors for the 2024 Home Show.

In November Danielle Martin, BNCW CEO, reached out to Kyle Lewis with Cashmere Valley Mortgage.

BNCW: Cashmere Valley Bank and Mortgage started in Cashmere, how long have you been around and how has your reach grown?

Kyle Lewis: Cashmere Valley Bank was founded in 1932, we've been doing "home loans" and mortgages for a long time, but we officially started our Home Loan Division in 1986, and re-branded that department into Cashmere Valley Mortgage in 2007. We currently have 11 retail bank branches across Chelan, Douglas, Yakima, and Kittitas Counties. We also have a financial services department, Cashmere Valley Wealth Management. We have a commercial equipment financing department, an indirect car dealership financing department, as well as multiple insurance subsidiaries spearheaded by Mitchell, Reed, & Schmitt Insurance, including Gellatly Insurance here in Wenatchee, GKP Insurance and Elliott Insurance in Yakima, and Lee Insurance in Kirkland.

BNCW: Cashmere Valley Mortgage is well involved in the Wenatchee Valley, will you please expand on your involvement and what drives you to be involved?

Kyle Lewis: We love the community we live and work in and we're proud to call it home. We understand the responsibility, we have to be good members and stewards of these communities and we take pride in doing so. We are or have been involved with, been members of, or been major sponsors of so many local agencies and foundations over the years it's really hard to keep count... including Apple Blossom, multiple Rotary clubs, Lion's Club, Chamber of Commerce in each city we have branches in, Hispanic Chamber of Commerce, Rod's House (Yakima), Fiestas Mexicanas, Habitat for Humanity in multiple communities, Ellensburg Rodeo, we sponsor the Community Kitchen in Pybus Public Market and many more.

BNCW: What are your frequently asked questions by individuals looking for a loan or loan officer and what is the best way to get answers?

Kyle Lewis: We get all sorts of mortgage and real estate questions... we do home

SEE INTERVIEWS, PAGE 10

CASHMERE VALLEY MORTGAGE



Brian Watts, Kyle Carey, Tom Worley, Art Rodriguez and Kyle Lewis.

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MEMBER MESSENGER

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DECEMBER 2023 ASSOCIATION NEWSLETTER

PAGE 2



Need CPR or other safety certifications? WE GOT YOU!

Building NCW offers many benefits to members and non-members alike! One of the most popular safety certification classes we offer is CPR/First Aid.

We have a top-notch instructor, George, who is flexible with dates, and we can even come to you! This fall we held classes at our office, Artisan Flooring, and Plumbo Inc.! Upcoming on January 8 is an RRP Lead Class taught by N.I.C.A.

Need a CPR/First Aid class, to sign up for the RRP Lead Class, or another certification class?

Reach out to Danielle at Danielle@BuildingNCW.org or call the office at 509-293-5840 and ask about our certification and classes! We even have Building NCW Member discounts as a membership benefit.

Call and schedule your class today!



* MERRY CHRISTMAS *

BUILDING NCW WANTS TO WISH EVERYONE A WONDERFUL

HOLIDAY SEASON! OUR OFFICES WILL BE CLOSED DECEMBER 18TH

THRU JANUARY 1ST TO SPEND TIME WITH OUR FAMILIES.



-Danielle & Morgan

INTERVIEWS

Continued from page 9

mortgages, lot and land loans, as well as home construction loans so we hear or get asked just about everything – and we're always happy to answer and help guide our clients, neighbors and friends in the right direction! You can call us at 509-662-7722 or visit us at cashmerevalleybank.com/mortgage.

BNCW: You have a reputation of giving away fun items at your booth, what fun things are you giving away at your booth this year?

Kyle Lewis: We'll have our usual Cashmere Valley Bank yard sticks and reusable grocery totes, but we have a lot of fun handing out all sorts of swag. From practical stuff like gel pens, carpenter pencils, and mini tape measures to fun stuff like squishy stress-relief balls, golf balls, magnetic chip clips, and more. We also typically do a game or drawing of some sort with a grand prize. In the past, we've awarded new power drills, a multitude of tools, BBQ's, and last year we awarded a Blackstone outdoor cooking griddle!

BNCW: What does being a Building NCW member and Home Show sponsor mean to Cashmere Valley Mortgage?

Kyle Lewis: We love being a part of BNCW. As a community bank it's important to be involved with our local homebuilder's association and all of the other affiliates and members associated with it, and there's many benefits as well. Many BNCW members are clients of Cashmere Valley Bank, and we've done a ton of business with those folks on a personal level. We've also been able to help many of those same member's clients as well and we're always happy to team up and help provide outstanding service to members of our cherished communities. It's fun to see so many locally owned

and small businesses at the Home Show, and we look forward to seeing everyone each year and catching up and meeting new folks as well.

E.D.Y. Construction is one of the Associate Sponsors for the 2024 Home Show. Morgan Dobbins, BNCW Membership Manager, connected with owner Ed Gardner.



BNCW: You have been a member of Building NCW for years and you are the current Chairman of the Board of Directors, what does Building NCW mean to you?

Ed Gardner: It means being engaged with a group of like-minded business owners throughout this valley regardless of what business you own. I believe that for the most part we share a lot of the same challenges. Through membership we can have the ability to identify problems and then collectively, as an organization, be part of the solution.

BNCW: Building NCW puts on large events throughout the year that support and promote our members. You personally had a home on the Home Tour this last September and you are an annual sponsor of the Home Show, what benefits do you see as a business owner? What have you seen as far as return on investment?

Ed Gardner: I view the opportunity of having had a home in the BNCW Home Tour as I did or to be a sponsor of our other events as a way to give back to the organization and the community, that's the benefit for me. The return on investment for me has been the relationships that I have had the pleasure of cultivating with the clients that we've done work for.

BNCW: As a remodeler,

have you found a jump in business with where the housing market has been over the last couple of years?

Ed Gardner: We've been blessed to have a steady flow of business from year to year although there's always an uptick when there's a housing shortage due to the market demand that creates low inventory of new homes or an increase in interest rates.

BNCW: What would you recommend the first steps are if someone wanted to remodel their home?

Ed Gardner: Create a list of needs and wants. Think about what your vision is for the space(s) you want to improve. Get some sort of an idea of what products you want to use in those spaces. Ask a bunch of questions of the contractor you're considering hiring and find one that is a good fit for your personality and project. If you find a contractor that's a good fit, paying more or waiting a little longer to start the process or project could be well worth the money and/or time to get exactly what you want.

BNCW: What made you start your business and why did you choose the name E.D.Y. Construction?

Ed Gardner: When I moved to the valley, I saw an opportunity to be of service to potential customers with a business model that very few contractors were using. I chose the name E.D.Y. as we say Every Decision is Yours, we strive to give customers "what they want". As we guide them through the process, we give them the opportunity to make the best-informed decisions on their projects.

Building NCW staff enjoyed chatting with Travis and Lisa Turner, Kyle Lewis, and Ed Gardner this last month. Our sponsors and members are what keeps us going and we always appreciate the opportunity to share more in depth about our members and why they do what they do. Keep an eye out for future editions of the Building NCW Member Messenger to read about our other 2024 Home Show Sponsors: Complete Design, Marson and Marson, Artisan Flooring, Moonlight Stone Works, and Western Ranch Buildings. Don't forget to mark your calendars for BNCW's Home Show February 3 and 4.

NEED TO BE RRP LEAD CERTIFIED?

RRP Lead Class

JANUARY 8TH AT BNCW OFFICES

This class is a full day training taught by N.I.C.A Training. The course covers new regulations by the EPA for renovating, repairing or painting a home built before 1978. Businesses that are involved with Home Improvement and Renovations, Remodelers, Painters, Plumbers, Electricians, Maintenance Personnel, Property Managers.

Space is limited Pre-Registration is required

Call BNCW
Offices to sign
up today!

Danielle@BuildingNCW.org
Morgan@BuildingNCW.org
509-293-5840

MEMBER MESSENGER

“Driven to Promote and Protect Small Business”

DECEMBER 2023 ASSOCIATION NEWSLETTER

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Gabe Beliz Photographer

Building NCW Out and About – Holiday Road Trip Edition

In the spirit of community and giving back, our Chief Executive Officer Danielle Martin recently had the privilege of participating in Jingle and Jazz, this event was orchestrated by Modern Living Services.

The occasion, held on Nov. 17 at The Red Lion in Pasco Washington, was more than a gathering; it was a profound experience that resonated with our CEO Danielle Martin.

Modern Living Services has long been at the forefront of helping developmentally disabled

adults find housing in the Tri-City area, and their commitment to making a positive impact is nothing short of inspiring.

Jingle and Jazz is an annual auction where all the proceeds go towards ongoing projects for adults in Benton and Franklin Counties.

This year the monies raised will be helping the new development called Carmina's Place.

MLS's mission is to provide independent housing options, life skills, and educational resources to

developmentally disabled individuals in Benton and Franklin Counties.

From the opening remarks to the heartfelt testimonials shared by individuals whose lives have been touched by the non-profit's efforts, the Modern Living Services event Jingle & Jazz 2023 was a powerful reminder of the potential for change when a community comes together.

Building NCW was invited to this event to contribute and be part of something bigger than

our region, embraced the opportunity to connect with like-minded individuals, and contributed their time and skills to the non-profit's initiatives.

Building NCW continues to work hard to make our Wenatchee Valley a place that is community-centered and cultivates a spirit of giving back, especially during the holiday season!

For more information on Modern Living Services please visit their website at www.modernlivingservices.org



Gabe Beliz Photographer



February 3rd & 4th

TOWN TOYOTA CENTER

Interested in being a Vendor?

- 10'x10' booths with options for more space
- Two-Day Event
- 2,000 + Average Attendance
- Building NCW Promotes YOUR Business
- BNCW MEMBER DISCOUNT ON BOOTHS
- Included in Promotional Materials
- Reach clients who are interested in your business!

CALL BNCW AT 509-293-5840 TODAY!

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MEMBER MESSENGER

"Driven to Promote and Protect Small Business"

DECEMBER 2023 ASSOCIATION NEWSLETTER

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Entering the Holiday Season



As we enter the Holiday Season (Thanksgiving, Christmas, New Years, Superbowl) we have a lot on our minds.

1. Travel: When getting to the events that you will be attending, it is important to make sure you check the weather and road conditions. Make sure your vehicle is in good working order. It seems that when the cold weather hits, tire pressure decrease. Check the tire pressure on your vehicles. Make sure your tires are in good shape, have tires that have an M/S rating. Batteries should be checked and windshield wipers replaced. Keep emergency supplies in the vehicle; a blanket, food, water, and a flashlight.

2. Food: at the event, look out for our elderly folks. A lot of the food we ingest is high in sodium. If there is too much salt in the food, it could create a problem for

them physically such as congestive heart failure.

3. Choking: Be careful on food, be careful putting too much food in your mouth, especially during conversation. The most common choking events happen during the super bowl, chicken wings, funny commercials and one inhales a wing. Happens more than you know. Do you know how to help someone who is choking? It might be a good idea to brush up on your first aid/CPR skills.

4. Falls: Yes, falls to a lower elevation happen very often. Those putting up Christmas lights, Santa's on the roof etc., without fall protection, sliding and falling off that roof's edge. These falls have problematic consequences. Wear your fall protection. Also, use de-ice or other products on the sidewalks of your home which

might have ice or snow during the winter season.

5. Keep yourself in good shape: Many folks have suffered heart attacks shoveling snow. Though shoveling snow can be a good workout, don't overdo it.

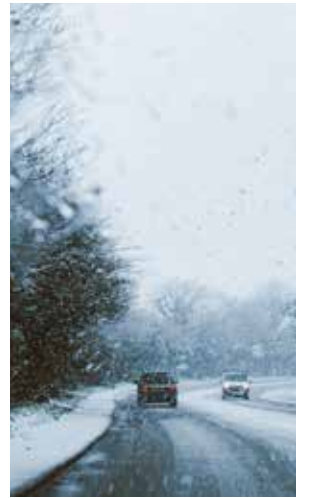
6. Sugar: As good as it is, it is not really that healthy for you. Eat in moderation. Keep yourself hydrated, drink a lot of water, some say half your weight, even during the winter season.

7. Alcohol: holiday cheer, make sure you indulge responsibly. If needed, it might be a good idea to have a designated driver. There is no reason to spend the night in the county Hilton (jail) due to having too much drink.

8. Accidents: Job-site seems to increase. Distractions from this time of season can be the reason. Many job tasks are very hazardous. You need to have your head in the game. Multi-tasking or distractions especially this time of year require us to be more disciplined mentally.

These are just a few reminders, there are more we could talk about, but being safe at home is important, not just at the job-site.

Let's be safe out there.



Upcoming Events



DECEMBER

- DEC. 13TH - BOARD MEETING DAY
- DEC. 18TH - JAN. 2ND OFFICE CLOSED
- DEC. 24TH - CHRISTMAS EVE
- DEC. 25TH - CHRISTMAS DAY

JANUARY

- JAN. 1ST - NEW YEAR'S DAY - OFFICE CLOSED
- JAN. 8TH - RRP CLASS AT BNCW OFFICES
- JAN. 16TH - WENATCHEE WILD HOCKEY GAME
- JAN. 17TH - BOARD MEETING DAY

FEBRUARY

- FEB. 2ND - HOME SHOW SET UP
- FEB. 3RD - 4TH - HOME SHOW
- FEB. 14TH - VALENTINES DAY
- FEB. 21ST - BOARD MEETING

2024

- JUN. 21ST - 28TH ANNUAL BNCW GOLF
- SEPT. 19TH - 10TH ANNUAL CHEFS ON TOUR
- SEPT. 20TH - 22ND - 30TH ANNUAL HOME TOUR



VISIT OUR NEW UPDATED WEBSITE FOR MORE INFORMATION!



Building North Central Washington is a nonprofit trade association dedicated to promoting and protecting the North Central Washington building industry for the preservation and growth of the local economy, small business and quality of life.



LOCATED AT:
2201 N. Wenatchee Ave. Wenatchee, WA 98801
PHONE: (509) 293-5840
Email us for more information:
Info@BuildingNCW.org
Visit us online at:
www.BuildingNCW.org



Kathy Z. Smithson
720 Valley Mall Pkwy, East Wenatchee



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Real Estate Top Properties Douglas County October 2023

Residential

Sale Price	Address	Total Acres	Year Built	Residential Area	Basement Area	Bedr.	Bathr.	Garage Area
\$6,500,000	1905 N WENATCHEE AVE, WENATCHEE	2.11	1993	22984	0			0
\$4,688,000	4034 US HWY 97A , CHELAN	0.76	1946	1764	0	3	2	448
\$4,688,000	4034 US HWY 97A , CHELAN	0.76	1946	1764	0	3	2	1334
\$2,000,000	W NO SEE UM RD , CHELAN	42.34	0	0	0			0
\$1,850,000	17731 N SHORE DR, LAKE WENATCHEE	0.16	2022	1452	1452	5	3.5	480
\$1,655,000	170 WALL ST, MANSON	0.34	2008	3227	0	4	5	650
\$1,600,000	12655 SHORE ST, LEAVENWORTH	1	2005	4187	0	3	2.5	768
\$1,463,647	341 ORCHARD VIEW DR, CHELAN	0.7	2022	2396	864	4	3.5	730
\$1,300,000	126 COLES VIEW LN, CHELAN	0.38	2021	2381	0	3	3	450
\$1,250,000	1105 WASHINGTON AVE, CHELAN FALLS	4.71	2014	1156	0	2	2	1156
\$1,250,000	1105 WASHINGTON AVE, CHELAN FALLS	4.71	2014	1156	0	2	2	1440
\$1,150,000	15730 CEDAR BRAE RD, LAKE WENATCHEE	0.52	2001	1498	480	2	2	480
\$1,100,000	61 A ST, CHELAN FALLS	0.72	0	0	0			0
\$1,100,000	60 A ST, CHELAN FALLS	1.46	0	20400	0			0
\$1,100,000	UNASSIGNED , CHELAN FALLS	0.41	0	0	0			0
\$1,100,000	20 A ST, CHELAN FALLS	1.26	0	0	0			0
\$1,000,000	124 PINNACLE PL, CHELAN	0.44	1994	1239	1239	3	2.5	625
\$995,000	900 LOOP AVE, MANSON	2.56	2002	3713	1013	4	4.5	948
\$990,000	2058 BROADCREST CT, WENATCHEE	0.31	2002	4060	0	4	4.5	840
\$985,000	7645 RUSS RD, MALAGA	2.04	2004	3506	0	3	3.25	945
\$930,000	4902 YAKSUM CANYON RD, CASHMERE	0.85	2002	2279	1092	3	2.5	0
\$929,000	17910 N SHORE DR, LAKE WENATCHEE	0.33	2005	1722	997	3	2.5	0
\$924,900	12290 VILLAGE VIEW DR, LEAVENWORTH	1.12	2003	1864	0	3	2	896
\$920,000	341 LEONARD LN, PLAIN	2.5	2008	1076	840	5	3	0
\$899,900	12600 PROWELL ST, LEAVENWORTH	2.61	0	0	0			0
\$875,000	24317 SADDLE ST, PLAIN	0.3	0	0	0			0
\$875,000	24318 SADDLE ST, PLAIN	0.27	1972	1344	0	1	1	0
\$872,500	7915 ENTIAT RIVER RD, ENTIAT	2.03	2004	2384	0	3	2.5	832
\$850,000	208 E WOODIN AVE, CHELAN	0.06	1941	2000	0			0
\$850,000	11680 EAGLE CREEK RD, LEAVENWORTH	1.25	0	0	0			0
\$805,000	UNASSIGNED , CASHMERE	5	0	0	0			0
\$805,000	UNASSIGNED , CASHMERE	19.47	0	0	0			0
\$800,000	1113 RUE JOLIE , WENATCHEE	1.07	1991	2493	0	3	3	868
\$800,000	145 BOGEY BLVD, CHELAN	0.4	1986	1894	1814	3	3	0
\$795,000	1906 ROCKLUND DR, WENATCHEE	0.57	1977	1762	1762	5	3	484
\$795,000	3509 BURCHVALE RD, WENATCHEE	0.68	1974	1250	1250	4	2.5	368
\$789,000	2636 COTTONWOOD LN, LAKE WENATCHEE	0.78	1990	1296	0	3	1	1685
\$780,500	517 EASY ST, WENATCHEE	2.88	1916	2233	1410	4	1.75	870
\$780,000	11769 PEAR TREE CT, LEAVENWORTH	0.57	1992	2443	1738	4	3	550
\$779,000	6020 CAMPBELL RD, PESHASTIN	9.51	1994	2760	0	3	3	600
\$765,000	649 SWANSON GULCH RD, CHELAN	10.03	1920	2388	0	4	3	0
\$750,000	500 HAWKS RIDGE RD, CHELAN	22.15	2001	1432	0	2	1	0
\$750,000	500 HAWKS RIDGE RD, CHELAN	22.15	2001	1432	0	2	1	0
\$750,000	500 HAWKS RIDGE RD, CHELAN	22.15	2001	1432	0	2	2.5	0
\$750,000	500 HAWKS RIDGE RD, CHELAN	22.15	2001	1432	0	2	2.5	0
\$740,000	149 NEVADELLE LN, LEAVENWORTH	1.96	2000	1440	0	2	2	280
\$740,000	872 AUTUMN CREST DR, WENATCHEE	0.6	2022	2349	0	3	2.5	904
\$740,000	131 NEVADELLE LN, LEAVENWORTH	4.16	0	0	0			0
\$735,000	UNASSIGNED , ENTIAT	480	0	0	0			0
\$735,000	UNASSIGNED , ENTIAT	157.28	0	0	0			0
\$729,500	100 LAKE CHELAN SHORES DR, CHELAN	0	0	1060	0			0
\$725,000	UNASSIGNED , ENTIAT	1.71	0	0	0			0
\$719,000	17524 N SHORE DR, LAKE WENATCHEE	0.56	1985	960	0	1	1	1280
\$715,000	19600 SR 207 , LAKE WENATCHEE	5.4	2001	1482	936	3	2	0
\$715,000	1517 S WENATCHEE AVE, WENATCHEE	0.28	1997	4200	0			0
\$695,000	6256 FOREST RIDGE DR, WENATCHEE	0.73	1986	2322	686	4	2.75	504
\$692,990	143 SIENNA RD, WENATCHEE	0.14	2022	2793	0	4	3	532
\$689,500	154 SUN VALLEY DR, WENATCHEE	0.29	2013	2224	0	3	2	837
\$675,000	420 N NAVARRE ST, CHELAN	0.2	1941	988	676	3	1	336
\$675,000	UNASSIGNED , CHELAN	0.19	0	0	0			0
\$660,000	1040 CASTLEROCK AVE, WENATCHEE	0.3	1935	1648	1248	4	2	480
\$650,000	418 N LAKE ST, CHELAN	0.18	1958	1757	0	3	2	382
\$650,000	25 SUMMERSET PL, MANSON	0.2	2017	1844	0	3	2	576
\$645,000	101 HASSAN ST, CASHMERE	0.39	2021	2156	0	4	2.5	468
\$644,000	2010 CENTER COURT DR, WENATCHEE	0.4	1990	2258	0	4	2.5	648
\$637,500	12623 MAPLE ST, LEAVENWORTH	1.38	1985	1978	1176			0
\$637,500	UNASSIGNED , LEAVENWORTH	0.67	0	0	0			0
\$625,000	100 LAKE CHELAN SHORES DR, CHELAN	0	0	1025	0			0
\$620,000	1605 CASTLEROCK AVE, WENATCHEE	0.38	1925	2006	1092	4	2	400
\$616,000	105 PERRY WRIGHT LN, MANSON	0.53	2022	952	0	1	1	2040
\$613,000	3052 RIVIERA BLVD, MALAGA	0.39	1998	1040	1040	3	2	440
\$603,058	209 E ELI LN, CHELAN	0.15	1951	2208	0	6	4	0
\$603,058	UNASSIGNED , CHELAN	0.14	0	0	0			0
\$600,000	11156 NORTH RD, LEAVENWORTH	1.17	1978	1557	1524	3	2	0
\$600,000	100 LAKE CHELAN SHORES DR, CHELAN	0	0	884	0			0
\$588,000	UNASSIGNED , LEAVENWORTH	0.46	0	0	0			0
\$586,500	UNASSIGNED , ENTIAT	19.57	0	0	0			2500
\$580,000	1725 ANGELA ST, WENATCHEE	0.22	1996	1326	1230	4	3	0
\$579,900	1939 JOLEN DR, WENATCHEE	0.5	2003	1767	0	3	2	572

Sale Price	Address	Total Acres	Year Built	Residential Area	Basement Area	Bedr.	Bathr.	Garage Area
\$574,000	5900 WEBSTER WY, CASHMERE	0.53	0	0	0			0
\$570,000	221 ORCHARD ST, LEAVENWORTH	0.48	1942	1948	0	3	2.5	0
\$565,000	230 E FARNHAM AVE, CHELAN	0	0	1232	0			0
\$560,000	1404 MADISON ST, WENATCHEE	0.25	1959	1928	960	3	3	672
\$555,000	2953 MISSION RIDGE RD, WENATCHEE	0.65	1999	1490	1025	2	2	699
\$550,000	808 W MANSON RD, CHELAN	0	0	1080	0			0
\$534,000	5271 MISSION CREEK RD, CASHMERE	0.25	1978	1616	0	3	2	676
\$534,000	5271 MISSION CREEK RD, CASHMERE	0.25	1978	1616	0	3	2	900
\$534,000	5269 MISSION CREEK RD, CASHMERE	0.48	0	0	0			0
\$529,900	100 N ELLIOTT AVE, WENATCHEE	0.25	1961	1459	1459	3	2.5	416
\$529,900	100 N ELLIOTT AVE, WENATCHEE	0.25	1961	1459	1459	3	2.5	552
\$525,000	6768 FLOWERY DIVIDE RD, CASHMERE	1.43	1999	1104	0	3	1	384
\$525,000	805 STARGAZER LN, LEAVENWORTH	20.4	2009	1134	0			0

Farm

Seller	Buyer	Sale Price	Street	Total Acres
STEMILT GROWERS LLC	WHITE WENATCHEE III LLC	\$17,200,000	S WARD AVE	9.19
HARDWAY HOLDINGS LLC	PADILLA, VICTOR & ANA	\$650,000		10
PICHINI, TOM	DE LA CRUZ INVESTMENTS LLC	\$550,000	URBAN INDUSTRIAL WAY	1.31
MIKKELSEN ESTATE, DALE F	CITY OF ROCK ISLAND	\$212,110	DOUGLAS ST	0.87
HARDWAY HOLDINGS LLC	FEIL, ANDREW	\$150,000		10
ASHLEY, LORI	LECKENBY, L SUSAN	\$60,000		315
GATEWAY OPPORTUNITY ZONE OPERATING BUSINESS LLC	DOUGLAS COUNTY TLS	\$50,325	1st St SE	13.94
MATTHIESEN, ROBERT A	MALDONADO, DONATO TREJO & M TEREZA TREJO	\$32,000		39
LORAN, MOLLYROSE	PRESTON, MICHAEL J	\$1,000		421.74
HENNIGH, TOMMY G & DAPHNE B	PUBLIC UTILITY DISTRICT NO. 1 OF DOUGLAS COUNTY	\$500		21.56

Marketing 101

Jennifer Bushong

Owner of JBe Marketing Group, LLC.,



Shop, Drop, and Be Merry!

Holiday shopping often brings new customers. According to the National Retail Federation, holiday spending is expected to reach record levels during November and December and will grow between 3% and 4% over 2023 [VF1] to between \$957.3 billion and \$966.6 billion.

Great marketing leading up to the holiday season is a great time to not only retain your loyal customers, but show the benefits of your products and services over your competitors.

Demonstrate why your business cares about its customers and truly values their business.

While the hustle and bustle can be the merriest time of the year to increase profits, it could also be disastrous if you forgo customer service.

Here are a few ideas to consider this holiday season:

1. Know your customers: Now more than ever, is the time to target

your customers. Identify which marketing techniques worked well in 2023.

Analyze metrics and sales volume. Outline 2024 campaigns that will drive new growth opportunities. Set initial strategies for 2024 with fluidity to tweak throughout the year.

2. Offer limited time:

If you plan to offer an end of the year sale or discount before Christmas, make the savings or service that your new or existing customer cannot refuse.

Consider a wraparound weekend sale or offer a special coupon code to gain eyeballs back to your website. Capture customers' email through sign-up or subscriptions and you will have the ability to market to them throughout the new year.

3. Engage your customers:

Now is the time to send a holiday greeting, conduct a quick two-question survey, or offer an in-store giveaway. The holiday season is a

great time to engage customers in a discussion that establishes a relationship and builds trust for potential future sales. It will set the business up for a strong first quarter.

Implementing good marketing tactics will help ease overall customer demands and offer the ability to shop, drop (more dollars) and be merry to roll into 2024.

Jennifer Bushong, MA is the owner of JBe Marketing Group, LLC., a full-service marketing and communications firm in Washington State. Bushong earned a Master of Arts in Journalism with a concentration in public relations from Kent State University and graduated cum laude with a communication degree from the University of Washington. To connect, email jennifer@jbemarketinggroup.com or visit www.jbe-marketing.com

Real Estate

Top Properties Chelan County **October 2023**

Buyer	Seller	Sale Price	Street	City	Legal acreage	Year Built	Living Area	Bed-rooms	Bath-rooms	Pool	Fire-place
WENATCHEE HOTEL LLC	TROPICANA INN-VESTMENTS 2.0 LLC	\$6,500,000	1905 N WENATCHEE AVE	WENATCHEE	2.11	1993	22984			N	N
4034 CHELAN LLC	CLOUSE JAMES I	\$4,688,000	4034 US HWY 97A	CHELAN	0.76	1946	1764	3	2	N	Y
NOSEUM LAND COMPANY	NO SEE-UM ORCHARDS	\$2,000,000	W NO SEE UM RD	CHELAN	42.34	0	0			N	N
GOOD BOY MAX LLC	JAPA PROPERTIES LLC	\$1,850,000	17731 N SHORE DR	LAKE WENATCHEE	0.16	2022	1452	5	3.5	N	Y
INGALLS DEREK Z & JOY L	KING CHERI L	\$1,655,000	170 WALL ST	MANSON	0.34	2008	3227	4	5	Y	Y
WANG JESSE	PEERY KELTON M & PATRICIA A	\$1,600,000	12655 SHORE ST	LEAVENWORTH	1	2005	4187	3	2.5	N	Y
PERRYMAN FRANK JR	TSILLAN VIEW PROPERTIES LLC	\$1,463,647	341 ORCHARD VIEW DR	CHELAN	0.7	2022	2396	4	3.5	Y	Y
GILLIS DARRIN & CAROLE	JESUS MATTHEW & BRITTANY	\$1,300,000	126 COLES VIEW LN	CHELAN	0.38	2021	2381	3	3	Y	N
EVANS TYLER N & RAYE L	ROSS DANIEL H & JOY LIVING TRUST	\$1,250,000	1105 WASHINGTON AVE	CHELAN FALLS	4.71	2014	1156	2	2	N	N
MC PHEE JAMES & DANA	KIRBY JERRY D	\$1,150,000	15730 CEDAR BRAE RD	LAKE WENATCHEE	0.52	2001	1498	2	2	N	Y
K & B REAL ESTATE INVESTMENTS LLC	TROUT BLUE CHELAN INC	\$1,100,000	60 A ST	CHELAN FALLS	1.46	0	20400			N	N
DUNLAP ERIN L	CORBIN JOHN D & COLLEEN	\$1,000,000	124 PINNACLE PL	CHELAN	0.44	1994	1239	3	2.5	N	Y
PEPPLE MARCUS ETAL	TORGESEN ALLAN K & P NYA L	\$995,000	900 LOOP AVE	MANSON	2.56	2002	3713	4	4.5	N	Y
O SULLIVAN LIAM P & GENEVIEVE L	BRINE COLIN G & LYNDA J FINEGOLD	\$990,000	2058 BROADCREST CT	WENATCHEE	0.31	2002	4060	4	4.5	N	Y
ROWE COREY A & ROWE ANNA E	ANDERSON CHARLES	\$985,000	7645 RUSS RD	MALAGA	2.04	2004	3506	3	3.25	N	N
SHIVELY ROGER & LESOWSKE ANDIE	WHITE J EVERETT & PAMELA L	\$930,000	4902 YAKSUM CANYON RD	CASHMERE	0.85	2002	2279	3	2.5	N	N
WHISLER JOHN A ETAL	SCHMIDT STEVEN	\$929,000	17910 N SHORE DR	LAKE WENATCHEE	0.33	2005	1722	3	2.5	N	N
MILAN RUTH A	FULLER GEORGE C JR	\$924,900	12290 VILLAGE VIEW DR	LEAVENWORTH	1.12	2003	1864	3	2	N	N
LINDSTROM ERIC R & LISA A	PETERSON MARK & HOLLAND	\$920,000	341 LEONARD LN	PLAIN	2.5	2008	1076	5	3	N	N
LENDERMAN MICAH & CHELSEA	RIGGS CLIFFORD	\$899,900	12600 PROWELL ST	LEAVENWORTH	2.61	0	0			N	N
SLAGLE MARK	CLAWSON GARY G CO TRUSTEE	\$875,000	24318 SADDLE ST	PLAIN	0.27	1972	1344	1	1	N	Y
SKEELS MICHAEL T & JUNE A	MC GINNIS EARL J & CONNIE J	\$872,500	7915 ENTIAT RIVER RD	ENTIAT	2.03	2004	2384	3	2.5	N	N
BLP CHELAN 2 LLC	KOENIG DAVID M	\$850,000	208 E WOODIN AVE	CHELAN	0.06	1941	2000			N	N
NUNATAK LLC	CVN LLC	\$850,000	11680 EAGLE CREEK RD	LEAVENWORTH	1.25	0	0			N	N
HARDEN AGRICULTURE LLC	HARDEN DARYL E	\$805,000	UNASSIGNED	CASHMERE	19.47	0	0			N	N
MC KINNON TYLER & LINDSEE	MAYNARD JAMES & MARY	\$800,000	1113 RUE JOLIE	WENATCHEE	1.07	1991	2493	3	3	N	N
CANTOR JONATHAN M ETAL	COX DONALD T	\$800,000	145 BOGEY BLVD	CHELAN	0.4	1986	1894	3	3	Y	N
RICE SEAN M & KRISTEN P	KASSEL PHILLIP & AMANDA	\$795,000	1906 ROCKLUND DR	WENATCHEE	0.57	1977	1762	5	3	N	Y
CARTE COCROFT SUZANNE & COCROFT STEVEN	DUEROCK ROY A	\$795,000	3509 BURCHVALE RD	WENATCHEE	0.68	1974	1250	4	2.5	N	Y
HALL DALE & ANNA	POTTER RICHARD L	\$789,000	2636 COTTONWOOD LN	LAKE WENATCHEE	0.78	1990	1296	3	1	N	N
HUSTED NICHOLAS S & ADAMS JESSICA M	OSBORNE DONALD J III & JENNIFER S	\$780,500	517 EASY ST	WENATCHEE	2.88	1916	2233	4	1.75	N	Y
JOHNSON BRIAN & BONNIE	MC CLASKEY SUSANNE	\$780,000	11769 PEAR TREE CT	LEAVENWORTH	0.57	1992	2443	4	3	N	Y
MARTIN AMANDA	WILLIAMS DOUGLAS V & CYNTHIA A TRUST	\$779,000	6020 CAMPBELL RD	PESHASTIN	9.51	1994	2760	3	3	N	Y
SHUMWAY JEFFREY S & MELISSA A	PRILL ANDY & MICHELLE	\$765,000	649 SWANSON GULCH RD	CHELAN	10.03	1920	2388	4	3	N	N
MARTIN JARED R & ADRIANE	TNT PROPERTIES LLC	\$750,000	500 HAWKS RIDGE RD	CHELAN	22.15	2001	1432	2	1	N	Y
KLUNE TRAVIS	LINE JOHN W & SCOTT SWIONTEK	\$740,000	149 NEVADELLE LN	LEAVENWORTH	1.96	2000	1440	2	2	N	Y
REGISTER BROOKE & MEREDITH JEB	HUBER HOMES OF WENATCHEE LLC	\$740,000	872 AUTUMN CREST DR	WENATCHEE	0.6	2022	2349	3	2.5	N	Y
KLUNE TRAVIS	LINE JOHN W & SCOTT SWIONTEK	\$740,000	131 NEVADELLE LN	LEAVENWORTH	4.16	0	0			N	N
95 TWELVE LLC	FORDYCE SAMUEL W	\$735,000	UNASSIGNED	ENTIAT	480	0	0			N	N
95 TWELVE LLC	FORDYCE SAMUEL W	\$735,000	UNASSIGNED	ENTIAT	157.28	0	0			N	N
TAJUDDIN BRIAN J & EMILY L ETAL	LEBERT GARY D & MICHELLE J ETAL	\$729,500	100 LAKE CHELAN SHORES DR	CHELAN	0	0	1060			N	N
SJ COLUMBIA RIVER LLC	HARRIS ORCHARD CO L P	\$725,000	UNASSIGNED	ENTIAT	1.71	0	0			N	N
TIPTON TIIMOTHY & FRASER KATHRYN	KING OTTO	\$719,000	17524 N SHORE DR	LAKE WENATCHEE	0.56	1985	960	1	1	N	N
MCINERNEY TANNER & AMY	SULLIVAN DANIEL J & MAUREEN T TRTEES	\$715,000	19600 SR 207	LAKE WENATCHEE	5.4	2001	1482	3	2	N	N
MOA PROPERTIES LLC	VAN HOVEN RODNEY & BONITA ETAL	\$715,000	1517 S WENATCHEE AVE	WENATCHEE	0.28	1997	4200			N	N
KWON PAUL Y & STEPHANIE S	CHICK TYSON & JENNIFER	\$695,000	6256 FOREST RIDGE DR	WENATCHEE	0.73	1986	2322	4	2.75	N	Y
PICKERING MICHAEL J & THERESA D	SIENNA 41 LLC	\$692,990	143 SIENNA RD	WENATCHEE	0.14	2022	2793	4	3	N	N
JOHNSON TERRY & ELIZABETH	SCOTT MICHAEL D ETAL	\$689,500	154 SUN VALLEY DR	WENATCHEE	0.29	2013	2224	3	2	N	N
CAMPANELLA JOHN	SHUMWAY JEFFREY S & MELISSA A	\$675,000	420 N NAVARRE ST	CHELAN	0.2	1941	988	3	1	N	Y
PEERY JEFFREY & SARAH	BROXSON MICHAEL & JULIE	\$660,000	1040 CASTLEROCK AVE	WENATCHEE	0.3	1935	1648	4	2	N	Y
DUFFY ALEX W	BYPASS TRUST U/W WILLIAM JAMES CURRIER	\$650,000	418 N LAKE ST	CHELAN	0.18	1958	1757	3	2	N	Y
KIRKSEY JULIA R ETAL	PEPPLE MARCUS D ETAL	\$650,000	25 SUMMERSET PL	MANSON	0.2	2017	1844	3	2	N	N

Real Estate

Top Properties Chelan County **October 2023**

Buyer	Seller	Sale Price	Street	City	Legal acreage	Year Built	Living Area	Bed-rooms	Bath-rooms	Pool	Fire-place
LOPEZ OLGUIN PAUL & ALVAREZ SANCHEZ ANA	ALANIZ FERNANDO & INIESTA DIAZ MIGUEL A	\$645,000	101 HASSAN ST	CASHMERE	0.39	2021	2156	4	2.5	N	Y
HOROCHOWSKI LEONARDO A & MC CAIN KYLA M	MEINER FRED D	\$644,000	2010 CENTER COURT DR	WENATCHEE	0.4	1990	2258	4	2.5	N	Y
CLOUD CHRISTOPHER R & BRAUN ANDRIANNE E	ANDERSON RONALD B & MADALYN K	\$637,500	12623 MAPLE ST	LEAVENWORTH	1.38	1985	1978			N	N
MC KAY MICHAEL W	MATSON CHRISTA & MCSWEENEY PATRICK	\$625,000	100 LAKE CHELAN SHORES DR	CHELAN	0	0	1025			N	N
SNIVELY AMY E & MILES JANICE L	YENNEY CHAD & RHONDA L	\$620,000	1605 CASTLEROCK AVE	WENATCHEE	0.38	1925	2006	4	2	N	Y
THORNBURGH INVESTMENTS LLC	AXTMAN BRUCE T REVOCABLE TRUST	\$616,000	105 PERRY WRIGHT LN	MANSON	0.53	2022	952	1	1	N	N
MASHBURN BILLY F & TAYLOR MELISSA L	CHARLES SEAN M & KATIE R	\$613,000	3052 RIVIERA BLVD	MALAGA	0.39	1998	1040	3	2	N	N
ECKES FREDERICK R & SMITH GARY L LIVING TRUST	SMITH GARY ETAL	\$603,058	209 E ELI LN	CHELAN	0.15	1951	2208	6	4	N	N
HOKSBERGEN BRANDON M & DANIELLE R	AMBROSE JACK J	\$600,000	11156 NORTH RD	LEAVENWORTH	1.17	1978	1557	3	2	N	Y
LINTON JAMES E & DANA L	LCS 17-10 LLC	\$600,000	100 LAKE CHELAN SHORES DR	CHELAN	0	0	884			N	N
NORMAN PETER	JOHNSON BRIAN & BONNIE	\$588,000	UNASSIGNED	LEAVENWORTH	0.46	0	0			N	N
CHRISTENSEN GARN G	SANRAY ORCHARDS LLC	\$586,500	UNASSIGNED	ENTIAT	19.57	0	0			N	N
CHARLES SEAN M & KATIE R	MUNDY DAVID & LINDA	\$580,000	1725 ANGELA ST	WENATCHEE	0.22	1996	1326	4	3	N	Y
WOODALL HENRY & BEVERLY	FRENCH WILLIAM ETAL	\$579,900	1939 JOLEN DR	WENATCHEE	0.5	2003	1767	3	2	N	N
MILLER MICHAEL L & MARGARET A	JOYA RUDY & BETHANY	\$574,000	5900 WEBSTER WY	CASHMERE	0.53	0	0			N	N
RAMOS OREA HUGO & RAMOS ARELI	MC KINNEY TRACY K	\$570,000	221 ORCHARD ST	LEAVENWORTH	0.48	1942	1948	3	2.5	N	N
BENNETT MICHAEL & ELIZABETH	COURTNEY STEWART F	\$565,000	230 E FARNHAM AVE	CHELAN	0	0	1232			N	N
LAFAYETTE ANDRE P & GENNIS M	GOOD TERESA & LONNIE	\$560,000	1404 MADISON ST	WENATCHEE	0.25	1959	1928	3	3	N	Y
TAYLOR RICHARD & TAMRA	VICKERY DON & PATTY	\$555,000	2953 MISSION RIDGE RD	WENATCHEE	0.65	1999	1490	2	2	N	Y
MANGINI ELIZABETH A	LEE FRED	\$550,000	808 W MANSON RD	CHELAN	0	0	1080			N	N
LEE JAKOB JT & DIANE R	HADLEY CELAINE	\$534,000	5271 MISSION CREEK RD	CASHMERE	0.25	1978	1616	3	2	N	Y
MAHANEY KEVIN M & ERIN N	SMITH-WHITAKER LOLA	\$529,900	100 N ELLIOTT AVE	WENATCHEE	0.25	1961	1459	3	2.5	N	Y
DENNETT ALEXANDER & KRISTIN	JACOBS AARON J & NICOLE S	\$525,000	6768 FLOWERY DIVIDE RD	CASHMERE	1.43	1999	1104	3	1	N	N
SLABY STEPHEN & GINA M	PARKS GAVIN & LYNETTE E	\$525,000	805 STARGAZER LN	LEAVENWORTH	20.4	2009	1134			N	N
FCS INTERNATIONAL INC	CASHMERE ASSEMBLY OF GOD	\$515,000	5900 KIMBER RD	CASHMERE	4.38	0	0			N	N
ZHOU YAOJIE & SUN YAN	PURINTON JANET M ETAL	\$510,000	609 OLYMPUS DR	WENATCHEE	0.25	1995	1656	3	2.5	N	Y
ORTIZ SHARON	PETTY RITA	\$505,000	1910 HIDEAWAY PL	WENATCHEE	0.18	1997	1762	3	2	N	N
BLAINE GEORGE & ERIKA	WASKIEWICZ CATHY L	\$499,000	322 W WOODIN AVE	CHELAN	0	0	569			N	N
YOUNG MAX L JR & SYCALIK JENNIFER L	MC KEE MICHAEL A	\$490,000	1406 MILLERDALE AVE	WENATCHEE	0.18	1979	1242	3	2	N	Y
RIVERA ROSA E	HERNANDEZ VALENTE P	\$480,000	2112 5TH ST	WENATCHEE	0.35	1989	1894	4	2	N	N
O FARRELL KRISTEN A & NICHOLAS J	LARSEN DONNA MAE	\$480,000	2972 HEDDING ST	ENTIAT	0.4	2000	1860			N	N
MALAGA SPRINGS LLC	DAY LISA	\$475,000	203 BRANDI LN	WENATCHEE	0.18	2003	1672	3	2	N	N
HALL JENNIFER	JOHNSON DEAN C & SUSAN L	\$470,000	304 CHAPEL ST	CASHMERE	0.28	1931	1376	2	1.5	N	N
MARTINEZ STEPHANIE A	GREGORY KATHLEEN	\$470,000	19605 STATE RD	LAKE WENATCHEE	0.22	1994	1347			N	N
WALKER JOHN & RUIA	STASKIVIGE LEO A	\$467,000	1251 MILLERDALE AVE	WENATCHEE	0.16	1959	1515	4	2	N	Y
ECHO CABINS LLC	CHELAN OUTDOORS LLC	\$450,000	1801 COOPER GULCH RD	CHELAN	2.1	2012	1310			N	Y
ESPINOZA CECILIA M	BRADSHAW BILLY L	\$445,000	1316 WEDGEWOOD AVE	WENATCHEE	0.23	1976	1696	3	1.75	Y	N
RYAN ROGER P & SHIRLEY A	DIEFFENBACHER DELORES D & GARY R	\$440,000	1223 WOODS ST	WENATCHEE	0.12	2005	1625			N	N
DIMMITT STEVEN C		\$425,000	3391 ALLEN LN	PESHASTIN	0.38	1992	1708			N	N
COFFIN DOMINIQUE & ASHLEY	CRAWFORD MELINDA A	\$425,000	100 S DOUGLAS ST	CASHMERE	0.16	1940	1863	6	4.5	N	Y
OROZCO FRANCISCO ETAL	SERAFINI KAREN M	\$425,000	1375 MANSON BLVD	MANSON	0.74	1988	1568			N	N
HESSBURG JOHNETTE M	MARTIN SUZANNE	\$424,000	1601 MAIDEN LN	WENATCHEE	0	0	1410			N	N



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Real Estate

October sees 4.1% decline in existing home sales nationwide

Recent statistics released by the National Association of Realtors® have unveiled a 4.1% decrease in existing home sales for October. This decline in sales activity reflects a broader trend experienced across all four major U.S. regions, with the Northeast, South, and West regions witnessing a drop while the Midwest remained unchanged. These figures mirror a consistent year-over-year decline in sales across the board.

Ward Media | Wenatchee Business Journal

The total number of existing home sales, encompassing completed transactions spanning single-family homes, townhomes, condominiums, and co-ops, plummeted by 4.1% in October, settling at a seasonally adjusted annual rate of 3.79 million.

Compared to October 2022, this marks a substantial 14.6% decrease from the previously recorded 4.44 million sales.

Chief Economist at NAR, Lawrence Yun, highlighted the persisting challenges faced by potential homebuyers.

“Prospective home buyers experienced another difficult month due to the persistent lack of housing inventory and the highest mortgage rates in a generation,” Yun stated.

“Multiple offers, how-

ever, are still occurring, especially on starter and mid-priced homes, even as price concessions are happening in the upper end of the market.”

The inventory of unsold existing homes registered a 1.8% increase from September, reaching 1.15 million units by the end of October.

However, despite this increase, it reflects a 5.7% drop from the inventory recorded one year ago (1.22 million units). At the current sales pace, the unsold inventory equates to a 3.6-month supply, slightly up from 3.4 months in September and 3.3 months in October 2022.

In terms of pricing, the median existing home sales price for all housing types surged to \$391,800, marking a 3.4% uptick from October 2022 (\$378,800).

This consistent rise in prices has been observed across all four U.S. regions.

Yun also emphasized the beneficial position of home sellers amidst these market conditions.

“While circumstances for buyers remain tight, home sellers have done well as prices continue to rise year-over-year, including a new all-time high for the month of October,” he said. “In fact, a typical homeowner has accumulated more than \$100,000 in housing wealth over the past three years.”

The Realtors® Confidence Index showed that properties typically lingered on the market for 23 days in October, slightly up from both September 2023 and October 2022.

An impressive 66% of homes were sold in less than a month.

Q&A

Continued from page 5

We rely on our volunteers, donors, and vendors to deliver a high-quality WAEF experience, and many of our events and projects overlap regarding preparations. To ensure that every detail is addressed, we manage checklists and prioritize our tasks to ensure we are ready for “go” time.

Our team works diligently to ensure that our events and programs run smoothly and that we provide a high-quality experience for our scholarship recipients and supporters.

What is your favorite part about your job and why?

As an educator, we have two favorite days: the first day of the school year because students are excited to be on campus and ready to pursue their dreams, and graduation day because students are proud of themselves for accomplishing their dreams and earning their degrees.

Through WAEF, I experience all of this: the first time I meet new scholarship recipients and present their award letters to them. I see pride, hope, and gratitude in their eyes. And at our student luncheon celebrations when we recognize our graduating seniors. Again, I see pridefulness in their eyes because they accomplished not only their dreams but their parent's dream of going to college and earning a degree.

What are some of your goals for WAEF?

WAEF has a memorandum of understanding (MOU) with a state university that matches up to 20% of our WAEF scholarship if the student is enrolled at their school. This unique partnership benefits our WAEF students and potentially may entice a student to attend their school. I would love to have more schools enter into similar partnerships with this type of agreement. It would be great to

have more schools enter into similar partnerships with this type of agreement, especially community colleges' technical and vocational programs. WAEF has many scholarships available for students interested in technical and vocational degrees with the intention of utilizing these degrees within the tree fruit industry. The goal is to create these partnerships with community colleges and then upscale to include universities.

In addition, increasing the number of scholarships and growing the volunteer base are also important objectives. As the scholarship awards increase, more individuals will be needed to serve on the scholarship committees and help with the selection process. Additionally, WAEF will require assistance in meeting the increased demand for student support services.

The biggest project that WAEF is taking on is our alum database. With over 3000 scholarship alums, it's crucial to have accurate

Regional variations

The October regional analysis of existing home sales shows various trends across the United States.

Northeast

In the Northeast, sales dropped by 4.0% compared to September, hitting an annual rate of 480,000, marking a significant 15.8% decrease from last October. The median price in this region surged to \$439,200, indicating a 7.5% increase from the previous year.

Midwest

Existing home sales remained steady at an annual rate of 930,000 in October, mirroring the previous month. However, they were down 13.9% compared to a year ago. The median price in the Midwest

climbed to \$285,100, showing a 4.2% rise from October 2022.

South

Existing home sales in the South saw a dip of 7.1% from September, reaching an annual rate of 1.69 million in October, marking a decline of 14.6% from the previous year. The median price in this region increased to \$357,700, indicating a 3.5% rise from the prior year.

West

Existing home sales in the West fell by 1.4% from the previous month, totaling an annual rate of 690,000 in October, down 14.8% from the same period last year. The median price in the West rose to \$602,200, displaying a 2.3% increase from October 2022.

First-time buyers accounted for 28% of sales in October, mirroring September's figures and remaining consistent with the previous year.

The annual share of first-time buyers, according to NAR's 2023 Profile of Home Buyers and Sellers, stands at 32%.

Cash sales remained at 29% of transactions, while individual investors or second-home buyers, comprising many cash sales, acquired 15% of homes in October, down from the previous month and year.

Distressed sales, such as foreclosures and short sales, held steady at 2% of total sales in October, showing negligible change

from last month and the previous year.

Freddie Mac reported that the 30-year fixed-rate mortgage averaged 7.44% as of November 16, marking a decline from the previous week but a notable increase from one year ago.

Breaking down property types, single-family home sales plummeted to a seasonally adjusted annual rate of 3.38 million in October, marking a 4.2% decrease from both September and the previous year.

The median price for existing single-family homes stood at \$396,100, reflecting a 3.0% increase from October 2022.

Conversely, existing

condominium and co-op sales recorded a seasonally adjusted annual rate of 410,000 units in October, representing a 2.4% decrease from September and a substantial 14.6% drop from one year ago. The median price for existing condos rose to \$356,000 in October, up 7.6% from the previous year (\$331,000).

Yun concluded with an optimistic outlook, suggesting the potential for improved housing inventory after the winter, leading into the spring season. “More inventory will result in more home sales,” he stated, signaling a potential shift in market dynamics in the upcoming months.

and updated information. Therefore, the information is being organized, and alums will be reached out to, hoping to reengage them as possible volunteers and attendees at the 30th student celebration luncheon next summer.

Who or what inspires you?

Mi Familia (My Family) means everything to me. Every step I take, I take with them in mind. They are my biggest supporters, and I always strive to make them proud.

When I got the job with WAEF, my dad cried tears of joy. He is proud that I am now working and representing the tree fruit industry that provided my family with employment, housing, and a livable wage. Higher education has always been my dad's passion, and he referred families and their children to me when I worked in higher education.

My mom cried during my hooding ceremony because I am the only one on both sides of the family to

have obtained a bachelor's, master's, and doctorate. I am grateful to my mom for helping me raise my kids while I pursued higher education. She was the one who looked after my children when I had to travel for my residences, internships, and doctoral research. Being a single parent while pursuing a degree and working full-time can be challenging, but my mom was my rock and partner in crime.

Therefore, mi familia es mi mundo (my family is my world)!

What do you like to do with your free time?

As I mentioned before, I love the outdoors, traveling, and cooking. I have a group of friends I continuously hike and pack back with, mainly locally, but I have gone on trips with them throughout the state and abroad. I love food and enjoy learning how to cook new dishes, especially from other countries and cultures. My favorite pastime is cooking, eating,

conversing, and laughing with my family.

Is there anything else you want our readers to know?

Our WAEF scholarship applications are currently available through our website at www.waef.org/scholarships, and the deadline is March 1, 2024. WAEF has two different applications: vocational and universal. The vocational application is for any individuals interested in pursuing a vocational or technical degree with the intention of utilizing the degree in the tree fruit industry. The universal application is for high school seniors or current college students with direct ties to the tree fruit industry and pursuing an undergraduate degree. If you have any questions about our scholarship applications, please feel free to call our office at 509-663-7713 or email us at scholarships@waef.org.

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Labor Area Reports

U.S. Labor Market shows modest movement in job openings and labor turnover

According to the latest report released by the U.S. Bureau of Labor Statistics, the landscape of job openings and labor turnover in September 2023 exhibited minimal changes. The data revealed that on the last business day of September, the number of job openings remained steady at 9.6 million. Concurrently, both hires and total separations experienced marginal adjustments at 5.9 million and 5.5 million, respectively.

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Within the spectrum of separations, voluntary resignations, or quits, accounted for 3.7 million, while layoffs and discharges stood at 1.5 million, showing nominal alterations.

The statistical release encompasses estimations pertaining to job openings, hires, and separations across the total nonfarm sector, segmented by industry and establishment size class.

Job Openings Insights

The data indicates a static figure in job openings, maintaining a firm stance at 9.6 million, with a corresponding unchanged rate of 5.7 percent.

Noteworthy variations in job openings were ob-

served across industries: an uptick in accommodation and food services by 141,000 positions and a surge in arts, entertainment, and recreation by 39,000 positions. Conversely, a decline was witnessed in other services (-124,000), the federal government (-43,000), and information (-41,000) sectors.

Hires and Industry Stability

In September, the number of hires persisted at 5.9 million, maintaining a consistent rate of 3.7 percent across all industries.

Separations Overview

Total separations, encompassing quits, layoffs, discharges, and other separations, recorded 5.5

million, maintaining a rate of 3.5 percent. The landscape of total separations witnessed a decrease in

state and local government education (-42,000) and nondurable goods manufacturing (-37,000), while federal government separations saw a rise (+8,000).

Specifically, voluntary resignations, a key indicator of employee mobility, remained at 3.7 million with an unaltered rate of 2.3 percent.

The information sector saw a rise in resignations (+24,000), while state and local government, excluding education, experienced a decline (-15,000).

Layoffs and discharges totaled 1.5 million, maintaining a rate of 1.0 percent, with a decrease observed in state and local government education (-22,000). Additionally, other separations remained relatively stable at 352,000.

Impact on Establishment Sizes

September saw minimal fluctuations in job openings, hires, and total separations across estab-

lishments with 1 to 9 employees.

However, establishments with 5,000 or more employees witnessed a slight decrease in the job openings rate.

The September data portrays a labor market with modest variations in job openings, hires, and separations across various sectors and establishment sizes.

This consistent trend signals stability in certain industries while reflecting mild shifts in others.

Town Toyota Center renews naming rights with Town Auto Group

Ward Media | Wenatchee Business Journal

The Town Toyota Center solidified a five-year extension of its naming rights partnership with the Town Auto Group.

According to Town Toyota Center, the alliance, spanning 15 years, has generated an average annual economic impact of \$7 million, totaling \$105 million across North Central Washington.

Town Toyota Center General Manager Mark Miller emphasized the significance of this prolonged collaboration, "The collaboration between the Town Auto Group and the Town Toyota Center has proven invaluable over the last 15 years, and we are excited to see where the next five years carry us. It is our

commitment to continue providing the Wenatchee Valley with entertainment and community resources that enrich the lives of all who live and visit here. Working together is what makes that possible."

General Manager of Town Toyota, Tony Lison, mirrored the same sentiments, explaining, "We are proud of what we have accomplished these past 15 years working together with the Town Toyota Center, and look forward to continuing to support the Wenatchee Valley in as many ways as possible."

Hosting an average of 300,000 guests annually, the Town Toyota Center has been home to various events and sports teams.

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Getting Your Vehicles Ready for

Winter SEASON

Essential winter car safety tips for business professionals

Ward Media | Wenatchee Business Journal

As the winter season blankets North Central Washington in a layer of frost, business professionals, and other drivers find themselves navigating icy roads and snow-covered landscapes.

Winter poses unique challenges for commuters, increasing the importance of prioritizing road safety. Whether you're a seasoned traveler or new to driving in winter conditions, adopting a proactive approach to winter car safety is crucial for safeguarding both yourself and your business commitments.

Tire Maintenance: The Foundation of Winter Safety

Start your winter safety checklist by examining the state of your tires. In cold temperatures, tire pressure tends to drop, affecting traction on slippery surfaces. Ensure that your tires are properly inflated

and have sufficient tread depth. Winter tires are designed to provide a better grip on snow and ice. Adequate traction is the first line of defense against winter road hazards.

Vehicle Inspections: The Devil is in the Details

Conduct a thorough pre-winter vehicle inspection. Check your brakes, battery, lights, and fluids. Cold temperatures can strain your vehicle's systems, and a breakdown in the midst of winter can be both inconvenient and hazardous. A well-maintained vehicle not only reduces the risk of mechanical issues but also contributes to a smoother and safer winter driving experience.

Emergency Kit: Preparedness Saves the Day

Prepare for the unex-

pected by assembling a comprehensive winter emergency kit. Include items such as blankets, a flashlight, extra clothing, non-perishable snacks, and a first aid kit. Additionally, keep a small shovel, ice scraper, and sand or kitty litter in your trunk to provide traction in case your vehicle gets stuck. Being prepared for emergencies is not just a personal safety measure; it's a commitment to fulfilling your professional obligations even in challenging conditions.

Drive Defensively: A Proactive Mindset

Winter conditions demand a shift in driving mentality. Adopt a defensive driving approach by maintaining a safe following distance and reducing your speed in adverse weather. Accelerate and decelerate gradually to avoid skidding, and be cautious when approaching intersections. Remember that bridges and overpasses freeze before other road surfaces, so exercise additional

caution in these areas.

Stay Informed: Weather Updates for Safer Travels

Stay ahead of winter storms by staying informed about weather conditions. Check the forecast before embarking on a journey and adjust your plans accordingly. In case of severe weather warnings, consider postponing non-essential trips. Real-time information empowers you to make informed decisions, ensuring both your safety and the continuity of your business commitments. Washington State Department of Transportation has a convenient app to provide real-time updates for road conditions and closures.

Communication is Key: Update and Share Your Plans

Keep colleagues, clients, or family members in-

formed about your travel plans. Share your expected route and arrival time, and notify them of any changes due to weather conditions. In the event of a delay or emergency, having a communication plan in place ensures that others are aware of your situation and can provide assistance if needed. Winter car safety is not just a personal responsibility; it's a commitment to maintaining business continuity even in challenging conditions. By proactively addressing tire maintenance, conducting regular vehicle inspections, assembling an emergency kit, adopting a defensive driving approach, staying informed about weather conditions, and communicating your plans, you can navigate winter roads with confidence. Remember, safety is not a compromise – it's an investment in your well-being and the success of your professional endeavors.



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Getting Your Vehicles Ready for

Winter SEASON

Fleet maintenance strategies for small and medium businesses

Ward Media | Wenatchee Business Journal

As the cold season descends upon us, businesses operating fleets of vehicles face unique challenges in maintaining safety and efficiency on winter roads. Navigating the frosty and unpredictable conditions requires a comprehensive approach, from winterizing vehicles to training drivers for adverse weather and leveraging cutting-edge technology solutions for real-time tracking and monitoring.

One of the foremost



STOCK PHOTO

challenges businesses encounter is the need to winterize their vehicles effectively. Winterizing goes beyond a simple oil change; it involves a close examination of your entire fleet. Ensuring that each vehicle is equipped with appropriate winter tires, properly inflated and in good condition, becomes critical. Cold temperatures can significantly affect tire pressure, and having the right tires can dramatically improve traction on our slippery winter roads.

However, our responsibility doesn't end with winterizing the fleet. Equipping our drivers with the necessary skills to handle adverse winter conditions is equally crucial.

Many businesses invest in specialized winter driving training programs for their drivers, emphasizing techniques for safe braking, steering, and

maintaining control on icy surfaces.

Driver education extends beyond the physical aspects of driving; it includes fostering an understanding of the unique challenges posed by winter weather, promoting vigilance, and encouraging proactive decision-making on the road.

In addition to vehicle preparation and driver training, businesses are increasingly turning to technology solutions to enhance fleet safety during winter. Real-time tracking and monitoring systems have become indispensable tools in the management of winter fleets. These technologies provide businesses with the ability to track the location and condition of each vehicle in real-time, allowing for swift responses to changing weather conditions or unexpected challenges.

Telematics, a technology that combines telecommunications and informatics, also plays a pivotal role in winter fleet safety. By collecting and analyzing data from vehicles, telematics systems offer insights into driver behavior, vehicle performance, and environmental conditions. This data can be used to identify areas for improvement, implement preventive maintenance measures, and even optimize routes to avoid hazardous conditions.

Implementing winter-specific technologies not only enhances safety but also contributes to operational efficiency. Businesses can proactively address potential issues, reducing downtime and minimizing the impact of winter on fleet performance.

Effective navigation of winter roads demands a holistic approach to fleet safety. From the meticulous preparation of ve-

hicles to the continuous training of drivers and the integration of advanced technologies, businesses should be proactive in their efforts to ensure a safe and efficient winter fleet. By

embracing this comprehensive guide, businesses can navigate the challenges of winter roads with confidence, safeguarding both their drivers and their bottom line.

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Lucky Dog Grooming Spa unleashes fur-tastic services in Brewster

Every dog may – or may not – have its day. But every lucky dog has its special day when it schedules an appointment at the new Lucky Dog Grooming Spa now open for business at 105 Bridge Street in Brewster. Located centrally between grooming shops in Chelan to the south and Omak to the north, Lucky Dog is close for Brewster, Bridgeport, and Pateros clients.

By **MIKE MALTAIS** | Ward Media Staff Reporter

Owners Marlee and Shawn McAfee were double-teaming a little black and white Shih Tzu dog while being interviewed for this story.

The Brewster transplants moved to the area in September 2022, found a spacious street-level spot to rent on the corner of Main Street in the heart of the city, and opened the door for business last July.

By October, the multi-talented Marlee had completed painting the lettering for the new business sign, and Shawn, with the help of a couple of friends, hung the shingle in an afternoon.

Marlee, who attended Maser's Academy in Kenmore, is an experienced hand at pet grooming. She spent the past three years working for All For Paws Chelan.

Her Brewster shop is currently open three days a week, and she continues to help out in Chelan until the first of the year, when Lucky Dog Grooming will be open five days a week.

The McAfees lived in Lake Stevens while their children attended and graduated high school there. They then followed a period in Lynden before the couple purchased property near Brewster and relocated there.

Both McAfee siblings own property near their parents. Jaelynn, 27, works at Ace Hardware in Brew-

ster. Son, Griffin, 25, is employed at Les Schwab in Twisp. Marlee's mother lives in Pateros. Dog owners themselves, the McAfees have two Great Danes and a Shih Tzu.

"Nails, bathing, grooming... we do all of it," said MacAfee, who estimates a typical session to take between one and two hours, including breaks for the pet during the process. She picks up on signs when intermissions are helpful.

"You can sense when they're not happy," said MacAfee about her canine clients. "You can feel their muscles tense up and things like that. Mostly, they're just afraid."

Shawn, who describes himself as "kind of retired" from the metal recycling business, also helps control and groom the pets.

"I knew when I got busy, I would not be able to do it myself," Marlee said.

Displaying an apparent affinity for her canine clientele, Marlee applies a pleasant and practiced touch to some final snipping and clipping around ears, eyes, and muzzle. By the time the owners arrive, their Shih Tzu looks ready for the dog show promenade.

Lucky Dog Grooming is located at 105 S. Bridge Street in Brewster. Call or text 425-466-4848, or email 509luckydog@gmail.com.

Mike Maltais:
360-333-8483 or
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MIKE MALTAIS/WARD MEDIA
The new sign goes up for Lucky Dog Grooming in Brewster.



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Quick Read

Lucky Dog Grooming Spa, situated at 105 Bridge Street in Brewster, offers top-notch grooming services for dogs in the area, conveniently serving Brewster, Bridgeport, and Pateros. Owned by Marlee and Shawn McAfee, the spa, open since July, focuses on expert pet grooming with Marlee's extensive experience. They plan to expand to a full five-day schedule next year. With a keen eye for canine comfort, Marlee ensures a stress-free grooming experience.