

A PUBLICATION OF WARD MEDIA **ESTABLISHED IN 1987**

As the Upper Valley strives for a sustainable future, Cashmere becomes the center for a circular economy

With sustainability, affordability, and community in mind, some businesses in the Upper Valley are ditching the traditional linear economy model of take, make, and dispose, and adopting circular economy practices, such as reuse and repair.

By TAYLOR CALDWELL | Ward Media Staff Reporter

think these types of businesses just in general are on the rise, I think as people are thinking more critically about where the things they buy come from, trying to reduce their impact. In addition, kind of like that post-pandemic economy has just really changed the way that people spend money," said Laura Patton, Co-owner of Colchuck Consignment.

Colchuck Consignment is an outdoor gear consignment shop that began online for Upper Valley residents during the pandemic. In 2021, it opened its brick-and-mortar shop in Cashmere. This year, a number

of shops and spaces are following suit.

Small Change recently had its soft opening, selling secondhand art supplies. Just down the street, the nonprofit Waste Loop will open a reclaimed building materials shop called Eastside Rebuild in the spring. Once open, Eastside Rebuild will also host workshops and Repair Cafes, which are currently scheduled as pop-up events at different locations across the Valley.

Due to its low cost and prime location, Cashmere has inadvertently become the ideal

See CIRCULAR ECONOMY Page 18



TAYLOR CALDWELL / WARD MEDIA Clare Thompson is the Repair Specialist at Colchuck Consignment.

In the heart of downtown Leavenworth, new shop owners create a respite from the crowds



Brewster Bait & Tackle evolves with sportfishing crowd

The key to business success is often finding a niche idea, nurturing it, and following each progressive development as it leads to the opportunities that customers and markets demand.

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

uch has been the case lakes close to home and around

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TAYLOR CALDWELL / WARD MEDIA

Sara Jones (left) and Desiree Stein (right) opened Shake Your Doughnut mid-December. SEE STORY PAGE 19

the Northwest.

with Brewster Bait & Tackle. The business began as a single-product, homebased operation that now sells a wide variety of its fishing tackle protective covers together with an assortment of rods, reels, and lures for salmon, steelhead, bass, walleyes, trout, and other species that populate rivers and

In 2005, owner Mike Mauk and his mother Anna Marie Mauk hit on a novel idea: Produce a line of clear vinyl, velcrotrimmed reusable covers that would enclose tackle items to both protect loose tackle from

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Join our team: a personal From the invitation for aspiring contributors at the Wenatchee Business Journal

By **Terry Ward** | CEO and Publisher

'm excited to announce that the Wenatchee Business Journal, a cornerstone of business news in North Central Washington since 1987, is expanding our team of contributors.

We are seeking dynamic freelancers and contributors to deepen our coverage and bring fresh perspectives to our content, focusing on the diverse business landscape of Wenatchee and the surrounding areas.

As the publisher, my goal is to delve into the intricacies of the business world with your help.

If you have a talent for uncovering the hidden stories in our business

community, an eye for critical analysis, and a zeal for impactful journalism, I would love for you to join our team.

Why you should write for the Wenatchee **Business Journal:**

1. Engage with the business community: As a vital voice in Wenatchee's business sphere, contributing to our journal means connecting with local business leaders, illuminating significant economic trends, and celebrating our region's entrepreneurial spirit.

2. Professional development: For both seasoned

and trustworthy AI; hu-

man health; and environ-

ment and infrastructure.

Additional priority areas

may be added as the pilot

progresses. The partners

hope that the pilot will

provide training, tutorials,

and access to educators to

provide open-source data

sets, tools, and computa-

tional processing that they

can leverage to create les-

sons, labs, and applications

to help students learn and

train to harness the power

Regional leaders only

of these technologies.

Considering the AI Frontier for North Central Washington and an **Invitation to learn with NCW Tech Alliance**

Dr. Sue Kane | CEO, NCW Tech Alliance

rtificial Intelligence (AI) has been at the forefront of many national and state-level conversations over the last year, but the launch of a new resource in January is noteworthy for community leaders across North Central Washington.

On Jan. 24, a strategic partnership comprised of the National Science Foundation, the Department of Energy, the Department of Defense, representatives from eight other national agencies, and private sector leaders representing Microsoft, Meta, AWS, Google, OpenAI, and dozens of other big tech enterprises launched an open access platform that is intended to open access to AI research and development tools. The National AI Research Resource (NAIRR) Pilot hopes to "expand access and support fundamental, translational, and use-inspired AI-related research with emphasis on societal challenges." Initial priority topics have been outlined, including developing safe, secure,

nalism world. 3. Diverse topics: Our business landscape is rich and varied, offering a range of topics from startup stories and corporate insights to economic

policies and profiles of

business luminaries.

journalists and those just

starting, the Wenatchee

Business Journal is a

perfect platform to hone

journalistic skills, build

a portfolio, and network

within the business jour-

What I'm looking for:

I welcome contributions from individuals with varied backgrounds and perspectives. Whether you excel in writing indepth features, covering business events, or conducting investigative journalism, you have a spot at the Wenatchee Business Journal. I'm particularly interested in:

1. Business profiles: Captivating stories about local businesses, entrepreneurs, and key industry figures.

2. Economic trends: Insightful analysis of local and regional economic developments, market reports, and industry in-



Publisher

sights.

3. Business events: Coverage of significant business gatherings, conferences, and networking events.

4. Innovation and technology: Stories on tech advancements and their impact on local businesses.

5. Business strategies: Deep dives into successful local business models and management practices.

Get involved:

If you're interested in joining us as a freelance writer, please reach out to me at terry@ward.media. Introduce yourself, outline your expertise, and don't hesitate to include any relevant writing samples or portfolio pieces.

Together, we can create journalism that informs, engages, and empowers the business community. Become a voice in the dynamic business world of Wenatchee with us.

The Wenatchee Business Journal - Your Source for Business Insight and Innovation.

Terry Ward is the CEO of Ward Media and the publisher of the Cashmere Valley Record, Lake Chelan Mirror, The Leavenworth Echo, Quad City Herald, and the Wenatchee Business Journal. He can be reached at terry@ward.media.



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Brewster

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need to consider a few of the initial pilot projects, including using AI to optimize irrigation systems for water conservation and crop yield in arid regions or using AI to enhance wildfire detection and prevention by analyzing satellite imagery and weather data to see that AI tools will have potential impacts in the way we live, work and play right here in North Central Washington. The NAIRR Pilot is still in its early stages but could be a game-changer. It could open access to the develop-

See AI FRONTIER Page7

We're looking for individuals with a keen eye for detail and a flair for storytelling to cover the vibrant business community of Wenatchee

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Beau Ruff

Contributor for Ward Media



Property Sale Strategy: Selling Property with the Real Estate Contract

to sell real property (land, house, buildings, etc), the best option is to receive a full cash offer. In this case, whether some or all of the purchase price is financed, the seller still receives all of the value of the property at closing, and the Seller's risk of non-payment is non-existent. But, in many cases, the Buyer cannot obtain traditional bank financing or any other kind of third-party financing to purchase the property. Or perhaps the Buyer can get traditional financing but for only a portion of the total purchase price.

Finance

In this less-than-perfect scenario, the option for the Seller is to agree to finance a portion of the purchase price. In the event the Seller agrees to do so, the Seller needs to ensure that the Seller is protected against the risk of non-payment and Buyer's default. The Seller should consider a Real Estate Contract.

First, here are a couple of thoughts on terms of the seller-provided financing. It is commercially reasonable for the Seller to charge an interest rate higher than traditional banks as the Seller is taking on additional risk. If the banks

f a person proposes won't loan to the Buyer at the bank's preferred rates, then neither should the Seller. Also, generally, the Seller wants the repayment period to be as short as possible to reduce the risk to the property and to reduce the risk of nonpayment. Finally, the Seller should require a sizeable down payment to be able to handle any enforcement actions in the event of default.

> Anytime the Seller agrees to finance a portion of the purchase price of the Seller's property, the Seller needs to ensure that the Seller can be made whole in the event of nonpayment. This is accomplished by taking a security interest in the asset (land) being sold. This can be accomplished through one of three main ways: (1) mortgage, (2) deed of trust,or (3) real estate contract. Keep in mind that each option is not available in every case (e.g., can't use a Deed of Trust for agricultural property). The focus of this article is the Real Estate Contract.

> Although a Seller should always work with an attorney, the Limited Practice Board for the State of Washington provides a wonderful starting point



for a Seller interested in selling property on a Real Estate Contract with the example form LPB 45 Real Estate Contract (available through www.wsba.org).

The Real Estate Contract is a powerful tool for Sellers for many reasons. It provides robust rules and restrictions on the Buyer to effectively protect your asset until you are paid in full. Do you want to ensure the Buyer makes no alterations to the property without Seller's permission? It's in the contract.

Do you want to ensure the Buyer pays all taxes and assessments, and if the Buyer fails to pay, ensure the Seller can pay and demand reimbursement from the Buyer? It's in the contract. Need to hire an attorney to enforce the provisions of the

STOCK PHOTO

Real Estate Contract? The contract provides that the Buyer pays the Seller's attorney fees in any enforcement action.

The biggest fear for any Seller is the Buyer's nonpayment of the amounts owed. If this should occur, the Seller wants to be in a position to act quickly to protect the Seller's ability to receive the balance owed.

The Real Estate Contract allows the Seller to not only sue the Buyer for delinquencies but also provides the important right to seize the collateral that secures the debt (i.e., take back the property that was sold). Perhaps the biggest reason to use the Real Estate Contract is the speed with which the Seller can take back the property in the event

of default. This procedure is called Forfeiture.

Real estate contract forfeitures are governed by Washington Law under RCW § 61.30. As a prerequisite to taking the property back through forfeiture, the following are required: (1) The contract must be recorded;(2) There must be a breach of the contract; and (3) The contract must contain a forfeiture clause.

The first step after the prerequisites have been met is to give the Notice of Intent to Forfeit. The Notice of Intent must be recorded, and it must also be served upon the Buyer and potentially others.

Generally, it would take approximately ninety days after the Notice of Intent is recorded to cancel the real estate installment contract with a declaration of forfeiture.

The Buyer has the opportunity to cure the default within the ninety-day period by paying all costs itemized on the Notice of Intent to Forfeit (which includes all amounts delinquent plus the costs of enforcing the Seller's rights). If the Buyer fails to cure, then the general effect of forfeiture is that it terminates the Real Estate Contract, ends both

parties' rights and duties under that contract, and allows the Seller to retain any payments received before forfeiture in addition to taking back the property that was sold. Seller is authorized possession of the premises ten (10) days after the declaration of forfeiture is recorded.

If you are counting the days, you will see that the Seller can take back possession within as little as 100 days. While that might seem like a long time to some, in the world of lawsuits, it is lightning-quick. And the faster the Seller can take back the property, the better.

The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual or entity. This information is not intended to be a substitute for specific individualized tax or legal advice. We suggest you discuss your situation with a qualified tax or legal advisor.

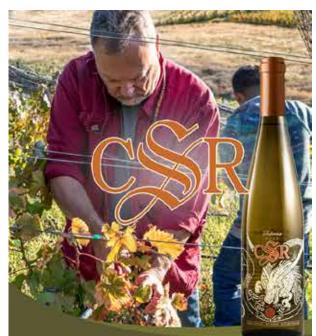
Beau Ruff, a licensed attorney and certified financial planner, is the director of planning at Cornerstone Wealth Strategies in Kennewick, WA.







Agriculture



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Apple industry outlook: tough times ahead for Growers, profitable prospects for Packers

In a comprehensive 12-month outlook, AgWest Farm Credit has projected a challenging fiscal year for apple growers, while packers are set to reap benefits in 2024. The industry faces a period of reduced profitability, driven largely by an overabundant crop that is pushing down prices. Simultaneously, there is an uptick in export activity and a shift towards increased insurance coverage by growers, preparing for ongoing industry hurdles.

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Impact of the large 2023 crop

The 2023 apple crop has been unusually large due to a combination of favorable weather conditions and apple trees' natural alternate bearing cycle. This cycle typically sees a smaller yield one year, followed by a larger yield the next.

The 2023 bumper crop, a stark contrast to the smaller yield in 2022, has led to a significant drop in prices. Conventional honeycrisp and granny smith varieties have seen

more than a 20% decline in prices compared to the previous quarter. While a select group of growers may find profitability due to their varietal mix aligning with consumer preferences, the majority are expected to face losses. On the other hand, the Packers are likely to benefit from the increased volume.

Varietal production and price trends

Data from the WSTFA Storage Report indicates increased production across various apple variet-

Northwest Wineries and

Vineyards: A balancing act

of profitability and production

In a recent market analysis, AgWest Farm Credit forecasted

a nuanced financial landscape for the Northwest wine

industry over the next 12 months. The report highlights

key industry drivers and anticipates slight profitability for

wineries and a breakeven scenario for vineyards.

ginal output. Meanwhile,

some growers may inten-

sify farming on certain

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ies, with gala, red delicious, and fuji varieties remaining within their historical average. However, the WSTFA Weekly Bulletin Report as of January 9, 2024, highlights a yearover-year price reduction for each apple variety.

Export markets offering a silver lining

In an effort to mitigate domestic market saturation, the industry has seen a surge in apple exports. Key gains have been noted in Taiwan, Mexico, and India. Although foreign mar-

Notably, off-premise sales for wines priced below \$15 per bottle are declining, whereas those priced higher are maintaining steady sales.

The financial outlook

Considering these factors, Northwest wineries are expected to see slight profitability, while vineyards are projected to break even over the coming year. The high quality of the 2023 vintage is a key positive influence. However, the excess supply, especially in bulk wines, and the need for production adjustments in Washington vineyards pose significant challenges. The resilience of DtC sales provides a crucial buffer, especially for wineries that have effectively capitalized on this sales channel. The Northwest wine industry is navigating a complex economic terrain, balancing quality production with market demands and supply challenges. The adaptability of vineyards and wineries, particularly in leveraging direct sales, will be critical in maintaining financial health in this dynamic sector.

kets typically offer lower returns than domestic ones, they provide an essential outlet for fruit that is less favored by domestic

Strategic responses by Growers

consumers.

Facing consecutive years of subpar returns, apple growers are actively reassessing their strategies. Many are considering the removal of less productive acreage and are also increasing their Whole Farm Revenue Protection insurance coverage for the 2024 crop. This move is particularly prevalent among growers with dispersed operations, as a weather event in any one location can significantly impact overall profitability.

Looking ahead

The next 12 months pose a complex scenario for the apple industry. While apple producers are bracing for a generally unprofitable year due to the oversupply and resultant price drops, packers are positioned to benefit from the increased volume. Growers, responding to these market dynamics and the prospect of continued challenges, are increasingly turning to export markets and enhanced risk management strategies.

REDUCE REUSE RECYCLE

Reports indicate that the 2023 vintages from Oregon and Washington are of exceptional quality, a factor that could bolster consumer demand. However, this comes amidst an anticipated reduction in Washington's wine grape production.

Quality and

production in

the 2023 vintage

Analysts predict that to align with market demands, a significant portion of the state's vineyard acreage - possibly as much as 15%-20% - may need to be removed. This recalibration is expected to see the removal of diseased vines and those in less optimal areas or with mar-

tracts to cater to smaller, ultra-premium wineries.

The West Coast's excess wine supply

A pivotal challenge facing the West Coast wine industry is an oversupply of wine, especially in bulk varieties. California's unexpectedly high yields in 2023 and a dip in consumer demand have led to a glut in bulk wine inventories. Red varietals are particularly overstocked due to their higher production and lower demand. Similarly, Washington grapples with surplus bulk inventories following a marked

three years, though there is optimism that these inventories will find buyers.

decline in orders from

the state's largest winery.

Oregon, too, has seen its

first excess in bulk wine in

Direct-toconsumer sales: A silver lining

A notable positive trend is the strength of Directto-Consumer (DtC) sales. Wineries in Oregon and Washington that have robust wine clubs and DtC sales channels are reportedly outperforming their counterparts.

While overall sales values for on- and off-premise wines have remained relatively stable, DtC sales have seen a 7% increase.



Meet Emily Bautista-Herdt, **Packaging Sales Manager at** Northwest Wholesale, Inc.

By **Quinn Propst** | Ward Media Staff Reporter

orthwest Wholesale, Inc., or NWW, a locally owned farmer cooperative, has served fruit growers and packers in North Central Washington since 1937. As a cooperative, NWW is dedicated to helping tree fruit growers and packers from "bud to box."

According to their website, in the last ten years, NWW has been able to generate savings of \$43.8 million, which has been returned to their members.

In 2021, Bautista-Herdt started with NWW as a Packaging Sales Rep. In June 2022, she stepped into the Packaging Sales Manager role.

Tell our readers a little bit about yourself.

Moved to Wenatchee from Oklahoma in 1995 and began working in the fruit industry in 1999.

I graduated from WVC in 2007 with an associate degree in technical science and horticulture. Have worked in agriculture for over 20 years. 2015-2017 graduate of the AgForestry Leadership Program (Class 38), WAEF volunteer since 2012, Scholarship Selection Committee Member, Board of Directors (since 2023), USApple Communications Committee since 2019.

I have a passion for people and helping to find viable solutions that allow our customer partners to be successful and sustainable.

What led you to this position?

I've worked in the local fruit industry since 1999. What started out as a front desk job at the WSU Tree

Pear Growers brace for breakeven year amid

mixed quality and market fluctuations

In a recent industry analysis, AgWest Farm Credit has projected a challenging year ahead for pear growers, anticipating a breakeven scenario over the next

12 months. Key factors influencing this outlook include mixed fruit quality,

fluctuating prices, and a rise in export activities.

Fruit Research Lab turned into an opportunity to work in one of the Entomology labs for several years as well as one of the scientists telling me about scholarship opportunities at WVC in agriculture. I was around 28 years old and had recently become a single parent and knew I needed to go back to school to create a better life for myself and my daughter.

Luckily, I won several ag scholarships as well as qualified for financial assistance that covered all of my schooling. At one point, I worked three jobs while attending school full-time. WVC had a teaching orchard back then, so between workstudy at the college orchard, an internship at a local fruit warehouse, and working at WSU, agriculture became my passion.

In 2006, while still working for WSU and in my second to last quarter of school, I took a 6-month temporary field technician job working for AgroFresh, helping develop best-use practices for their flagship post-harvest storage technology product known as SmartFresh.

Five years later, I had worked my way into sales. In total, I spent twelve years, which allowed me to continually learn and work hard to help warehouses store their fruit for the best possible outcome.

When it was time to leave AgroFresh, I knew that I wanted to stay in agriculture, but mainly in the fruit industry. I did a couple of years in property insurance for ag warehouses and farms, but knew my calling was to be in the warehouses working with customers. I went to work for Keyes selling pulp fiber trays through distribution. Northwest Wholesale was one of the distributors. When an opportunity for a sales representative opened up, I applied. There was this whole other realm of packaging supplies and opportunities to provide solutions that I knew existed but had never explored. I was also drawn to the fact that NWW has been in business for 87 years. That says a lot about a company these days. Perseverance and grit. Two words I can relate to. The rest is history.

What are you most looking forward to in your role as

the Packaging **Sales Manager** at Northwest Wholesale Inc.?

Seeking new packaging ideas and opportunities to bring them to the market. Whether it's the newest innovation in recyclable bags or a new box design for a new variety, it's always exciting and rewarding to help others find solutions.

What does a normal day look like as Packaging **Sales Manager** at Northwest Wholesale, Inc.?

There are several sides to being the Packaging Sales Manager. I have my own customer accounts that I visit regularly to maintain the current business and provide service. Time is also spent tracking sales and opportunities for new business. There are three Sales Representatives and two Purchasers that make up our team. As the Sales Manager, it's my responsibility to help my staff become successful, attend customer meetings, and negotiate with our vendors.

What is your favorite part of your job and why?

My favorite part of the job is interacting and communicating with people. Every day is a new chance to learn and grow from those I work with and around. I'm constantly exposed to new challenges and ideas that I get to share.

What are some of your goals for Northwest Wholesale Inc.?

The industry has faced many challenges in the two-plus years I've been at Northwest Wholesale. My biggest goal is that we continue to provide outstanding customer service and competitive pricing. This, in turn, helps our customers reach their goals for success as well.

Who or what inspires you?

Hard work, perseverance, and integrity inspire me. When working in sales, you sometimes hear a lot of "no" before you get a "yes." Whatever the outcome, knowing myself or someone gave it all they had, is inspiring and motivational to keep moving forward.

What do you like to do with your free time?

In my free time, I love to travel, camping with my husband, Tim, and daughters, Hanna and Kasey, and listening to audiobooks and podcasts. Also, I'm a competitive powerlifter for Team OPS (Osborn Performance Systems). I hold state and national records in back squat, bench press and deadlift. If I'm not at work or home, I'm at the gym.

Is there anything else you want our readers to know?

I love working in our fruit industry and community. There are many who have helped me get where I am today, and I want to make sure I continue to give back.

Quinn Propst: 509-731-3590 or quinn@ward.media



Mixed fruit

The Wenatchee district

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closely with the previous season's trends.

kets like Mexico, Canada, and Latin America. This robust export demand is

quality and regional variations

The quality of pears, particularly Bartlett and Anjou varieties, has been favorable in certain regions, whereas Bosc pears have not met expected standards, lacking sufficient russeting - the rough reddish-brown skin typically desired. Boscs account for 17% to 20% of total pear production. The disparity in fruit quality and crop sizes is causing significant regional variations in packouts - the quantity of fruit reaching fresh markets.

experienced lower harvest volumes but higher packout rates, contrary to the Mid-Columbia district. Reports from Hood River indicate an excess of smallsized fruit, potentially unsuitable for retail shipping. In contrast, the Yakima district saw gains in harvest volumes, compensating for lower pack-out rates.

Pear crop shipments

Data from Pear Bureau Northwest's Pear Crop Report 18 indicates that season-to-date shipments to retailers are marginally below average, aligning

Softening prices

The fourth quarter witnessed a decline in average pear prices, primarily attributed to an oversupplied apple market, which often influences pear pricing, and partly due to the mixed fruit quality. Although there's potential for price recovery later in the marketing season, the current levels pose a challenge to producer profitability.

Export trends

Export activities, especially for Anjou and Bosc varieties, have shown an uptick over 2022, with significant increases in marexpected to lend some support to pear prices.

Overall profitability outlook

Given the current market conditions, pear producers are likely to face break-even situations in the coming 12 months. The varied impact of fruit quality on pack-outs across different regions and the downward pressure on prices due to a large apple crop are primary contributors to this outlook. Nonetheless, the strength in export markets may offer some respite in terms of price support.



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Health

Washington ranks seventh in National **Health Index** despite challenges

In the latest America's Health Rankings report, Washington state has achieved an overall rank of seven, reflecting both its strengths and challenges in public health. This composite measure, based on a range of health indicators, highlights key areas where the state excels and where it faces significant issues.

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Strengths in economic hardship and food security

Washington demonstrates commendable performance in several socioeconomic areas. The state boasts a low economic hardship index score, indicating reduced financial strain on its residents compared to other states.

Additionally, the state shows a low prevalence of household food insecurity, ensuring that a majority of its population has access to adequate and nutritious food. Another positive aspect is the low prevalence of physical inactivity among Washingtonians, suggesting a healthier lifestyle embraced by many in the state.

Challenges in mental health and primary care

However, the state faces significant challenges - a high prevalence of frequent mental distress

points to growing mental health concerns.

The report also indicates a low supply of primary care providers, which could impact the state's ability to effectively meet the healthcare needs of its population. Another concern is the low percentage of community water supply with fluoridated water, which could have implications for dental health.

Drug deaths and asthma on the rise

The report highlights worrying trends in public health metrics.

Notably, drug-related deaths have seen a dramatic increase of 93% from 2016 to 2021, signaling a pressing public health crisis.

Furthermore, there has been a 14% increase in adult asthma rates from 2020 to 2022, pointing to worsening air quality or other environmental factors impacting respiratory health.

Dine with us in Wenatchee and Leavenworth!

Economic and social indicators

On a positive note, unemployment in Washington decreased by 31% from 2021 to 2022, reflecting a robust economic recovery post-pandemic. The state shows strengths in various economic and social factors, including a high per capita income and a relatively low poverty rate.

Washington also ranks high in high-speed internet access, a crucial factor in today's digital age, and voter participation, indicating a strong civic engagement among its residents.

Environmental and clinical care

In terms of environmental factors, Washington leads in renewable energy generation and non-smoking regulation yet faces challenges with air pollution and water fluoridation. Clinical care measures show a mixed picture, with high ratings in dental and mental

Index of state economic conditions based on crowded housing, dependency, education, income, poverty and unemployment. Normalized values are 1 to 100, with a higher value indicating worse economic conditions relative to other counties.

> 1-27 28-31 32-35 36-41 42-100 Source: U.S. Census Bureau, American Community Survey, 2017-2021

health providers but low scores in primary care providers and certain preventive clinical services.

Washington

Economic Hardship Index by County

Concluding remarks

This comprehensive assessment underscores Washington's mixed health landscape. While the state shows remarkable strengths in several

areas, it faces pressing challenges, particularly in mental health, primary care provision, and certain public health crises like drug-related deaths. These findings call for targeted policies and interventions to address these critical issues and improve Washington's residents' overall health and well-being. For more detailed

information, visit the Washington Department of Health's website at doh. wa.gov.

This report is based on the America's Health Rankings composite measure and includes data from various sources, including the CDC and U.S. Bureau of Labor Statistics.



COURTESY OF FLYWHEEL CONFERENCE

Group photo of award winners from the 2023 Flywheel Investment Conference featuring: GemaTEG, Gnara, Alphi, and Citizen Mint.

Washington State's 2024 Flywheel **Conference seeking innovative** startups for major investment awards



Ward Media | Wenatchee Business Journal

he Flywheel Invest-⊥ ment Conference, an event dedicated to fostering innovation and investment in Washington State, has announced the opening of applications for its 2024 investment competition. This event, sponsored by Ogden Murphy Wallace and Microsoft, will take place from April 17-19 in downtown Wenatchee.

The conference invites early-stage companies from Washington State to apply for a chance to secure angel investment,

with investment awards starting at \$150,000. The event also offers a \$50,000 relocation incentive for businesses considering moving to Chelan or Douglas counties, along with a \$5,000 audience favorite cash prize.

Welcoming applicants from a variety of industries, the Flywheel Conference emphasizes the potential and diversity within Washington State's business sector. There is no application fee, and participants are eligible for a 50% discount

on conference tickets. All applicants will receive acknowledgment for their participation, independent of the competition results. Selected finalists will be provided with free conference tickets, hotel accommodations, and local tours. The deadline for applications is February 16, with further details available at flywheelconference.com/ apply.

Since its establishment in 2018, the Flywheel Conference has distributed over \$1.3 million in in-

See FLYWHEEL Page17

Keeping Up with people



Lucy Gomez

Wenatchee Valley **Dispute Resolution Center announces new** program assistant

Ward Media | Wenatchee Business Journal

work at the WVDRC. The Wenatchee Valley Bilingual in English and

⊥ Dispute Resolution Center (WVDRC) has added Lucy Gomez to its team, as announced by Executive Director Jennifer Talbot. Gomez joins as Program Assistant, with a range of responsibilities aimed at supporting the center's operations and outreach.

Gomez's role at WVDRC includes assisting with volunteer management, coordinating small claims mediation, and contributing to training programs. She will also be involved in organizing events and leading community outreach initiatives.

Her educational background is in History Pre-Law, with a minor in Business Administration from Washington State University. This combination of studies provides her with a foundational understanding of legal and business concepts relevant to her

Continued from page 2

AI Frontier

Spanish, Gomez brings an additional skill set that may aid in the center's engagement with diverse community members. Her ability to communicate in both languages is expected to assist in reaching a wider audience and facilitating clearer communication.

Gomez's previous experience in customer service is an asset in her new role, potentially aiding in the center's efforts at resolving conflicts and improving community relationships.

Lucy Gomez's addition to the Wenatchee Valley Dispute Resolution Center is part of the center's efforts to enhance its community services. Her educational background and language skills are aligned with the center's needs in serving the Wenatchee Valley area.

Derek Sheffield honored with 2024 Pacific Northwest Book Award for "Cascadia Field Guide"

Wenatchee Valley College's English faculty member Derek Sheffield, in collaboration with co-editors CMarie Fuhrman and Elizabeth Bradfield, has garnered the prestigious 2024 Pacific Northwest Book Award for their work, "Cascadia Field Guide: Art, Ecology, Poetry." This accolade highlights the quide's significant contribution to the Pacific Northwest's literary landscape.

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C elected from a pool of \bigcirc 300 nominated works by authors from Washington, Oregon, Alaska, Montana, Idaho, and British Columbia, "Cascadia Field Guide" stands out for its unique blend of art and ecology.

In a recent discussion with Jefferson Robbins on "Wake Up Wenatchee Valley," Sheffield expressed his and his co-editors' elation at receiving this recognition. "As we finished making the book, we realized we'd made something special that didn't exist anywhere else," Sheffield remarked. "My co-editors and I are over the moon."

The Pacific Northwest **Booksellers** Association (PNBA), the organizing body behind this award since 1964, will host an online event on Feb. 8 at 6 p.m. to honor "Cascadia Field Guide" alongside

five other award winners. Attendees can access more details and register for the event via the PNBA website.

In addition to this digital celebration, A Book for All Seasons in Leavenworth is planning an event to honor the book, with further details and the date to be announced soon.

"Cascadia Field Guide" is notable for its rich amalgamation of contributions from over 100 poets and 14 artists, including works from Sheffield, his fellow WVC English faculty Jack Johnson, and WVC alumnus Joe Feddersen.

The guide is a celebration of the diverse and vibrant ecosystem of the Cascadia region, which spans from Southeast Alaska to British Columbia, Washington, Oregon, and from the Pacific Ocean to the Continental Divide

appointed as an Escrow

Assistant, also contrib-

uting to the company's

marketing efforts. Perez's

escrow career started in

2020, with a focus on

assisting first-time home-

buyers. She has academic

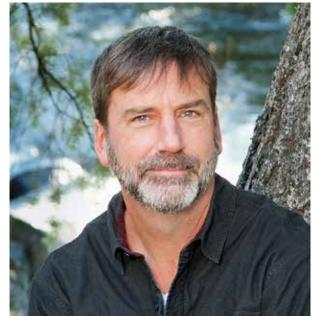
experience from the Uni-

versity of Washington and

Eastern Washington Uni-

versity and is currently

pursuing Marketing stud-



Derek Sheffield

in Idaho and Montana.

Published in 2023 by Mountaineers Books, the guide joins a prestigious list of past PNBA award winners, including literary luminaries such as Ursula K. Le Guin, Ivan Doig, Cheryl Strayed, Jim Harrison, Timothy Egan, and Sherman Alexie.

This recognition for "Cascadia Field Guide" not only honors the work of its editors and contributors but also underscores the rich tapestry of ecological and artistic expression that defines the Pacific Northwest.

Pioneer Title Company welcomes new team members

Ward Media | Wenatchee Business Journal

Dioneer Title Company has expanded its team with the addition of three new employees.

Courtney Mitchell joins as an Escrow Officer and a Limited Practice Officer (LPO). Her career began in high school, assisting her mother's real estate business, and she is an alumna of Entiat High School.

Yaneli Perez has been

ies at Western Governors University.

Carol Offill is the new Customer Relations Manager. With a decade in real estate and 15 years in title and escrow, Offill moved to Wenatchee Valley from Ephrata in 1991.

Brian Fair, the owner of Pioneer Title Company, underscored the significance of these hires: "These are three key additions to Pioneer Title Company. Our team is professional, trusted, and caring and these three reflect those values. Each understands the importance of taking care of our local communities and we're all eager to grow together as a team," he explained.

Founded in 1890, Pioneer Title Company remains dedicated to serving the North Central Washington region.

windows of opportunity.

take advantage of these Regional nonprofit

ment of applications that are tailor-made to help us consider solutions to countless other local issues of land and resource use, workforce and education planning, housing insecurity, forest management, and others. And, as small business is core to our community foundations, there's also potential for the development of entrepreneurial innovation and opportunity for small and mid-size enterprises to carve out a space in the AI economy.

Now is a great time to consider how to support our communities best to

NCW Tech Alliance is forging partnerships with local leaders and organizations across the North Central Washington region to consider how we can support this in a way that creates more equitable opportunities for everyone to have access to the technology tools, resources, skills and education that they need to benefit from the AI revolution.

This month, we're launching a community learning campaign to help our communities understand what AI technology is, how it works, and what makes it different.

It is important to know that the current generation of AI technologies relies heavily on data. Data is the fuel that powers AI algorithms, such as machine learning and deep learning, which can learn from data patterns and make predictions or decisions.

The more data an AI system has, the more accurate and reliable it can be. That is why the NAIRR Pilot provides access to large-scale datasets that can help researchers and developers create and test new AI applications.

Anyone who is interested in learning more about AI technologies can find free online courses through the NCW Tech Alliance Community Skills Initiative (CSI) hub.

The web portal will connect you to more than 200 courses available in Spanish or English, starting with foundational technology skills development to professional technology applications.

Whether you are exploring the concepts for the first time, want to develop specific skills for research, get a new job, or just build productivity in your current role, Thanks to a partnership with Microsoft, GitHub, and LinkedIn Learning, there are new generative AI learning Paths this year, as well as cybersecurity and sustainability courses.

In February and March, NCW Tech Alliance is offering a fun, team-based way to learn a few new technology skills. Teams of 2-3 individuals can choose courses, earn certificates and points, and compete as a team for cash prizes.

Visit UpSkill-A-Thon | Community Skills Initiative (communityskilling. org) for additional details.

NCW Tech Alliance invites you to lean in and learn alongside others who are looking to invest in the development of our communities.

About NCW Tech Alliance

Since 1999, NCW Tech Alliance has served as the region's tech alliance, championing growth and development in North Central Washington. As a 501(c)3, NCW Tech Alliance's mission is to bring people and technology resources together to support entrepreneurs, STEM education, and technology adoption in North Central Washington. For more information, visit www.ncwtech.org.







Claire Oatey

Jennifer Short

Community Foundation of NCW expands staff and programs

Ward Media | Wenatchee Business Journal

The Community Foundation of North Central Washington (NCW) has announced an expansion in both its staff and program offerings, aiming to bolster community philanthropy and leadership in the region. This initiative reflects the Foundation's commitment to nurturing charitable causes and amplifying philanthropic efforts.

Claire Oatey, previously serving as the Director of Community Grants, will transition to a new role as Director of Community Engagement. In this capacity, Oatey will focus on fostering connections among nonprofits, local agencies, and organizations with aligned objectives to enhance community philanthropy and leadership within NCW communities. As part of this effort, the Foundation is collaborating with Our Valley Our Future, Thriving Together NCW, and other nonprofit entities to launch a Civic Leadership program in 2024. This program aims to encourage active participation in local government and civic activities among families, parents, and community members, with a particular emphasis on cultivating diverse leadership perspectives. Furthering its outreach, the Foundation is pleased to introduce Jennifer Short as the new Director of Community Grants. Stationed in Okanogan County, Short will operate from the Foundation's new regional satellite office, extending the Foundation's reach to the residents, nonprofits, and donors of Okanogan County. Short's multifaceted background in the nonprofit sector and her experience in education and bilingual proficiency position her well to develop and maintain relationships within Okanogan County and across the Foundation's service area. Her role will encompass managing the Foundation's grant program and establishing local advisory boards to participate in the grantmaking process.

The Community Foundation serves Chelan, Douglas, and Okanogan counties, dedicated to building permanent charitable resources. These resources facilitate grant funding opportunities and capacity-building programs aimed at strengthening nonprofit organizations. The programs focus on training and professional development, enabling these organizations to fulfill their missions more effectively. The introduction of these new programs is a step towards enhancing the Foundation's existing services, continuing its mission to grow, protect, and connect charitable gifts in support of robust communities.



Tsillan Cellars Winery, nestled on the picturesque south shore of Lake Chelan, renowned for its award-winning wines and scenic vineyard landscapes.

Tsillan Cellars Winery achieves success in San Francisco Chronicle wine competition

The 2024 San Francisco Chronicle Wine Competition, the largest wine competition in the United States, recently concluded in San Francisco, featuring over 5,500 wines from 1,000 wineries. Tsillan Cellars, a prominent estate winery based in Lake Chelan, marked a significant achievement, emerging as a major recipient of accolades in the competition.

claim on the south shore

of Lake Chelan 25 years

ago when I first planted

wine grapes. It was an un-

proven claim that turned

into a steady producer of

gold from the very first

vintage in 2003. When I

hired Head Winemaker,

Garrett Grubbs, and As-

sistant Winemaker, Nic

Stevens, the steady stream

Ward Media | Wenatchee Business Journal

I n the January event, Tsillan Cellars secured four Double Gold and five Gold medals.

A Double Gold award signifies unanimous agreement among judges on a wine's gold medal caliber. This recognition places Tsillan Cellars at the forefront among Washington wineries in terms of the number of Double Gold and Gold medals won in the 2024 competition.

Previously, in September 2023, Tsillan Cellars also demonstrated notable success at the West Coast Wine Competition (East meets West). In this event, the winery garnered six Best of Class honors, along with a combination of twelve Double Gold and Gold medals. The 2021 Bellissima Rossa, an iconic red blend from Tsillan Cellars, received a rare perfect 100-point score.

Bob Jankelson, owner of Tsillan Cellars, commented on the winery's success, saying, "I staked my



COURTESY OF EMILY MOLLER PHOTOGRAPHY Assistant Winemaker Nic Stevens (left) and Head Winemaker Garrett Grubbs (right) of Tsillan Cellars, pictured at the winery, where they have significantly contributed to the winery's recent success in national wine competitions.

of gold medals turned into a veritable Gold Rush."

Head Winemaker Garrett Grubbs expressed his sentiments, stating, "It is an immense honor and privilege to bring these accolades and gold home to the south shore of Lake Chelan for Dr. Bob. It is an ultimate dream come true to put this new elevated program together and see that honored and recognized by so many top industry peers. Being a part of Dr. Bob's storied Tsillan Cellars, elevating the wine program to new heights and bringing more recognition to a hard fought legacy I could not be more humbled and proud."

Tsillan Cellars begins 2024 with significant momentum, anticipating further achievements in the year ahead.

Brookside Funeral Home & Crematory opens new location in Wenatchee



Ward Media | Wenatchee Business Journal

Brookside Funeral Home & Crematory announced the opening of its new location in Wenatchee on January 1, 2024. Expanding from its Ellensburg and Yakima bases, Brookside aims to address the growing need for funeral services in Chelan and Douglas counties.

Owners Jamin and Kara Mohler view their profession as a service to the community. "We focus on being a family and relational business that seeks to treat families the way we would hope to be treated if we were in their situation," Jamin Mohler stated.

He emphasized the small-town nature of their funeral home, noting the involvement of their daughter, Mahala Mohler, in the family business.

The decision to expand into Wenatchee was spurred by increasing

See **BFHC** Page 16



$\label{eq:courtesy} \begin{array}{c} \mbox{COURTESY OF BROOKSIDE FUNERAL HOME} \\ \mbox{The new Brookside Funeral Home & Crematory in} \end{array}$

Wenatchee, located at 201 N Mission Street, stands ready to serve the community, reflecting the company's commitment to providing compassionate funeral services in the region.

OING

MEMBER MESSENGER

"Driven to Promote and Protect Small Business"

JANUARY 2024 ASSOCIATION NEWSLETTER



Building NCW would like to introduce the remaining Associate Sponsors for the Home Show! Get to know Western Ranch Buildings in their own words below.



"Western Ranch Buildings is excited to be a part of the Building NCW Home Show, where we have the pleasure of connecting with new clients and visit with past customers.

Our commitment to being a local contractor means we're readily available to meet with you either on-site or in our office, ensuring a seamless experience in designing your building and selecting materials. Clients often inquire about the advantages of a post frame building for their projects, seeking insights into material choices, finishes, and our streamlined process.

At Western Ranch Buildings, we pride ourselves on providing answers to these questions, guiding you towards the best options for your needs. As a proud member of Building NCW, we stay informed about local issues and opportunities to engage with fellow professionals in the building community.

Since 1976, Western Ranch has been serving NCW providing quality buildings for residential, agricultural, and commercial projects. Trust us for excellence and experience that stands the test of time."



The Building NCW staff reached out to the owners at Artisan Flooring prior to the Home Show to quickly catch up with them as they prepped for the upcoming show.



BNCW: Artisan Flooring is an Associate Sponsor of the Home Show, what do you love about the Home Show?

Jenny Black: We love being able to interact with the community.

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

Jenny Black: Building NCW is a fantastic support system!

BNCW: What would you recommend to someone who wants to start their own business?

Jenny Black: Do it! Do your best to stay out of debt, work hard, be honest, and you will be successful!

BNCW: Trending home interior styles change annually; how do you stay up to date on the industry and what do you recommend to individuals?

Jenny Black: We keep up with the trends by having conversations with our customers and staying in the loop with our sales reps. As for choosing a product, we recommend trying to stay with something that is timeless.

BNCW: Is there anything else you want people to know about Artisan Flooring?

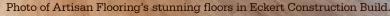
Jenny Black: We offer more products and brands than you may by aware of. Give us a call and come see our showroom in Cashmere to see what we have to offer.

SEE INTERVIEWS, PAGE 10



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JANUARY 2024 ASSOCIATION NEWSLETTER

PAGE 2

INTERVIEWS

Continued from page 9



Valley Tractor is a new Associate Sponsor of the Home Show but not new to the Home Show. Read on to hear what Dale Hall of Valley Tractor had to say to the BNCW Staff.

BNCW: Valley Tractor is a new associate sponsor of the Home Show, what do you love about the Home Show?

Dale Hall: I believe Valley Tractor has been a participant at the Home Show since

it began! It is a tradition, a coming together of the community during our cold winter months in anticipation of spring, and a great opportunity to showcase Valley Tractor equipment to homeowners and contractors!

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

Dale Hall: Cost is always a frequent, and necessary question, for quality pieces of equipment. But more importantly, it is about getting the right piece of equipment for the job. So often our first question for the customer is what jobs will they be performing? The best way to get answers and to make an educated decision is to visit with the sales representative at our booth. At times we cover the booth with non "sales" staff, and they are encouraged to provide the customer with contact info to more experienced product specialists at Valley Tractor for follow up to questions.

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

Dale Hall: For Valley Tractor, being a member of Building NCW is more about supporting the entire community and industry than an expectation of specific sales leads at the show or through BNCW advertising. When the industry and community thrive and work together, sales follow.

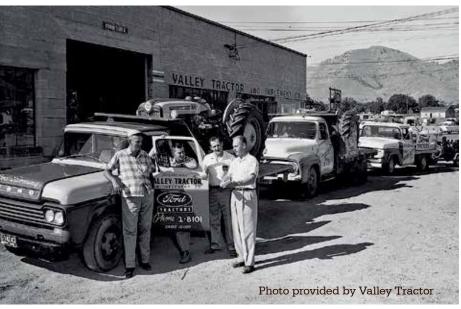
BNCW: *What would be the first step for a customer to work with you?*

Dale Hall: The first step is to call or visit our dealership and meet with our staff. We want to make sure you have the best possible information to make a sound decision on your investment and have an opportunity to see and test drive quality equipment in person!

BNCW: Is there anything else you want people to know about Valley Tractor?

Dale Hall: Valley Tractor takes pride in matching the right equipment for the job and supporting that equipment after the sale. We believe in establishing relationships as opposed to completing transactions. Valley Tractor has been a part of NCW for over 75 years, and we intend to be here for many more!





Thank you again to the 2024 Home Show Sponsors





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https://www.ncwbusiness.com

DING

OTF &

BNCW Out and About – WILD Edition!

Building NCW and CWHBA partnered together to sponsor a Wenatchee Wild Game on January 16th, 2024 with Build-

ers FirstSource and Intermoun- to help celebrate Construction tain West Insulation.

The first 300 fans received yellow plastic construction hats Appreciation Night.

Builders FirstSource dropped the puck to get the game started.



Members of Building NCW and CWHBA enjoyed Construction Appreciation Night at the Wenatchee Wild.

Members from Building NCW and CWHBA aswell as wild fans enjoyed a night at the WHL's Wenatchee Wild.

The two organizations enjoyed cheering on the Wild as they went into overtime and battled until the final buzzer.

Unfortunately, the Wenatchee Wild didn't take away the win that night but Building NCW and CWHBA took home their own win with gaining awareness for their organizations, mutual camaraderie, and promoting the trades.

Both organizations would like to thank Builders FirstSource and Intermountain West Insulation for helping make Construction Appreciation Night happen.

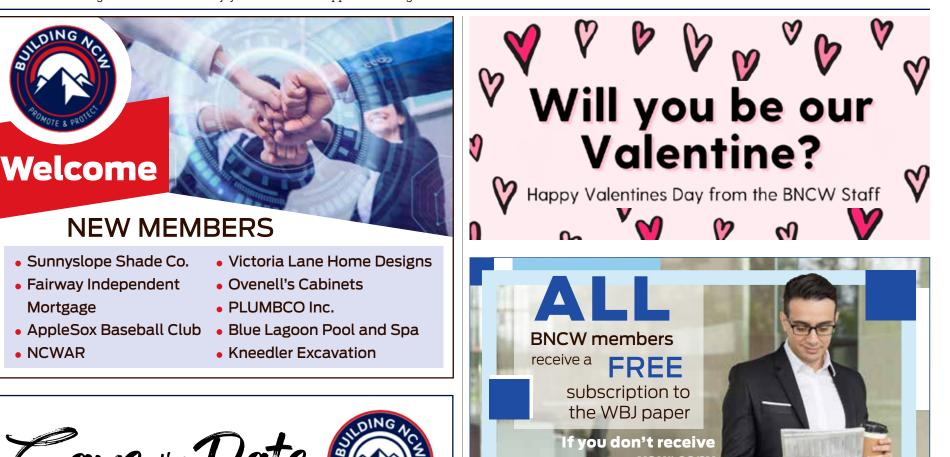
The Staff at Building NCW has also visited the Chelan GOP



Building NCW's Danielle Martin and Morgan Dobbins rooting on the Wenatchee Wild!

meeting in January, hosted an RRP Lead Certification Class, and visited a few radio stations promoting the 2024 Home Show.

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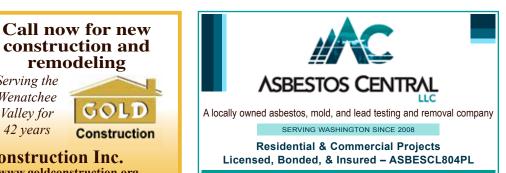
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Changing Weather – Cooler/Cold

Winter seems to have be later this season but it is cooler and will be colder outside! Are you ready?

DING

Weather can often be unpredictable and extreme, causing unseen risks and situations. In such temperamental weather, extreme cooling and freezing temperatures can create serious health problems.

Near freezing weather and strong winds can cause a person to lose body heat much quicker than normal.

These two drastic weather conditions are the two major factors that lead to "cold stress."

The symptoms of cold stress are brought on by exposure when working long periods of time in extreme cold, or when working in poorly insulted or heated areas. Those that are unaccustomed to cooler or freezing weather are more likely to experience cold stress.

Hypothermia: prolonged exposures to cold temperatures. People are surprised to learn that hypothermia deaths could occur with temperatures between 30 and 50 degrees. If you or your clothing is wet, then hypothermia becomes even more likely.

Chilblains: Chilblains, also known as "Pernio" and "Perniosis" is a cold stress issue and can be caused by temperatures between freezing and 60 (°F).

Chilblains are caused by repeated prolonged exposure of skin to cooler/ cold temperatures. It can cause permanent damage to the capillary beds in the skin. This could lead to reoccurring redness and itching when exposed to cold weather. It often affects the body's extremities; e.g., face, hands, ears, as well as any areas that are unprotected from cold temperatures.

Protect yourself, look out for co-workers!

Leadership should consider some ideas for projects/facilities to in prevention of cold stress from affecting workers:

scheduling • When routine repairs and maintenance consider the month of the year and time of day. If you can schedule cold jobs for warmer times. Look at the weather forecast, looking for a break in the weather

• Reduce the physical demands by assigning additional workers for extralong and demanding jobs.

• Set up a warm area with warm beverages for workers to take breaks and rest.

• Monitor and train workers who are at risk for cold stress. Give them information about inherent risks, prevention, symptoms, available treatment, and required personal protective equipment.

Recommendations for workers:

• Stay warm and safe by following a few helpful tips: • Wear appropriate clothing, such as wearing multiple layers of loose clothing.

• Protect the ears, face,

• Always carry cold weather gear, such as extra socks, gloves, hats, jackets, blankets, change of clothes and a thermos of hot liquid. • Drink water, it is surprising that you can become dehydrated. Drinking liquid keeps your body functioning · Avoid touching cold

metal surfaces with bare skin.

Snow, Ice and Slips/ **Trips/Fall**

In addition to cold stress during cold weather is freezing ground conditions. Water that has accumulated can freeze and create an extremely hazardous work environment. Consider when the weather gets a little warmer, the ground and surrounding areas start to thaw, that ice can be slicker than just pure ice.



ucts that leadership allows

on walkways, stairs and sur-

faces you walk and work

from. Some of those prod-

ucts can damage concrete or

finishes. Make sure you use

Prevention is the most

1. Housekeeping is really

important, keep your area

clean and organized. If pos-

sible, keep materials out of

the elements. Cover with

2. Remove water, even

the smallest amount not

removed, can freeze and

create a problems walking

3. Snow removal is im-

portant, melting snow can

important action to take.

the correct de-ice.

Some take aways:

tarps if need be.

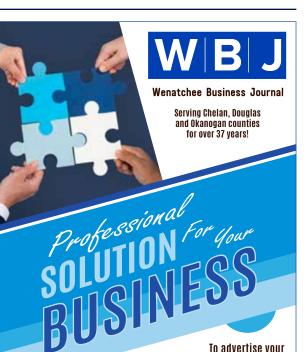
be extremely hazardous and it gets very heavy which can cause a collapse.

4. Removing snow will help in the evaporation of moisture and start to dry the area out, take the time to clear your pathway and area.

5. Traveling to the job can have its own problems, be careful and know your own skills when driving in snow. Take public transportation when available, let someone else do the driving.

These are just a few tips to consider among the many.

Be aware for your own safety and look out for your coworkers. Let's be safe out there!!



Upcoming • Events FEBRUARY FEB. 3RD - 4TH - HOME SHOW FEB. 12TH - CPR CLASS FEB. 14TH - VALENTINES DAY FEB. 21ST - BOARD MEETING MARCH MARCH 17TH - ST. PATRICK'S DAY MARCH 20TH - BOARD MEETING APRIL APRIL 17TH - BOARD MEETING MAY MAY 15TH - BOARD MEETING MAY 21ST - NETWORKING NIGHT HOSTED BY PEOPLE'S BANK MAY 27TH - MEMORIAL DAY 2024

JUN. 21ST - 28TH ANNUAL BNCW GOLF SEPT. 19TH - 10TH ANNUAL CHEFS ON TOUR SEPT. 20TH - 22ND - 30TH ANNUAL HOME TOUR hands and feet in extreme cold weather by wearing a hat and waterproofed and insulated footwear/boots. • During breaks move to a warm area and limit your time outside.



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PAGE 4



Real Estate **Residential**

Sale Price	Address	Total Acres	Year Built	Residential Area	Basement Area	Bedr.	Bathr.	Garage Area
\$1,400,000	114 ORCHARD PL	1.36	2011	2820		3.00	3.00	1280
\$929,900	2529 SKYROCKET LN	1.09	2019	3129		3.00	2.50	972
\$785,000	3008 NW DELCON DR	0.52	2017	2177		2.00	3.00	700
\$779,000	2474 NEIGHBOR PL NE	0.25		0				
\$699,900	1143 S PERRY AVE	2.35		3432		3.00	2.00	
\$660,000	2840 SUNSET HWY	0.44	1909	3056	820	5.00	3.00	864
\$585,000	33 S MANDOLIN AVE	0.22	2006	2772		5.00	2.50	754
\$525,000	46 MAKENNA LN	0.24	2005	1775		3.00	2.00	552
\$500,000	1202 3RD ST SE	0.22	1988	2240		3.00	2.00	288
\$500,000	457 EDWARDS PL	0.5	1987	2128		3.00	2.00	
\$499,900	2685 SEMOLINA LOOP	0.22	2013	1300	858	3.00	2.50	528
\$474,890	3919 NW CASCADE AVE	2.11	1981	3308	3002	4.00	6.00	1128
\$450,000	901 12TH ST NE	0.2	1987	1156		3.00	2.00	576
\$435,000	604 MARCIE CT	0.16	1988	934	874	4	2.00	440
\$435,000	300 LESLIE WAY	0.3	1930	1780	1144	3.00	1.00	
\$420,000	107 RED HAWK DR	0	1998	1680	816	3.00	2.25	816
\$410,000	2214 NW COLUMBIA AVE	0.29	1980	2184		3.00	1.50	864
\$386,000	1585 1ST ST SE	0.28	1955	1118		3.00	1.00	286
\$365,000	536 NEWPORT PLZ	0.24	1998	1782		3.00	2.00	324
\$365,000	331 1ST ST SE	0.23	1952	1164		3.00	1.00	636
\$350,000	2321 NW CASCADE AVE	0.72	1955	1628	1012	3.00	2.00	900
\$337,500	444 EASTMONT AVE	0.34	1957	2021	2021	5.00	3.00	576
\$325,000	616 COLUMBIA AVE	0.83		0				
\$300,000	102 N NILE AVE	0.54	1946	729		2.00	1.00	440
\$299,000	304 PINE VIEW DR	0.17	2008	352		1.00	1.00	
\$265,000	1108 2ND ST SE	0.26	1969	1388	1300	3.00	2.50	480
\$250,000	215 WILLOW VIEW DR	0.17	2008	374		1.00	1.00	
\$248,500	589 EASTMONT AVE UNIT #D	0	1999	914		2.00	1.00	
\$219,000	16 RED ROSE LN	7.6		0				
\$200,000	115 N MARY AVE	0.99		0				
\$175,000	2979 RD 26 REX	10.43	1900	1969		4.00	1.50	
\$140,000	641 19TH ST	0.28	1900	1368		2.00	1.00	720
\$122,500	898 CHELAN HILLS ACRES RD	20.02		0				
\$82,100	2316 MONROE AVE	0.12	1952	960		3.00	1.00	
\$79,500	211 PACE DR SP 16	0	1977	924		2.00	1.00	

Top Properties Douglas County December 2023 **Commercial**

Seller	Buyer	Sale Price	Street	Acres
B & O PARTNERSHIP	GFI HOLDINGS LLC	\$595,000	4956 CONTRACTORS DR	1.01
STATE OF WASHINGTON	CASCADE VIEW ORCHARD LLC	\$134,000		0
STATE OF WASHINGTON	KGM MARTIN LLC	\$68,000		0
STATE OF WASHINGTON	PUBLIC UTILITY DISTRICT NO 1 of Chelan County	\$34,000		12.27
BJORKMAN, RUDY	RIPLEY, JR., JARROLD Thomas	\$6,000		0.11

Farm

Seller	Buyer	Sale Price	Street	Total Acres
UHRICH FAMILY LLC & UHRICH Family Farms LLC	THOMSEN, BRYAN S & RACHEL D	\$900,000		1735.17
HANFORD, LEE J	EMERALD DREAMS LLC	\$789,700		980.03
UHRICH FAMILY LLC	THOMSEN, BRYAN S & RACHEL D	\$475,000	575 RD G NW	154.5
REIMAN, JULIE A	REIMAN, MITCHELL S & Elizabeth R	\$425,000		21.46
MONAHAN, JOSEPH THOMAS & Angela Rose	MONAHAN, THOMAS J & MARY A	\$320,000		10.7
UHRICH FAMILY FARMS LLC	THOMSEN, GARRETT A & MIA M	\$313,905		623
FOUR N'S HOLDING LLC	ARROYO &, DANIEL & IRMA	\$275,000	13970 US Hwy 2	7.34
SCHMIDTMAN FAMILY Farm LLC	LOEBSACK, WALTER A & Marjorie e	\$210,000	799 RD G NW	20
COLLIER &, IRMA	D&D INVESTMENTS/WASHINGTON LLC	\$160,000	799 RD G NW	1.66
NELSON &, JOHN A	MITTELSTAEDT RANCH LLC	\$145,000		186.12
RAMM, RICHARD	SHYPOKE LLC	\$110,000		154
KENFIELD, DENNIS J	CAIRNS, JOSEPH	\$60,000		20

Marketing Matters



Navigating the Digital Landscape: Unveiling Advanced Strategies for Programmatic Campaigns, Geo-Targeting, and Email Tactics

hen it comes to digital marketing, staying ahead of the curve is not just a strategic advantage - it's a necessity. As we embrace the opportunities of 2024, businesses is its ability to deliver perare presented with a range of advanced digital marketing strategies that can significantly raise brand visibility and engagement. In this article, we look at the intricacies of programmatic campaigns, geo-targeting, and email tactics.

verage data and algorithms to automate the buying process, ensuring that ads are delivered to the right audience at the right time.

One key advantage of programmatic advertising sonalized content at scale.

Geo-Targeting: Reaching the Right Audience

Geo-targeting takes digital marketing a step further by adding a geographical dimension to campaigns. This strategy promote a special offer to users within a certain radius. This increases the likelihood of foot traffic and enhances the overall customer experience by providing relevant and timely information.

The success of geo-tar-

now leveraging advanced email tactics to create compelling and personalized campaigns.

Automation is a gamechanger in email marketing. Businesses can set up automated workflows that deliver targeted content based on user actions, ensuring a seamless and personalized experience. This saves time and allows for timely responses to user behavior. Segmentation is another crucial element of modern email tactics. By categorizing subscribers based on their preferences, behaviors, or demographics, businesses can deliver highly relevant content to specific audience segments.



Elevate Your Digital Presence

Integrating these advanced strategies into a comprehensive and cohesive marketing plan is key to success. Programmatic precision, geo-targeting excellence, and reloaded email tactics offer businesses the tools to reach their audience and engage them in meaningful ways.

Programmatic Precision: Find the Potential

Programmatic advertising has evolved into a cornerstone of digital marketing, offering precision and efficiency in reaching target audiences. Unlike traditional methods, programmatic campaigns leBy analyzing user behavior and preferences in real time, businesses can tailor their messages to resonate with specific demographics. This enhances the relevancy of the content and increases the likelihood of conversion.

STOCK PHOTO

involves delivering content geting lies in its ability to based on the physical locamake marketing messages contextually relevant. It's tion of the audience, allowing businesses to craft not just about reaching an hyper-localized messages audience; it's about engagthat resonate with regional ing them with content that preferences and interests. speaks to their immediate Imagine a restaurant needs and surroundings. using geo-targeting to

Email Tactics Reloaded: Crafting Compelling Campaigns

While email marketing has been a staple in the digital marketer's toolkit, the approach has evolved significantly in recent years. Beyond generic newsletters, businesses are

This level of personalization enhances user engagement and builds stronger connections with the audience.

Staying informed and adapting to new trends is paramount. Embrace these strategies, tailor them to your unique business identity, and elevate your digital presence in the minds of your audience. The future of marketing is dynamic, and those who embrace innovation will undoubtedly stand out in the crowded digital landscape.

Amy Yaley is the COO of Ward Media and the co-owner of Apple Capital Marketing & Northwest Swag Works. She can be reached at amy@ward.media.



Real Estate

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Top Properties Chelan County **December 2023**

Buyer	Seller	Sale Price	Address	City	Living Area	Year Built	Bed- rooms	Bath- rooms	Garage Area	Pool	Fire- place
168 WAPATO LLC	AVATAR REIT I LLC	\$5,000,000.00	168 WAPATO CT	MANSON	26964	2020			0	N	N
HAWK FAMILY EAST VALLEY LLC	JJA PROPERTIES LLC	\$3,100,000.00	1925 N WENATCHEE AVE	WENATCHEE	6924	2005			0	N	N
ARROYO LUNA LUIS ETAL	RUSSELL DANIEL & CINDY	\$1,500,000.00	2388 SHAW RD	MALAGA	2796	1950	3	1	704	N	Y
UPPER VALLEY MEND	MARSON FAMILY HOLDINGS INC	\$1,494,900.00	105 PINE ST	LEAVENWORTH	3520	1975			0	Ν	N
FEWEL KERRIE S	KIRKSEY JEFFREY J	\$1,256,000.00	281 BURCH HOLLOW LN	WENATCHEE	3212	2021	3	3	848	Y	Y
BALDOCK STEPHEN J & JANE E	MULHALL SCOTT & FAYE	\$1,250,000.00	1700 CANYON CREST DR	WENATCHEE	2496	1983	3	2	527	Ν	Y
PARKER DILLON J	EVANS TYLER N & RAYE L	\$1,250,000.00	210 GRIFFITH RANCH RD	MANSON	2532	2016	4	3.5	1187.7	Ν	Y
RIGGAN THOMAS B	UTIGARD HOLDINGS LLC	\$1,250,000.00	40 JENNINGS ST	WENATCHEE	3942	1986	3	3.75	0	Ν	N
PORT OF CHELAN COUNTY	ADCOCK TERENCE L	\$1,038,950.00	5048 MALAGA ALCOA HWY	MALAGA	2224	1973			880	N	N
PORT OF CHELAN COUNTY	ADCOCK TERENCE L	\$1,038,950.00	5101 MALAGA ALCOA HWY	MALAGA	728	1995			1200	N	N
BROWN STEPHEN	GRAHAM CUSTOMS HOMES LLC	\$1,036,000.00	16059 CEDAR BRAE RD	LAKE WENATCHEE	1250	2022	3	3	0	N	Y
CONNER KURT & JANELLE	PHILLEO THOMAS	\$980,000.00	16930 CHUMSTICK HWY	LEAVENWORTH	1966	1992	3	3	0	N	Y
102 BASS LANE LLC	TRIPEN INC	\$875,000.00	102 BASS LN	CHELAN	0	0			0	N	N
MAYFIELD KEITH & GAMLEM CATHRYN	HARRIS R NICHOLAS	\$850,000.00	127 HEATHER LN	WENATCHEE	2001	1987	4	2.5	832	Y	Y
UPPER VALLEY MEND	MARSON FAMILY HOLDINGS INC	\$828,300.00	315 PINE ST	LEAVENWORTH	9216	1976			0	N	N
GROENEWOLD PAUL & KRISTEN I	MUNDELL TIMOTHY & JANET	\$825,000.00	3371 NUMBER 1 CANYON RD	WENATCHEE	1790	2012	3	2	650	N	Y
HAMMOND TOM & VAKULINA	LINN TROY & JILL	\$815,000.00	2405 SALAL DR	LAKE WENATCHEE	1888	1967	4	3.5	240	N	Y
HAMMOND VIKTORYIA DEAN MATTHEW C & FAIRCLOTH LAURA	BARBER ADAM E & KAYLI A	\$810.000.00	231 PINEGRASS ST	LEAVENWORTH	2361	2020	5	2.5	480	N	N
UPPER VALLEY MEND	MARSON FAMILY HOLDINGS INC	\$764,500.00	155 W WHITMAN ST	LEAVENWORTH	3072	1991			0	N	N
PETERSON BRETT D	REHM SAVANNAH	\$762,500.00	27 KNOWLES HEIGHTS LN	WENATCHEE	1584	1985	4	4	519	N	Y
VICKERY BRANDEY L & ANDREW	RIGGAN THOMAS B	\$745,000.00	1527 WALNUT CT	WENATCHEE	2930	1979	5	3.5	960	N	Y
TURNER JOHN S JR & CHARLOTTE B	STEERE REVOCABLE LIVING TRUST	\$742,500.00	1610 QUAIL HOLLOW LN	WENATCHEE	2501	2004	3	2.5	728	N	Y
ELLARS FRANKLIN & SHANLEY	MILLS AMY & GREGG WHITFIELD W/H	\$710,000.00	529 VILLAGE DR	MANSON	2058	2011	3	2.5	538	N	Y
RADELFINGER JOSEPH V & JENNIFER L	NEACE ALLEN D	\$699,000.00	1839 JEFFERSON ST	WENATCHEE	1683	1979	6	3.5	0	Y	Y
BOTTEMILLER CLIFTON J	DRAKE IVAN F	\$689,000.00	906 POPLAR AVE	WENATCHEE	3070	1992	5	3	762	N	Y
THOMPSON DAVID & MENDEZ ARIANA	SIENNA 41 LLC	\$679,990.00	236 SIENNA RD	WENATCHEE	2448	2022	3	2.5	532	N	Y
SNYDER HENRY H & SANDEE I	STARR BISHOP JORJA D	\$665,000.00	1208 POE ST	WENATCHEE	2053	1977	4	2.5	528	Y	Y
CERVANTES CHRISTOPHER & MADRIGAL KELLY	LORANG JAMES E	\$650,000.00	1611 CROSS ST	WENATCHEE	3042	1994			0	N	N
MCRAE HOMES LLC	DEPAOLI BARRY P & JAQUELINE K	\$630,000.00	106 BUTTE RD	CHELAN	1571	1999	3	2	420	N	N
STUCKI DAVID L	SHALES TODD ETAL	\$625,000.00	37 SHALES LN	LAKE WENATCHEE	0	0			0	Ν	N
VILLALVAZO MANUEL A & LASSEN SHAWNA	SMITH NANCY M	\$600,000.00	100 W COMMERCIAL ST	LEAVENWORTH	1602	1905	3	1	0	Ν	Y
DALING LAUREN & FRONTERA REGINA	SIVINSKI GREG A & SANDRA A	\$599,000.00	1804 ASPEN PL	WENATCHEE	1958	1994	3	2	484	Ν	Y
PARKER HAILEY & LA FAVE JORDAN	ZACHER WILLIAM A	\$559,000.00	405 E NIXON AVE	CHELAN	1584	1918	5	2	400	Ν	Y
PURDY JOHN	TUTTLE JOHN M & SALLY E SINGER TUTTLE	\$545,000.00	156 PROSPECT ST	LEAVENWORTH	952	1979	2	1	308	N	Y
WHITE MEECHE	HANSEN SHIRLEY A	\$532,500.00	319 TIMBER RIDGE CANYON RD	LEAVENWORTH	1302	1989	2	2	560	N	Y
LUNG STAN BENJAMIN S & LAUREN A	KOCH BURTON	\$525,000.00	17880 N SHORE DR	LAKE WENATCHEE	1068	1982	2	1	0	N	Y
garza diana	HESSBURG JOHNETTE M	\$515,000.00	710 KRIEWALD CT	WENATCHEE	1912	1990	3	2.5	400	N	Y
VILLANUEVA JESUS JR ETAL	BLACK MICHAEL A & AMANDA D	\$505,000.00	3005 RIVIERA BLVD	MALAGA	1140	2015	3	2.5	552	N	N
PARK JULIA & MC HENRY JACOB P	CHAPMAN AYAKO ETAL	\$500,000.00	2216 LARK BROOKE	WENATCHEE	1735	1999	3	2	462	N	N
HOLLIDAY LUCAS R & SHARON D	RESSLER DENNIS J & LORI L	\$499,000.00	131 WHITFIELD CT	CHELAN	0	0			0	N	N
AVILES ZARAGOZA CELINA	HOLM GERALD W	\$475,000.00	901 S WILSON ST	WENATCHEE	1064	1949	3	1	336	N	Y
DIAZ MISTY & JOSEPH C	PETERSON BRETT D	\$470,000.00	1031 VISTA PL	WENATCHEE	1045	1963	4	1.75	500	N	Y
UPPER VALLEY MEND	MARSON FAMILY HOLDINGS INC	\$467,500.00	106 JOSEPH ST	LEAVENWORTH	1800	1985	2	2	288	N	N
ST. LIT VILLET WILIND		ψτυι, υυυ.υυ			1000	1000	£		200	IN	IN
CLARK JONATHAN & MORASKI	BARTO BRIAN A & JANE C GESE	\$462,000.00	618 HAWTHORNE ST	WENATCHEE	1864	1930	3	2.5	360	N	Y

Real Estate Top Properties Chelan County **December 2023**

Buyer	Seller	Sale Price	Address	City	Living Area	Year Built	Bed- rooms	Bath- rooms	Garage Area	Pool	Fire- place
UPPER VALLEY MEND	MARSON FAMILY HOLDINGS INC	\$440,000.00	218 W WHITMAN ST	LEAVENWORTH	2400	1995	2	2	528	Ν	N
BICKFORD CLAIRE & LYNCH CHARLES	SHEETS COULEE	\$430,000.00	8251 RIVER VIEW RD	PESHASTIN	1450	1958	5	2	0	Ν	Y
UPPER VALLEY MEND	MARSON FAMILY HOLDINGS INC	\$429,000.00	234 PROSPECT ST	LEAVENWORTH	1740	1984	2	1	276	Ν	N
BILES TINA	SAGE HOMES LLC	\$424,900.00	127 EMMA DR	WENATCHEE	1843	2022	3	1.75	483	Ν	N
SCHWINGHAMMER TY	ROBBINS BRYSON & TEILOR	\$420,000.00	1001 PRINCETON AVE	WENATCHEE	1708	1925	3	2.5	360	Ν	Y
PALMGREN DONELDA E	HIATT LAVERNE F	\$415,000.00	1237 MARBLE ST	WENATCHEE	1742	2004			570	N	N
WRUTH HUNTER & POND HALEY M	MOSER DONALD W	\$400,000.00	605 HAWTHORNE ST	WENATCHEE	1346	1929	3	1	500	Ν	Y
KHAN NATALIYA & BILAL AHMAD	HUBER BRIAN T & JAMIE L	\$400,000.00	22113 APPALOOSA LN	PLAIN	480	1967	1	1	0	N	Y
SHERWOOD LINDER MARCI	CARULLI LINDA M	\$400,000.00	1750 CENTRAL AVE	WENATCHEE	1574	0			0	Ν	N
HAMMERSMITH DAWN M	MARTZ MICHAEL E	\$399,900.00	2879 MALAGA ALCOA HWY	MALAGA	1035	1983	1	1	900	N	Y
ES ENDEAVORS LLC	BEEMAN FRANKIE A & PAGE JAMES R	\$375,000.00	1210 N WESTERN AVE	WENATCHEE	1206	1908	2	1	1072	Y	N
CRUZ JAILENE E ETAL	KELLEY HILDEGARD ETAL	\$369,900.00	808 KITTITAS ST	WENATCHEE	1014	1928	3	1	0	N	Y
DEUTSCHE BANK NATIONAL TRT CO	BERGREN BRENDAN & CASSANDRA	\$363,306.00	2599 EASY ST	MONITOR	2795	1965	3	2	504	Y	Y

Western land values navigate economic uncertainties

In a landscape marked by high-interest rates, fluctuating farm incomes, and evolving water regulations, land values in the Western United States exhibit a complex pattern of stability and change.

Ward Media | Wenatchee Business Journal

ccording to recent data, land values across Washington, Oregon, Montana, and Idaho have remained relatively steady despite these challenges.

In contrast, California's land market presents a dichotomy: values in the Central Coast, buoyed by premium vineyard and high-quality croplands, continue to rise, counterbalancing the Central Valley's decline due to falling commodity prices impacting walnut and table grape acres.

Arizona's land market is experiencing a slowdown. High-interest rates, softening commodity prices, and decreasing irrigation water supply contribute to extended marketing times and reduced sales activity.

Key factors influencing the land market include:

1. Interest rates: Q4 2023 saw high-interest rates acting as a significant deterrent to land acquisitions.

The impact is evident in the housing market's cooldown, potentially reducing development pressures on agricultural lands near urban centers. However, agricultural lands remain sought-after, with high demand keeping prices firm.

2. Land availability: The low inventory of agricultural land, particularly in water-secure areas suitable for high-value commodities in California, continues to support land values.

3. Farm income and commodity prices: Despite the USDA forecasting a 25.4% decline in farm-sector income for 2023, land values have not mirrored this trend.

The perceived stability of land as a longterm investment seems to override short-term fluctuations in commodity prices.

4. Water supply and regulation: In California, growers banked significant water reserves in 2023, aiding over-drafted aquifers.

However, the Sustainable Groundwater Management Act may introduce stringent regulations.

Arizona faces challenges with reduced water levels in Lake Mead and the Colorado River, affecting land activity in the speculative market.

5. Drought conditions: The West experienced varied drought conditions in 2023. Good snowpack and spring rains brought some relief, but late summer saw a return of drought in over half the region. Despite this, land values have not shown a direct correlation with drought stress or re-

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duced yields thus far.

The Columbia Basin Irrigation Project in Washington is drawing national interest, attracting buyers keen on investing in farm ground with reliable water and diverse crop options.

While irrigated areas had sufficient water through 2023, dryland regions faced drought stress, though this has not yet significantly impacted land values.

Overall, the agricultural land market in the West remains robust, with transactions indicating stable to increasing prices despite the low inventory.

The full impact of ongoing economic and environmental factors on land values will continue to unfold, warranting close monitoring by stakeholders in the agricultural and real estate sectors.

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Real Estate

Existing home sales dipped in December, marking a year of declines

The real estate market witnessed a continued decline in existing home sales in December, marking a year-end slowdown in an already fragile housing sector. According to the National Association of Realtors[®], sales decreased

by 1.0% to a seasonally adjusted annual rate of 3.78 million, compounding a 6.2% drop from the previous year.

of contrast in the housing

Ward Media | Wenatchee Business Journal

his downturn in sales activity was felt across most regions in the United States. The Midwest and South reported reduced sales, while the West saw a modest increase, and the Northeast remained static. Despite these regional variations, all areas faced year-over-year sales declines.

market. Existing home sales fell to their lowest since 1995, totaling 4.09 million, yet the median home price soared to a record \$389,800. The median price in December alone climbed 4.4% from the previous year, reaching \$382,600, marking the sixth consecutive month of year-over-year increases.

Inventory issues contin-

ued to impact the market.

The stock of unsold existing homes at the end of December plummeted by 11.5% from the previous month to just 1 million units, translating to a supply of 3.2 months at the current sales pace. Despite this monthly decline, the inventory level was 4.2% higher than a year ago.

Lawrence Yun, Chief Economist at NAR,

Regional variations

December revealed distinct regional trends in existing home sales across the United States.

Northeast

At 470,000 units, existing home sales in the Northeast were unchanged from November but down 9.6% from December 2022. The median price in the Northeast was \$428,100, up 9.4% from the previous year.

Midwest

In the Midwest, existing home sales retracted 4.3% from the prior month to an annual rate of 900,000 in December, down 10.9% from last year. The median price in the Midwest was \$275,600, up 5.9% from December 2022

commented, "The latest month's sales look to be the bottom before inevitably turning higher in the new year. Mortgage rates are meaningfully lower compared to just two months ago, and more inventory is expected to appear on

South

Existing home sales in the South descended 2.8% from November to an annual rate of 1.72 million in December, a decrease of 4.4% from the prior year. The median price in the South was \$352,100, up 3.8% from one year ago.

West

In the West, existing home sales grew 7.8% from a of 690,000 in December but were down 1.4% from one year before. The median price in the West was \$582,000, up 4.8% from December 2022.

the market in upcoming months."

The report also sheds light on the shifting dynamics of home buyers. First-time buyers accounted for 29% of sales in December, a slight decrease from previous months.

Cash transactions made up 29% of the sales, indicating a consistent presence of investors in the market.

However, distressed sales remained a minimal component, making up only 2% of the total.

Real Estate

he single-family

Chelan/Douglas

exhibited remarkable

consistency in 2023, con-

trasting with the national

trend. While the National

Association of Realtors

(NAR) reported a 19%

decrease in national home

sales compared to 2022,

the Chelan/Douglas mar-

ket experienced only a 1%

decline.

2023 emerged as a year

Brian Fair Pioneer Title Company



COURTESY OF BROOKSIDE FUNERAL HOME The Mohler family, owners of Brookside Funeral Home & Crematory in Wenatchee.

BFHC

Continued from page 8

service requests at the Ellensburg location from Wenatchee families.

"The reception and the incredible outpouring of support has been both humbling and heartwarming. This community is eager to have a choice, and we are honored to be one of those options," Mohler remarked.

calling of funeral service. We are here, as our slogan says 'Because We Care.'"

Adding a unique aspect to their service, Brookside features Beacon, an Australian Labradoodle and certified funeral service therapy dog. Beacon's profile is available on the company's website.

Brookside Funeral Home & Crematory invites the community to visit the new location at 201 N Mission Street, Wenatchee, or contact them at 509-888-2050.

in sales, whereas the above home market in \$750,000 segment declined by \$40 million.

Chelan/Douglas single-family

home market shows steadiness

amid national decline

The data reveals nuanced dynamics across different price ranges and payment methods:

- Sales under \$250,000, both cash and financed, showed modest fluctuations in total deal numbers and amounts.

-The \$250,000 to \$500,000 bracket, par-This stability followed a ticularly in cash transacrobust \$250 million third tions, saw a significant creases in both the number of deals and total value.

Notably, the price per square foot across different price ranges witnessed only minor changes from the fourth quarter of 2022 to the same period in 2023, with a notable spike during the third quarter of 2023. This indicates a relatively stable pricing trend in the local real estate market.

The Wall Street Journal's January 20, 2024,

lowering interest rates and positively influencing the real estate market.

This development aligns with comments highlighting the importance of supporting a vibrant economy and low- to moderateincome communities.

Despite higher interest rates in 2023, the Chelan/ Douglas market remained resilient. With national expectations of a rebound in 2024, questions arise about the potential for continued strength in the Chelan/Douglas market, which has yet to show signs of a slowdown. Brian Fair owns and operates Pioneer Title Company in Wenatchee

quarter and comes after a 13% decrease reported in August compared to the previous year.

In the local market, the segment under \$750,000 saw a \$30 million increase increase in the number of deals and total value.

- In higher price ranges, from \$500,000 to over \$1 million, varying trends were observed with some categories witnessing deedition suggests potential shifts in the broader financial landscape. An emerging alliance could lead to loosened capital requirement standards for larger banks, potentially

Jamin Mohler passionately expressed the importance of maintaining a personal and compassionate approach.

"It is important to us that we do not outgrow or extend ourselves beyond our ability to personally and compassionately serve families. We have an incredibly gifted staff who is dedicated. Our locations are all staffed with licensed and genuine staff members. However, if we grow only for the sake of growing and not to intentionally fill a need and care for a community, then we have lost our focus on this



COURTESY OF BFHC Beacon, an Australian Labradoodle and certified funeral service therapy dog, at Brookside Funeral Home & Crematory's new Wenatchee location, offers comfort to families during their time of need.



Labor Area Reports

U.S. employment holds steady in December; government and healthcare sectors lead job growth

According to the U.S. Bureau of Labor Statistics, the U.S. labor market demonstrated resilience in December, as nonfarm payroll employment increased by 216,000. The unemployment rate remained stable at 3.7 percent, reflecting sustained job growth in government, health care, social assistance, and construction sectors. However, the transportation and warehousing sectors experienced job losses.

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ecember's job gains are part of a broader trend in 2023, where the average monthly increase in employment was 225,000, albeit lower than the 2022 average of 399,000.

The government sector notably added 52,000 jobs, with significant contributions from local and federal levels. The healthcare sector continued its upward trajectory, adding 38,000 jobs, primarily in ambulatory healthcare services and hospitals.

In contrast, transportation and warehousing saw a decline of 23,000 jobs, with notable job losses in couriers and messengers. This sector has experienced a reduction of 100,000 jobs since its peak in October 2022. Leisure and hospitality, while showing modest gains in December, are still grappling with a shortfall from their prepandemic levels.

The retail trade sector remained relatively unchanged, with minor job gains in specific areas like general merchandise retailers and building material suppliers. However, department stores witnessed job losses.

Professional and business services saw little change in December, with a decrease in temporary help services and modest gains in professional, scientific, and technical services.

The average hourly earnings for all employees rose by 15 cents to \$34.27, marking a 4.1 percent increase over the past year. The average workweek for all employees edged down slightly to 34.3 hours.

The household survey data revealed that the unemployment rate held at 3.7 percent, with 6.3 million individuals unemployed. The long-term unemployed accounted for 19.7 percent of the total unemployed population.

The labor force participation rate and the employment-population ratio both experienced a marginal decrease.

Washington maintains steady job openings in November amid national labor trends

The U.S. Bureau of Labor Statistics released its latest report, revealing that job openings in Washington state held steady in November 2023, with 172,000 positions available, mirroring the figures from October. This stability in the labor market is mirrored in the job openings rate, which remained constant at 4.5 percent, aligning with the previous month's data. This local rate, however, trails behind the national average, which stood at 5.3 percent in the same period.

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dynamics are furthe ratio of unemployed permonth and separations

he labor market's average indicates a more balanced scenario, with ther illustrated by hires averaging 126,000 which sheds light on labor demand and turnover at a state level. The methodology behind these estimates includes data from JOLTS samples, the Quarterly Census of Employment

Turnover Survey estimates for December 2023 are scheduled for release on February 14, 2024.

This comprehensive report, with its focus on both the state and national labor



U.S. workers see median weekly earnings rise in fourth quarter of 2023

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he U.S. Bureau of Labor Statistics released its latest report, revealing that median weekly earnings for the nation's full-time wage and salary workers increased to \$1,145 in the fourth quarter of 2023. This figure represents a significant 5.5 percent increase from the previous year, outpacing the 3.2 percent rise in the Consumer Price Index for All Urban Consumers (CPI-U) over the same period.

The report, derived from the Current Population Survey, highlights notable disparities in earnings based on gender, race, and ethnicity. Women's median weekly earnings were recorded at \$1,031, which is 83.8 percent of the \$1,231 median for men. The earnings ratio between women and men varied across racial and ethnic groups, with White women earning 84.1 percent as much as their male counterparts, compared to 93.9 percent for Black women, 78.3 percent for Asian women, and 87.8 percent for Hispanic women.

Hispanic workers reported the lowest median earnings at \$884, while Asian workers topped the list with \$1,528. The data also showed a considerable gap in earnings between Black and White men,

Age-wise, the highest earnings were reported among men and women in the 35 to 64 age bracket, with men aged 35 to 44 earning a median of \$1,403 weekly. The youngest workers, ages 16 to 24, earned the least, with median weekly earnings of \$761 for men and \$707 for women. The gender earnings gap was narrower among younger workers compared to those aged 55 and over.

Occupationally, the highest median weekly earnings were found in management, professional, and related occupations, with men earning \$1,778 and women \$1,380. Conversely, those employed in service occupations earned the least.

Education continues to play a critical role in earnings. Full-time workers aged 25 and over without a high school diploma had median weekly earnings of \$713, while those with at least a bachelor's degree earned \$1,608. Among college graduates with advanced degrees, the top 10 percent of male earners made \$4,623 or more per week, outpacing their female counterparts who earned \$3,443 or more.

The seasonally adjusted median weekly earnings also saw an increase in the fourth quarter of

persons per job opening. Washington saw a ratio of 0.9, slightly above the national measure of 0.7. This figure places Washington in a unique position compared to other states, with 32 states and the District of Columbia recording lower ratios, while 13 states reported higher figures.

A closer look at the state's labor turnover reveals a mixed picture. In November, Washington recorded 104,000 hires and 119,000 separations, a noticeable shift from October's 117,000 hires and 98,000 separations. Over the past 12 months, the at 124,000.

The composition of these separations in November is particularly telling. Quits, which are voluntary employee departures, increased to 72,000 from October's 61,000. This rise suggests a labor market where employees feel confident in leaving their positions for better opportunities. Layoffs and discharges also saw an uptick, rising to 41,000 from 31,000 in the previous month.

These statistics are part of the Bureau's broader Job Openings and Labor Turnover Survey (JOLTS),

and Wages (QCEW), and Current Employment Statistics (CES).

The report also defines key terms for clarity. Job openings refer to positions available on the last business day of the month, contingent upon certain conditions like immediate availability and active recruitment. Hires encompass all payroll additions in the reference month, while separations include all types from the payroll, categorized as quits, layoffs and discharges, and other separations.

Looking ahead, the State Job Openings and Labor market trends, provides a detailed snapshot of the current economic landscape, highlighting the nuanced dynamics at play in the employment sector.



with Black men earning 80.2 percent of the median for White men.

Flywheel

Continued from page 6

vestment awards, leading to additional funding in subsequent deals for its participants. The event serves as a networking platform for entrepreneurs and investors in the region. Each year, the Flywheel Angel Network forms a new LLC to invest in the competition's winners. The 2024 investment awards

2023, rising to \$1,142 from \$1,119 in the previous quarter.

will be managed by the FLYWHEEL CONFER-ENCE 2024 FUND LLC, under the leadership of Jenny Rickel.

Public tickets for the 2024 Flywheel Conference are currently on sale. The event is a notable opportunity for entrepreneurs, investors, and business professionals to engage and collaborate. For more information and to purchase tickets, visit flywheelconference.com.

Circular Economy

Continued from page 1

place for a circular economy to function. It lies in the middle of its two largest markets, Wenatchee and Leavenworth, offering advantages such as parking and lower rent.

"I think that probably one of the reasons is that when you're selling used items, your margins are definitely quite a bit lower than if you're selling new items. The fact that commercial space, commercial rent, in Cashmere is so affordable is super helpful," said Patton.

For Colchuck Consignment, Cashmere also sits in the midst of world-class outdoor recreation. Reselling outdoor gear is a way to make these sports more affordable and inclusive to the community.

"Community is at the forefront of everything we do. So basically, every decision that we make, is coming from a place that will benefit the community...We want to be a place where everybody feels welcome, where everybody feels safe," said Patton.

In addition to reselling clothing and gear, it hosts community events, rents out gear, and has an in-house repair specialist, Clare Thompson. Thompson will do about

four repairs a day on any outdoor clothing or gear she can fix with her old sewing machine.

"My aunts and my granny bought me a sewing machine when I was like 14, and that's the same sewing machine that I'm doing repairs on now. So, you don't need anything fancy," said Thompson.

Thompson grew up around sewing in her family. She remembers both of her grandmothers hemming, fixing, and even making clothes for their daughters. Thompson would sew with her aunts, making clothes out of unconventional materials such as duct tape or book pages until realizing she enjoyed fixing the clothes she already had.

"I feel like clothing has a lot of memories in it, and so much of our energy gets imbued into our clothes. I wanted to keep these garments that meant a lot to me, and so figuring out how to do that in a way that was enjoyable and gave new life and better life to these clothes that I already had was really cool," said Thompson.

Some of the repairs Thompson does can be complicated fixes, such as a motorcycle jacket with multiple tears. However, many of the items are basic fixes that just require a little

der business and outdoor

bit of sewing knowledge.

"Sewing and mending is definitely on the rise, but it's also a lost skill. Not everybody's grandma is out there teaching them how to sew... That's just not the case for everybody, and so now we need new ways for people to learn those skills," said Thompson.

Waste Loop is making efforts to revitalize those lost skills through its Repair Cafes, which will be restarting this February. Each Repair Cafe event will have about eight volunteers showing people how to repair anything they bring in, from textiles to appliances or electronics.

"I know when I was growing up, I wasn't taught how to take apart a laptop or fix a blender. That's just not something that I learned in school and or with my family. So, our goal is really to connect these folks that have these really important skills to enable them to transfer them to other community members to create a more resilient and robust community and circular economy here, and also to have fun," said Amanda Close, Waste Loop's Education and Outreach Coordinator

The first two Repair Cafes will be held in Leavenworth and Wenatchee, but Close hopes they will also be a monthly event at



Waste Loop recruited a team of volunteers to help get Eastside Rebuild ready to open.

Cashmere's Eastside Rebuild once complete.

"Cashmere seems like a really great in-between for folks in the Upper and Lower Valley to gather together," said Close.

The Repair Cafes are one of many events Eastside Rebuild plans to host in its community space. With sustainability in mind, a large focus will be DIY workshops to encourage new builders to take on projects.

"I want to be part of a solution on how we can be more ethical while building, and also be really friendly to DIYers who are trying to teach themselves how to do projects because that's where I started at...I want to be a place where people can come and ask

questions and learn," said Beryl Bils, Eastside Rebuild's Co-Manager.

In addition to providing a learning space, Eastside Rebuild will offer affordable and sustainable resources for building projects. As Colchuck Consignment has a library for outdoor gear to rent, Eastside Rebuild will have one for tools. Homeowners or construction groups can donate leftover or salvaged materials from a project, then Eastside will sort and resell the items at a lower price than they would be new at large department stores.

"We want to be part of a solution that takes that waste and puts it to good use because oftentimes a lot of that waste was usable materials. People are just not willing to go through the trouble of sifting through it and finding what can be rehome to a new project," said Bils.

Eastside Rebuild is slated to open this spring. The first two Repair Cafes will be from 6 p.m. to 8 p.m. on Feb. 29 at Wenatchee River Institute (WRI) in Leavenworth and Mar. 13 at Pinnacle Prep Charter School in Wenatchee. More information can be found at Wasteloop.org.

Colchuck Consignment is located at 5653 Sunset Hwy in Cashmere and is open 10 a.m. to 6 p.m. Thursday through Tuesday.

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Brewster Bait

Continued from page 1

the elements and prevent the frequent tangling that tackle and line is prone to.

"I first started making them to keep my lures and flashers on our poles when we went fishing every morning, so they would be ready to fish when we got to our fishing spots," Mauk said.

They called their product LureSafe and the business Mike's Fishing Stuff, whose motto is "We Have Your Tackle Covered." They started an online mail-orshow exhibit that gradually spread the word among the sportfishing community. A business license followed in 2013, and when Mrs. Mauk died in 2015, Mike carried on with the business they started and continually refined and expanded the line with the help of suggestions and requests from members of the fishing fraternity that used his products.

Austin Moser of Austin's Northwest Adventures, LLC, helped Mauk design Austin's Bottom Walker Keeper #45 to hold multiple bottom-bounding lures.

"Several fishing guides have given me lots of ideas for products they need to keep their tackle organized," said Mauk. "Captain Dave's Guide Service out of Spokane helped me design multiple pocket dodger sleeves to keep his many metal dodgers organized."

A contact at Thin Blue Tight Lines, a nationwide community of anglers from the law enforcement, fire, and EMS fields, suggested a need for bass tackle spinner baits covers, so Mauk now makes those. Amazon sales tracking confirmed that Mulk's products have been sold in all the lower 48 states and Alaska for several years in a row.

Word-of-mouth advertising can lead to surprising and even out-of-proportion opportunities. For Mike's Fishing Stuff, that opportunity arrived with an invitation from the unlikeliest of places, the nation's capital. A July 2018 phone call from a Trump Administration staffer extended an offer to Mauk to represent the State of Washington in the Made in America Product Show-



MIKE MALTAIS/WARD MEDIA The shop carries a variety of lures and baits popular on



MIKE MALTAIS/WARD MEDIA Mauk holds a signed memento from his Made In America Showcase experience.

LureSafe covers range in size from 2-x-2 inches up to 13-x-13 inches and feature sleeves that fit in notebooks to mega pocket sleeves with multiple 13 pockets. Mauk also makes dodger and flasher sleeves with as many as 20 pockets to hold small 4-inch dodgers up to 11-inch flashers.

"We now have about 89 SKUs (stock-keeping units) with products in clear vinyl, blue, maroon, and white poly/vinyl," said Mauk. "We also have products made with Phifertex Vinyl Mesh, red, white, blue, and black, that is made in the USA." case held in Washington, D.C. later that summer.

Mauk was at a loss to explain how he was chosen from among so many larger. Well-known Washington-based companies like Boeing, Amazon, and Microsoft, when the Trump staffer told him that a member of the showcase selection committee had used one of his products and recalled his company. Mauk became active in the Brewster Chamber of Commerce in 2017 as the group's secretary and later as president from 2020 through 2024. He resigned to assume sponsorship and

local waters.

operations of the annual Brewster King Salmon Derby, the largest event of its kind on the Columbia River.

The chamber had been sponsoring the derby since 2018 until Mauk took it over this year. The three-day derby (Brewsterkingsalmonderby.com) will be held this summer August 2-4.

Mauk recently took on a partner, Craig Randall, and the duo stocked and opened a 10x20 walk-in shop to manufacture tackle covers and sell an assortment of fishing gear. A grand opening was held last spring, and a bait bar was added last fall.

"Columbia Basin Bait Coon Shrimp was my No.1 selling product in 2023, followed by our LureSafe #3920 kokanee dodger jacket," Mauk said.

Brewster Bait & Tackle is located at 1408 Sunset Drive in Brewster. Phone 509-449-0605, website MaukFishingStuff.com.

Mike Maltais: 360-333-8483 or michael@ward.media

10

Leisure

ENTERTAINMENT

SOCIALIZING

FREE TIME

In the heart of downtown Leavenworth, new shop owners create a respite from the crowds

The shops on the downstairs floor of 217 9th Street in downtown Leavenworth are not an easy find for the untrained eye. For new shop owners Sara Jones and Desiree Stein, that's preferred.

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

e of course love the tourist traffic, but we are building all of this so that we as locals have a place to go and meet with our friends and sit down and hang out. It's a little bit hidden, not everybody knows about [it]," said Stein.

Jones and Stein are the owners of Shake Your Doughnut and Art of the Board, a gourmet eatery and beer and wine bar. Shake Your Doughnut opened in December in the space that used to be occupied by Pika Provisions. Although hidden, the doughnut shop had no trouble getting business.

"We'd be completely sold out at one o'clock because [people would] come in and just buy them all and leave, and that was with no advertising," said Jones.

Shake Your Doughnut is intended to be a spot for locals to grab their morning coffee and doughnut, offering creative and classic doughnut options and a full espresso menu.

Each specialty drink, whether a latte or milkshake, receives a deepfried mini doughnut on top as an ode to Shake Your Doughnut's origins. Stein's business originally sold deep-fried doughnuts out of a food truck on the West Side pre-pandemic.

After moving to the area full-time and meeting Jones, the pair decided to reopen Shake Your Doughnut as a brick-andmortar.

"Sara and I are super compatible. She's very even-keeled. I'm super distracted by shiny objects and feathery lamps, and so it was a good partnership," said Stein.

When the opportunity arose to rent multiple spaces in the building,

Jones and Stein saw an opportunity to add another space for people to gather later in the day.

Art of the Board will serve gourmet food such as fondue, paninis, and charcuterie. It will also have a beer and wine bar. In lieu of standard table seating, Art of the Board has comfy couches and chairs for people to stay awhile.

While serving different purposes, both Shake Your Doughnut and Art of the Board share a common denominator: art. Stein and Jones hung interactive art in Shake Your Doughnut to engage younger customers. Kinetic artwork by Yaacov Agam moves with the viewer; it is another piece of art that incorporates augmented reality. Customers can hold their phone up to the art on the wall and see it come to life through the screen.



TAYLOR CALDWELL / WARD MEDIA A latte topped with the

shop's original minidoughnut. Every specialty drink comes with a minidoughnut on top.

"For kids, it's a fun introduction to art," said Stein.

The walls of Art of the Board are also covered in artwork from Stein's personal collection, including pieces by artists such as Vladimir Kush.

"Art is in everything that you do, and when we talk about Art of the Board, you'll hear that it's in the



The detailed breakdown of the CPI reveals a varied impact across different sectors. Despite a decrease in cereals and bakery products, the food index saw an overall rise in several categories, like meats, poultry, fish, eggs, and nonalcoholic beverages. In contrast, the energy sector was more volatile, with gasoline prices experiencing a slight increase after a significant drop in November. The shelter index, a key driver of the core CPI. continued its upward trend, significantly impacting the overall index.

delayed Art of the Board's opening day. Shake Your Doughnut plans to reopen in a space across the hall. For updates, visit Shake Your Doughnut's Instagram or Facebook page or

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essential component, saw an increase in December, continuing its previous month's trend. However, areas like household furnishings and personal care experienced declines, indicating a mixed economic landscape.

The December CPI figures highlight ongoing economic pressures, particularly in housing and healthcare, amidst a complex backdrop of fluctuating food and energy prices. As the U.S. economy grapples with these challenges, the CPI remains a crucial indicator of the changing cost of living and economic health.

Consumer Price Index climbs in December, marking continued economic pressure

Ward Media | Wenatchee Business Journal

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Marketing

he Consumer Price Index for All Urban Consumers (CPI-U) witnessed a 0.3 percent increase in December, a notable rise from November's 0.1 percent, as the U.S. Bureau of Labor Statistics reported. This uptick reflects a persistent challenge in the U.S. economy, with a year-over-year increase of 3.4 percent in the all-items

index, excluding seasonal adjustments.

Shelter costs, a significant component of the CPI, continued their upward trajectory, contributing over half of the overall monthly increase in the index. The energy sector showed mixed results; while the electricity and gasoline indices rose, natural gas saw a decline.

The food sector remained stable with a 0.2 percent increase, mirroring November's figures. This rise was reflected in both home food purchases and eating out, with a slight variation in the rate of increase.

The core index, which

were observed in shelter, motor vehicle insurance, and medical care, while decreases were noted in household furnishings and personal care.

Analyzing the 12-month period ending December 2023, the all-items index recorded a larger increase compared to the preceding year, rising from 3.1 percent to 3.4 percent. The core index saw a slight decrease over the same period, dropping from 4.0 percent to 3.9 percent. The energy index, however, presented a contrasting picture with a 2.0 percent decrease, while the food index increased by 2.7 per-

The shop serves mini-doughnuts, doughnut holes, and bars, which span from candy toppings to classic maple or Bavarian cream.

call (509) 404-3110.

TAYLOR CALDWELL / WARD MEDIA

food. It's in the experience. It's in that look and feel," said Stein. On the day of Shake Your Doughnut's grand

opening in January, Stein and Jones arrived to find a water leak coming from upstairs. The duo pivoted to operating Shake Your Doughnut out of Art of the Board's space, which has

excludes food and energy, mirrored November's 0.3 percent rise. Key increases in this category

Medical care, another

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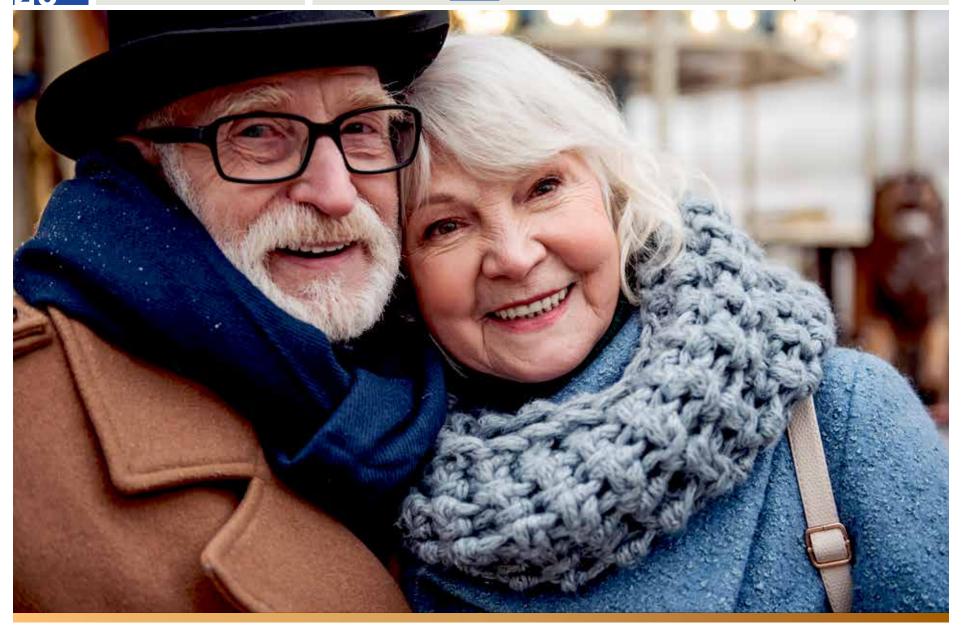
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