

A PUBLICATION OF WARD MEDIA | ESTABLISHED IN 1987

# Washington State nature photographer opens new gallery on East side

**Bellingham-based photographer Peter James will be expanding his business to the East side this spring. The Peter James Photography Gallery is slated to open in downtown Leavenworth in April 2024.**

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

**J**ames specializes in Washington State's natural scenery, which he has been photographing for over 20 years. His photography is showcased on "larger than life" metal prints, making the viewer feel as if they were there.

"I think most people have had at least one experience in nature where they were just really deeply moved. And that's actually the goal of all my photography, is to recreate that, like let them viscerally have that experience on a daily basis," said James.

Printing incredibly high-resolution photos on metal, as opposed to canvas, allows

James to create scalable pieces, from very small up to 30 feet wide. The larger pieces are fit for hospitals and corporate offices, which benefit from the inclusion of nature, says James.

"Employers and business owners are always looking for ways to improve the experience for both their customers and their employees. So, adding vibrant photographs of Washington State's most beautiful places can be a super effective way to have a huge impact on the way all of their stakeholders perceive their company," said James.

See **NEW GALLERY** Page 20



COURTESY OF PETER JAMES

Photographer Peter James has spent decades photographing Washington State, but has recently dedicated his time to capturing the beauty surrounding Leavenworth.

## Celebrating a quarter century of winemaking excellence: Fielding Hills Winery



COURTESY OF PATRICK BENNETT

Founding winemaker Mike Wade and his wife and co-owner Karen Wade, crushed their first grapes from their estate Riverbend Vineyard in the Wahluke Slope AVA in the fall of 2000. 2024 marks 25 years of wine making at Fielding Hills Winery in Chelan. **SEE STORY PAGE 20**

## Local ag co-op nurtures tree fruit industry from bud to box

**Since the 1930s, Northwest Wholesale, Inc., a locally owned agricultural cooperative, has been an impactful part of the tree fruit industry in North Central Washington.**

By **QUINN PROPST** | Ward Media Staff Reporter

**C**ooperatives of all kinds are a vital part of rural America, and agricultural co-ops are no exception as they work to maximize buying power and benefits for their members.

NWW is uniquely tailored to the tree fruit industry in North Central Washington and serves growers and packers "from bud to box."

NWW CEO Rodney Van Orman said the fruits grown in

NCW include pears, cherries, and apples.

"We're pretty unique in our co-op in that we do the pre-harvest side, and we do the post-harvest side," Van Orman said. "And it's all related to tree fruit where a lot of other co-ops have other types of business activities, like retail or they do fuel products like propane, gas, diesel, petroleum products, and then some

See **LOCAL AG CO-OP** Page 8

### inside:

#### FROM THE PUBLISHER

Ward Media unveils enhanced digital experience with Wenatchee Business Journal website redesign and Launch of NCW News  
**Page 2**

#### FINANCE

New Corporate Transparency Act Requires Action by Small Business Owners.  
**Page 3**

Excess cash: the financial junk food risking your economic health  
**Page 4**

#### Q&A

Meet Dr. Sue Kane, CEO of NCW Tech Alliance  
**Page 5**

#### MARKETING MATTERS

Strengthen brand recognition and loyalty with consistent brand building  
**Page 13**

#### REAL ESTATE

**Top Properties** Douglas County January.  
**Page 13**

**Top Properties** Chelan County January. **Page 14**

#### HEALTH

Cascade Mobile Clinic meets patients in their communities  
**Page 17**

#### LABOR REPORT

Major strikes in 2023 set 20-year record, Labor Department says  
**Page 18**

### March 2024 Association Newsletter

Home Show Huge Success! – **Page 9**

Building NCW Out and About: At home and on the Road! – **Page 11**



\$2

## Terry Ward

CEO & Publisher  
terry@ward.media  
509-731-3284

## Amy M. Yaley

COO & Co-Owner  
amy@ward.media  
509-731-3321

## Mike Maltais

Reporter  
michael@ward.media

## Quinn Propst

Reporter  
quinn@ward.media

## Taylor Caldwell

Reporter  
taylor@ward.media

## Sherrie Harlow

Advertising Sales Manager  
sherrie@ward.media  
253-255-5920

## RuthEdna Keys

Advertising Sales Executive  
ruth@ward.media  
509-682-2213

## Denise Buchner

Advertising Sales Executive  
denise@ward.media  
406-599-3869

## WBJ OFFICES & CONTACT INFO

© WardMedia, LLC  
2024

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

## CIRCULATION

For circulation information or to sign up for a subscription, call 509-293-6780

## NEWSSTAND LOCATIONS

**Wenatchee**  
Plaza Super Jet  
106 Okanogan Ave.  
Safeway, 501 N. Miller St.

**East Wenatchee**  
Safeway, 510 Grant Road

**Cashmere**  
Martin's IGA  
Market Place  
130 Titchenal Way

**Leavenworth**  
Dan's Food Market  
1329 U.S. Highway 2

**Chelan**  
Safeway,  
106 W. Manson Rd.

**Lake Chelan Mirror**  
131 S. Apple Blossom Dr.,  
#109

**Brewster**  
Quik E Mart #2 (Exxon)  
26048 U.S. Highway 97

The Wenatchee Business Journal is published monthly

29 S. Wenatchee Ave., Suite A

Wenatchee, WA 98801



# Ward Media unveils enhanced digital experience with Wenatchee Business Journal website redesign and Launch of NCW News

By Terry Ward | CEO and Publisher

As the CEO & Publisher of Ward Media, I take great pride and responsibility in ensuring that the Wenatchee Business Journal not only upholds its heritage of trusted business journalism but also advances to meet the contemporary needs of our readers.

With considerable excitement, I announce the launch of the Wenatchee Business Journal's redesigned website at ncwbusiness.com, signifying a major advancement in our evolution.

The redesign of our website was inspired by a clear ambition: to forge a digital platform that is as accessible, engaging, and valuable to our readers as our print edition has been for decades. With the introduction of the new ncwbusiness.com, we have realized this vision.

This revamped site signifies our pledge to elevate your reading experience. We have made the subscription process more straightforward, making it easier than ever to join our community of informed readers online.

For our valued subscribers, we've unveiled a collection of online tools designed to provide you with unparalleled control over your subscription. Whether updating your profile, addressing a delivery matter, or pausing your subscription while you're away, these functionalities are now just a click away.

Acknowledging the critical role of community interaction, our new platform invites you to engage directly with the Wenatchee Business Journal.

You can submit opinion pieces, share news leads, and announce significant business milestones

– from company formations and partnerships to achievements and commemorations.

Our intention is to make ncwbusiness.com a dynamic hub where your insights and stories are prominently featured and shared.

We're also introducing "web extras" – exclusive online content that supplements our traditional print stories.

These additions, along with the streamlined process for placing ads, submitting events to our calendar, and accessing the E-edition in a more user-friendly layout, are part of our dedication to providing a comprehensive digital experience.

The unveiling of the new ncwbusiness.com is just the beginning. We are equally thrilled to launch NCW News (www.ncw.news), an innovative site committed to bringing you extensive news coverage from across North

# From the Publisher



Central Washington. This initiative reflects our ongoing commitment to keeping our community well-informed and interconnected.

The debut of the Wenatchee Business Journal's redesigned website and the introduction of NCW News mark a pivotal moment in our mission to deliver premier business journalism in the digital age.

As we move forward, I invite you to explore these

platforms, engage with our content, and join us in marking this new chapter in the life of the Wenatchee Business Journal.

*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.*

# Bridging the digital divide with NCW Tech Alliance in North Central Washington

**Technology is transforming the world we live in, creating new opportunities and challenges for individuals, businesses, and communities. However, not everyone has access to tap into this potential benefit, and many people in our region face barriers to digital inclusion, such as a lack of broadband, devices, or necessary skills. This is known as the digital divide, and it can limit the potential opportunities and development for individuals, businesses, and communities.**

By Dr. Sue Kane | CEO NCW Tech Alliance  
Sponsored by Microsoft

At NCW Tech Alliance, we believe everyone should be able to participate in the digital economy and society, regardless of their location, level, or language.

That's why we are working to meet people where they are to support technology adoption and ensure that our programs and resources have the right location (in the community), level (foundational to technical), and language (learning in home languages).

Our mission is to bring people and technology resources together while supporting entrepreneurs, STEM education, and technology in North Central Washington.

Last year, with support from Thriving Together NCW and dozens of local partners who make up the NCW Digital Access and Equity Coalition, we worked to launch NCW Tech Help: A free service that provides access to digital resources and the skills and support needed

to engage online effectively for community members in need. This year, we are mobilizing support across the region.

Our vision is to collaborate and coordinate so that NCW Tech Help is a one-stop resource for information on affordable internet access, free or reasonably priced digital devices, technology training, and one-on-one technical support.

The coalition partners are meeting quarterly to coordinate efforts and share updates. These meetings are open to anyone who wants to be a part of the regional effort.

Some of the upcoming programs and resources include:

• **Digital Navigator Trainings:** Anyone can be a digital navigator! Free training for community members who want to provide support to individuals with limited technology skills or technology access barriers. NCW Tech Alliance and the North Central Educational Services District are teaming up to provide free training this spring for Digital Navigators

• **Digital Skills Clinics:** Technology Classes taught in Spanish, in the community: NCW Tech Alliance and CAFE are providing basic technology training for individuals in communities across the region. In January more than 60 individuals completed basic technology courses in Spanish in Orondo and George. The next cohorts will be launching this spring in Mattawa and Othello. Thanks to generous support from the Community Health Network of Washington and Microsoft, these courses are being offered free of charge and every participant who completes the course is receiving a device to continue their learning.

• **Computers for Community:** NCW Tech Alli-

ance is leveraging a network of volunteers to support a local computer refurbishment program. In January and February, the program placed over 70 devices with individuals in need across the region.

• **Upskill-A-Thon:** NCW Tech Alliance and Microsoft are collaborating to offer a skilling opportunity with a twist. Participants can improve their tech skills and win cash prizes. The event runs until March 31st, 2024, and participants can complete online courses and earn certifications in high-demand skills such as data analysis, cloud computing, and cybersecurity.

These are a great start as we aim to bridge the digital divide and create a more inclusive, diverse, and vibrant tech community in North Central Washington.

We believe that technology can be a force for good, and we want to empower everyone to use it to improve their lives and the world around them.

If you are interested in joining the effort or learning more about NCW Tech Alliance, please visit www.ncwtechhelp.org or contact us. We would love to hear from you and work alongside you to make North Central Washington a better place for everyone.

# Finance

**Beau Ruff**

Contributor for Ward Media



## New Corporate Transparency Act Requires Action by Small Business Owners

**B**usiness owners beware: starting this year, individuals seeking to set up a legal entity (think LLC or corporation), as well as owners of existing legal entities, should be prepared to provide additional information about the ownership of the entity to the federal government under the Corporate Transparency Act (“CTA”) codified under 31 U.S.C. § 5336. Failure to report could include both civil penalties as well as jail time.

**Why the CTA?** (as summarized from the Preamble to the CTA contained in 87 Fed. Reg. 59498 et seq.) Millions of legal entities (think LLCs and Corporations) are set up annually.

Those legal entities are set up with the Secretary of State in the state where they are formed.

Most legal entities that are set up had no need to file any additional paperwork with the federal government other than obtaining a tax ID number

through a very simple procedure. Furthermore, most states do not require legal entities to disclose information about the people who actually own or control the entity.

The concern that prompted the new law was the fact that, because of the federal government’s limited understanding of who owns and controls legal entities in the United States, it was ripe for use as a haven for shell companies to engage in money laundering or evading taxes or supporting terrorism or other illicit activities.

Recent events show, for example, the use of U.S. legal entities by Russian oligarchs to avoid U.S. sanctions.

This lack of transparency of ownership and financial benefit prompted the Corporate Transparency Act.

**Who is Exempt from Reporting?** A Large Operating Company is not subject to the reporting requirements.

To qualify as such, the



STOCK PHOTO

company must have at least 20 full-time employees and \$5 million in gross receipts shown on the prior year’s federal income tax return.

There are other exemptions from reporting depending on the type of legal entity.

For example, churches, charities, political organizations, charitable trusts, and public accounting firms. Further, banks, credit unions, and other similar businesses that are subject to federal oversight are also exempt from reporting.

**Who must report?** If a legal entity is not exempt,

it must report.

Many of the small businesses in the area will not qualify for exemption.

Think of the following local businesses – dry cleaners, landscapers, consultants, house cleaners, restaurants, individuals with their own entity for contract work, clothing boutiques, salons, and many more.

Many of the same entities that are required to report don’t have large legal and compliance departments that can advise on this issue. That is why it is important to seek assistance as soon as possible.

**When to Report?**

New legal entities formed this year must report within 30 days of registration with the state.

Legal entities formed before this year will need to submit their reports by the end of 2024.

The duty to file also includes the duty to update as facts change, generally within 30 calendar days.

**What to Report?** The exact reporting requirements are not particularly onerous.

Generally, companies must provide things like (1) full name of business, (2) principal place of business, (3) jurisdiction of registration, (4) tax ID number.

Further, for each owner, the report must include (1) full legal name and date of birth; (2) residential address; (3) identifying number and image from a U.S. passport or driver’s license or other government or tribal ID.

**What if I Don’t Report?** The Financial Crimes Enforcement Network (“FinCEN”) of the Department of Treasury

both administers and enforces the provisions of the CTA.

As mentioned above, penalties for non-compliance can be severe and include up to two years of jail time.

The state and federal government may provide notification of CTA reporting requirements (or may have already provided notification by the time of the publication of this piece).

Business owners are advised to take the notifications seriously. The main takeaway is that all business owners should consult with their attorneys to determine whether they need to comply with the CTA’s provisions or are subject to an exception. And, if they must file, make it a priority.

More information can also be found at <https://www.fincen.gov/boi>.

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

## U.S. consumer confidence decreases for first time in four months

**US consumer confidence fell in February for the first time in four months as Americans’ views deteriorated about the outlook for the economy, the job market and financial conditions.**

By **Vince Golle** | Bloomberg

**T**he Conference Board’s gauge of sentiment decreased to 106.7 from a downwardly revised 110.9 a month earlier, data published Tuesday showed.

The median estimate in a Bloomberg survey of economists called for a reading of 115.

A gauge of current conditions fell to 147.2 and the measure of expectations dropped to 79.8.

This month’s decline in sentiment interrupts a recent upswing in optimism tied to more sanguine inflation views and

a solid job market that have bolstered consumer spending. That resilience is helping to sustain the economic expansion at the same time price pressures ease.

The average inflation rate expected by consumers over the next 12 months continued to ease and remains at the lowest since 2020.

“While overall inflation remained the main preoccupation of consumers, they are now a bit less concerned about food and gas prices, which have eased in recent months,” Dana

Peterson, chief economist at the Conference Board, said in a statement.

“But they are more concerned about the labor market situation and the US political environment,” Peterson said.

Views of the job market were more downbeat than a month earlier. The share of consumers who said jobs were currently plentiful fell, while more said they’re harder to get.

The difference between those saying jobs are plentiful versus hard to get – a metric closely followed by economists to gauge labor-market strength – narrowed for the first time

in three months.

The consumer confidence report showed buying plans, however, picked up this month.

The share of consumers expecting to buy major appliances rose to a five-month high, while a larger share also expects to buy

used vehicles.

*With assistance from Nazmul Ahasan, Kristy Scheuble and Augusta Saraiva.*

Stationary Propane Hot-P/W

Diesel Gas Hot P/W

Diesel Elec Hot-P/W

Acid cleaner

Soap

**AUGIE'S AG SALES**  
Ephrata, WA 98823 • 509-797-5612  
augiesagsales@gmail.com  
www.augiesagsales.com

New and used Hot water P/W • Parts service

**Boost your business insight for ALL YEAR!**

Subscribe to the **Wenatchee Business Journal** at just \$25 annually.

Unlock the latest in: **Education • Health • Real Estate • Marketing**

Stay ahead of the curve with news that truly matters to your business.

**Your key to success is just a subscription away!** CALL 509-293-6780

**WBJ**

# Finance

## Excess cash: the financial junk food risking your economic health

**Tyler Kert**

Contributor for Ward Media



Cash is like junk food. It's easy to access. It's right down the street. It makes you feel good. In moderation, it's not that bad. But too much junk food can have a detrimental effect on your health.

Similarly, too much cash can be unhealthy for your financial position. A good rule of thumb is saving 3-6 months of expenses in an emergency fund. If you're carrying significantly more cash than that, you should consider some alternatives.

In November of last year, the Wall Street Journal reported a record \$5.7 trillion sitting in Money-Market Funds. A Money-Market fund is a mutual fund that invests in short-term debt and cash equivalents.

Why are Money-Market funds hitting new highs? It can be largely attributed to a combination of market uncertainty and increased yields for these short-term, liquid investments.

2022 was a rocky year for the financial markets. The Dow lost nearly 9%. The S&P 500 plummeted over 18%, and the Nasdaq lost an astonishing 33.1%.

Now, let's be honest: down years or corrections

in the stock market are inevitable. The market will go up and down. Volatility is a part of the game. But traditionally, when stocks are losing value, investors depend on bonds to maintain some stability.

Unfortunately, the drastic increases in interest rates resulted in the opposite.

CNBC published an article on January 7, 2023, titled, "2022 was the worst-ever year for U.S. bonds". That just about sums up the bond market performance.

In the article, Edward McQuarrie, a professor emeritus at Santa Clara who studies historical investment returns, was quoted saying, "Even if you go back 250 years, you can't find a worse year than 2022." So what we ended up with was a really rough year all around for investment portfolios. The stage was set for high-yield savings accounts and money market mutual funds.

After getting hammered in 2022, many investors jumped ship. Others decided to switch up their strategy. After all, why risk more money in the stock market when you can get



STOCK PHOTO

up to 5% guaranteed? At least, that was the consensus among many. For those who are currently in this position and are enjoying the "guaranteed" 5% yields, there is some cause for concern.

The thing that many investors don't realize is that cash is not a risk-free investment.

One significant risk of holding cash is the erosion of purchasing power due to inflation. Inflation means a dollar today is worth more than a dollar next month.

Over time, the value of money decreases as prices rise. Inflation has historically averaged around 2-3% annually, but in 2022, inflation was 8%!

Opportunity cost is another risk of holding cash or investing in money mar-

ket funds. When you hold cash, you're forced to miss out on potential returns that could be generated by investing in stocks, bonds, or real estate. While these investments carry their own risks, they also offer the potential for higher returns over the long term.

Lastly, if history is any indication, money market funds are not going to be paying these high yields forever.

In an article titled, "Not All Money-Market Funds Pay the Same," published February 2, 2024, the Wall Street Journal explained that while the median money-market fund returned 4.2% over the past year, the average annualized rate was 0.49% over the 10 years before 2022.

Clearly, too much expo-

sure to cash and money market funds can present a problem. What is the solution to your cash problem? Well, it depends. That answer is different for everyone. But you can answer a couple of other questions to narrow it down. The first big question is, "What is your timeframe?" Are you putting down \$50,000 on a house in six months? If so, then leave that money in the money market fund. Are you going to retire in six months? Take that money out of the money market fund and put it somewhere else.

In retirement, you should be looking for two things: guaranteed income and upside exposure.

You need guaranteed income to make sure that you are going to be able to keep paying your bills and covering those non-negotiable expenses.

Once you have the non-negotiable expenses covered, shift to upside exposure for the long-term growth of your portfolio.

Guarantees and growth are the goal. A money market mutual fund offers neither. The interest rate isn't guaranteed. It could go down tomorrow. Also,

there is no upside potential. You will never get an 8% return on a 4.8% money market fund.

Finally, everyone has a unique financial situation.

There is no one-size-fits-all. If you're not sure what to do with your cash, I would recommend sitting down and figuring out your goals.

Once you know where you are going, you can build a plan that will get you there. If assistance is needed, I would highly recommend partnering with a financial professional who has the expertise needed to help you ask and answer the right questions.

A good financial plan will consider the tax implications of every financial decision you make. Don't delay!

A financial plan can be the roadmap you need to take that overabundance of cash and reposition it to achieve your goals.

*Tyler Kert, a licensed financial advisor and CPA, provides financial planning and tax consulting services at Tamarack Wealth Management in Cashmere, WA.*

### Dine with us in Wenatchee and Leavenworth!

110 N. Wenatchee Ave., Wenatchee • 509-662-1154  
920 Front St., Leavenworth • 509-548-9652

www.wokaboutgrill.net



108 LOUNGE

Find us for Happy Hour

### U.S. business-equipment orders barely rise as firms rethink plans

Orders placed with US factories for business equipment barely rose in January after falling the prior month, suggesting firms are restraining their investment amid an uncertain outlook.

By **Augusta Saraiva** | Bloomberg

The value of core capital goods orders, a proxy for investment in equipment that excludes aircraft and military hardware, increased 0.1% last month after a downwardly revised 0.6% drop in December, Commerce Department figures showed Tuesday. The data aren't adjusted for inflation.

Bookings for all durable goods - items meant to last at least three years - sank 6.1%, the most since April 2020 as commercial aircraft orders plunged. Excluding transportation equipment, orders fell 0.3%.

Though many businesses are still committed to making long-term investments, soaring borrowing costs and demand concerns are

leading many firms to dial back expansion plans early in the year. That suggests factory production may struggle to sustainably rebound in the coming months.

Core capital goods shipments, a figure that is used to help calculate equipment investment in the government's gross domestic product report, climbed 0.8%, the most in a year.

The first estimate of first-quarter GDP is due in late April, but it could be delayed should lawmakers fail to avert a government shutdown.

The Commerce Department's report showed bookings for commercial aircraft, which are volatile from month to month, plummeted nearly 60%, the

most since June 2020.

Boeing Co. reported only three orders in January, the fewest in more than three years after a near-catastrophic accident early in the month led regulators to ground some of its planes.

While often helpful to compare the two, aircraft orders are volatile and the government data don't always correlate with the planemaker's monthly figures. While the manufacturing sector had been contracting for over a year, recent reports are suggesting it might be turning a corner. Data out last week showed factory activity expanded in February at the fastest pace since 2022 amid a pickup in demand.

*With assistance from Chris Middleton and Mark Niquette.*

NC WA

northcentralwashington.com

WBJ

Wenatchee Business Journal

FOLLOW US ON FACEBOOK  
@northcentralwashington

Connect with us for the latest news



# Q & A



## Meet Dr. Sue Kane, CEO of NCW Tech Alliance

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

**M**et Dr. Sue Kane, CEO of NCW Tech Alliance, a nonprofit in North Central Washington committed to bridging the digital divide. Kane stepped into the CEO role in October 2023.

Founded in 1999 as the Greater Wenatchee Area Technology Alliance, the organization focuses on technology, STEM education, and entrepreneurship.

Dr. Kane's journey from biotech research to education leadership underscores her commitment to community empowerment.

Now at NCW Tech Alliance, she aims to leverage technology for positive change, empowering businesses, youth, and community leaders to thrive in the digital age.

Recently we caught up with Kane to learn more about her and her vision for NCW Tech Alliance.

### Please tell our readers about NCW Tech Alliance.

NCW Tech Alliance is a regional nonprofit here in North Central Washington. Our organization was formed in 1999 as the Greater Wenatchee Area Technology Alliance (GWATA).

It was originally formed by business and community leaders who wanted to work to bring broadband connections east of the Cascade Mountains to

connect our communities.

Now, nearly a quarter century later - NCW Tech Alliance is still about connecting people and technology.

We work across three program areas: technology, STEM education, and entrepreneurship, with programs and services for youth, individuals, organizations, and businesses.

We're working to ensure that the people in our communities have access to the devices, connectivity, and skills they need to benefit from technologies that can improve how we live, work, and play in North Central Washington.

### How long have you been in this role?

I've been working alongside NCW Tech Alliance for the last eight years as a partner in the Apple STEM Network (co-led by NCW Tech Alliance and the North Central Educational Services District), but I stepped up to lead our organization last October.

### Tell our readers a little bit about yourself.

I'm a strategic builder and a people connector, but I'm also really curious, and I love to learn.

### What led you to this position?

I started my professional journey in biotech as a research scientist and earned my doctorate in

infectious diseases.

I was studying the development of the immune system and responses to infection and spent my days studying and measuring changes to systems of protein interactions.

I loved being at the bench and planning a series of experiments, organizing the ideas, and analyzing the data.

If someone had asked at the time, I'd have told them that I had my dream job and could not imagine how it could get any better!

I moved to Wenatchee in 2011. I had the privilege of teaching in the sciences and mentoring research at Wenatchee Valley College for several years.

As I worked alongside students and heard their stories, I started to see a new system. Students at WVC were coming from all walks of life and working on building new skills and earning degrees to improve their lives and life for their families and I was struck by how challenging some of those paths were to navigate.

In 2015, I was given the incredible opportunity to lead the community planning for the launch of the Apple STEM Network, which united dozens of local leaders and aimed to increase credential attainment across the region.

In 2017, I joined the North Central Educational Services District as their Director of STEM

Initiatives and Strategic partnerships, and I got to spend the last seven years learning and leading alongside brilliant and innovative education experts and build out a network of community partnerships to support career connected learning, STEM education, and workforce development efforts.

I moved from studying a protein system, to seeing an education system, to leading work to change the system to meet the needs of local youth and industry.

It's pretty powerful to think about how a professional journey can build like that sometimes, but I've had the great fortune to have had some time in industry and education before coming into the nonprofit space. Last fall when the NCW Tech Alliance was looking for a leader to build on the incredible momentum launched by Jenny Rojanasthien, I couldn't help but get excited by the possibilities to leverage technology for good across our communities.

I have loved every one of these roles and feel extremely blessed to have had these experiences alongside the incredible colleagues and mentors who invested in me along the way. I keep saying it, but this just might be the best part!

### What does a normal day look like as CEO at NCW Tech Alliance?

NCW Tech Alliance has been growing, and it's probably a bit too soon to call any day normal, but I am immensely grateful for the variety right now. Every day is filled with potential and new challenges and opportunities.

### What is your favorite part of your job and why?

Hands down, my favorite part of this work is the people. We have incredible members and partners across the region who we get to learn from, invest in, and grow with, and that's

pretty special, but there is an incredible team behind the NCW Tech Alliance! They are quick to find joy, celebrate, and laugh together, but they also jump in and get things done together. They care about the communities we serve and the impact that we are making.

### What are some of your goals for NCW Tech Alliance?

I came into NCW Tech Alliance at an incredible moment in time, and we are seeing on full display around the world that the same technology tools have the potential to be used to help or harm people. I really want NCW Tech Alliance and the services we provide, and the ways we partner across the region to be a catalyst to add value and continue to create opportunities to connect, inspire, and engage around technology.

This means that for our members and business community, we are working to provide training, resources, and learning about AI, cybersecurity, and an environment that better supports entrepreneurs and small to midsize businesses.

For young people, we will continue to lean into STEM education and computer science to make sure that they have the skills, credentials, and resources to prepare for future careers and lives.

And for the vibrant community leaders who make our communities special, I want the organization to be a great partner to help them build capacity to do what they are doing

and to feel empowered to make the most impact in our region.

### Who or what inspires you?

I am so inspired when I think about the ways that we can leverage technology to make a positive impact in the world around us. I really believe that we can leverage technology to bridge divides, break down barriers, and provide access to opportunities for those who need them most. Whether it's through offering digital literacy programs to underserved groups, providing tech education and training to aspiring professionals, or developing innovative solutions to tackle pressing social issues, I see technology as a powerful tool for empowerment and inclusion.

Moreover, I'm inspired by the collaborative and innovative spirit that defines our communities. I thrive on building partnerships, fostering community engagement, and working alongside passionate individuals and organizations dedicated to making a real difference.

### What do you like to do with your free time?

I love spending time with my husband, Travis, and two boys Collin and Wyatt, and our extended family and friends. We love to ski and camp and get outside together. This is one of the best parts of living in North Central Washington!

*Quinn Propst:*  
509-731-3590 or  
[quinn@ward.media](mailto:quinn@ward.media)

**IF YOU KNOW ANYONE WHO SHOULD BE FEATURED IN A WENATCHEE BUSINESS JOURNAL Q&A, EMAIL [QUINN@WARD.MEDIA](mailto:QUINN@WARD.MEDIA)**

APPLE CAPITAL Marketing

FACEBOOK ADVERTISING

FINESSE: TARGET, CONVERT, SUCCEED

facebook

a division of

WARD MEDIA

Harness the power of Facebook Ads to reach your ideal customers, drive conversions.

**Skyrocket your business growth!**

More information  
**509 731 4392**

29 S. Wenatchee Ave., Suite A  
Wenatchee, WA 98801

WESTERN RANCH BUILDINGS LLC

Your building can be customized just the way you want!

**Sold and erected by an independent, locally owned builder**

509-884-0555  
[www.westernbuildings.com](http://www.westernbuildings.com)

**NEW LOCATION**  
1107 Walla Walla Avenue  
Wenatchee, WA 98801

RESIDENTIAL • COMMERCIAL • INDUSTRIAL • AGRICULTURAL

# Keeping Up with people

## Cashmere Chamber of Commerce hires new office manager and events coordinator

By **QUINN PROPST** | Ward Media Staff Reporter

The Cashmere Chamber of Commerce hired Jackie Rector as Office Manager and Events Coordinator. Rector's first day in the position was Monday, Feb. 19.

Rector comes from a background in real estate and was looking to transition into something new.

"I've been in real estate for the last ten years, and I moved to the Wenatchee Valley in 2020 from the Seattle area," Rector said. "Somebody just suggested I apply for the job. A friend of mine sent it to me and thought it would be a great fit." Cashmere itself was



Jackie Rector

also part of the appeal for Rector.

"I love the small community and the tight-knit support for the local businesses and enthusiasm for

See **RECTOR** Page 18

## Shawn Coopridier named Managing Owner of Wenatchee Bighorns

Ward Media | Wenatchee Business Journal



Shawn Coopridier

Shawn Coopridier has been named the managing owner of the Wenatchee Bighorns, in partnership with Anthony Williams.

Serving as co-owner and President of Business Operations, Coopridier expressed his commitment to developing an organization aimed at benefiting

See **BIGHORNS** Page 15

# Bill Gale Selected as Complex Manager at Leavenworth Fisheries Complex

The U.S. Fish and Wildlife Service has selected Bill Gale as Complex Manager at the Leavenworth Fisheries Complex in Leavenworth, Wash. Gale has worked in the Fish and Aquatic Conservation Pacific Region program since 2001.

Ward Media | Wenatchee Business Journal

The Leavenworth Fisheries Complex includes the Mid-Columbia Fish and Wildlife Conservation Office, Leavenworth National Fish Hatchery, Entiat National Fish Hatchery and Winthrop National Fish Hatchery.

"Bill is a long-term fixture in the Pacific Region's Fish and Aquatic Conservation program, having worked throughout the Region since 2001," says Kyle Hanson, Deputy Assistant Regional Director of the Region's Fish and Aquatic Conservation Program.

"We are excited that he has taken on this new role and look forward to his continued leadership in the program and the region."

Originally from the Midwest, Gale earned his bachelor's degree in biology from Illinois State University. He moved to the Pacific Northwest to attend Oregon State University where he earned his master's degree in fisheries science (physiology).

His federal career began with U.S. Geological Survey at the Columbia River Research lab in Cook, Wash., where he worked on a variety of research projects focused on envi-

ronmental physiology. In 2001, he moved to the U.S. Fish and Wildlife Service, working first as a fish biologist at Spring Creek National Fish Hatchery and then at Abernathy Fish Technology Center, where he worked as a research physiologist.

In 2008, Gale accepted a position as the deputy project leader at the Mid-Columbia Fish and Wildlife Conservation Office in Leavenworth, Wash. He has remained at the Mid-Columbia office, working his way up to project leader in 2021.

Gale says his journey as a biologist sprang from an innate curiosity about the natural world. As a child, he spent countless hours exploring nearby woods, streams and farm ponds where he turned over rocks and caught frogs and crayfish. "I was lucky to have parents who were patient and tolerant of a child who was curious and independent, who



COURTESY OF USFWS

Bill Gale in the field.

would generally show up home late and was almost always some degree of wet and muddy," he says.

In his free time, Gale and his wife, Jen, enjoy a busy family life that includes their three children, ages 9 to 28, and an exuberant 3-year-old chocolate lab, Rory. In those rare moments to himself, Gale enjoys heading outdoors to ski, backpack and canoe, or heading to the shop for some woodworking time.

Gale says he looks forward to working with a tremendously talented team in his new role.

"Having worked in the complex for the past 15 years, I know it's a workplace with a strong and

supportive culture. Without exception, the staff are dedicated and work with a clear set of values. Everyone at the complex works hard to address difficult environmental problems while supporting Tribal goals, meeting mitigation obligations and advancing the conservation of aquatic species and their habitats in eastern Washington. I quite honestly can't think of a better team to work with on these difficult challenges, and I am excited to step into this new role," Gale says.

For more information on the Leavenworth Fisheries Complex, go to <https://www.fws.gov/fish-hatchery/leavenworth>

## UW School of Dentistry RIDE student joins Family Health Centers for Rural Dental Care initiative

Ward Media | Wenatchee Business Journal

Family Health Centers (FHC) announced the addition of Jared Ortiz, a fourth-year DDS candidate, as an extern through the University of Washington School of Dentistry's (UWSOD) Regional Initiatives in Dental Education (RIDE) program for the winter and spring terms.

Ortiz's involvement is expected to enhance the clinic's capacity to serve an increased number of dental patients in the region while also contributing to the training of future rural oral health care providers.

Fewer dental providers in rural areas lead to reduced access to dental care, a gap that programs

like RIDE aim to fill by preparing dentists to serve in communities



Jared Ortiz

with the greatest need.

Dr. Frank Roberts, Director of the UW's RIDE Program, emphasized the importance of expanding oral health care in rural and underserved

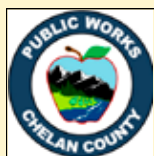
areas to improve community health.

He highlighted the strong link between oral and overall health, underscoring the necessity of regular care from trained professionals.

Through a focused DDS curriculum track, the RIDE program aims to address this by training dentists for practice in rural and underserved areas of Washington state. It includes a year of dental school at Eastern Washington University in Spokane and two clinical rotations at Community Health Centers in Central or Eastern Washington.

More than 80 percent of RIDE DDS gradu-

See **ORTIZ** Page 8



### ATTENTION! Chelan County Business Owners

#### Small Quantity Generator Hazardous Waste Disposal Event

**When:** April 8, 2024 **Must pre-register by March 29, 2024**

**To Qualify:** Small quantity generators (SQGs) are businesses in Washington that generate less than 220 pounds of dangerous waste, or less than 2.2 pounds of certain kinds of highly toxic waste, in any month. Up to 2,000 pounds of dangerous waste will be accepted at this event per business.



Scan the QR code above or go to <https://www.co.chelan.wa.us/solid-waste-management/pages/household-hazardous-wastes>.

**For More Information:** Chelan County Moderate Risk Waste Facility 509-888-1195

# Keeping Up with people

## Kristen Taylor named to Forbes' 2024 Best-in-State Women Wealth Advisors list

Ward Media | Wenatchee Business Journal

Stifel Financial Corp. announced that Kristen Taylor, Managing Director/Investments of its Stifel, Nicolaus & Company, Incorporated subsidiary, has been recognized on Forbes' 2024 Best-in-State Women Wealth Advisors list.

The annual list highlights approximately 1,700 leading advisors nationwide based on research, interviews, and state-specific rankings.

Taylor has received this distinction in previous years, including 2022 and 2023, and was featured on Forbes' America's Top Women Wealth Advisors list in 2020 and 2021.

With a career spanning



Kristen Taylor

over 40 years as a financial advisor, Taylor holds a Bachelor of Arts and an MBA from the University of Washington.

She co-founded the Taylor/Bryant Investment Group at Stifel's Wenatchee office, part of the Private Client Group.

## Methow Arts announces appointment of new Executive Director

Ward Media | Wenatchee Business Journal

Methow Arts has officially concluded its search for a new Executive Director, appointing Sarah Jo Lightner to the position effective April 1. Following an extensive regional search and the tenure of two interim leaders, Lightner's background in arts and nonprofit management will play a crucial role in steering Methow Arts into its next chapter.

Sarah Jo Lightner, originally from Missouri and raised in Nebraska, pursued agricultural economics at the University of Nebraska and furthered her education in silversmithing at Oregon College of Arts and Craft. Her career spans 23 years in the restaurant industry, including owning and operating the Creole restaurant, Acadia Bistro, in Portland, Oregon, for 12 years.

Relocating to the Valley in 2010, Lightner established a silversmithing studio at TwispWorks and is a mother to twin



Sarah Jo Lightner

girls. Her previous roles include contributions to Methow Recycles and The Confluence: Art in Twisp. Currently, she serves on the board of directors for both the Winthrop Music Association and the Twisp Chamber of Commerce. Lightner's commitment to fostering vibrant rural communities through arts and culture is evident in her enthusiasm for her new role at Methow Arts.

Methow Arts invites the community to welcome Sarah Jo Lightner as she embarks on her journey as Executive Director.

## Senate confirms JC Baldwin to Washington State Transportation Commission

JC Baldwin, a Chelan County resident, was unanimously confirmed by the Washington State Senate to serve on the Washington State Transportation Commission on Feb. 12.

Ward Media | Wenatchee Business Journal

The commission, a seven-member body appointed by the Governor, serves as a public forum for transportation policy development, assessing the performance of the state's entire transportation system and issuing the 20-year Washington Transportation Plan.

Baldwin's appointment is in line with the commission's mission to provide oversight and policy direction statewide.

Baldwin brings a wealth of experience to the com-

mission, having previously served on the Chelan-Douglas Transportation Council and the State Public Works Board. She is also a current commissioner of the Chelan-Douglas Regional Port Authority.

Senator Hawkins, who played a pivotal role in Baldwin's confirmation process, both in committee and on the Senate floor, expressed his satisfaction with the Senate's swift action.

"I'm grateful the Senate was able to move Commis-



Commissioner JC Baldwin

sioner Baldwin through the process so promptly," Hawkins stated. "She has a lot to offer with experience on the Chelan-Douglas Transportation Council, State Public Works Board, and Regional Port. She will do a great job on the

Transportation Commission. I'm glad the Senate completed its confirmation process this session, so that she's not hanging out there for multiple years like many other gubernatorial appointees awaiting confirmation."

## SkillSource advocates for Economic Security Bill at Legislative Hill Climb

During the 2024 Legislative Day and Hill Climb, SkillSource, along with its executive team and over 35 partners from the Washington Workforce Association, traveled to Olympia to advocate for House Bill 2230, known as the Economic Security for All (EcSA) initiative. The bill recently passed the House and is now under Senate consideration.

Ward Media | Wenatchee Business Journal

EcSA aims to provide vital assistance to individuals in poverty, enabling them to pursue education and career paths leading to self-sufficiency.

Among those benefiting from EcSA is Domenico Tedeschi, a SkillSource participant who utilized the program's support to cover tuition and living expenses while earning a nursing degree.

Tedeschi, who received the Wenatchee Valley College President's Medal and now works as an ICU RN at Confluence Health, shared his journey from Venezuela to the United States and how EcSA played a crucial role in his education and career.

During his visit to Olympia, Tedeschi met with Senator Judy Warrnick, who commended his determination and presented him with copies of

the Washington State and U.S. Constitution.

SkillSource CEO Lisa Romine, Managing Director Susan Adams, and Communications Specialist Kelli Martinelli also

participated in discussions with legislators, focusing on priority issues, including housing, childcare, and transportation.

Romine and Tedeschi highlighted the significant impact of EcSA on its participants and commu-

nities in a House Hearing led by Representative Tana Senn.

The day's events culminated in an evening reception, where participants met Representative

See SKILLSOURCE Page 8



COURTESY OF SKILLSOURCE  
WWA Executive Director John Traugott, South Central Workforce CEO Amy Martinez, SkillSource CEO Lisa Romine, SkillSource Managing Director Susan Adams, and SkillSource participant Domenico Tedeschi.



COURTESY OF NORTHWEST WHOLESAL, INC.



### Local ag co-op

Continued from page 1

a lot of other coops in this region also work with grain growers. So essentially, we're pretty unique in the co-op world."

The co-op is headquartered in Wenatchee, with branch locations in Brewster, Cashmere, Chelan, Omak/Okanogan, Oroville, Tonasket, and Royal City.

"With those branches, we service growers in the orchard, and we call that

the pre-harvest side of the business, which we have 10 PCAs or what we call field staff that will go out and go through the orchard with growers and write recommendations for crop protection, as well as nutrients for the for the trees, the orchard," he said.

"And then the other side of the business we call post-harvest," he said. "And on that side of the business, we work with the packaging warehouses, and we supply them with the consumable goods,

boxes, trays, bags, and post-harvest chemicals so that the fruit can get to the market in the packaging."

In a co-op business model, members are essentially the owners.

"With the co-op model, what it does is it brings volume from the growers, which helps improve the buying power that the co-op has, so the more the members buy from the coop, the more buying power the coop has that saves the grower money," he said.

"And as a co-op, we're essentially a nonprofit, and the co-op keeps the money that it needs to pay for the operating expenses, and then whatever's leftover, it pays back the growers at the end of the year," he said. "

The profitability goes back to the growers in what we call equity."

NWW offers incentive programs for members buying from the co-op.

On the packaging side, they have volume incentives, so the more they buy, the more they get back. On the grower side of the business, they offer a large grower discount.

"So essentially, the growers are the owners of the co-op and buy, and then those growers are combining the volumes of the products that they're buying, which in turn helps with the buying power of the co-op with vendors and suppliers to get the best pricing and pass that on to our members," he said.

"The other benefit of the

co-op is the money stays locally," he said.

"So that money that's spent with the co-op stays locally with the growers, the employees, or the co-op and then also within the communities of the co-op as well."

Van Orman said a challenge the co-op faces is that as new people come into the industry or younger generations come up, they don't necessarily understand the co-op model.

Another challenge they face is that now people want savings upfront when they are buying.

"So they're looking for the best price upfront, and they want to see that versus waiting till the end of the year when they get their equity check," he said. "And then they're getting that savings back at the end of the year versus immediately. People want satisfaction now versus waiting, and that's part of the challenge of people not understanding the co-op model."

That opens an oppor-

tunity for competition to come in and look like a better deal than co-op but in the long run, the co-op is actually better if they are patient, he said.

"I think that's a challenge for all agricultural co-ops these days," he said.

NWW was started in 1937 by a group of bankers looking for ways to come out of the Great Depression and support the struggling fruit industry.

The group sought to consolidate their purchasing to get better pricing for growers.

Today, the co-op has just under 300 members.

In the future, Van Orman hopes to continue to expand sales in the Wenatchee area and to expand into the Yakima market, and they are always looking at different business segments that would complement what they are doing now, he said.

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

## You can COMPOST that!



### Winton Mfg. COMPOST WORKS

**Full service  
composting programs  
for your restaurant  
or business.**

Lower  
your  
garbage bill  
and help  
the environment.

**Get started  
NOW!**

509-763-0000  
connect@wintonmfg.com



### Ortiz

Continued from page 6

ates who are in practice have returned to work in rural and underserved communities since the program began in 2009.

Originally from Bothell, WA, Ortiz completed a second-year clinical rotation with FHC in 2021.

He returns for a five-month senior dental rotation at FHC's Okanogan, Brewster, and Bridgeport

dental clinic locations under the supervision of Dr. Tony Yan, a UWSOD graduate and experienced dental preceptor.

Ortiz, who has received the Arcora Foundation Dr. Burton H. Goodman Presidential Scholarship and the Psi Omega Scholarship at UWSOD, is set to graduate in June 2024.

Following his graduation, he plans to undertake a General Practice Residency at Colorado

University.

FHC has been a vital part of the Okanogan community since 1985, operating four dental sites across the county in Okanogan, Brewster, Bridgeport, and Oroville.

The organization strives to improve community health by providing equitable access to quality, affordable care delivered in culturally competent and linguistically appropriate ways.

### SkillSource

Continued from page 7

Keith Goehner and his wife, Lisa.

Impressed by Tedeschi's story, Goehner invited him to speak at the Republican caucus the fol-

lowing morning, where he received a standing ovation.

The success stories emerging from EcSA, like Tedeschi's, underscore the importance of continued support for workforce initiatives that offer career guidance, training, and

educational assistance to those facing poverty, language barriers, or skills gaps.

These programs help individuals achieve economic self-sufficiency and contribute to a stronger workforce and improved community lives.



# MEMBER MESSENGER

“Driven to Promote and Protect Small Business”

MARCH 2024 ASSOCIATION NEWSLETTER

PAGE 1



## Home Show Huge Success!

Building NCW Staff and Sponsors celebrate another successful Home Show!



Danielle Johnston, JBe Marketing

Building NCW's Home Show Presenting Sponsor Complete Design.

2024 brought the 21st Annual Building NCW Home Show presented by Complete Design!

The Home Show on February 3 and 4 was a huge success on all accounts! Attendance increased significantly and reports from vendors were fantastic!

Over one hundred booths were filled with great vendors and beautiful displays showcasing goods and services over two days. Saturday from open to close was exceptionally busy.

With plenty to see at the Home Show, attendees could talk to vendors, have a wine tasting, grab breakfast or lunch, make appointments or meetings for various services, and walk out with items from a few of our specialty vendors.

From builders to landscaping to finance to pools to building materials to flooring to home improvement to tractors our vendors were collected at the Home Show for a one-stop-shop for the Wenatchee Valley.

With YoungBucks Landscaping setting up a full hardscape and Sew Creative dropping confetti on carpet and vacuum-

ing it up completely on the concourse. As well as Western Ranch Buildings LLC. showcasing beautiful displays of their steel and post frame buildings and Artisan Flooring LLC. and their stunning flooring samples and CW Painting's options.

Moonlight Stone Works with stunning stone slabs in the center of the arena and nearby a stylish living room set up by YellowGate Designs.

Nearing the end of the arena tractors from Valley Tractor were lined up along the side.

On the parallel side, a beer garden for the afternoon was available for attendees to stop by for a refreshing beverage before walking through the rest of the vendors like Marson and Marson Lumber, Cashmere Valley Mortgage, and Complete Design's multi-booth display.

New vendors like Apex Quality Roofing LLC, Leavenworth Stone, Rustin 509, and Victoria Lane Design were also in attendance with amazing booth displays.

The Home Show is annually at the Town Toyota

Center in the beginning of the year and our vendors make it a tradition to be exceptional and show up year-after-year to help the community with their home related needs.

Building NCW wants to say a big thank you to our sponsors: Complete Design, Inc., Cashmere Valley Mortgage, Marson and Marson Lumber, Community Glass Co., Boyer Mountain Pool & Excavation, Moonlight Stone Works, Artisan Flooring LLC., E.D.Y. Construction, Western Ranch Buildings LLC., and Valley Tractor and Rentals. As well as our Home Show Committee: Sherrie Harlow with Ward Media, Chynna Sandhop with One-Way Construction, Christy Gatewood with YellowGate Designs, Rich Pipkin with Marson and Marson Lumber, and Kaleb Nelson with Complete Design.

This is an annual event and Building NCW is already booking booths for the 2025 Home Show.

If you missed out on a booth space this year, call the Building NCW office at 509-293-5840 and reserve your booth today!



Danielle Johnston, JBe Marketing

Longtime Home Show Sponsor Marson and Marson Lumber, TAL Holdings LLC, had their multi-booth setup complete with giveaways and swag.



Danielle Johnston, JBe Marketing

Building NCW Home Show Sponsor Valley Tractor had many new tractors for sale!

**Welcome**

**NEW MEMBERS**

|  |  |  |
|--|--|--|
|  | <b>ENGEL &amp; VÖLKERS</b><br>KARA MELOY |  |
|  | <b>C&amp;R Finishing</b>                 |  |

Supercharge your visibility and growth and maximize your marketing budget with special offers designed just for BNCW members!

**EXPLORE YOUR OPTIONS Today!**

**WARD MEDIA**  
your local partner for all your marketing needs, including print, digital marketing, and promotional products.



# MEMBER MESSENGER

"Driven to Promote and Protect Small Business"

MARCH 2024 ASSOCIATION NEWSLETTER

PAGE 2

## Membership Manager Gets Hands Dirty with DIY Remodel

**Disclaimer:** My husband and I would recommend that you don't try this at home. At least don't take this as a suggestion of the RIGHT way to do this. Reach out to Building NCW and ask for a referral for a professional. Morgan is NOT a general contractor.

It all started with the idea of painting a wall. As a millennial, my home is that lovely "millennial grey", on all the walls save one in a spare bedroom. My vendetta against my bathroom started when we bought the house right before our wedding.

During the month of not living in the house, our painting party of both sets of parents and us painted the totality of the ceilings white and most of the walls all the same color grey.



Morgan Dobbins

Morgan and her husband prepped their home for their hardwood floors to be resealed and fixed.



Morgan Dobbins

Artisan Flooring's exceptional work, how beautiful!

We worked on it up until the appointment we had scheduled with the highly recommended Artisan Flooring to come and fix our floors. I paused my painting to take off all the baseboards upstairs and the trim pieces around the doors. We cleaned up the painting supplies and left our house to let Jason Black with Artisan Flooring do his thing.

Returning later, we were so beyond happy to see the floors were saved! Where there were once grooves, divots, and walking paths clearly seen, there were

now beautiful, sealed floors.

After the floors, we took a pause on painting to work on replacing things like light fixtures, floor registers, outlets, outlet plates, and more. We got married, moved in, and paused on the bathroom paint for nearly two years.

We picked up the conversation of the bathroom in 2023. We considered the idea of a full remodel. After the Home Tour and seeing E.D.Y. Construction's remodel of the kitchen and bathroom, I was ready for a change. I toyed with the idea of getting financing and hiring someone to do it. It really would have been easier and done by now if we had, but we are a young couple and need to save our money for bigger future projects we would need to hire outside help for.

I was ready to get rid of the look of messed up paint and holes in the wall. We also had a large mirror on the opposing wall from the vanity, hiding said holes.

The original idea was to replace the vanity and take out the taller storage cabinet to make room for a double vanity with that mirror hung above. We went back and forth on what we wanted to do. We decided to keep the vanity we had already and do a more modest remodel of our bathroom.

We decided on a green bathroom. So naturally, I logged into my Pinterest, personally my very trusted inspiration app on my phone, and started searching.

Settling on a beautiful inspiration photo that had nearly the same layout that our bathroom did. The picture had green board and baton and vanity, nearly white walls, and black accents. This is what we wanted but with our own flair to it.



Pinterest.com

Morgan's inspiration found on Pinterest. The beautiful board and baton.

We had our measurements and off to Lowe's we went! Our personal one-stop-shop preference. I had previously talked with one of my BNCW points of contacts with Marson and Marson Lumber about their incredible lumber prices and deals and decided when we put baseboards in our home, we would use them but for our six pieces of wood we needed of two varying sizes Lowe's won out in this category. Anymore and Marson and Marson would have been our go-to for lumber and for saving money.

The plan: get the paints and wood for our project and then visit each of our parents' homes to pillage their tool collection!

The first step was to cut the boards with our measurements for the accent wall and while my husband worked on that, I would be taking on the task of removing texture. I grabbed our respiratory safety mask and my safety glasses and some gloves for good measure too. Safety first! I closed off the room and I got to work. My husband had coached me on how to use the orbital sander. Start the sander while it was on the wall and keep even pressure. As I was working, I steadily took off the texture and the wall revealed the extent at what it had been through, and my goodness had this wall had seen some... stuff. I knew another trip to Lowe's was in our future.



Morgan Dobbins

Safety First! Morgan has a safety mask and glasses ready for taking on this project.

With our two jobs done, we cleaned up what we had done. Taking stock of what we have and what would need from Lowe's the next day and working through what else we could complete that night.

My husband pulled the door, I removed the baseboards, and we decided this was a great time as any to hang the door we had purchased earlier in the year. I grabbed the Sawzall and took out the very tight door frame. Carefully cutting through the frame without going any further.

Once I removed the door frame, we made a snap decision to remove the flooring. To show my hand on this, this wasn't the wisest decision. Not because a new floor wouldn't be stunning but rather because I faltered in my research on this part.

A conversation after the fact with Justin Wood, the owner of Asbestos Central, we found out that asbestos could have been in the flooring. When pulling up older vinyl or linoleum you should absolutely have it tested and wear safety gear. If in doubt, call an asbestos company and always do your research.



Morgan Dobbins

Peeling layers and layers of flooring up wasn't as easy as Morgan thought it would be but with a heat gun, it became easier.

In hindsight, I should have been more careful. Beyond my lack of safety measures for asbestos, I was clean in my process of tearing the floor up. I took the lead on this project as I wanted to learn how to remove a floor myself. I was making great progress with my heat gun, chisel, and gloves. Unfortunately, my freshly manicured hands had seen better days. We pulled out the toilet to get it out of my way and it was a delightful lawn ornament for a bit. I got the remaining flooring up only to discover aged water damage to our subfloor. Neat.

To be continued. Come back in April for the rest of the story!

The Floor Factory is...  
**FlooringAmerica**  
where friends send friends™

13 S Weantchee Ave (509)662-1421 www.thefloorfactory.com

**SPECIALIZING IN CUSTOM STONE COUNTERTOPS**  
**NEW SHOWROOM**

5564 Industry Lane,  
Unit A, East Wenatchee  
509.782.2161

www.moonlightstoneworks.com

- Quotes in 3 business days
- Template 7-10 business days
- Install 7-10 business days
- Natural Stone over 100 slabs in stock
- Quartz 12 colors in stock
- We sell and install sinks too!

**COMPLETE DESIGN, INC.**  
Architecture ~ Engineering ~ Land Surveying

509-662-3699 www.completedesign.cc

# MEMBER MESSENGER

*“Driven to Promote and Protect Small Business”*

MARCH 2024 ASSOCIATION NEWSLETTER

PAGE 3



## Building NCW Out and About: At home and on the Road!

In the month of February, Building NCW hosted our annual Home Show and kept the pedal to the metal on learning and advocating.

Our staff attended the Coffee and Commerce this month put on by the Wenatchee Valley Chamber of Commerce and found time to go on the road to visit another Home Show!

This Coffee and Commerce had the East Wenatchee and Wenatchee

Mayors giving updates on upcoming improvements and urban growth as well as answering questions regarding our region's needs and their action plans for the year and beyond.

“It is important for Building NCW to attend updates from our Mayors for East Wenatchee and Wenatchee as our organization plays a role in shaping our community's future,” said Building NCW's CEO Danielle Martin, “We attend so our membership can be

updated without having to lose time at their jobsites.” Topics were covered regarding public safety, economic development, homelessness and what local businesses can do, affordable housing, and the local drug crisis.

Building NCW went on the road mid-February to Tricities' HBA Home Show at the HAPO Center.

It is important to Building NCW to always learn, build on what is working, and improve. The HAPO Center was built spe-

cifically to be a Convention Center with a North and South Hall. In each hall, there were vendors of various fields to walk through and visit with.

Home Builders, subcontractors, heating & air, plumbing, blinds, windows, outside living vendors, lawn care, financial institutions, furniture, and other traditional home and home adjacent businesses.

There were also specialty vendors in attendance like the sheriff's office, a fitness center, restaurants, dog training, bakeries, skin and hair care, and more. We were able to say hello



Building NCW Staff

Valentine's Day started off with Mayor Crawford giving a large “kiss” to Mayor Poirier.

to some of the vendors we hosted in our Home Show as well.

Building NCW loves the opportunity to venture out

and support other Home Builder Associations and Home Shows as well as keep up on Home Show trends.



Building NCW Staff

The Wenatchee Valley Chamber of Commerce had the State of the Cities Coffee and Commerce on Feb. 14, 2024.



Building NCW Staff

East Wenatchee Mayor Jerrilea Crawford and newly elected Wenatchee Mayor Mike Poirier at the Coffee and Commerce meeting.



Building NCW Staff

The HBA hosted their Regional Home & Garden Show at the HAPO Center in Tri Cities.



Building NCW Staff

Individuals took a break from visiting with vendors to grab a quick bite to eat in the HBA's Regional Home & Garden Show,



Happy St. Patrick's Day!



**LUXURY CUSTOM HOME CONSTRUCTION**

See our work at [mcdonaldbuilding.com](http://mcdonaldbuilding.com)

Now Hiring  
**CUSTOM HOME CONSTRUCTION PROJECT SUPERVISOR**  
Compensation includes competitive wages, company vehicle, health insurance and HSA contributions.  
Please call Tim at 509-670-1420

15303 Lakeview Street  
Entiat • 509-670-1420  
[info@mcdonaldbuilding.com](mailto:info@mcdonaldbuilding.com)

Contractor Registration  
#MCDONBL036RN




**Call now for new construction and remodeling**

Serving the Wenatchee Valley for 42 years



**Gold Construction Inc.**  
509-663-4946 [www.goldconstruction.org](http://www.goldconstruction.org)  
GOLDCI\*077NO



**ASBESTOS CENTRAL LLC**

A locally owned asbestos, mold, and lead testing and removal company

SERVING WASHINGTON SINCE 2008

**Residential & Commercial Projects**  
Licensed, Bonded, & Insured – ASBESCL804PL

**Justin Wood, Owner**  
509-888-5542 • [Justin@a-central.com](mailto:Justin@a-central.com) • [www.acentralwa.com](http://www.acentralwa.com)



# MEMBER MESSENGER

"Driven to Promote and Protect Small Business"

MARCH 2024 ASSOCIATION NEWSLETTER

PAGE 4

## 2024 Home Maintenance Guide

### January

- Check screws on doors + locks
- Clean dishwasher drain bin
- Deep clean oven post holiday cooking + baking
- Check electrical cords, replace if needed
- Check + change HVAC Filter

### February

- Check attic for roof leaks
- Check under sinks for plumbing failures
- Check outside HVAC Filter for debris
- Check fire extinguisher
- Dust + wash window blinds
- Clean eaves

### March

- Check aerators on faucets, nozzles, + drains
- Check + repair window weather stripping + operation
- Check + change HVAC Filter
- Inspect water heater
- Clean window screens
- Turn sprinklers on; check for leaks

### April

- Take snow tires off April 1
- Check exterior paint
- Wash cabinets + apply wax or oil (per manufacturer instructions)
- Inspect grout + caulk
- Trim trees + bushes
- Irrigation start up and check

### May

- Check outside concrete, repair if needed
- Check exterior doors weather stripping, lubricate if needed
- Schedule back flow test
- Check cabinet hinges + knobs alignment + tighten
- Check + change HVAC filter
- Schedule Window Cleaning

### June

- Clean garbage disposal
- Check dryer unit for clogs inside + outside
- Inspect roof for repairs
- Re-nail any loose siding or trim
- Check house + garage for any rotting wood + replace

### July

- Clean + lubricate window + sliding glass door tracks
- Check + clean outdoor fireplace + grill
- Check GFCI outlets
- Clear away any flammable items away from home
- Check + change HVAC Filter

### August

- Clean dishwasher drain bin
- Check sump pump in basement bath
- Vacuum HVAC registers
- Service HVAC Unit
- Check + repair mortar
- Schedule Irrigation Blow Out

### September

- Start to winterize outdoor lawn equipment
- Check fire extinguisher
- Check emergency escape plan
- Check + change HVAC Filter
- Reseal tile grout
- Clean + check chimney flue + fire place

### October

- Deep clean oven for holidays
- Clean gutters from fall leaves
- Winterize irrigation
- Disconnect hoses
- Check smoke + CO detector
- Cover air conditioning unit
- Prepare snowblower, shovel, + salt for snow

## Upcoming Events

### MARCH

- MARCH 10TH - DAYLIGHT SAVINGS
- MARCH 14TH - CPR CLASS
- MARCH 17TH - ST. PATRICK'S DAY
- MARCH 20TH - BOARD MEETING
- MARCH 31ST - EASTER



### APRIL

- APRIL 17TH - BOARD MEETING

### MAY

- MAY 15TH - BOARD MEETING
- MAY 21ST - NETWORKING NIGHT  
HOSTED BY PEOPLE'S BANK
- MAY 27TH - MEMORIAL DAY

### JUNE

- JUN. 21ST - ANNUAL BNCW SUMMER GOLF TOURNAMENT

### 2024

- SEPT. 19TH - 10TH ANNUAL CHEFS ON TOUR
- SEPT. 20TH - 22ND - 30TH ANNUAL HOME TOUR



VISIT OUR NEW UPDATED WEBSITE FOR MORE INFORMATION!



### November

- Clean dishwasher Drain Bin
- Weatherproof doors + windows
- Check interior paint + repair
- Check extension cords + wires; be careful of holiday overload
- Check + Change HVAC Filter

### December

- Check HVAC unit outside + remove debris
- Clean Garbage Disposal
- Check dryer unit for clogs inside and outside
- Vacuum HVAC air supply + return register
- Dust and wash blinds
- Check smoke + CO detectors

For Businesses to help with home maintenance and repair, please see our Directory.

## INTERNATIONAL WOMEN'S DAY



**SMITHSON INSURANCE SERVICES**  
smithsoninsuranceservices@gmail.com  
~ Habla Español ~

**Kathy Z. Smithson**  
720 Valley Mall Pkwy,  
East Wenatchee

**Information You Can Rely On!**

Let Kathy assist you with answers to your questions about:

- Group Employee Health + Benefit Plans,
- Individual Health Plans, WA Health Plan Exchange Plans,
- Group and Individual Life, Dental, Vision,
- Long Term Care, Disability and ALL Medicare Planning

Call Kathy Today - 509-884-5195. [www.SmithsonInsuranceServices.com](http://www.SmithsonInsuranceServices.com)

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

**LOCATED AT:**  
2201 N. Wenatchee Ave.  
Wenatchee, WA 98801

**PHONE:** (509) 293-5840

**Email us for more information:**  
[Info@BuildingNCW.org](mailto:Info@BuildingNCW.org)

**Visit us online at:**  
[www.BuildingNCW.org](http://www.BuildingNCW.org)

# Real Estate

## Top Properties Douglas County January 2024

### Residential

| Sale Price | Address              | Total Acres | Year Built | Residential Area | Basement Area | Bedr. | Bathr. | Garage Area |
|------------|----------------------|-------------|------------|------------------|---------------|-------|--------|-------------|
| \$360,000  | 202 BROADMOOR ST NW  | 0.28        | 1994       | 1568             |               | 3     | 2      | 720         |
| \$365,000  | 1234 TEDFORD ST SE   | 0.27        | 1955       | 1308             | 910           | 2     | 1      | 286         |
| \$395,000  | 3010 1ST ST SE       | 0.45        | 1978       | 1380             |               | 3     | 2      | 720         |
| \$412,000  | 1050 CORUM CIR       | 0.1         | 2008       | 951              | 951           | 3     | 3      | 418         |
| \$418,000  | 1001 TEDFORD ST SE   | 0.34        | 1957       | 1472             |               | 3     | 1.5    | 294         |
| \$420,000  | 1054 CORUM CIR       | 0.1         | 2008       | 944              | 944           | 3     | 3      | 437         |
| \$425,000  | 413 S KANSAS LOOP    | 0.08        | 2019       | 1434             |               | 3     | 2.5    | 439         |
| \$460,000  | 606 LACEY PL NE      | 0.18        | 1970       | 1144             | 1100          | 3     | 1      |             |
| \$485,000  | 217 S IOWA AVE       | 0.27        | 1974       | 1388             | 1326          | 4     | 3      | 624         |
| \$505,000  | 1486 COPPER LOOP     | 0.17        | 2008       | 1731             |               | 3     | 2      | 640         |
| \$530,000  | 130 N JAMES AVE      | 0.47        | 1977       | 2080             |               | 3     | 2      |             |
| \$550,000  | 1060 CORUM CIR       | 0.1         | 2005       | 1300             | 1300          | 4     | 2.5    | 525         |
| \$699,990  | 2091 LEGACY PL SE    | 0.19        | 2021       | 2647             |               | 4     | 3      | 580         |
| \$722,000  | 1724 COUNTRY CLUB DR | 0.22        | 1966       | 1588             | 1588          | 5     | 2.5    | 692         |

### Commercial

| Seller                      | Buyer                        | Sale Price  | Street              | Acres |
|-----------------------------|------------------------------|-------------|---------------------|-------|
| SMITH, SCOTT D              | TAYLOR WENATCHEE LLC         | \$1,600,000 | 300 GRANT RD        | 0.96  |
| NEWBY, CORDELL R & MARTHA M | MANCAVE SUITES LLC           | \$145,000   | 4946 CONTRACTORS DR | 0     |
| STATE OF WASHINGTON         | TONTZ FAMILY INVESTMENTS LLC | \$106,500   |                     | 0     |
| STATE OF WASHINGTON         | SANDHU, AJBINDER & MENDEEP   | \$100,000   |                     | 0     |
| STATE OF WASHINGTON         | LIEK JR, MOTT & BETTY        | \$98,000    |                     | 0     |
| STATE OF WASHINGTON         | TONTZ, TIMOTHY J             | \$95,500    |                     | 0     |

### Farm

| Seller                     | Buyer                      | Sale Price  | Street       | Total Acres |
|----------------------------|----------------------------|-------------|--------------|-------------|
| JESS & ET AL, VICKIE D     | WESTERN RIVERS CONSERVANCY | \$2,167,000 |              | 2135.03     |
| TROUT-BLUE CHELAN-MAGI INC | BELLYSLIDE BAY FARMS LLC   | \$410,000   | 6 PIONEER RD | 2.5         |
| JNJ FARMS PARTNERSHIP      | DONOHER, DAMIEN & EILEEN   | \$250,000   |              | 312.88      |

## Marketing Matters

**AMY YALEY**

COO of Ward Media



# Strengthen brand recognition and loyalty with consistent brand building

In the world of marketing, where trends come and go, one principle remains constant: the importance of consistency. This is true whether you're a multinational corporation or a family-owned business in our NCW community; consistency across your marketing channels is key to building a strong brand presence with continued customer loyalty. In this article, we'll look at the concept of Top of Mind Awareness (TOMA) and explore how consistency can place your brand at the forefront of customers' minds.

### Understanding Top of Mind Awareness (TOMA)

TOMA isn't a new concept for this column; we discussed it in January, and at its core, it means consistently occupying a prominent space in the minds of your audience. It's not just about having a presence; it's about being the go-to option when a need arises. Regularly engaging with your audience through a variety of tactics, be it billboards, radio, social media, email campaigns, or digital or print advertising, reinforces your brand presence. The more frequently your audience sees your brand, the more likely they will remember and choose you

when making purchasing decisions.

### The Role of Consistency in Brand Building

Consistency is key when we talk about TOMA. It's about presenting a unified brand image and message across all touchpoints, from your website and social media profiles to your advertising campaigns and customer interactions. Consistency breeds familiarity, and familiarity breeds trust. Customers who encounter a consistent brand experience at every interaction develop a sense of confidence and reliability in your brand, making them more likely to choose you over competitors.

### Strategies for Maintaining Consistency

Achieving consistency requires careful planning and execution. Consider these key strategies to help you maintain consistency across your marketing channels:

**Create Brand Guidelines:** This isn't as scary as it seems; you've probably already done it; just get it down on paper. Outline your brand's personality, voice, tone, and visual identity. These guidelines serve as a roadmap for all marketing efforts, ensuring a consistent brand experience across all channels whether it's radio, print, digital or social media.

**Implement a Centralized System of Organization:** Again, not scary. Keep track in a spreadsheet or in a planner of all tactics you're using, how long they are running and your investment spend. This will streamline the creation, approval, and distribution of marketing materials and keep you moving forward. It also ensures all content aligns with your brand guidelines, maintains consistency across channels, and that you are reaching all segments of your audience.

**Regularly Audit and Optimize:** Conduct regular checks of your marketing materials to identify any inconsistencies or deviations from your brand guidelines. Take proactive steps to address these issues and optimize your marketing efforts for maximum consistency and performance.

**Train Staff:** Train your staff to uphold your brand standards in all customer interactions, whether in-person, over the phone, or online. Consistency in customer service is just as important as consistency in marketing materials.

### Leveraging Multichannel Engagement

Consistency is not limited to a single marketing channel; it must be maintained across all channels to create a cohesive brand experience. Whether it's your social media profiles, email marketing campaigns, website, or traditional print and digital advertising channels, consistency is key to reinforcing your brand message and identity.

### Case Study and Example

During the 2008 recession, McDonald's made a

bold decision to stick with its advertising strategy and budget, maintaining consistency in its messaging and brand image despite economic uncertainty.

Meanwhile, competitors like Burger King and Taco Bell did the opposite. The results were telling: in just 13 months, McDonald's not only weathered the recession but also grew its market share by 5%, demonstrating the power of consistency in branding and customer assurance.

Remarkably, McDonald's stock only experienced a minor 3% drop during this period. In contrast, Burger King's stock plummeted by 25%, while Taco Bell's dropped by 29%.

These differences underscore the importance of creating certainty for customers in uncertain times. By maintaining consistency in branding and messaging, businesses can instill confidence and trust in their customers, ultimately leading to long-term loyalty and success.

### Measuring the Impact of Consistency

Measuring the impact of consistency on brand recognition and loyalty is key for evaluating the effectiveness of your marketing efforts.

Metrics such as brand awareness surveys, customer retention rates, and social media engagement

metrics can provide valuable insights into the success of your consistency initiatives.

Consistency is not just a buzzword in marketing; it's a fundamental principle that can make or break your brand. By maintaining consistency across your marketing channels, you can strengthen brand recognition, foster customer loyalty, and ultimately achieve Top of Mind Awareness.

In today's competitive landscape, where consumers are inundated with choices, consistency is the key to standing out and winning the hearts and minds of your target audience whether they are here in the heart of Washington or across the globe.

### Your Homework

Assess your current branding strategies and identify areas where consistency can be improved.

Whether it's updating your brand guidelines, optimizing your content management systems, or training your staff, take proactive steps to ensure consistency across all marketing channels. Your brand's success depends on it.

*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.*



STOCK PHOTO

## Real Estate

## Top Properties Chelan County January 2024

| Buyer                                      | Seller   | Sale Price     | Address                 | City           | Living Area | Year Built | Bed-rooms | Bath-rooms | Garage Area | Pool | Fire-place |
|--|--|----------------|-------------------------|----------------|-------------|------------|-----------|------------|-------------|------|------------|
| JEFFERY MATHEW S & DARCY L                 | L & G PROPERTIES LLC                           | \$2,400,000.00 | 517 N MISSION ST        | WENATCHEE      | 8680        | 1965       |           |            | 0           | N    | N          |
| RAM MAHI LLC                               | INDIKO HOTEL GROUP LLC                         | \$2,400,000.00 | 700 N WENATCHEE AVE     | WENATCHEE      | 14264       | 1962       |           |            | 0           | N    | N          |
| D&E PHILLIPS REVOCABLE TRUST               | DNM ENTERPRISE LLC                             | \$2,050,000.00 | 9694 EMBRODEN RD        | LEAVENWORTH    | 1540        | 2018       | 3         | 4.5        | 768         | N    | N          |
| JMK LEGACY HOLDINGS LLC                    | CENTRAL WA LLC                                 | \$1,350,000.00 | 1407 MAIDEN LN          | WENATCHEE      | 6784        | 2005       |           |            | 0           | N    | N          |
| GREWAL KARAMJIT & SUKHDEEP                 | DEICHL ROBERT A                                | \$1,275,000.00 | 12295 EMIG DR           | LEAVENWORTH    | 1954        | 1998       | 2         | 2.75       | 936         | N    | Y          |
| JEFFERY MATHEW & DARCY ETAL                | JEFFERY MATHEW S & DARCY L                     | \$1,250,000.00 | 821 N WENATCHEE AVE     | WENATCHEE      | 5585        | 2015       |           |            | 0           | N    | N          |
| ALLEN BRADLEY N & JEANINE M                | LITTON JEFFREY A & THERESE M                   | \$1,142,500.00 | 200 SUMMER RIDGE LN     | MALAGA         | 2731        | 2011       | 3         | 2.5        | 1772        | N    | N          |
| PILSON JASON                               | CROOKS DANNI K & BRENDA L DIVERS               | \$1,050,000.00 | 71 COWIN LN             | LEAVENWORTH    | 2054        | 2020       | 3         | 2          | 0           | N    | Y          |
| SVOAKSH LLC                                | AVELAR ANGEL & AVELAR CARLOS                   | \$1,000,000.00 | 1527 MAIDEN LN          | WENATCHEE      | 1266        | 1916       | 4         | 1          | 676         | N    | N          |
| GLUTH BOHAN MEGAN ETAL                     | HAON ANDREW C & CLAUDIA H                      | \$928,000.00   | 18410 RIVER RD          | PLAIN          | 2688        | 2000       | 3         | 2.5        | 0           | N    | Y          |
| DALF 1031 EXCHANGE FACILITATOR LLC         | MYRMOE JOSHUA & HEAGLEY DAWN                   | \$900,000.00   | 1471 SKYLINE DR         | WENATCHEE      | 3374        | 2003       | 5         | 4.25       | 1176        | N    | N          |
| COPE BRIANA L & BENJAMIN                   | FIELDS DALE W JR & SHERRELL C                  | \$875,000.00   | 1045 RIDGE CREST DR     | WENATCHEE      | 1475        | 2006       | 4         | 2.25       | 850         | Y    | N          |
| DORPAT NORMAN & FRADD ELIZABETH            | NAIN SANDEEP                                   | \$795,000.00   | 267 SCHOLZE ST          | LEAVENWORTH    | 1520        | 1964       | 3         | 2          | 0           | N    | Y          |
| WOLMAN JONATHAN                            | CASTLEMAN STEVE W                              | \$745,000.00   | 1622 HORSE LAKE RD      | WENATCHEE      | 1551        | 1978       | 2         | 3          | 575         | Y    | Y          |
| MACKAY JAMES & CHELSEA                     | GILDROY CRAIG                                  | \$743,000.00   | 137 HILLCREST PL        | CHELAN         | 2444        | 2011       | 3         | 2.5        | 528         | N    | N          |
| GIRVEN DALE J & JILL A                     | GIRVEN DALE J ETAL                             | \$740,174.00   | 2603 LARCH DR           | LAKE WENATCHEE | 1664        | 2001       | 3         | 2          | 1024        | N    | Y          |
| WIGREN ASHLEY                              | RUPE INEZ                                      | \$715,000.00   | 158 GOBBLERS KNOB LN    | MANSON         | 1080        | 1989       | 2         | 2          | 624         | N    | Y          |
| FOWLER STEVE & WILSON LAURYN               | KRAEV ALEXANDER & CLEMENT CHRISTINA            | \$685,000.00   | 1513 1ST ST             | WENATCHEE      | 2629        | 1982       | 3         | 1.75       | 832         | N    | Y          |
| BOWMAN ROCHELLE                            | CARSON KAREN A                                 | \$685,000.00   | 100 CASCADE PL          | CASHMERE       | 1989        | 2004       | 3         | 1.75       | 700         | N    | Y          |
| COLLINS FEAY NICHOLAS & GOUSIE GABRIELLE   | HEMINGER MARC C                                | \$657,000.00   | 1509 MADISON ST         | WENATCHEE      | 2936        | 1969       | 4         | 2.5        | 600         | N    | Y          |
| BALDWIN RANDALL B & KATIE L                | J & B DAVENPORTLIVING TRUST                    | \$648,900.00   | 1508 JEFFERSON ST       | WENATCHEE      | 2684        | 1967       | 3         | 1.5        | 546         | N    | Y          |
| GRUNSKAYA OLGA                             | HAUGH SHERI                                    | \$645,000.00   | 1302 ROBINSWOOD CT      | WENATCHEE      | 2747        | 1990       | 2         | 2.5        | 420         | N    | Y          |
| LIU XUEJUN & YANG JINYUN                   | MARTINEZ CODY & SAMANTHA                       | \$630,000.00   | 321 CANYON PL           | WENATCHEE      | 3290        | 1993       | 5         | 4          | 460         | N    | Y          |
| PEABODY DENISE E & WILLIAM                 | DOERR MICHAEL                                  | \$625,000.00   | 3285 BURCH MOUNTAIN RD  | WENATCHEE      | 1382        | 1983       | 3         | 2.25       | 576         | N    | N          |
| MILBRANDT JERRY C & JANIE E                | CARSON LYLE N & KAREN A REVOC LIVING TRUST     | \$610,000.00   | UNASSIGNED              | CASHMERE       | 0           | 0          |           |            | 0           | N    | N          |
| CHAHAL SHARANDEEP S & HARPREET K           | DAVID A FARBER TRUST                           | \$605,000.00   | 525 ALPINE PL           | LEAVENWORTH    | 958         | 0          |           |            | 0           | N    | N          |
| SLIDEWATERS LLC                            | COLLINS JOE                                    | \$596,900.00   | 120 WILLMORTH DR        | CHELAN         | 1742        | 1976       | 3         | 2          | 528         | N    | Y          |
| RICARDI JOHN M & JANE M                    | ZACHER KALCIC PIXIEANN IRREVOCABLE GIFTING TRT | \$595,000.00   | 2429 NUMBER 1 CANYON RD | WENATCHEE      | 960         | 1953       | 3         | 1          | 336         | N    | Y          |
| BITZER MICHAEL A & DANG JEANIE             | MASTEN MEAGAN E                                | \$572,000.00   | 1912 HIDEAWAY PL        | WENATCHEE      | 1478        | 1997       | 4         | 3          | 0           | N    | Y          |
| VELLIQUETTE JOHN W JR & SANDA E            | ZEMA JANET TRUST                               | \$560,000.00   | 545 JUNCTION LN         | LEAVENWORTH    | 788         | 0          |           |            | 0           | N    | N          |
| CTVRTHK THOMAS E JR & SUZANNE M            | LOWES CHRISTOPHER R & TRACY R                  | \$525,000.00   | 1448 WATCHMAN LN        | WENATCHEE      | 800         | 2021       | 1         | 1          | 0           | N    | N          |
| SMART RYAN M & ASHLEY                      | YOAKUM CHARLOTTE                               | \$498,500.00   | 8655 N DRYDEN RD        | DRYDEN         | 1222        | 1934       | 2         | 1          | 0           | N    | N          |
| NOSSA MIRYAM ETAL                          | JACOBSEN IVAN & SHIRLEY                        | \$490,900.00   | 10 PERSHING ST          | WENATCHEE      | 1674        | 1968       | 3         | 1.75       | 506         | N    | Y          |
| FLETCHER MARIANA M                         | BIG BULL ANDREW P & TERESA                     | \$487,000.00   | 1501 ANGELA ST          | WENATCHEE      | 1510        | 1995       | 3         | 2.5        | 400         | N    | Y          |
| WILLIAMS CYNTHIA D                         | PARA MICHAEL & TERI                            | \$485,000.00   | 1589 SUMMIT BLVD        | MANSON         | 0           | 0          |           |            | 0           | N    | N          |
| LAUTIKI VILIAME & TARA S                   | ELEMENT HOMES LLC                              | \$480,000.00   | 9979 SASKA WAY          | ENTIAT         | 1434        | 2020       | 3         | 2.5        | 528         | N    | N          |
| FONTAINE JAMES J                           | FRY ERIC E                                     | \$435,000.00   | 1721 WASHINGTON ST      | WENATCHEE      | 2016        | 1923       | 4         | 3.5        | 540         | N    | Y          |
| DYCK WILLIAM A                             | MC MULLEN RENTAL PROPERTIES LLC                | \$415,000.00   | 1605 WOODLAND DR        | WENATCHEE      | 1269        | 1991       | 3         | 2          | 400         | N    | Y          |
| PLANNED PARENHOOD OF GREATER WA & N ID     | OKANOGAN PROPERTY OWNERSHIP LLC                | \$412,392.00   | 609 OKANOGAN AVE        | WENATCHEE      | 2648        | 1983       |           |            | 0           | N    | N          |
| PEAK ALISON & VEREFUILLIE TYSON            | SMITH RANDALL P & RENNEA L                     | \$408,900.00   | 908 WILLIS ST           | WENATCHEE      | 1313        | 1979       | 3         | 1.75       | 297         | N    | N          |
| SANBORN NATASHA L & JOSH                   | VINCENT EMILY A                                | \$405,000.00   | 908 S WILSON ST         | WENATCHEE      | 1100        | 1952       | 3         | 1          | 480         | N    | Y          |
| HOPE CHURCH WENATCHEE INC                  | LIVING HOPE COMMUNITY CHURCH                   | \$400,000.00   | 11 N CHELAN AVE         | WENATCHEE      | 18427       | 1926       |           |            | 0           | N    | N          |
| EDWARDS COLIN M & HEATHER A                | HAGER RICHARD L TRUST ETAL                     | \$400,000.00   | 481 HIDDEN LN           | CHELAN         | 0           | 0          |           |            | 0           | N    | N          |
| WERNER CHRISTINA M ETAL                    | EIDER PROPERTIES LLC                           | \$399,000.00   | 910 POPLAR AVE          | WENATCHEE      | 1638        | 2023       | 2         | 2.5        | 220         | N    | N          |
| CHAVEZ JULIO C                             | SAGE HOMES LLC                                 | \$394,500.00   | 360 EMMA DR             | WENATCHEE      | 1803        | 2023       | 3         | 2          | 472         | N    | N          |
| MONTGOMERY KARLENE D                       | FISHER PATRICIA F                              | \$390,000.00   | 1601 MAIDEN LN          | WENATCHEE      | 1264        | 0          |           |            | 0           | N    | N          |
| RUTLEDGE BRENDA G & DONALD M               | WAKEFIELD MEREDITH K                           | \$381,587.00   | 17810 NASON RIDGE RD    | LAKE WENATCHEE | 1836        | 2004       |           |            | 600         | N    | N          |
| CHAPIN SAMUEL & AMANDA                     | SAGE HOMES LLC                                 | \$375,900.00   | 348 EMMA DR             | WENATCHEE      | 0           | 0          |           |            | 0           | N    | N          |
| CORTES MARIA & CORTES CARRENO EDUARDO ETAL | LYONS ARACELI R                                | \$375,000.00   | 1 S FRANKLIN AVE        | WENATCHEE      | 1470        | 1916       | 3         | 1.5        | 0           | N    | N          |
| HILL CHASE E                               | LEMUS JOSE & EMILY                             | \$375,000.00   | 745 SADDLEROCK DR       | WENATCHEE      | 996         | 1924       | 3         | 1          | 231         | N    | Y          |
| BOUGIE AF PROPERTIES LLC                   | RHINEHART MARK & CAROL                         | \$375,000.00   | 1216 OKANOGAN AVE       | WENATCHEE      | 768         | 1946       | 3         | 1.75       | 320         | N    | N          |
| NALL ROBERT & ANDREA                       | ALEXIS J A                                     | \$360,000.00   | UNASSIGNED              | PLAIN          | 0           | 0          |           |            | 0           | N    | N          |
| DELGADO MARIA R                            | VZS PROPERTIES LLC                             | \$359,000.00   | 2118 ROPER LN           | WENATCHEE      | 1176        | 2014       |           | 1.5        | 0           | N    | N          |
| CALHOON HANNAH J & CODY                    | HEADLEY DENNIS R & LEA                         | \$350,000.00   | 327 SUNSET AVE          | WENATCHEE      | 1325        | 1949       | 4         | 1          | 320         | N    | Y          |

# Real Estate

## January sees 3.1% rise in existing home sales despite yearly dip, median price hits new January high

**The National Association of Realtors® reported an increase in existing home sales in January, with variations observed across the major U.S. regions. Sales saw a 3.1% rise from December to a seasonally adjusted annual rate of 4.00 million. However, when compared to January 2023, sales dipped by 1.7%.**

Ward Media | Wenatchee Business Journal

January's sales performance was bolstered by growth in the Midwest, South, and West, while the Northeast maintained consistent

sales levels. Specifically, the West experienced an improvement in year-over-year sales, contrary to the Northeast, Midwest, and South declines.

The median sales price for existing homes reached \$379,100, marking a 5.1% increase from January 2023 and continuing a seven-month trend of year-over-year price gains.

The inventory of unsold existing homes rose to 1.01 million, reflecting a 2.0% increase from the previous month, equivalent to a 3.0-month supply at the current sales pace.

Lawrence Yun, NAR's Chief Economist, commented on the market dynamics, noting, "While home sales remain siz-

## Regional variations

In January, regional variations in existing home sales and median prices highlighted diverse market trends across the United States, with fluctuations in sales rates and significant price adjustments from the previous year.

### Northeast

At 480,000 units, existing home sales in the Northeast were unchanged from December but down 5.9% from January 2023. The median price in the Northeast was \$434,300, up 10.1% from the prior year.

### Midwest

In the Midwest, existing home sales increased 2.2% from one month ago to an annual rate of 950,000 in January, down 3.1%

from last year. The median price in the Midwest was \$271,700, up 7.6% from January 2023.

### South

Existing home sales in the South rose 4.0% from December to an annual rate of 1.84 million in January, a decline of 1.6% from the previous year. The median price in the South was \$345,100, up 4.1% from one year ago.

### West

In the West, existing home sales elevated 4.3% from a month ago to an annual rate of 730,000 in January and grew 2.8% from one year earlier. The median price in the West was \$572,100, up 6.3% from January 2023.



STOCK PHOTO

ably lower than a couple of years ago, January's monthly gain is the start of more supply and demand.

Listings were modestly higher, and home buyers are taking advantage of lower mortgage rates compared to late last year."

The report also highlighted the median existing home price's all-time high for January and the prevalence of multiple offers on mid-priced homes.

Cash deals constituted

32% of transactions, indicative of a competitive market environment.

Additional insights from the REALTORS® Confidence Index revealed that properties typically stayed on the market for 36 days in January.

First-time buyers accounted for 28% of sales, a slight decrease from previous periods. All-cash sales rose to 32%, and investors or second-home buyers represented 17% of purchases.

As stated by Freddie

Mac, mortgage rates averaged 6.77% as of February 15, reflecting a rise from the previous week and the same period last year.

In terms of housing types, single-family home sales increased to a seasonally adjusted annual rate of 3.6 million, with the median price at \$383,500. Condominium and co-op sales remained stable at 400,000 units, with the median price at \$339,400, a 5.7% increase from the previous year.

## Bighorns

Continued from page 6

the community for the long term.

"We can get the building blocks in place moving forward," Coopriider stated.

"I believe in the vision of the TBL and basketball as a vehicle to do that. It's an asset to the community if you do it right."

Despite this being technically the Bighorns' second season in The Basketball League (TBL), changes in ownership and other adjustments signify a fresh start for the team.

Williams highlighted the significance of establishing a foundation that ensures financial stability. "He delivers established excellence in every category of business," Williams commented on Coopriider's involvement, emphasizing his proven track record and the importance of a respected

local owner committed to prioritizing the community.

Coopriider, a Wenatchee High School alumnus, distinguished himself in academics and athletics, receiving the American Legion Medal and Certificate of School Award upon graduation. He pursued higher education at Washington State University, earning a degree in Business Administration and Marketing with a minor in Economics.

His professional journey includes roles at Fortune 500 companies, leading to entrepreneurial ventures in tech startups, offering him insights into partnership collaboration, capital raising, and the dynamics of mergers and acquisitions.

The Bighorns represent an opportunity for Coopriider to blend his entrepreneurial background with his newfound interest in philanthropy.

"I just love the vision of the TBL and the Bighorns," Coopriider explained, "and the commitment each has made to serving the community first."

He looks forward to contributing to the community that has supported him and his family by encouraging youth activities and volunteering.

After more than thirty years away, Coopriider sees this as an opportune moment to return to his roots and contribute to the community's growth, especially within the sports sector. "It's going to be exciting to get back and see old friends, faces and see how the community has changed," he said.

"It's exciting to see the growth specifically in the sports community. It would be satisfying to be able to make this into an organization for everyone to be proud of."

## Home-price growth in the US accelerates as buyer demand picks up

By PRASHANT GOPAL | Bloomberg

Home-price growth in the US accelerated in December, capping a period with a steep drop in mortgage rates.

Prices nationally rose 5.5% from a year earlier, according to data from S&P CoreLogic Case-Shiller. That's larger than the 5% annual gain in November.

December's index tracks the final three months of 2023, a time in which 30-year borrowing costs soared to a two-decade high of 7.79% then fell sharply to end the year at 6.61%.

The decline unleashed

some pent-up demand among buyers who had to compete for a tight supply of homes listed for sale.

The country's persistent inventory shortage has helped push purchase prices ever higher.

A measure of values in 20 cities was up 6.1% from a year earlier in December, compared with a 5.4% increase in the previous month.

San Diego had the biggest year-over-year gain, at 8.8%, followed by Los Angeles and Detroit, each with an 8.3% increase.

On a seasonally adjusted basis, 10 of 20 markets beat prior records. Portland, Oregon, had an increase after 11 months of declines.

"The term 'a rising tide lifts all boats' seems appropriate given broad-based performance in the US housing sector," Brian Luke, head of commodities, real and digital assets at S&P Dow Jones Indices, said in a statement.

"Looking back at the year, 2023 appears to have exceeded average annual home-price gains over the past 35 years."

Top 10% of Coldwell Banker Agents  
Worldwide for 2023



Buying? Selling? Building?  
You need a top producer on your side!



Client Focused for Real Results!

REALTOR® / BROKER

CALL / TEXT  
509.670.8159

KRISTEN@CBCASCADE.COM

WWW.BUYSELLBUILDWITHKRISTEN.COM

REAL RESULTS BY KRISTEN | FACEBOOK

TOP VOLUME PRODUCER:  
2021, 2022, 2023





# Chelan wineries excel in prestigious wine competition

**The 24th Annual Best of the Best Platinum Wine Competition, hosted by Great Northwest Wine Magazine, concluded with notable success for Lake Chelan wineries.**

Ward Media | Wenatchee Business Journal

**T**his invitation-only event, which pits gold medal wines from various competitions against each other, featured entries from nearly 2,500 wineries across

Washington, Oregon, Idaho, and British Columbia. Seven wineries from the Lake Chelan area were awarded Platinum or Double Platinum honors. Leading the pack were

Mellisoni Vineyards with six awards and Tsillan Cellars with five.

Lake Chelan Winery, Topsy Canyon Winery, Siren Song Winery, Chelan Ridge Winery, and Sigillo Cellars also received top accolades.

Sigillo Cellars' 2020 Carménère was distinguished as the "Best of the Best" and "Best Red Wine," earning 98 points.

Tsillan Cellars' 2021 Estate Dry Riesling, the top-scoring estate-grown wine from the Lake Chelan AVA, also received Double Platinum and 98 points.

Additional Double Platinum awards were given to wines scoring 95 points or above, including Siren Song Winery's 2019 Auberge (97 points), Mellisoni Vineyards' 2020 Lake Chelan AVA Syrah (95



COURTESY OF LAKE CHELAN WINE VALLEY

## Quick Read

The 24th Annual Best of the Best Platinum Wine Competition, hosted by Great Northwest Wine Magazine, highlighted Lake Chelan wineries' excellence, with seven local wineries receiving top honors. Mellisoni Vineyards and Tsillan Cellars led the accolades, earning multiple Platinum awards. Sigillo Cellars' 2020 Carménère was celebrated as the "Best Red Wine," scoring 98 points. The event, which featured nearly 2,500 wineries from the Pacific Northwest, underscores Lake Chelan's rising status in the wine industry. Mark Garvin of Topsy Canyon Winery and the Mellisons of Mellisoni Vineyards expressed pride in their community's achievements, emphasizing the region's potential and commitment to quality winemaking.

points), and Topsy Canyon Winery's 2020 Mélange Noir Red Wine (95 points).

Mark Garvin, owner, and winemaker of Topsy Canyon Winery, expressed his gratitude for the recognition, stating, "With so many wonderful wines being produced in the Northwest, it is humbling to receive Platinum recognition for the wines we enjoy creating. We are proud to be part of the Lake Chelan Wine Valley community, which continues to pro-

duce remarkable wines that are getting more and more recognition."

Tsillan Cellars now ranks in the top 10 all-time Northwest Platinum winners with 36 awards, while Mellisoni Vineyards has ascended to the elite circle, tied for thirteenth with 26 Platinum awards.

Rob and Donna Mellison, the driving forces behind Mellisoni Vineyards, shared their enthusiasm for the region's achievements: "We're proud to

represent our Lake Chelan wine community with these awards.

The Lake Chelan Wine Valley has the potential to be one of the best-growing regions in the Northwest.

The level of dedication wineries here are putting into their products, from better viticulture to winemaking, enhances the quality of the wine and the Platinum level wine tasting experience for which Lake Chelan is becoming known."

## Boeing gets 90-day ultimatum from FAA to fix its safety culture

**US regulators issued an ultimatum to Boeing Co. in the wake of a near-catastrophic accident last month, giving the US plane manufacturer 90 days to devise a plan to fix what it called "systemic" quality-control issues.**

By Julie Johnsson | Bloomberg

**"B**oeing must commit to real and profound improvements," Federal Aviation Administration Administrator Mike Whitaker said in a statement Wednesday, a day after an extensive meeting with Boeing Chief Executive Officer Dave Calhoun.

"Making foundational change will require a sus-

tained effort from Boeing's leadership, and we are going to hold them accountable every step of the way, with mutually understood milestones and expectations."

The deadline follows a blunt assessment this week of shortfalls in Boeing's safety culture from a panel of experts who issued their report after a yearlong study. The report,

commissioned by Congress in late 2022, found that steps the planemaker had taken to bolster safety following two 737 Max crashes weren't working as intended and cautioned of a "disconnect" between senior executives and other workers.

In his meeting with Calhoun and top Boeing safety executives, Whitaker said the plan must incorporate results from the safety-culture report along with the forthcoming results of an FAA production-line audit.

Boeing must also evolve its Safety Management System program, established in 2019 in response to the crashes, and integrate this with a quality management system that applies the same level of oversight to suppliers.

"Boeing must take a fresh look at every aspect

of their quality-control process and ensure that safety is the company's guiding principle," Whitaker said.

While Whitaker chose strong words to fault Boeing, he didn't resort to some of the harsher measures at his disposal, like halting 737 Max deliveries outright. That gave investors some reason for optimism, sending the shares up as much as 3.2% in US trading.

The outcome of Calhoun's meeting with agency officials "could have been worse, the FAA could have imposed a plan," said George Ferguson, an analyst with Bloomberg Intelligence.

Boeing has a "clear picture of what needs to be done," Calhoun said in an emailed statement, citing the employee feedback gained through quality stand-downs in its factories, findings from the unfinished FAA audit and the expert review panel report.

"Transparency prevailed in all of these discussions," Calhoun said.

"Boeing will develop the comprehensive action

plan with measurable criteria that demonstrates the profound change that Administrator Whitaker and the FAA demand. Our Boeing leadership team is totally committed to meeting this challenge."

### Factory Presence

Boeing has faced heightened scrutiny from regulators, lawmakers and customers after a fuselage panel covering an unused door flew off while an Alaska Airlines 737 Max was airborne on Jan. 5. Investigators later determined the jet was delivered without four bolts needed to lock the door plug in place.

Whitaker has visited Boeing's Seattle-area 737 factory in recent weeks, while Calhoun has made multiple public apologies. The FAA administrator has already taken the highly unusual step of capping output of the Boeing narrowbody until he's satisfied Boeing has full control over the quality of work in its factories and those of its suppliers.

The US regulator has teams of inspectors audit-

ing work at Boeing and suppliers like Spirit AeroSystems Holdings Inc., which builds most of the 737 airframe in Wichita, Kansas.

Work should wrap up on the review of the planemaker's production and manufacturing systems in the coming weeks, the FAA said. An investigation of Boeing's "alleged noncompliance" is also under way.

Boeing has stepped up inspections since the Alaska Airlines near-miss, while adding new protocols to document when a door plug is removed within its factories.

The planemaker has also deployed more employees to Spirit and added inspections of the work done there before the 737 fuselages are shipped by rail to Seattle.

The planemaker has also shaken up the executive ranks of its commercial division, placing Katie Ringgold in charge of the 737 program, while promoting Elizabeth Lund to a new post as senior vice president of quality that also gives her oversight of companywide initiatives.

**NORTH CASCADES**  
HEATING & AIR CONDITIONING, Inc.  
509-784-4822  
www.northcascadesheating.net  
"The Professionals"



# Health

## Cascade Mobile Clinic meets patients in their communities

**For just over a year, Cascade Medical has been working outside its traditional brick-and-mortar, bringing the clinic to patients by way of wheels. The Cascade Mobile Clinic stations itself in Plain or Peshastin every Tuesday, so patients don't have to make the trip to downtown Leavenworth.**

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

**“W**e’re increasing access to care, especially to those that have barriers to access, whether it’s transportation needs, financial needs, scheduling needs. We have to open up more opportunities so people can work around their daily schedule,” said Pat Songer, Cascade Medical’s COO and Chief of EMS. From 9 a.m. to 4:30 p.m., Sam Linn, PA-C (physician assistant, certified), will treat patients inside the Mobile Clinic, an ice-cream truck-shaped vehicle complete with a restroom, waiting room, exam room, and all the equipment needed to perform basic medical care.

“It’s just kind of a first line, simple way for patients to get in for things that are urgent but might not require an emergency room. It wouldn’t require any kind of imaging, but just need to get in and be seen,” said Linn.

For the Mobile Clinic,

convenience and visibility is the key to promoting a healthy community. When Linn parks in Peshastin, she can treat patients at the fruit packing facility on their lunch break.

The Mobile Clinic’s team is bilingual, which has allowed them to start conversations about healthcare with Spanish speakers who have avoided the hospital due to language barriers.

“So we kind of get their foot in the door so to speak and see them, and then we can get them transferred to establish care with a provider long-term at Cascade, at the main clinic,” said Linn.

As the Mobile Clinic overcomes time and language barriers, it also actively educates people about how to access care more affordably.

While the Mobile Clinic isn’t a free clinic, it gives Linn and her team an opportunity to educate the public about Cascade

Medical’s financial assistance program, which can help patients receive affordable care at the Mobile Clinic and beyond.

In Plain, parents will take their kids to the Mobile Clinic for minor injuries or immunizations after picking them up from Beaver Valley next door.

On snowy days, patients can make the short trip to the clinic instead of taking a winding, icy road into town. Its small operation also offers patients the benefit of privacy.

“We really enjoy being the front desk, and being the medical assistants, doing the check in and doing the appointment from start to finish just to get people in and out. It’s a more personal experience, I think,” said Linn.

The Mobile Clinic team is small, but its impact has been mighty, thanks to enormous help from the community and team at Cascade Medical.

Mike Piroto, who assists Plain residents with



COURTESY OF CASCADE MEDICAL

Mobile Clinic made a stop at the 2023 Oktoberfest.

tasks like shoveling or grocery deliveries, will coordinate visits to the clinic when he notices a community member in need of medical attention, such as unusually high blood pressure. When Linn prescribes medicine, he’ll drive patients to pick it up.

“It’s just been really great to get to know more of the community up there and know that we can get eyes on someone or listen to their lungs or things like that from so much closer to where they live,” said Linn.

At the hospital, a team of departments helps ensure the Mobile Clinic has everything it needs each Tuesday.

Family Clinic Director Whitney Lak ensures the team has all the necessary medical equipment stocked, the housekeeping team sanitizes the rooms, the maintenance team is checking the vehicle and emptying the sewer tank, and IT is making sure the team has remote access to the medical system. That way, all Linn’s team has to do is find a level parking spot, set up the sandwich board signs, plug into a

generator or Fire Station power, unlock cabinets, log into the remote desktop, and see patients.

### How the Mobile Clinic got its Start

The idea for the Mobile Clinic started a few years ago, when CEO Diane Blake saw the area’s staggering poverty levels in a Community Health Assessment (CHA).

The 2019-2021 CHA looked at federal poverty levels, as well as households that earned above those levels, but not enough to afford “a bare-bones household budget,” which is labeled as ALICE

(Asset Limited, Income Constrained, Employed). Federal poverty and ALICE rates in Peshastin were 50 percent, rates in Dryden were 64 percent, and rates in Leavenworth/Plain were 40 percent in 2018.

“And that, coupled with feedback we had about the challenges with transportation and other ways to connect with services in general, really put us down the road of starting to think differently about how we best serve the community and whether there were opportunities to take our services

See **MOBILE CLINIC** Page 19

### Quick Read

Cascade Medical’s mobile clinic offers healthcare services in Plain and Peshastin every Tuesday, bringing medical care closer to communities with limited access. Staffed by Sam Linn, PA-C, the clinic operates from 9 a.m. to 4:30 p.m., providing basic care and educating patients about financial assistance for healthcare. The initiative, supported by over \$200,000 raised by the Cascade Medical Foundation, aims to address barriers to healthcare access due to transportation, financial, or scheduling issues. Services are available on a walk-in basis or by appointment, with ongoing efforts to expand reach and hours.



COURTESY OF CASCADE MEDICAL

The Mobile Clinic is complete with an exam room, waiting room, and restroom, and is built to reach patients in inclement weather.



COURTESY OF CASCADE MEDICAL

Left to Right: Sam Linn, PA-C, Medical Assistant Oasis Avina Diaz, Medical Assistant Lucy Sanchez see patients inside the Mobile Clinic every Tuesday in Plain or Peshastin.

# Labor Area Reports

## Major strikes in 2023 set 20-year record, Labor Department says

American workers led 33 major strikes in 2023, the most in more than two decades, the Labor Department reported Wednesday, as a booming labor market fueled a strong year of activity for unions.

By LAUREN KAORI GURLEY | The Washington Post

In total, 458,900 workers participated in major strikes, defined as involving 1,000 or more workers, according to the Labor Department. That's more than three times the number of workers as in 2022, according to the agency's data, which excludes a lot of strikes at smaller workplaces.

Last year the economy experienced the largest number of major strikes since 2000, when Hollywood actors and Verizon workers staged massive work stoppages.

Major strikes in 2023 included the high-profile Hollywood actors and screenwriters strikes that paralyzed the entertain-

ment industry for months; the first-ever simultaneous work stoppage against all Big Three Detroit automakers; and one of the largest strikes by health-care workers in U.S. history.

These work stoppages resulted in historic wage gains and new protections related to emerging technologies such as artificial intelligence and electric vehicles.

A strong labor market, fueled by pent-up consumer demand coming out of the pandemic, has given unions leverage to make more demands of employers desperate to hold on to workers.

But labor unrest, experts say, reflects a backlash after

workers endured riskier working conditions during the pandemic and put up with years of relatively stagnant wages as corporate profits, stock buybacks and executive compensation soared.

CEO pay at the Big Three automakers, where workers struck, rose by 40 percent compared with 6 percent for workers in the four years leading up to the strike, according to union officials.

The autoworkers strike led to 25 percent wage increases, cost-of-living adjustments to wages to offset inflation, and the right to strike over plant closures, among many other benefits.

Near the end of the

strike, Ford said it had suffered losses of about \$1.3 billion.

Still, last year's elevated strike numbers underestimate the impact of strikes in 2023, because they happened at smaller workplaces that the Labor Department does not track, including Starbucks stores and Walgreens pharmacies.

The Labor Action Tracker, a database of all work stoppages, large and small, compiled by Cornell University and University of Illinois at Urbana-Champaign researchers, identified 466 strikes and four lockouts in 2023 involving about 539,000 workers.

Despite labor's momentum, recent strike activity is far less active than during the 1940s and 1950s, when millions of workers regularly walked off the job each year, despite a smaller labor market.

In 1952, workers participated in 470 major strikes, the most of any year on record, according to the Labor Department.

Strike activity has fallen steeply along with the decline of union membership across the United States, which fell to an all-time low in 2023 to 10 percent. In the 1950s, roughly 1 in 3 Americans belonged to a union.

Declining union membership - as well as strike activity - has been attributed to factors such as the offshoring of jobs, the deindustrialization of the U.S. economy and employer opposition to unions.

## U.S. job market sees growth in January amid stable unemployment rate

The U.S. Bureau of Labor Statistics reported a significant increase in total nonfarm payroll employment for January 2024, with 353,000 new jobs added, while the unemployment rate held steady at 3.7 percent. The employment gains were primarily in sectors such as professional and business services, health care, retail trade, and social assistance, although the mining, quarrying, and oil and gas extraction industries saw a decline.

Ward Media | Wenatchee Business Journal

The January figures are part of the Bureau's monthly surveys, including the household survey, which assesses unemployment rates and labor force status by demographic, and the establishment survey, which measures nonfarm employment, hours, and earnings across industries.

Significant revisions have been made to the employment data due to the annual benchmarking process and updates to seasonal adjustment factors.

Additionally, household survey figures for January have been adjusted to reflect updated population estimates.

In detail, the unemployment rates for key worker groups such as adult men, women, teenagers, and major racial groups remained largely unchanged. The rate of long-term unemployment was also stable, with 1.3 million people jobless for 27 weeks or more, accounting for 20.8 percent of the unemployed.

The labor force participation rate was unchanged at 62.5 percent, and the employment-population ratio was slightly altered

at 60.2 percent.

The number of individuals working part-time for economic reasons and those outside the labor force but wanting a job remained steady.

The establishment survey highlighted a consistent job growth trend, with professional and business services leading the gains.

Health care, retail trade, and social assistance sectors also saw increases, while manufacturing and government employment showed modest growth.

The information sector continued its upward trend, despite a downturn in employment from a recent peak in November 2022.

Average hourly earnings for all employees on private nonfarm payrolls rose by 19 cents to \$34.55, marking a 4.5 percent increase over the past 12 months.

The average workweek for all employees decreased slightly.

Revisions to November and December employment figures were made, indicating a combined increase of 126,000 jobs more than previously reported, highlighting the dynamic nature of labor market assessments.

MUSIC THEATRE OF WENATCHEE In Partnership With NUMERICA PERFORMING ARTS CENTER

MUSIC THEATRE OF WENATCHEE | NUMERICA PERFORMING ARTS CENTER  
2024 APPLE BLOSSOM MUSICAL

# GREASE

[ MAY 1-11 ]

BOOK, MUSIC, & LYRICS BY  
JIM JACOBS & WARREN CASEY

PRESENTING SPONSORS:

CliftonLarsonAllen | North Cascades Bank

LOCATED IN WENATCHEE, WA  
123 N WENATCHEE AVE

509-663-ARTS | NumericaPAC.org

### Rector

Continued from page 6

the community and the area," she said.

"I really like their Find a Gnome program that they have. I really think that's a cute idea to get people to walk around the downtown area and get to know the area a lot better and the different businesses and the offerings."

Rector said that she has always enjoyed being a part of her local community, which is what she most looks forward to in

her new role.

"I have a background with Junior League of Seattle and Rotary Clubs in Wenatchee," she said. "And so I just love being part of the community and the events, being enthusiastic about what the area has to offer."

Rector enjoys yoga, hiking, paddle boarding, and snowshoeing in her free time. She also enjoys all the live music the area has to offer.

"I love how many local music artists we have that make the rounds throughout the greater

Wenatchee Valley here in Cashmere and Leavenworth, and actually, we have some great local talent, so it's always fun to catch a show on a Friday or Saturday at a winery or brewery or something," she said.

Rector is also a fan of the hiking trails around Cashmere.

"I love the hiking trails here," she said. "There's a little bit of everything in this small town."

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

# Leisure

ENTERTAINMENT

SOCIALIZING

FREE TIME



COURTESY OF PETERSON'S WATERFRONT

For 33 consecutive years, Peterson's Waterfront located on the shores of Lake Chelan was among a select number of RCI affiliated resorts to meet the requirements for this annual distinction as part of the RCI Resort Recognition Program®.

## Peterson's Waterfront secures RCI Gold Crown Resort designation for 33rd year

**Peterson's Waterfront has been awarded the RCI Gold Crown Resort® designation by RCI®, the global leader in vacation exchange, for the 33rd consecutive year. This achievement underscores Peterson's Waterfront's commitment to providing high-quality vacation experiences.**

**Ward Media** | Wenatchee Business Journal

The RCI Gold Crown Resort designation is given to resorts that meet the highest standards in resort accommodations, hospitality, and member experience.

RCI rigorously evaluates these standards through guest feedback and an assessment of the resort's amenities, unit amenities, and guest services.

Peterson's Waterfront has consistently fulfilled

these requirements as part of the RCI Resort Recognition Program®, establishing itself as a preferred vacation destination.

"Winter, Spring, Summer or Fall, we are blessed to have you enjoying your time at the Best Kept Secret on the Lake," the resort stated, emphasizing its appeal throughout the year to visitors looking for a memorable stay.

The RCI Resort Rec-

ognition Program identifies affiliated resorts offering exceptional vacation experiences to owners and guests of time-shares. It features three levels of distinction: RCI Gold Crown®, RCI Silver Crown®, and RCI Hospitality®, awarded based on the ability of resorts to meet or exceed the program's strict standards.

These awards reflect the resorts' commitment to quality and customer satisfaction, measured by

customer feedback.

Richard Ruff, senior vice president and managing director of RCI North America, commended Peterson's Waterfront for achieving the RCI Gold Crown designation, saying, "We are thrilled to recognize those who have attained the RCI Gold Crown designation, and we are proud to be affiliated with Peterson's Waterfront."

He highlighted the role of the RCI Resort Recognition Program in ensuring that affiliated resort properties consistently offer high-quality vacation experiences to RCI subscribing members.

For further information about the RCI Re-

sort Recognition Program and its standards, visit [www.rciaffiliates.com](http://www.rciaffiliates.com).

The continuous recognition of Peterson's Waterfront by RCI confirms its

status as a leading vacation destination, committed to delivering excellent hospitality and an unforgettable experience to guests.

### Quick Read

Peterson's Waterfront has been awarded the RCI Gold Crown Resort® designation by RCI for the 33rd consecutive year, recognizing its commitment to high-quality vacation experiences. The award reflects the resort's adherence to RCI's strict accommodations, hospitality, and guest satisfaction standards. Richard Ruff of RCI North America commended Peterson's for consistently offering superior vacation experiences. This recognition cements Peterson's status as a leading vacation destination.

### Mobile Clinic

Continued from page 17

on the road, so to speak, and meet patients where they're at," said Blake.

Cascade Medical Foundation (CMF), which has purchased \$1.8 million in medical equipment for the hospital since 1992, rallied behind the idea.

The foundation raised over \$200,000 through

grants and community fundraising events, helping make the Mobile Clinic a reality.

"We did a lot of advertising before we went out, through social media, through letter campaigns, and things like that, and it was very favorable. I mean, the people community really, really felt like we needed something like that, especially for the

surrounding areas outside of Leavenworth," said Bob Adamson, one of CMF's board members at large.

### How to Get Treatment:

As the Mobile Clinic continues to gain traction within the communities it operates, Cascade Medical hopes to expand its services and hours of operation. Currently, services are

provided between 9 a.m. to 4:30 p.m. on alternating Tuesdays in Peshastin (Fire Hall, 8493 Main St.), or in Plain (Lake Wenatchee Fire Station, 19015 Beaver Valley Road).

For those interested in seeking care, the Mobile Clinic accepts walk-ins, or appointments can be made by calling 509-548-5815.

The team advises new

patients to reach out prior to visiting in order to establish care and streamline the visit.

The Financial Assistance Program is available to patients seeking care both at the Mobile Clinic and the main clinic. More information can be found by speaking to a financial counselor: 509-548-3436.

"It's available for people who are uninsured or who

have insurance, but maybe they have a high deductible or a regular deductible that they're struggling to meet," said Blake.

More information about the Mobile Clinic and financial assistance can also be found at [cascademedical.org](http://cascademedical.org).

Taylor Caldwell:  
509-433-7276 or  
[taylor@ward.media](mailto:taylor@ward.media)



More information  
**509 731 4392**



## DIGITAL MARKETING AGENCY

We help you market your business with a trusted strategy to achieve your business goals.

29 S. Wenatchee Ave., Suite A  
Wenatchee, WA 98801



a division of



## Leisure

ENTERTAINMENT

SOCIALIZING

FREE TIME

# Celebrating a quarter century of winemaking excellence: Fielding Hills Winery

**As Fielding Hills Winery marks its 25th anniversary in 2024, founders Mike and Karen Wade reflect on a journey that began with the crushing of grapes from their estate Riverbend Vineyard in the Wahluke Slope AVA in the fall of 2000. What started as an extension of a family business rooted in apple and cherry cultivation has blossomed into a renowned winemaking endeavor, deeply embedded in the fabric of Washington State's wine industry.**

Ward Media | Wenatchee Business Journal

Originating from a lineage of third-generation growers, packers, and shippers, Mike Wade ventured into winemaking, driven by a desire to “make something and see it all the way to the consumer.” This marked a pivot from traditional agriculture to the art of winemaking, inspired by Mike’s early experiences with wine and food pairings.

The transition saw the planting of Riverbend Vineyard on land formerly dedicated to Red Delicious apples in 1998.

The winery’s debut commercial production in 2000 yielded 400 cases of Cabernet Sauvignon, Merlot, and Red Table Wine, with the Cabernet Sauvignon securing 91 points from Wine Spectator.

This early success catapulted Mike Wade to the status of Washington State’s Rising Star winemaker.

For 13 years, the Wades, alongside their children, family, and friends, operated from an orchard warehouse in East Wenatchee before expanding to a tasting room and production facility on the shores of Lake Chelan in 2014. This growth reflects not just in location but in recognition, with accolades including placement of two wines on the top 100 Best Wines of the World list, the 2013 Merlot being named Best in Washington State, and their tasting room’s distinction by “Sip” Magazine as a must-visit location.

Reflecting on the rewards of winery owner-

ship, the Wades treasure the connections made through their wine, stating, “it is producing a great wine and sharing it with great people.”

They cherish memories of sharing their wine during significant occasions and recall fondly the early days of Washington winemaking, including moments spent with industry pioneer Walter Clore.

Now, Fielding Hills celebrates its evolution with a year-long celebration dubbed “Twenty-five in ‘24,” featuring 25 curated events, promotions, and experiences.

These will highlight the winery’s history, the team’s commitment to quality, and the community’s integral role in their success.

As Fielding Hills looks to the future, it’s not just



COURTESY OF PATRICK BENNETT

Beautiful views of Lake Chelan and the area mountains can be seen from Fielding Hills Winery, located on the south shore of Lake Chelan.

about commemorating past achievements but about laying the groundwork for continued excellence. With Mike and Karen Wade’s youngest daughter, Megan Mitchell, stepping into a management role, the winery’s legacy of crafting world-class wines is poised to endure, driven by a blend of tradition and innovation.

Fielding Hills Winery stands as a testament to the vision of its founders, the dedication of its team, and the vibrancy of Washington’s wine community, marking a significant milestone with both reflection and anticipation for the next chapter in its storied winemaking journey.

## Quick Read

Fielding Hills Winery celebrates its 25th anniversary in 2024, reflecting on its growth from a family business in apple and cherry cultivation to a key player in Washington State’s wine industry. Founded by Mike and Karen Wade in 2000 with grapes from their Riverbend Vineyard, the winery initially produced 400 cases of wine, earning recognition early on. Transitioning from agriculture to winemaking, they expanded to a new facility in Lake Chelan in 2014, achieving numerous accolades, including top wine rankings and a notable tasting room. The winery, now embracing a year-long celebration titled “Twenty-five in ‘24,” looks forward to continuing its legacy with a focus on quality and community connections, highlighting the family’s journey and the importance of their winemaking passion.



COURTESY OF PETER JAMES

A mock up of the gallery storefront at 633 Front Street, which is slated to open April 2024.

## New Gallery

Continued from page 1

The metal prints are also durable by nature, giving them a longer life. They can also be sanitized, making it optimal for a hospital setting.

James will often have businesses take photos

of their spaces and then create realistic digitized mock-ups of what a print would look like in that space. However, James encourages potential buyers to see the photos in person first.

“They look so much more realistic, dimensional, and luminous in

person,” said James.

The Leavenworth Gallery will be a 3,500-square-foot showroom at 633 Front Street, which visitors can find by looking for the mural of Mt. Rainier and a photographer in lederhosen above its doors. It will have a consultation lounge, an outdoor balcony

overlooking the river, and a gift shop.

Visitors can take home or ship smaller pieces or custom order larger prints to fit a specific space.

The Leavenworth location is an addendum to James’ first gallery, which he opened in Bellingham five years ago.

James decided to open up his second location during one of many visits over the decades.

He spent the last year walking up and down Front Street, talking to shop owners, and waiting for an opening.

“Honestly, I would have waited three years. I would have waited as long as it took. I knew in my heart that it was meant to happen. Washingtonians and visitors to Washington love the nature here and they get lit up by it, and want to see more of it,” said James.

Over that year, James dedicated time to photographing the Upper Valley, which will be prevalent in the gallery.

James has unique shots of the Cashmere Hills, Icicle Creek, and Tumwater Canyon. His favorite spot, however, is in the heart of town.

“I actually really love Waterfront Park because it’s such a gem, and it’s just right there. You have that beautiful view of moun-

tains, you get the river, and you see the families having fun and feeding the ducks, and it’s just a really special place,” said James.

It is anticipated that the gallery will open on April 1. The gallery will be open seven days a week, from 11 a.m. to 7 p.m. on weekdays and 11 a.m. to 9 p.m. on weekends.

Taylor Caldwell:  
509-433-7276 or  
taylor@ward.media

Advertise in the **Wenatchee Business Journal**

and reach your target audience at **UNBEATABLE PRICES!**

**WBJ**

- Quality content
- Affordable ad rates
- Your customers are reading too!

Don't miss this opportunity to showcase your business where your customers are already engaged.

Elevate your brand with cost-effective advertising in the Wenatchee Business Journal

**TODAY!**

CALL 509-293-6780