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Chelan Cheesemaker crafts artisan cheese with a commitment to sustainable practices

When cheesemaker Laurie Neal and her husband Mark's friends reached retirement age, they bought a travel trailer.

By **Taylor Caldwell** | Ward Media Staff Reporter

The Neals bought a micro-dairy farm.

"It'll be 44 years in August [we've been married]. [Mark] will be the first to tell you that he spent 40 years saying, 'I don't want to be a farmer.' And then he lost," said Neal.

Neal operates Laurel's Crown Farmstead Cheese, and is the only cheesemaker in Chelan County licensed by the Washington State Cheesemakers Association. The artisanal cheese is made with milk from Jersey cows raised on their farm in the Knapps-Coulee Valley, just outside of Chelan.

Neal began cheesemaking

years ago as a hobby. She was inspired by a New England cheesemaking reference in the book "Animal, Vegetable, Miracle: A Year of Food Life" by Barbara Kingsolver, which documents the author's commitment to only eating locally for a year.

From there, she started reading about artisanal cheesemaking at home, attending workshops, and driving all the way to Othello, Washington, for the right milk for her cheesemaking. Soon enough, she found herself living part-time



TAYLOR CALDWELL / WARD MEDIA
Laurie Neal, the cheesemaker behind Laurel's Crown Farmstead Cheese.

See **CHEESEMAKER** Page 18

Chelan Douglas Regional Port Authority breaks ground on Trades District Project



COURTESY OF CHELAN DOUGLAS REGIONAL PORT AUTHORITY
Full 3D rendering of the planned Trades District.

See **STORY** Page 7



City of Brewster acquires potential future city hall in downtown core

MIKE MALTAIS/WARD MEDIA

The Armory building, which houses an auto repair shop and previously included a mini market, restaurant, and bar, is the newest real estate acquisition by the City of Brewster.

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

The City of Brewster negotiated a major acquisition last May, purchasing a block of buildings and a parking lot in its downtown core that may one day serve as the site for a new city hall.

The Armory, a 1950s-era, 11,000-square-foot multi-purpose structure located adjacent to the city's W. Main Avenue

and between Fifth and Sixth streets, has immediate storage potential for the city as future options are considered, including the possible site for a new city hall. While the city waits for the \$1 million purchase and sale agreement to close, work is underway to complete the

See **BREWSTER** Page 7

inside:

FROM THE PUBLISHER

Innovation, Legacy, and Community Growth

Page 2

FINANCE

Is an installment sale preferable to all cash at closing?

Page 3

Debt: A burden worth avoiding

Page 4

Q&A

Meet Thom Nees, Executive Director of COMMON GROUND Community Housing Trust

Page 5

HEALTH

Confluence Health tackles health inequities, prepares community for wildfire smoke

Page 8

MARKETING MATTERS

The Importance of marketing for non-profits

Page 14

REAL ESTATE

Preparing your home for sale to modern buyers

Page 13

Iconic Flour Tower in Bridgeport sells for \$900,000

Page 13

Top Properties Douglas County May

Page 14

Top Properties Chelan County May

Page 15-17

U.S. existing-home sales dip as prices hit record high

Page 13

July 2024 Association Newsletter

Building NCW's 28th Annual Golf Tournament a notable victory! – **Page 9**
Calling All Builders & Remodelers! Only A Few Spaces Left For Builders! – **Page 11**
Keep Your Employees Safe! – **Page 12**



\$2

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Chelan
Safeway,
106 W. Manson Rd.

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

Brewster
Quik E Mart #2 (Exxon)
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Innovation, Legacy, and Community Growth

By **Terry Ward** | CEO and Publisher

As I reflect on the stories in this month's Wenatchee Business Journal, I'm inspired by the themes of innovation, legacy, and community growth that run through each narrative.

The groundbreaking of the Trades District Project by the Chelan Douglas Regional Port Authority exemplifies our region's commitment to fostering economic innovation. This visionary development will provide a nurturing environment for small businesses and entrepreneurs, offering below-market lease rates and comprehensive support. It's a testament to our community's dedication to cultivating a diverse, resilient local economy.

Legacy and generosity shine through in the story of Hershel and Bet-

te Sparks' estate donation. Their \$4 million gift to local nonprofits will have a lasting impact on healthcare, education, and community services. It's a powerful reminder of how individual philanthropy can shape the future of our region for generations to come.

In Chelan, we see innovation in agriculture with Laurie Neal's Laurel's Crown Farmstead Cheese. Neal's transition from hobbyist to professional cheesemaker, coupled with her commitment to sustainable practices, showcases the entrepreneurial spirit and environmental consciousness that are increasingly defining our local food systems.

The City of Brewster's acquisition of the Armory building demonstrates forward-thinking municipal planning. By securing

this property for potential future use as a city hall, Brewster's leadership is laying the groundwork for long-term community development and improved public services.

Finally, the sale of the iconic Flour Tower in Bridgeport represents the passing of a unique legacy. From its origins as a grain elevator to its transformation into an eclectic residence by Capt. Winfield Wright, the Flour Tower stands as a symbol of our region's ability to reimagine and repurpose our historical assets.

These stories collectively paint a picture of a region that honors its past while boldly stepping into the future. They remind us that our community's strength lies in our ability to innovate, our willingness to invest in each other, and our commitment to sustainable growth.

As we move forward,

From the Publisher



let's continue to support these initiatives that blend innovation with legacy, fostering a community that is both rooted in its history and reaching for new horizons. By doing so, we ensure that our region remains a vibrant, dynamic place to live, work, and thrive.

Terry Ward is the CEO of Ward Media and the publisher of the NCW News, 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.

Leading and learning for the future: Integration of Artificial Intelligence in education

Educators in North Central Washington are finding themselves on the leading edge of a disruptive change as students, schools and communities rapidly adopt artificial intelligence (AI) technologies into their daily routines.

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

Educators now have access to some of the most powerful tools for teaching and improving student learning imaginable. Teachers can use AI tools to customize lessons, translate texts, brainstorm lesson plans and so on. Many are eager to learn and experiment with AI tools, but how are educators thinking about simultaneously harnessing AI's potential for their own practice and at the same time ensuring that students develop critical thinking and ethical decision-making in AI adoption?

This pivotal question has the attention of the Washington Office of Superintendent of Public Instruction (OSPI). Washington was the 5th state in the nation to offer guidance for school leaders this past Janu-

ary, and the framework has already been through two significant revisions. The framework includes detailed definitions, guiding principles and values, sample policies, and other general guidance. OSPI's approach aims to equip educators with resources that enhance instructional practices through personalized learning experiences and administrative efficiency. OSPI has also curated resources from districts that have been early adopters in AI technology to help light the way for others still considering where to begin the conversation.

One such resource is quickly becoming a reference, the Peninsula School District's Classroom Use Policy for AI encourages students to use AI tools in classrooms, and goes on to explain that, "Some of our

activities and projects will even require these tools. Understanding and using AI is a new and essential skill, and I will provide lessons and help using these tools." The Policy adds that there are a few things that are important to note about using generative AI tools including the need to put effort into carefully and patiently drafting strong AI prompts, confirming information to ensure accuracy, and acknowledging the use of AI when it's been part of the creative process.

OSPI has also offered a reference tool that can be used to help ensure educators and students are communicating about the use of AI tools to complete assignments. A 5-point color coded scale provides a common language for classroom expectations. At Level 1 of the matrix, "No

AI assistance" with a red color emphasizes that an assignment or task must rely solely on students' independent knowledge and skills. This foundational level fosters critical thinking and deep engagement with subject matter, essential skills for navigating a future where AI complements rather than replaces student capability. The matrix progresses through 4 more levels with different colors as AI's role evolves from assisting in brainstorming and drafting to collaborating in content creation, and eventually co-creating alongside students. Each level encourages educators to empower students in leveraging AI responsibly, fostering creativity, and promoting ethical considerations in technology use.

In addition to tools, local leaders are being called out for their forward thinking and innovative mindsets. Administrators at the Quincy School District were referenced in a statewide webinar in June as "one to watch" as educators in Quincy have been diligently working



STOCK PHOTO

through plans to empower staff and students with AI technologies.

Anyone who is interested in learning more about the impact of AI on learning and teaching are invited to join the conversation on Wednesday, August 21 at the Wenatchee Convention Center for the 3rd Annual AI Expo hosted by the North Central Educational Services District and NCW Tech Alliance. The event is an opportunity to share insights and resources and will feature educational policy experts, hands-on workshop sessions and local use cases to help connect the use of AI technology to local industry and applications.

Finance

Beau Ruff

Contributor for Ward Media



Is an installment sale preferable to all cash at closing?

Let's assume you are ready to sell your business and you are reviewing two competing offers, both compelling in their own way. The first offer is for an all-cash payment at closing for \$1M (Option 1). The second offer is for \$1M, but the buyer asks the seller to accept payment over the course of the next five years at an interest rate of 7% (Option 2). All other things being equal, which structure is best for the seller?

As Option 1 is straightforward, let's consider the nuances of Option 2. Option 2 is in the form of an owner-carried contract, and it might present an interesting offer for the business owner. Often, business owners worry about how they might produce income once their income-producing baby (their business) is gone. In this case, the buyer offers a solution—making payments over time to allow Seller the cash flow to which he or she is accustomed.

There are several things that the seller should consider before settling on Option 2. First, why is the buyer using the seller for the loan when banks are in the business of making

loans? Usually this is because the buyer is unable to obtain bank-financed lending on the terms proposed. If the buyer could get better terms from the bank, there would be no reason to have the seller carry the contract. This suggests that a bank would charge more. The seller should consider this and plan to charge an interest rate higher than that offered by local banks for a similar transaction with similar security (collateral). Seller does not want to be in a position of offering financing below bank rates leading to the perverse economic incentive for the buyer to delay payoff. Seller would further want to ensure proper (and abundant) collateral from the buyer to ensure payments are made in a timely manner.

One big potential positive of Option 2 is the ability for the seller to treat the sale as an installment sale and thus spread out the gain from the sale over many years and reduce the overall tax burden to the seller. Because of the nature of installment sales, the seller would pay tax on a portion of the gains each year that payments are received (5 years in the example).



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But, consider a couple important trade-offs. First, an installment sale means that the seller can't rely on current income and capital gains rates. That is, if taxes go up, the seller would likewise be subject to potentially higher taxes in the future. It's an important point – ask yourself, do you think taxes will go up in the future? The seller has the choice: lock in current tax rates now or claim installment sale treatment

to pay the taxes over time as payments are received under the tax imposed at the time of receipt.

The second important tradeoff is the risk of non-payment. For most, this is the bigger issue. Assume in the transaction that the seller received excellent collateral (which is not always the case). Good collateral might include the business itself (stock or equipment or inventory being sold) as well as things like a mortgage on the buyer's personal residence. Assume the buyer misses a payment. How much time goes by before the seller says something? How much time before the seller has to engage an attorney. How much time after engaging an attorney until payment is received or collateral is seized? How much will all this cost the

seller? How important is prompt payment to the seller? The experience of having a buyer fail to make payment is emotionally devastating, as well as expensive and complex for the seller.

Ask your attorney for his or her thoughts. What experience do they have with buyers not making payments and what effect has that had on the seller? It happens, and it happens sometimes with the same buyer consistently failing to pay the amounts when due.

Although Option 2 offers the potential opportunity to lower taxes and maintain an income stream for the buyer, it is not without substantial risk. If a seller chooses Option 2, the buyer should charge interest at or above commercial banking rates. The seller

should also make sure to obtain excellent collateral to seize in the event of non-payment. Finally, the seller should require a personal guarantee from the buyer (if buyer is a corporation) to be able to properly seek recompense from the personal net worth of the buyer's owner.

Back to the original question - which deal should you choose? There is not necessarily a "correct" answer. But, given the uncertainty with Option 2, if it were my decision, I would choose Option 1. As the saying goes, "A bird in the hand..."

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

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Finance

Debt: A burden worth avoiding

Tyler Kert

Contributor for Ward Media



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Most people don't plan to go into debt. Unfortunately, many people don't have a plan to stay out of debt either. As a result, debt often sneaks in through the allure of instant gratification in a buy now, pay later scheme, or it jumps onto the scene through an emergency. In a world filled with instant gratification, staying out of debt can feel like a serious challenge. After all, why should you only drive a car that you can afford when it seems like all your friends are driving financed cars? Is it really worth it to live below your means and save, when you could go on that vacation by using your credit card and paying it off later? In this article, I'll touch on some of the risks of living in debt and offer a few tips to get back in the

black if you find yourself off track.

The first reason that you should avoid debt is that you are ultimately making someone else wealthy. If it's an auto loan, you're helping out the dealership. If you're charging up a credit card, you're adding to the bottom line of the credit card company. When you go into debt, you must pay interest and interest is just another way of saying that you're paying extra. The wiser choice is to resist the temptation of instant gratification and take the time to save up for what you want to buy. Then you can pay cash, avoid the interest payments, and ultimately have more money left over at the end of the month to put towards your own bottom line.

The second reason that

you should avoid debt is found in an old Proverb. "The borrower is a servant to the lender." Debt promises freedom. It promises the freedom to get what you want now and not wait to actually be able to afford it. Eventually, though, debt results in bondage. Left unchecked, debt will grow and take your freedom with it. Debt can take away the freedom to be able to retire early or even save for retirement in the first place. Debt can also take away the freedom to change what kind of car you drive because you owe money on your current car. Without the discipline to avoid debt now, you will serve your creditors later and sacrifice the freedom that you might have had.

Before I continue, I'd like to give one caveat that many may be thinking of

when it comes to debt. There are situations when debt is virtually unavoidable and other situations when debt is not always bad. The rule of thumb that I've found most helpful when deciphering between good and bad debt is the following: only take out debt on appreciating assets. This allows for debt to be appropriately used with home mortgages, purchases of property, and other wise investments. Using leverage to control an appreciating asset is often a wise financial move and doesn't fall into the category of bad debt.

If you're reading this and you have debt that you would like to get out of, there are several steps you can take to start getting on the right track. Building and sticking to a budget is a crucial first step. In many ways, budgeting is the cornerstone of financial stability. In creating a budget that tracks your income and expens-


es, you can grasp a clear understanding of where your money goes each month. Use your income for essential expenses like housing, utilities, food, and transportation first. Then, prioritize savings and investments before discretionary spending. This disciplined approach ensures that you live within your means and avoid overspending, which is a common precursor to debt.

Second, establishing an emergency fund is crucial to prevent falling into debt during unexpected financial setbacks such as medical emergencies or job loss. A recent Bankrate survey found that less than half (44%) of Americans say they can afford to pay a \$1,000 emergency expense from their savings. Without an emergency fund, individuals without savings will be forced into debt as soon as catastrophe hits. Aim to save enough to cover at

least three to six months worth of living expenses. This cushion will allow you to handle unforeseen expenses without resorting to borrowing money and going into debt.


In conclusion, steering clear of debt isn't just about money—it's about shaping a lifestyle where you call the shots. By developing the discipline to budget and distinguish between needs and wants, you're not just managing your finances; you're building a foundation of stability and peace of mind. Focusing on saving and investing rather than leaning on credit will set yourself up for financial freedom in the face of life's uncertainties.

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




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Q & A



Meet Thom Nees, Executive Director of COMMON GROUND Community Housing Trust

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

COMMON GROUND Community Housing Trust is a nonprofit organization that utilizes innovative solutions to address the housing crisis in the Greater Wenatchee Valley.

Nees founded Common Ground in 2020 while serving as the executive director of Serve Wenatchee Valley. Initially, Nees served as board president of the nonprofit, but his role shifted, and he became the executive director. Nees believes in the power of community coming together to address previously unmet problems that vulnerable populations face.

Recently, we caught up with Nees to learn more about him and his vision for COMMON GROUND Community Housing Trust.

Please tell our readers about Common Ground.

COMMON GROUND Community Housing Trust is focused on providing affordable housing in the Greater Wenatchee Valley. In everything we do, we believe in thinking innovatively about our housing crisis.

We act on this belief by working in partnership with our community to acquire and develop land, build attractive, quality homes, make them attainable for low- to moderate-income households, and steward them so they remain permanently affordable. Because everyone in our community should be able to live where they work and play.

How long have you been in this role?

I founded Common Ground while serving as the Executive Director

of Serve Wenatchee Valley in 2020, which was initially the organization that fiscally sponsored the project. At that beginning, I served as the board president. Recently, my role shifted when I was hired as Common Ground's Executive Director.

Tell our readers a little bit about yourself.

I have lived in the valley for a total of 26 years, getting the NW mud on my feet for the first time in 1985. I am a lifelong learner who has always believed that my point of deepest peril is not when I can't figure something out, but when I am convinced I know all I need to know. I have five grown children all of whom are married and have made their homes in the Greater Wenatchee Valley and have four grandchildren.

What led you to this position?

I was serving on Our Valley Our Future (OVOF) Housing Solutions Group and homeless task force, and the topic of housing inventory continued to surface as a critical component of affordability. Seeing that in my work at Serve Wenatchee also set a strong foundation for this work. I have long been a solutions-based leader that believes in the power of networking.

What are you most looking forward to in your role as Executive Director at Common Ground?

I really love to see the community come together and make progress addressing big, long-term solutions to unmet problems that our most vulnerable populations face. Because I believe that big problems are not solved by one person or one organization, I look forward to serving in a role that can bring people to the table to find creative, credible solutions that will outlive us all.

What does a normal day look like as Executive Director at Common Ground?

For the past 4 years, I have been serving as the executive director of both Serve Wenatchee and Common Ground, in April I became singularly focused on Common Ground. Currently project management on our 9th Street project occupies much of my time as well as putting together the pieces to the complicated funding puzzle. I spend a lot of time meeting with community leaders and civic authorities to develop public/private partnerships to further not only our projects but also the cause for affordable housing in general in our community.

What is your favorite part of your job and why?

Meeting with diverse groups of creative, caring and passionate people who care deeply about the well-being of all in our community.

What are some of your goals for Common Ground?

Common Ground was recently funded by a Community Foundation Strategic Planning Grant that came up with a housing goal of adding 40 homes that are affordable for households earning 80% or less of our Area Median Income over the next 5 years. As a member organization, we would also like to have over 300 community members join our cause over that same time frame.

Who or what inspires you?

I have and continue to be grateful to be inspired in both big and small ways. Just yesterday, I witnessed a young man walking in

downtown Wenatchee reach down and pick up several pieces of garbage and throw them in the trash can. Doesn't seem like much, but I was inspired.

I am constantly inspired by my fellow colleagues and volunteers in the nonprofit sector who give their talents, time, and energy to make the world a different place in whatever area they are working.

One particularly inspirational figure in my life has been Fred Rogers. His unwavering commitment to kindness, understanding, and community has always resonated with me.

Mr. Rogers had a unique ability to address complex issues with compassion and simplicity, making everyone feel valued and heard. His approach to life and his belief in the goodness of people remind me of the profound impact that empathy and patience can have.

I'm also inspired by the natural world. Fly fishing, hiking, and backpacking aren't just hobbies

for me—they're ways to connect with something larger than myself. The tranquility and beauty of nature provide a space for reflection and renewal, which is essential in the often-demanding field of nonprofit work. It's in these moments of quiet contemplation that I find clarity and inspiration to continue my efforts to strengthen our community.

What do you like to do with your free time?

I love this valley for its beauty, defined seasons, and outdoor activities. I love to hike, ski, bike, and am a passionate fly fisherman. I also enjoy reading.

Is there anything else you want our readers to know?

Life quote: If your dreams don't scare you to death, perhaps they're not big enough.

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Hershel & Bette Sparks Estate donates over \$4 million to local nonprofits



COURTESY OF WVC FOUNDATION
Executive Director Rachel Evey and Board President Josh Wood of WVC Foundation (left) pose with a photo of Hershel & Bette Sparks, along with Board President John Stoll and Vice President of Philanthropy Suzanne Carté-Cocroft of Confluence Health Foundation (right)

Ward Media | Wenatchee Business Journal

The Estate of Hershel & Bette Sparks, a pioneering couple in the local fruit industry, has gifted over \$4 million to three local

nonprofit organizations. Confluence Health Foundation and Saddlerock Presbyterian Church each received \$1.7 million, while

Wenatchee Valley College (WVC) Foundation received \$699,000.

Hershel Sparks, known as "the man with a

See **SPARKS** Page 7

Patty the Poo says

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Keeping Up with people

Ward Media | Wenatchee Business Journal

Wenatchee Valley College (WVC) has named Carolyn Goolsby as the new Dean of its Omak campus, effective Aug. 16, the college announced on Tuesday.

In her role, Goolsby will oversee operations, finances, and strategic planning for the Omak campus. She will also support students, faculty, and staff while serving as a liaison with the community and overseeing

partnerships, including those with the Colville Confederated Tribes, the Area Health Education Center, and the Rural Library College Alliance.

Goolsby brings over 30 years of management experience to the position. Most recently, she served as the director of the University of Alaska Fairbanks Kuskokwim Campus, the university's largest rural campus, where she was responsible

Wenatchee Valley College appoints Carolyn Goolsby as Dean of Omak campus

for all aspects of campus operations and functions.

"I'm honored to be named dean of the Omak campus. The WVC Omak campus boasts a dedicated staff and faculty that serve the community in an inclusive and welcoming environment while honoring and celebrating the tribal heritage of the region," Goolsby said. "I was so attracted to the position because of Omak's lovely location and the energy and positivity I've experienced from everyone there. I very much look forward to working with our Okanogan communities,

the Colville Confederated Tribe, WVC administration, and our students, faculty, and staff as we continue to meet our students where they are and instill confidence in their abilities, their preparation and their identity."

WVC President Dr. Faimous Harrison emphasized the importance of an inclusive leader for the Omak campus. "Our Omak campus dean must be an inclusive leader, someone who can support our diverse group of students, faculty and staff, and someone who can foster our important partnerships in the Okanogan

Valley and throughout the region," Harrison said. "With her professional experience in higher education, especially at a rural campus, Ms. Goolsby will be a great addition to our campus community. Her ability to develop important relationships with community stakeholders is essential to the growth of our Omak campus and institution as a whole."

Goolsby holds a Master of Library Science degree from the University of Maryland and a Bachelor of Arts degree from Georgia Southern University's Armstrong Campus.



COURTESY OF WENATCHEE VALLEY COLLEGE
Wenatchee Valley College has named Carolyn Goolsby as the new Dean of its Omak campus, effective Aug. 16.

Point of View New small business grants increase equity & prosperity

When small businesses prosper, so does our community. We want our community in North Central Washington to know that there are new business investment grants available through the Washington State Department of Commerce, with priority granted to businesses that are owned and operated by individuals who are Black, Latino, or Indigenous. SkillSource aims to connect small businesses in Chelan, Douglas, Grant, Adams, and Okanogan counties with these new funding opportunities in order to help businesses grow and thrive.

Business investment grants have already begun distribution in other parts of Washington. A commercial baker in Tacoma was able to add an

industrial oven to increase their output and bring in more revenue. Another business purchased a new air compressor, which will allow the owner to hire three additional employees and expand his business. Funds from these grants can be used in any number of ways to help a business scale and become more sustainable. This includes capacity building and growth (renovating space, purchasing equipment or software), sustainability efforts (environmental, financial, social impact), hiring more employees, employee retention, and staff training.

Applicants may apply for up to \$15,000, with average awards anticipated to be between \$5,000 and \$10,000. We are incredibly excited at SkillSource to

help North Central Washington small business owners apply for these grants so they can realize a new level of success. Applications will open in July and will be available on the SkillSource website. Our business services staff is available to offer free assistance for determining employer eligibility and completing the application process.

Our mission at SkillSource is to build a more equitable workforce and guide people toward sustainability and success through career and training services. With the Community Reinvestment Initiative and the Small Business Investment Grants, SkillSource is able to offer additional support beyond our usual pathways.

The small business

investment grants are a part of the Community Reinvestment Initiative through the Washington State Department of Commerce. The overarching goal is to ensure that historically marginalized communities gain equitable access to resources, which promotes broader community development and economic resilience. Specifically, the focus of this initiative is to address the disproportionate impacts on certain communities associated with the "War on Drugs." Local business is the lifeblood of our neighborhoods and

communities. These new investment grants will have a positive impact right here at home, strengthening businesses, increasing economic viability, and paving the way for a new era of generational prosperity in North Central Washington.

Find more information and the application for the small business investment grants on the SkillSource website: www.skillsource.org/small-business-investment-grants. Or give us a call, (509) 663-3091.

About: SkillSource is a nonprofit agency that

Lisa Romine

CEO SkillSource Regional Workforce Board



provides leadership, administration and oversight for programs devoted to the development of a skilled workforce in the North Central Workforce Development Area. We provide direct services in Chelan, Douglas, Grant, and Adams counties, and contract services in Okanogan County. These efforts are overseen by the SkillSource Regional Workforce Board, which is made up of local community and business leaders.

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	SUN	MON	TUE	WED	THUR	FRI
JUNE	1 PAL 5:35	2 RED 6:35	3 PAL 6:35	4 PAL 6:35	5 PAL 6:35	6 PAL 6:35
	7 VIC 1:05	8	9 BEL 6:35	10 BEL 6:35	11 BEL 6:35	12 BEL 6:35
	13 KAM 2:05	14 DSF 6:35	15 YVP 6:35	16 YVP 6:35	17 YVP 6:35	18 YVP 6:35
	19 WWS 5:35	20 KEL 6:35	21 KEL 6:35	22 KEL 6:35	23	24 BEL 6:35
	25 BEL 1:35	FIREWORKS - JULY 3RD				
JULY	1 NAN 1:05	2 VIC 6:35	3 VIC 7:05	4 VIC 6:35	5 NAN 6:35	6 NAN 6:35
	7 CCL 5:35	8	9 EDM 6:35	10 EDM 6:35	11 EDM 6:35	12 CCL 6:35
	13 YVP 5:35	14	15 KAM 6:35	16 KAM 6:35	17 KAM 6:35	18 YVP 6:35
	19 EDM 12:05	20 KEL 6:35	21 KEL 6:35	22 KEL 6:35	23	24 EDM 6:05
AUGUST	SUN SAT	MON	TUE	WED	THUR	FRI
	1	2	3	4	5	6
	7	8	9	10	11	12
	13	14	15	16	17	18
	19	20	21	22	23	24
	25	26	27	28	29	30
	31					

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Chelan Douglas Regional Port Authority breaks ground on Trades District Project

By Will Nilles | Ward Media Staff Reporter

Members of the Chelan Douglas Regional Port Authority (CDRPA) officially broke ground, celebrating an important milestone in their project, which aims to foster economic growth by supporting underdeveloped local businesses.

The CDRPA has been working since 2021 to survey and prepare a partially constructed 8-acre site at the Pangborn Airport Business Park. Their plan is to create a trades district, a development of buildings primarily focused on fostering affordable opportunities for new and growing enterprises.

CDRPA Economic Development Specialist Brooke Lammert commented on the new Trades District's economy-boosting goals, saying, "The Trades District project is poised to be a game changer for the local economy and industry... The project is expected to drive economic growth, create jobs, and stimulate industry innovation in our community, contributing to a more vibrant and pros-

perous local economy."

The project seeks to welcome a wide range of possible tenants, from trade spaces such as HVAC and plumbing businesses to retail shops like bakeries, wineries, and art studios. This variety in business will allow for the enhancement and growth of multiple local industries while encouraging self-sufficiency for local entrepreneurs and overall diversity within the local economy.

By January 2024, the CDRPA completed the project designs with the help of their partner, Design West Architects. On June 13, they held a groundbreaking ceremony, marking the beginning of phase one in their construction plan, which is aimed to be completed by March 2025.

Lammert expressed her delight over the optimistic energy at the groundbreaking ceremony, explaining that, "The event was a great success... Attendees were enthusiastic and supportive, reflecting the excitement and anticipation surrounding the



COURTESY OF JEREMY WILLIAMS

Members of the local community and the CDRPA pose as the first ground is broken in the Trades District Project

Trades District Project. The positive energy and strong turnout underscore the community's commitment to fostering economic growth and supporting small businesses."

Phase one of the Trades District project will include the completion of twelve buildings connected by a paved road, sidewalks, and shaded walkways. Phase one is also set to include a space for multiple food trucks, further promoting the self-sufficiency of local small businesses.

In order to offer local business owners the resources needed to establish themselves and thrive, this development will include spaces offered at below-market lease rates

for young businesses over their first five years of tenancy. This low-cost initiative is referred to as the 'incubator program,' and its central aim is to help small businesses to get started within a low-stress environment. As part of the incubator program, applicable tenants will start at a lease payment below market rates. With each year, the rate will increase until, by year 5, it reaches market value, enabling new businesses to take their first steps without the added pressures of competitive property costs.

The CDRPA describes the incubator program as being, "tailored to the needs of the tenant," and

that it will include, "business plan assessment and assistance, accounting assistance, marketing plan review and assistance, and management training." This will allow for young businesses to receive the multidimensional training and experience necessary to find success within a competitive economy.

To be eligible for the Trades District, businesses must meet certain criteria, including an annual income of \$250,000 or less per year and less than ten full-time employees. Additional factors in tenant selection include businesses that have been operating for less than five years, family-owned businesses, and business-

es currently in operation but that lack commercial storefronts. These criteria help to ensure that the Trades District project will benefit specifically local small businesses, allowing the entire local economy to grow at a healthy rate.

As phase one of construction continues into the summer, lease applications are expected to be available by as early as November 2024.

For more information regarding the Trades District Project, visit cdrpa.org/trades-district or contact Brooke Lammert at brooke@cdrpa.org.

Will Nilles: (509) 731-3211 or will@ward.media

Sparks

Continued from page 5

plan," operated the first controlled-atmosphere warehouse in Wenatchee. His wife, Bette, managed ranch payroll and bookwork, expanding her business and industry

knowledge through her husband's businesses. The couple, married in 1942, moved to Wenatchee in 1943.

Following Hershel's passing in 2009 and Bette's in 2011, their estate made initial gifts of \$199,500 to the WVC

Foundation and \$498,750 to the Confluence Health Foundation. The recent \$4 million distribution is the second from the Sparks Estate, with a third and final gift expected at a later date.

Suzanne Carté-Cocroft, Confluence Health Foun-

dation vice president of philanthropy, expressed gratitude for the Sparks' generosity, stating, "We are profoundly grateful to the Sparks for their extraordinary generosity and their commitment to care for Wenatchee and North Central Washington. Their

support not only serves as a testament to the Sparks' philanthropic spirit, but it ignites hope and fuels our resolve to create a healthier future for all."

Rachel Evey, WVC Foundation executive director, emphasized the impact of the gift on educa-

tion, saying, "Hershel and Bette Sparks were dedicated supporters of education during their lifetime, and we are truly honored to be a part of their legacy. Their generous gift will impact generations of students attending Wenatchee Valley College."

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

Brewster

Continued from page 1

requirement inspections and related details.

The city has occupied its present headquarters at 105 Third Street for decades, expanding the original police department office to accommodate administration functions. The present space now houses the city offices, council chamber, and small shop along with the Brewster PD.

In March 2022, the city designated \$513,000 in America Recovery Plan Act (ARPA) funds to build a heated winter storage facility to house its hydro vacuum truck that must be kept from freezing to protect its seals. At that time, it appeared likely that additional funds would have to be found to complete

the structure. Since then, the cost has ballooned to more than three times that amount.

"It just got too expensive," said Ruiz. "We were trying to build it for what the ARPA came it at, but it just got more and more until it was up to \$1.6 million, and we just do not have that. That's why we really purchased the property is for the garage portion so we can put the vac truck

in there."

Now, the work begins to source funds for the next stage.

"We are hoping eventually in the far-off future it will end up being a great place for a city hall," said Ruiz. "Once we find some funds to build a city hall."

And the city needs a new one.

"The city hall we have has been here since 1920," said Ruiz. "It's in such poor

shape. We have doors we can not replace because the structure cannot hold it."

When the city needed to address the leaking city hall roof recently, a contractor could not be found who would risk guaranteeing such an installation on the aging structure.

"Nobody would put a roof on this roof unless they built a structure over the top of city hall because of its poor condition," Ruiz said.

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Contact Washington Sea Grant Boating Program Specialist [Aaron Barnett](mailto:Aaron.Barnett@sea-grant.org)

Health

Confluence Health tackles health inequities, prepares community for wildfire smoke



Dr. Bindu Nayak



Dr. Ellen Mateo



Dr. Saba Lodhi



Jill Gustafson

As wildfires become more frequent in North Central Washington, various departments and teams at Confluence Health are working to help the community prepare for and mitigate the negative health impacts of wildfire smoke, especially among vulnerable populations.

Ward Media | Wenatchee Business Journal

As wildfires become more frequent in North Central Washington, various departments and teams at Confluence Health are working to help the community prepare for and mitigate the negative health impacts of wildfire smoke, especially among vulnerable populations.

“As wildfires become more common in North Central Washington, it is important for us to prepare for the known health effects of wildfire smoke,” said Dr. Bindu Nayak, an endocrinologist and the co-medical director of health equity at Confluence Health.

Dr. Nayak and fellow Confluence Health phy-

sician Dr. Saba Lodhi, a pulmonology specialist, recently contributed to an American Medical Association article discussing how climate change is increasing the severity and health risks of wildfires.

In the article, Dr. Lodhi discussed how the impact on public health comes “in two main ways: By changing the severity of existing

health problems and by creating new unanticipated health problems.” She added, “Exposure to this particulate matter [from wildfire smoke] increases respiratory and cardiovascular hospitalizations, clinic and emergency department visits, and medication dispensations for

See HEALTH Page 13

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JUNE 2024 ASSOCIATION NEWSLETTER

PAGE 1



Building NCW's 28th Annual Golf Tournament a notable victory!

The 2024 Building NCW Golf Tournament was a blast! Due to our amazing presenting sponsors, American Rock Products and Wenatchee Sand and Gravel, our organization was able to hold the annual tradition of a bigger and better Golf Classic than last year. This year we put on a day full of golf, food, and games. All 18 tee-boxes had a sponsor with an activity, individual to chat with, or giveaway! We had a full field of 144 golfers and many mini games to participate in before, during, and after the actual golf portion of the day. Our golfers were spoiled to say the least!

Our theme was Top Gun and as always, our golfers participated in dressing up and having fun with the creative theme. The fun-filled day included a couple BBQ stops on the course provided by Fig as well as the beverage cart and beverage tee box sponsored by E.D.Y. Construction. We had 16 drawings to participate in throughout the day. Many of them are made possible by generous Building NCW members and small businesses in the valley giving either a portion of a gift basket or creating a whole basket.

Presenting Sponsor

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On average, each basket was valued at \$350.

The beautiful and sun filled day was wrapped up in the club house with a delicious taco bar, sponsored by IWI and drawings and awards galore. Congratulations to our top two winners – First Place, Gann Built homes and Second Place E.D.Y. Construction!

Thank you to the Highlander Golf Course for being such great hosts, American Rock Products, Wenatchee Sand and Gravel, IWI, and all our other amazing sponsors. A huge thank you to our donors who donated upwards of \$3,000 worth of goods!

We couldn't do what we do without you, and we appreciate all of your support!



Engel & Volkers - Kara Meloy, Tee Box sponsor and Women's Longest Drive sponsor was perfectly on theme for "Top Gun" by recreated the bar scene and created a fun game for golfers!



Fig sponsored a Tee Box and offered sunscreen and food for the golfers. Thanks Fig!



E.D.Y. Construction excited to start the day and get golfing. They placed second over all at the end of the day!



Jones Concrete won the Best Dressed prize by dressing up as the real life volleyball scene in "Top Gun."



Community Glass won second placed Best Dressed in flight suits for "Top Gun".

Other sponsors we would like to thank:

- Village Life
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- Engel and Volkers - Kara Meloy
- Sunrise Rotary
- People's Bank
- Ward Media and NCW News
- Express Employment
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- Banner Bank
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- Valley Tractor
- Echo Ridge Dental
- Gold Construction
- Marson and Marson
- JBe Marketing
- Cascade Auto Center
- Wenatchee Valley Glass



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JULY 2024 ASSOCIATION NEWSLETTER

PAGE 2



STOCK PHOTO

It's An Important Election Year and Your Vote is Crucial!

The 2024 Primary Election is a significant one not only on a national level but locally as well. Make sure your voice is heard by voting!

The Primary Election is an election that takes place in August and are usually an opportunity for political parties to determine who will represent them in the General Election which will take place November 5, 2024.

Many positions that make a huge difference in our region are up for election. All three representative positions in Districts 7, 12, and 13 are open, Congressional District 4 and 8 are open, as well as County Commissioner positions in Chelan, Douglas, and Okanogan. Commissioners and local Representatives are responsible for allocating tax-payer money and protecting our area's way of life. These positions directly impact every person

living in their district.

County Commissioners are responsible for overseeing the management and administration of the county and working with the city management in the county, they work and examine county codes, they approve budgets and oversee spending for the county departments, and the represent their county at a state and federal level. Commissioners are advocates for their county and make decisions on behalf of the area they are responsible for. Voting for an individual to step into taking on these roles and responsibilities is not to be taken lightly.

In 2023, Chelan County's voter participation in the Primary Election was around 29.5 percent which is a low from the typical estimated 40 percent turnout. This was down from the 2022 primary voter turnout of 46 percent.

For Washington state, according to the Washington Secretary of State website there was only a 28.89 percent voter turnout for the 2023 primary and a 36.41 percent turnout for the general election. It is our aim to see this number grow and for more individuals to speak up, the way to do this - VOTE!

Please be certain to complete your due diligence by taking a small amount of time to learn more about each of the candidates. For more information on candidates in the 2024 General Election visit <https://voter.votewa.gov>

Remember, the Primary Election is August 6, 2024. Ballots should be in mailboxes no later than July 29, 2024 or in the Ballot Box by 5 pm on August 6, 2024. Keep an eye on your mailbox and be sure to mail it back or drop it in a drop-box before Election Day!

Calling All Builders & Remodelers! Only A Few Spaces Left For Builders!

Presenting Sponsor



It's almost that time of year again, the Home Tour & Remodeling Expo! This event draws thousands of people out to enjoy touring through beautiful homes and getting some one-on-one time with the builders and other industry professionals. As an industry leader, this is a one-of-a-kind opportunity to highlight a building professional's product to a very targeted and qualified group of consumers.

For those who have not participated in the Home Tour & Remodeling Expo before but have considered doing so, now's the time to begin giving it serious thought!

Are you building a custom or spec home? Maybe you are completing a full-house remodeling project. Perhaps, you are not sure if your homeown-

ers would want to have their home in this year's Tour. There are plenty of incentives for your homeowners to consider. Discounts on things like appliances, fixtures, materials, and much more are available when local providers know that their products and services will be featured in the Building NCW Home Tour & Remodeling Expo. This can save your homeowners thousands of dollars! Discounts are also available for spec homes, too. Yet another important intrinsic benefit to participating homeowners is the value that comes from being able to market their home in the future as a previous Tour home.

Banner Bank and Building NCW's Home Tour & Remodeling Expo attendees are more likely to be serious prospects, who are in the market to buy, build, or remodel. Again, this means that participation in this event provides industry professionals access to the perfect targeted audience.

In turn, the three-day event provides consumers the unique opportunity to meet industry leaders, face-to-face, in an informal setting, while gaining access to invaluable information—all the while helping to establish relationships that other forms of marketing simply cannot match. The Banner Bank and BNCW Home Tour & Remodeling Expo is one of the most effective methods for matching up industry professionals with consumers seeking trusted professionals!

This year's Home Tour takes place September 20-22.

Participation in the 2024 Building NCW and Banner Bank Home Tour & Remodeling Expo is

limited.

Therefore, if you're considering participation this year, we encourage you to act early! For more information about how you can be a part of this keystone event, please call the Building NCW office at 509-293-5840 and speak with Danielle or Morgan for more information.



MD Photography

Gann-Built Homes, formerly Gann Construction, build a beautiful french country modern home that was on the 2023 Home Tour and Remodeling Expo.

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PAGE 3



Home Builders & Home Runs!



Great view from Building NCW's season tickets, reach out today to claim your game night!



Building NCW tickets are available to members to use to take family, friends, or give to employees. Enjoy a game on Building NCW!



Recently, it was Bark in the Park and Stanley the Golden Retriever was able to go and enjoy a game!

The Wenatchee AppleSox and Building NCW have teamed up for a game night July 19th at 6:35 pm to celebrate Home Builders. This special game night, titled Home Builders and Home Runs is dedicated to celebrating the regions home builders and Members of Building NCW, a non-profit advocate for small businesses across Chelan, Douglas, and Okanogan counties.

Building NCW is offering complimentary tickets to its members for this game dedicated to them! Members can secure their tickets from Building NCW offices ahead of time. There are a limited number

of total tickets available, please claim yours today! The game aims to express gratitude to Building NCW members. Building NCW can make a difference and host major events like the Home Tour and Remodeling Expo and the Home Show because of Members' generosity.

Founded in 2000, the Wenatchee AppleSox attracts top college athletes during their summer break, providing an exciting showcase of talent throughout the summer. These athletes are either transitioning

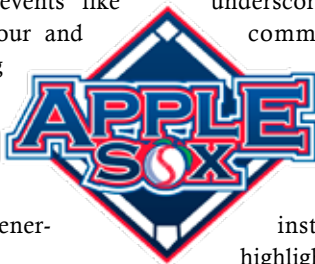
from high school to college or are currently active athletes at the collegiate level.

The collaboration between the Wenatchee AppleSox and Building NCW underscores a shared commitment to community engagement and support for local sports institutions. It highlights the importance of fostering relationships between sports, businesses, and community development in North Central Washington. The Wenatchee AppleSox is also a family-owned organization and has been a small

local business since 2000.

For those interested in attending the game with their families or employees and are members, please reach out to claim your tickets (Subject to availability). Want to take your family or organization to the game but you are not yet a Member? Reach out to Building NCW to ask about membership. By joining Building NCW, individuals can align themselves with an organization dedicated to championing small businesses and advocating for their growth and sustainability.

See you at the ballfield, on Friday, July 19th at 6:35 pm at Paul Thomas Sr. Stadium!





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PAGE 4



Preventing Heat Related Illness

Exposure to heat can cause illness and death. The most serious heat illness is heat stroke. Other heat illnesses are categorized as heat exhaustion, heat cramps and heat rash. You should always take precautions when temperatures are high, and the job involves physical work.

Risk Factors for Heat Illness

- High temperature and humidity
- Direct sun exposure without a breeze or wind
- Heavy manual labor
- No recent exposure to hot climate workplaces
- Not hydrating regularly
- Waterproof clothing

Symptoms of Heat Exhaustion

- Headache, dizziness, or fainting
- Weakness and wet skin
- Irritability or confusion

- Thirst, nausea, or vomiting.

Symptoms of Heat Stroke

- May be confused, unable to think clearly, pass out, collapse, or have seizures (fits)
- May stop sweating.

How to Protect Workers

- Provide a lot of cool water to workers close to the work area. Drink often and BEFORE you are thirsty.
- At least one pint of water per hour is needed.
- Modify work schedules and have frequent rest periods with water breaks in shaded or air-conditioned areas.
- Know signs/symptoms of heat illnesses; monitor yourself; use a buddy system.
- Block out direct sun and other heat sources.

- Avoid beverages containing alcohol or caffeine.
- Wear lightweight, light colored, loose fitting clothes.

What to Do When a Worker is ill from the Heat

- Call a supervisor for help. If the supervisor is not available, call 911.
- Have someone stay with the worker until help arrives.
- Move the worker to a cooler/shaded area.
- Remove outer clothing.
- Fan and mist the worker with water; apply ice (ice bags or ice towels).
- Provide cool drinking water, if able to drink.

IF THE WORKER IS NOT ALERT or seems confused, this may be a heat stroke.

CALL 911 IMMEDIATELY and apply ice as soon as possible.

Keep Your Employees Safe!



STOCK PHOTO

With the forecast for heat in July, we want to ensure that our Members are especially cognizant of outdoor heat exposure and how to avoid heat-related illnesses on the job site. This is also a good opportunity to extend the reminder that if you don't have a section within your L & I required Accident Prevention Plan (APP) that specifically addresses how your company complies with the Outdoor Heat Exposure rule, you should. Need help? Simply give Building NCW a call and we'll help!

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
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Email us for more information:
Info@BuildingNCW.org
www.BuildingNCW.org

Need a Meeting Room?

As a valued BNCW member company, you're welcome to utilize the BNCW conference room if you require a place to meet with clients or prospective clients, or simply need access to a meeting room. The room will seat up to 16 people comfortably, has wireless internet access and other amenities.



Please contact Morgan Dobbins at 509-293-5840 to make the necessary arrangements.

Upcoming Events



JULY

- JULY 4TH - OFFICE CLOSED
- JULY 17TH - BOARD MEETING
- JULY 19TH - BNCW APPLESOX GAME
*REACH OUT FOR TICKETS!

AUGUST

- AUGUST 21ST - BOARD MEETING

SEPTEMBER

- SEPT. 19TH - 10TH ANNUAL CHEFS ON TOUR
- SEPT. 20TH - SEPT. 22ND- HOME TOUR
- SEPT. 27TH - NOTHING BUT NETWORKING
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OCTOBER

- OCT. 4TH - 3RD ANNUAL FALL CLASSIC GOLF TOURNAMENT
- OCT. 7TH - RRP CLASS
- OCT. 16TH - BOARD MEETING



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Real Estate

Adam Rynd

Contributor for Ward Media



Preparing your home for sale to modern buyers

Selling your home involves more than simply taking some photos and listing it. To maximize your chances of a successful sale, it's important to prepare your home BEFORE putting it on the market. Let's explore some key steps to ensure your home is attractive to modern buyers. Proper preparation will minimize the risk of a sale failing and helps get you the best value for your home.

Move-In Ready Homes Are in Demand

Modern buyers are less willing to overlook minor repairs or cosmetic issues than in the past. While a small percentage of buyers may still be fine with a "fixer upper", most people don't have the time, skills, or patience to endure a renovation project, especially if they are first time homebuyers. Most modern buyers seek move-in ready homes that require minimal effort.

Buyers often face a dilemma: Should they buy a fixer-upper at a lower price or invest in a move-in ready home? While a lower purchase price may seem appealing, buyers must factor in the time and money needed for repairs. Interest accumulates during renovations, affecting the overall cost. Living in a home while it's being renovated can also be stressful and many buyers prefer paying more upfront for a hassle-free experience.

To meet this demand, consider the following:

- 1. Address Deferred Maintenance:** Before listing your home, tackle any deferred maintenance you know about. Fix leaky faucets, repair cracked tiles, and replace worn-out light fixtures. A well-maintained home signals to buyers that they won't encounter unexpected problems later.
- 1. Get a Pre-Inspection:** Financing requirements have become stricter, and inspections play a

crucial role in successfully closing your home sale. Inspectors hired by buyers will assess the foundation, roof, electrical systems, plumbing, and HVAC. Lenders will also pay attention to significant issues and some financing - especially federally-backed loans - require specialized inspections.

Getting an inspection before you list your home educates you about potential problems so they don't become a surprise later in a transaction. Just understand that you must disclose any known issues to potential buyers.

You shouldn't just fix what is broken, either. To make your home more appealing and more valuable, focus on updates that offer universal benefit and a great return on investment.

- **Flooring:** Replace worn-out carpet with new, neutral-colored carpeting. Modern laminates such as LVL (laminated veneer lumber) floors

and even luxury vinyl are popular and add value. Material costs range from \$1 - \$5 per square foot, making flooring updates very cost-effective.

- **Interior Paint:** A fresh coat of paint instantly revitalizes a room. Stick to neutral tones to appeal to a broader audience. Again, the cost for fresh paint is relatively low compared to the positive impact.
- **Bathrooms and Kitchens:** Upgrade fixtures, faucets, countertops, and appliances. A modern kitchen and spa-like bathrooms enhance your home's appeal.

The inside appeal of your home is critical, but don't neglect the landscaping. Curb appeal matters! The first impression for a potential buyer (or real estate broker) is from the exterior. Mow the lawn regularly, trim landscaping shrubs and trees, and consider adding colorful flowers or plants to garden beds. Clean and declutter patios,

decks, and walkways. It may also help to arrange outdoor furniture to create an inviting atmosphere.

Keep It Clean

A spotless home leaves a lasting impression. Consider professional cleaning services to prepare your home for listing, including cleaning carpets. While your home is on the market, keep it clean for potential showings:

- Every day, make beds, wipe down surfaces, and vacuum regularly.
- Keep kitchen counters and hallways clutter-free.
- Avoid strong cooking smells. Use light air fresheners or open windows to keep the home smelling pleasant.

Hire Professionals

Consider hiring a professional real estate broker to assist with preparing your home for sale, bringing it to market, and representing your best interests through the sales process. Real estate brokers

help you price your home competitively because they understand local trends and buyer preferences. They also likely have a range of resources, such as contractors, cleaners, photographers, etc. who will get your home in shape for listing.

Preparing your home for sale involves a combination of practical steps and professional assistance. By addressing deferred maintenance, making strategic home improvements, and keeping your home clean, you'll be well on your way to a successful sale.

Remember, first impressions matter. Invest time and effort into presenting your home in the best possible light, and you'll reap the rewards when the right buyer comes along.

Adam Rynd, a licensed real estate Managing Broker, is the Owner and Designated Broker of Coldwell Banker Cascade Real Estate

Iconic Flour Tower in Bridgeport sells for \$900,000

By **Mike Maltais** | Ward Media Staff Reporter

The iconic Flour Tower, a 1910-era grain storage elevator turned eclectic private residence, sold last month after being on the market since 2023. A notice on the online brokerage site Redfin said the 6,500+ square foot property sold for \$900,000 on May 20.

Little has been disclosed about the purchasing party other than it is a west side resident who plans to use the Flour Tower as a second home. One issue that the new owner will have to address is winter ice buildup on the north side roof of the house. During the severe 2022

winter conditions ice fell several stories and crashed through the roof of the ground floor sunroom addition that overlooks the river.

The five-story, four-bedroom, six-and-a-half-bath home at 1313 Jefferson Avenue was the vision of owner Capt. Winfield "Scott" Wright who purchased the vacant tower in 2006 and spent the ensuing years converting the declining derelict into the grand residence it told him it wanted to be.

"It just spoke to me," Wright once said upon first laying eyes on the building.

Whatever it said should be bottled and sold be-

cause Wright tackled a challenge that would give pause to a man in his prime. Wright was then a spry 80 years young when he started remodeling. Over the span of three years, Wright and long-time companion Kathy Thompson breathed a second life into the 70-foot-tall behemoth. Well before Wright died at age 91 in 2023, his reborn residence provided him with years of pride, peace, and comfort.

Countless accounts have been recorded over the years about the bold project on the Bridgeport riverbank, the most recent being a KING 5 Evening piece by writer/



COURTESY OF REALTOR.COM

The iconic Flour Tower, converted into an eclectic private residence, towers over neighboring homes along the Columbia River near Chief Joseph Dam. The unique 5-story property has been on the market since 2023 and recently sold for \$900,000.

producer Anne Erickson last December that featured Wright's daughter, Lela, from Hondo, New Mexico, and RE/MAX listing agent Mary Signo-

relli of Chelan. The Quad City Herald was on hand to report on Erickson's visit that included a segment on the city's two dozen tree carvings and an interview

with then-Mayor Janet Conklin.

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

Health

Continued from page 6

asthma and COPD."

"Children are more sensitive to the effects of wildfire smoke and children with asthma are one of the most vulnerable groups with regards to wildfire smoke exposure," said Dr. Nayak. "From our hospital data, we observed that Hispanic children with asthma in our community were affected with higher

number of emergency department visits due to breathing problems during the wildfire season. We know that addressing health inequities proactively can help tremendously."

In response, Confluence Health launched a pediatric asthma disparity action project to provide every child asthma and restrictive airway disease patient with an action plan and education to

help them prepare for smoke. The materials are available in English and Spanish.

"To date, this project has been very successful as we have started to develop these action plans by putting pen to paper and outlining what can be done, while also getting feedback along the way on how to improve," said Dr. Ellen Mateo, a pediatrician at Confluence Health and one of

those on the project team. "We have also reached out to community organizations, such as CAFÉ and local health fairs, as a part of our education efforts. Additionally, we have made a concerted effort to regularly follow up with asthma patients to keep their plans up to date and their asthma under control."

"Wildfire smoke can be very hazardous, especially to the young, elderly, and

those with lung disease," remarked Jill Gustafson, a pediatric outpatient case manager at Confluence Health and another member of the ongoing project. "There are ways to prepare ahead of time to minimize and control its negative impacts on your family's health. One of the most important steps is to contact your doctor's office for an appointment to review and manage your lung health before

illness or smoke strikes. Be proactive. You can control your asthma, so don't let it control you!"

Residents can monitor air quality for their zip code at AirNow.gov and find information about lung health and protection at Lung.org. The Chelan-Douglas Health District website at CDHD.wa.gov provides local wildfire smoke resources, including how to make or obtain air filters and masks.

Marketing Matters

AMY YALEY

COO of Ward Media



The Importance of marketing for non-profits

North Central Washington is abundant with philanthropic passion. The region's healthy non-profit sector brings vitality and a spirit of giving that the community can be truly proud of. From tackling critical social issues to preserving the area's natural beauty or promoting the arts, these organizations play a vital role in uplifting and enriching the lives of our community.

However, in today's crowded landscape, effective marketing has become an essential tool for non-profits to amplify their impact and drive their missions forward. Whether it's raising awareness about a cause, attracting donors and volunteers, or building a strong brand reputation, impactful marketing efforts are crucial for these organizations to thrive and create meaningful change.

Promoting the Organization's Mission and Impact

At the core of any non-profit's marketing strategy lies the need to raise awareness about its mission and the impact it creates. Clearly defined core values and a compelling message can effectively communicate an organization's purpose and the positive change it seeks to bring about. Through various marketing mixes, such as a well-designed website, active social media presence, targeted email campaigns, and engaging events, non-profits can reach and engage with their target audiences, educate them about their cause, and inspire them to take action.

Non-profits can gauge the effectiveness of their efforts and make data-driven decisions to further improve their marketing strategies by measuring awareness and reach through metrics like website traffic, social media engagement, and event attendance.

Attracting Donors and Volunteers

For non-profits, attracting and retaining donors and volunteers is essential to sustaining their operations, preventing burnout, and achieving their goals. Through targeted marketing campaigns and donor acquisition strategies, organizations can connect with individuals, businesses, and foundations that share their values and are willing to contribute their resources.

Identifying and segmenting target audiences based on their interests, demographics, and giving behaviors enables non-profits to effectively tailor their messaging and outreach efforts. Organizations should employ various tactics to communicate with supporters, ensuring their message reaches different segments through appropriate channels.

These tactics could include personalized email



STOCK PHOTO

campaigns, targeted social media content, direct mail for certain demographics, or multimedia storytelling for digital platforms. By leveraging influencers and ambassadors who align with the cause, non-profits can amplify their reach and credibility, and attract new supporters. A strong marketing mix allows organizations to connect with potential donors and volunteers in ways that resonate with their specific motivations and preferences, ultimately building a diverse and engaged support base.

A seamless donor experience, from an optimized

website to a user-friendly donation process, is an important piece to creating a positive journey for potential contributors. Nurturing relationships through regular communication in a variety of ways, expressing gratitude, and fostering a sense of community helps build long-term loyalty and retention among donors and volunteers.

Develop a Strong Brand and Reputation

A strong brand identity and reputation is key to stand out and resonate with stakeholders in a

crowded market place. By defining a unique brand position and developing a consistent visual identity, non-profits can create a recognizable and memorable presence that aligns with their values and mission.

An active and engaging online presence across various digital channels, combined with strategic public relations and media outreach efforts, helps amplify the organization's visibility and reinforce its credibility. Regular communication and reporting fosters transparency

See **MARKETING** Page 19

Real Estate Residential

Top Properties Douglas County May 2024

Original Sale Price	Street Name	Total Acres	Residential Area	Imp Type	Style	Basement Area	Partition Finish Area	Year Built	Bedrooms	Bathrooms	Garage Area
\$2,500,000.00	232 VINEYARD DR)	1.04	3449	SINGLE-FAMILY RESIDENCE	1 1/2 STORY FINISHED			2011	4.00	4.00	1330
\$1,250,000.00	3055 MARTIN PL)	2	2520	SINGLE-FAMILY RESIDENCE	ONE STORY	2488	2488	2011	5.00	3.50	1858
\$1,115,000.00	70 BEACON DR #B)	0.48	5364	LOW-RISE MULTIPLE	TWO STORY			2008			
\$1,075,000.00	3021 NW DELCON DR)	0.47	2387	SINGLE-FAMILY RESIDENCE	ONE STORY			2016	5.00	3.00	1120
\$900,000.00	1313 JEFFERSON AVE)	0.69	4890	SINGLE-FAMILY RESIDENCE	3 1/2 STORY FINISHED			1910	4.00	4.00 + (3) 1/2'S	432
\$875,000.00	1604 HANNAH WAY)	0.28	1834	SINGLE-FAMILY RESIDENCE	ONE STORY	1834	1834	2001	3.00	3.00	936
\$795,000.00	3159 MARTIN PL)	2	2122	SINGLE-FAMILY RESIDENCE	1 1/2 STORY FINISHED			2017	3.00	2.50	799
\$780,000.00	2637 PATRIOT WAY SE)	0.23	2018	SINGLE-FAMILY RESIDENCE	ONE STORY			2023	3	2	1064
\$736,300.00	275 E MARINE VIEW PL)	0.19	2304	SINGLE-FAMILY RESIDENCE	TWO STORY	1472	416	2008	3.00	3.00	1056
\$730,000.00	260 E MARINE VIEW PL)	0.39	1596	SINGLE-FAMILY RESIDENCE	ONE STORY			1998	3.00	2.00	575
\$699,000.00	627 S NEWTON AVE)	0.29	1816	SINGLE-FAMILY RESIDENCE	ONE STORY			2019	3.00	2.00	400
\$680,000.00	2532 PLATEAU DR)	0.25	2350	SINGLE-FAMILY RESIDENCE	1 1/2 STORY FINISHED			2023	3.0	2.0	704
\$650,000.00	2272 FANCHER HEIGHTS BLVD)	0.37	2118	SINGLE-FAMILY RESIDENCE	ONE STORY			1996	3.00	2.00	680
\$605,000.00	438 S MASON AVE)	0.17	1950	SINGLE-FAMILY RESIDENCE	ONE STORY			2019	3.00	2.00	576
\$559,000.00	2857 N BRECKENRIDGE DR)	0.2	1730	SINGLE-FAMILY RESIDENCE	ONE STORY			2015	3.00	2.00	700
\$555,000.00	1560 N ASHLAND AVE)	0.27	1646	SINGLE-FAMILY RESIDENCE	ONE STORY	1616	1044	1974	5.00	3.00	572

Commercial

Original Sale Price	Seller	Buyer	Total Acres	District	DOR Code	DistrictCode
180000	HARLOW, GARY D	509BNC LLC	0	206-F2-EMPD (ST;CO;PORT;RD;LIB;)	50 - TRADE - CONDOMINIUMS	55

Farm

Original Sale Price	Seller	Buyer	District	Total Acres	DOR Code	District Code
\$1,575,000.00	GONZALEZ, ERICK A & ALEJANDRA	ALLEN, DAVID JAY & CHERI J	835 S WARD AVE	9.38	83 - RESOURCE - AGRICULTURE CURRENT USE	55
\$1,375,000.00	C & O NURSERY	15:5 INVESTMENTS LLC		14.98	83 - RESOURCE - AGRICULTURE CURRENT USE	55
\$830,000.00	SEBRING 2755 LIVING TRUST	JOHNSON, MARK & SARAH BATTIS	2755 10TH ST NE	1.97	81 - RESOURCE - AGRICULTURE	55
\$660,000.00	APC CONSTRUCTION LLC	JOHN, CHRISTOPHER & ROBIN	69 STILLWATER LN	5.9	81 - RESOURCE - AGRICULTURE	95
\$448,800.00	DEFOREST &, DANE R	ASMUSSEN REVOCABLE LIVING TRUST &, LEVI J & CHRISTY J, CO-TRT		527.7	81 - RESOURCE - AGRICULTURE	275
\$275,000.00	NEW, MATTHEW & LEAH	SAAVEDRA CONSTRUCTION LLC	14 SPRING CANYON RD	6.9	81 - RESOURCE - AGRICULTURE	92
\$255,000.00	HUNTER, IAN & JULIE	STREET, ALISON & THANE		1.49	81 - RESOURCE - AGRICULTURE	55
\$245,050.00	THE PERRY RANCH LLC &	HEMMER &, JARED & JESSIE		753.9	83 - RESOURCE - AGRICULTURE CURRENT USE	110
\$240,000.00	DOUBLE D VINEYARDS LLC	KING, WILLIAM & KELLY		30.94	81 - RESOURCE - AGRICULTURE	95
\$240,000.00	VICKERY &, RYAN	VICKERY, RYAN	227 S PARTRIDGE LN)	2.47	81 - RESOURCE - AGRICULTURE	55

Real Estate

Top Properties Chelan County May 2024

Buyer	Seller	Sale Price	Address	City	Legal Acreage	Living Area	Year Built	Bedrooms	Bathrooms	Garage Area	Pool	Fireplace
Gcp Eleven01 Lic Etal	1101 Red Apple Llc	\$25,980,000.00	1101 Red Apple Rd	Wenatchee	3.24	67340	2022			0	N	N
Gcp Eleven01 Lic Etal	1101 Red Apple Llc	\$25,980,000.00	1101 Red Apple Rd	Wenatchee	1.42	24294	2022			0	N	N
Sundance Slope Llc	Chelan View Orchard Llc	\$3,613,600.00	160 Winesap Ave	Manson	12.63	3840	2019		4	0	N	N
Sundance Slope Llc	Chelan View Orchard Llc	\$3,613,600.00	Unassigned	Manson	14.57	0	0			0	N	N
Sundance Slope Llc	Chelan View Orchard Llc	\$3,613,600.00	Unassigned	Manson	8.99	0	0			0	N	N
Sundance Slope Llc	Chelan View Orchard Llc	\$3,613,600.00	Unassigned	Manson	11.75	0	0			0	N	N
Downtown Inn And Westway Llc	Berman 4 Llc	\$2,287,000.00	232 N Wenatchee Ave	Wenatchee	0.58	13884	1961			0	N	N
Downtown Inn And Westway Llc	Berman 4 Llc	\$2,287,000.00	238 N Wenatchee Ave	Wenatchee	0.17	0	0			0	N	N
Copitzky Drew J & Suzanne H	Wallace Erick & Kelly M	\$1,950,000.00	146 Crest Dr	Chelan	5.62	2916	2005	4	2.25	1384	Y	N
Chelan County	Eider Properties Llc	\$1,800,000.00	425 Ohme Garden Rd	Wenatchee	2.75	0	0			0	N	N
Mackenzie Mark S & Ryan Susan E	Glosenger Carl J & Carolyn J	\$1,600,000.00	490 Boyd Rd	Chelan	2	2909	2007	3	3.25	1040	N	Y
Yotz Brian R & Charlene K	Kavanaugh Michael J & Denise L	\$1,592,500.00	240 Crystal Dr	Chelan	0.47	2213	2017	3	1.75	881.8	Y	Y
Hendricks Mike & Cindy Living Trust	Johnson-Zobel Revocable Living Trust	\$1,500,000.00	9704 E Leavenworth Rd	Leavenworth	1.1	2626	1912	3	1	588	N	Y
Ksh Holdings Llc	Moody Thomas R	\$1,486,000.00	23 Sweetwater Ln	Entiat	1.31	1992	1995	3	2	651	N	Y
Ksh Holdings Llc	Moody Thomas R	\$1,486,000.00	23 Sweetwater Ln	Entiat	1.31	1992	1995	3	2	1322	N	Y
Chavase Revocable Living Trust	Graham Robin P & Susan M	\$1,450,000.00	116 Tuscana Ln	Wenatchee	1.41	1994	2023	3	2.25	1218	N	Y
Auja Money & Gurtej	Stark Lance D Trustee	\$1,450,000.00	2856 Union Valley Rd	Chelan	13.5	3997	2008	4	3.25	1150	Y	Y
Morris Linda K & Burson Lucas	Ploch Tyrone C & Angela M	\$1,300,000.00	2820 Mission Ridge Rd	Wenatchee	1.41	2811	1992	1	1	576	N	Y
Morris Linda K & Burson Lucas	Ploch Tyrone C & Angela M	\$1,300,000.00	2820 Mission Ridge Rd	Wenatchee	1.41	2811	1992	1	1	576	N	Y
Morris Linda K & Burson Lucas	Ploch Tyrone C & Angela M	\$1,300,000.00	2820 Mission Ridge Rd	Wenatchee	1.41	2811	1992	1	2.5	576	N	Y
Morris Linda K & Burson Lucas	Ploch Tyrone C & Angela M	\$1,300,000.00	2820 Mission Ridge Rd	Wenatchee	1.41	2811	1992	1	2.5	576	N	Y
Morris Linda K & Burson Lucas	Ploch Tyrone C & Angela M	\$1,300,000.00	2820 Mission Ridge Rd	Wenatchee	1.41	2811	1992	2	1	576	N	Y
Morris Linda K & Burson Lucas	Ploch Tyrone C & Angela M	\$1,300,000.00	2820 Mission Ridge Rd	Wenatchee	1.41	2811	1992	2	1	576	N	Y
Morris Linda K & Burson Lucas	Ploch Tyrone C & Angela M	\$1,300,000.00	2820 Mission Ridge Rd	Wenatchee	1.41	2811	1992	2	2.5	576	N	Y
Morris Linda K & Burson Lucas	Ploch Tyrone C & Angela M	\$1,300,000.00	2820 Mission Ridge Rd	Wenatchee	1.41	2811	1992	2	2.5	576	N	Y
Morris Linda K & Burson Lucas	Ploch Tyrone C & Angela M	\$1,300,000.00	2820 Mission Ridge Rd	Wenatchee	1.41	2811	1992	2	2.5	576	N	Y
Williams Stephen C & Rene M	Stanley Donald & Sandra	\$1,275,000.00	7970 Icicle Rd	Leavenworth	1.21	3408	2008	4	4.5	600	N	Y
Lafayette Frank & Elizabeth	Olsen John V	\$1,260,000.00	12514 S Lakeshore Rd	Chelan	0.13	783	1942		.75	0	N	Y
Lafayette Frank & Elizabeth	Olsen John V	\$1,260,000.00	12514 S Lakeshore Rd	Chelan	0.13	783	1942		2	0	N	Y
Lafayette Frank & Elizabeth	Olsen John V	\$1,260,000.00	Unassigned	Chelan	0.21	0	0			0	N	N
Suriya George B & Lindsey J	Ga Sexton Inc	\$1,250,000.00	636 Central Ave	Leavenworth	0.15	0	0			768	N	N
Horsley Henry R Jr & Gromova Svetlana V	Timberwood Homes Llc	\$1,200,000.00	301 Burch Hollow Ln	Wenatchee	0.59	2036	2022	3	2.5	902.7	N	Y
Smith Cami	Varner Stephen R	\$1,168,000.00	12400 Village View Dr	Leavenworth	1.08	2514	2005	3	2	512	N	Y
Smith Cami	Varner Stephen R	\$1,168,000.00	12400 Village View Dr	Leavenworth	1.08	2514	2005	3	2	576	N	Y
Hong Timmie T & Robinson Mary E	Busch Donald W & Lea Anne	\$1,100,000.00	10733 Titus Rd	Leavenworth	1.1	2182	1997	3	2	704	N	Y
Schultz Kimberly R & Braun Paul M	Grady Kimberly S	\$1,099,000.00	19512 Nason Rd	Lake Wenatchee	0.34	3155	2008	3	3.25	709	N	Y
M & M Plaza Llc	Jeffrey Building Lic Etal	\$1,067,000.00	409 N Mission St	Wenatchee	0.39	6000	1984			0	N	N
Campbell Colleen	Timmermans Wilbur I	\$1,025,000.00	12624 Ranger Rd	Leavenworth	1.1	2048	2002	4	3	698	N	Y
Cox Jordy C	Cravens Jeffrey B	\$977,000.00	4759 Sky Meadows Rd	Cashmere	17.91	1465	2006	3	1	480	N	Y
Cox Jordy C	Cravens Jeffrey B	\$977,000.00	4759 Sky Meadows Rd	Cashmere	17.91	1465	2006	3	1	480	N	Y
Cox Jordy C	Cravens Jeffrey B	\$977,000.00	4759 Sky Meadows Rd	Cashmere	17.91	1465	2006	3	2	480	N	Y
Cox Jordy C	Cravens Jeffrey B	\$977,000.00	4759 Sky Meadows Rd	Cashmere	17.91	1465	2006	3	2	480	N	Y
Cox Jordy C	Cravens Jeffrey B	\$977,000.00	4759 Sky Meadows Rd	Cashmere	17.91	1465	2006	3	1	480	N	Y
Cox Jordy C	Cravens Jeffrey B	\$977,000.00	4759 Sky Meadows Rd	Cashmere	17.91	1465	2006	3	1	480	N	Y
Cox Jordy C	Cravens Jeffrey B	\$977,000.00	4759 Sky Meadows Rd	Cashmere	17.91	1465	2006	3	2	480	N	Y
Cox Jordy C	Cravens Jeffrey B	\$977,000.00	4759 Sky Meadows Rd	Cashmere	17.91	1465	2006	3	2	480	N	Y
Gerber Joseph A & Jackie L	Soto Leah & Luis	\$955,000.00	5435 Whispering Ridge Dr	Wenatchee	5	3408	2009			912	N	N
Carmichael Weston & Athena	Tveten Brandon & Sharon	\$860,000.00	8133 N Dryden Rd	Dryden	4.58	1517	1925	4	2.5	432	N	N
Carmichael Weston & Athena	Tveten Brandon & Sharon	\$860,000.00	8133 N Dryden Rd	Dryden	4.58	1517	1925	4	2.5	432	N	N
Bridges Jacob H & Louise	John A Whisler And Sibylle M Wilbert Trust	\$845,000.00	12696 Ranger Rd	Leavenworth	1.3	1324	1903	3	1.5	528	N	Y
MC KAY ERIN J	TATU SERBAN AND DEBBIE	\$845,000.00	12644 SHORE ST	LEAVENWORTH	1	1388	2011	2	1.75	676	N	Y
THOMPSON BRIAN & DIXON KATIE	CHALFANT DUNCAN M	\$815,000.00	16894 MULE TAIL FLATS RD	PLAIN	1	2016	1997	3	2.5	624	N	Y
UNSETH AARON & AIME	MAC MILLAN JAMES & KELLY	\$775,000.00	15863 RIVER RD	PLAIN	1.11	0	0			0	N	N
HUGHES PAUL A & KAREN M	HIATT ROBERT E	\$730,000.00	572 CIRCLE ST	WENATCHEE	0.22	2393	2016	4	2.25	735	N	Y
FRIER ANNA & MICHAEL	JEFFRIES TRACY & PENDERS WILHELM JTROS	\$721,500.00	125 BENTON ST	LEAVENWORTH	0.14	1800	2007	4	1.75	616	N	N

Buyer	Seller	Sale Price	Address	City	Legal Acreage	Living Area	Year Built	Bedrooms	Bathrooms	Garage Area	Pool	Fireplace
STATEN THOMAS & STILES KARI A	MC KAY ERIN J	\$717,000.00	193 MINE ST	LEAVENWORTH	0.16	1324	1981	3	1	600	N	Y
JVA ENTERPRISES LLC	LAURENT ENTERPRISES LLC	\$700,000.00	3019 GS CENTER RD	WENATCHEE	0.54	3000	1989			0	N	N
LYNCH REVOCABLE TRUST	ASHLAND INVESTMENTS LLC	\$695,000.00	UNASSIGNED	ENTIAT	80	0	0			0	N	N
LYNCH REVOCABLE TRUST	ASHLAND INVESTMENTS LLC	\$695,000.00	UNASSIGNED	ENTIAT	81.05	0	0			0	N	N
LYNCH REVOCABLE TRUST	ASHLAND INVESTMENTS LLC	\$695,000.00	UNASSIGNED	ENTIAT	80	0	0			0	N	N
LYNCH REVOCABLE TRUST	ASHLAND INVESTMENTS LLC	\$695,000.00	UNASSIGNED	ENTIAT	20	0	0			0	N	N
LYNCH REVOCABLE TRUST	ASHLAND INVESTMENTS LLC	\$695,000.00	UNASSIGNED	ENTIAT	80	0	0			0	N	N
LYNCH REVOCABLE TRUST	ASHLAND INVESTMENTS LLC	\$695,000.00	UNASSIGNED	ENTIAT	130	0	0			0	N	N
LYNCH REVOCABLE TRUST	ASHLAND INVESTMENTS LLC	\$695,000.00	UNASSIGNED	ENTIAT	30	0	0			0	N	N
LYNCH REVOCABLE TRUST	ASHLAND INVESTMENTS LLC	\$695,000.00	UNASSIGNED	ENTIAT	20	0	0			0	N	N
LYNCH REVOCABLE TRUST	ASHLAND INVESTMENTS LLC	\$695,000.00	UNASSIGNED	ENTIAT	20	0	0			0	N	N
BONG DJAT & GUNWAN KARNAWATI RVCBL LVNG TRUST	MUELLER ERIK P & MARGARET R	\$685,000.00	232 PARK AVE	LEAVENWORTH	0.08	1600	1998		2.25	0	N	N
GEAR GAVIN M & REBECCA A	SMITH BLAINE S & JACQUELINE J	\$650,000.00	317 KENNEDY RD	CASHMERE	0.91	1464	1926	3	1	0	N	N
GRANDPRE TED & JESSIE	NEXUS DEVELOPMENT HOLDINGS LLC	\$649,950.00	820 MANSON BLVD	MANSON	0.16	1219	1952	1	1.75	0	N	N
YESH KENNETH J II	BYRD KEITH & DEBORAH	\$644,000.00	141 VIEW RIDGE CIR	WENATCHEE	0.51	2115	1978	3	2.25	672	N	Y
GREENE SHERRY B	HEER ALLAN L & ERIKA D	\$640,000.00	20701 CLUB HOUSE DR	LAKE WENATCHEE	0	1840	0			0	N	N
MARTINI ROBERT & COURTNEY	SVOBODA JOSEPH II & CHRISTMAN NICHOLAS	\$635,000.00	525 ALPINE PL	LEAVENWORTH	0	958	0			0	N	N
KELLEY SEAN II & SARAH	STEPHENSON CRAIG & KIMBERLY	\$633,000.00	308 BIRCH ST	LEAVENWORTH	0.17	1229	1928	2	1.75	400	N	N
SCHIMELFENIG PAUL & LINDA J COLASURDO	WORLEY ANGELA	\$625,000.00	15 LAKE CORTEZ LN	MALAGA	0.39	1590	1994	3	2.75	480	N	Y
LARSEN GREGORY ETAL	LARSEN GREGORY F	\$625,000.00	127 RUDY CIR	CHELAN	0.25	2336	2021	3	2.5	778	Y	Y
SHELBY DARYL	TYMOSHENKO MARIYA S	\$625,000.00	32 HONEYCRISP LN	MANSON	0.25	1623	2021	3	2	420	Y	N
DEWY LOON COMMUNITIES LLP	SCOTT JOHN E	\$620,000.00	UNASSIGNED	CASHMERE	32.24	0	0			0	N	N
DEWY LOON COMMUNITIES LLP	SCOTT JOHN E	\$620,000.00	7724 NAHAHUM CANYON RD	CASHMERE	31.94	1536	1978			0	N	N
DEWY LOON COMMUNITIES LLP	SCOTT JOHN E	\$620,000.00	UNASSIGNED	CASHMERE	16.16	0	0			0	N	N
MILLER JEFFERY R REVOCABLE LIVING TRUST	LEDEBOER JOHN F & SHANNON M	\$610,000.00	4674 WHISPERING RIDGE DR	WENATCHEE	2.18	1312	1992	3	2	528	N	Y
SOTO LUIS A & LEAH R	JOHNSON BRODY L & VICKI L	\$609,000.00	511 POPLAR AVE	WENATCHEE	0.18	1968	1976	4	2.5	384	N	Y
PETERSON BENJAMIN B & Alysia M	SCOTT JOHN E	\$600,000.00	7615 NAHAHUM CANYON RD	CASHMERE	20	2168	1906	4	1	0	N	Y
FRAHM BRIAN & KRISTA	ENGSTROM MATHEW & CARA F	\$595,000.00	815 W GOLF COURSE DR	CHELAN	0.21	1504	1970	3	2.25	624	N	Y
JUAREZ BAHENA JULIO C ETAL	GUIMOND LESLIE	\$580,000.00	432 E OKANOGAN AVE	CHELAN	0.19	2102	1959	3	1.75	0	N	Y
JENSEN KAREN A & BARY ANDREW I	ERNSBERGER THOMAS W	\$576,500.00	1823 AGATE PL	WENATCHEE	0.24	1488	1978	4	2.5	528	N	Y
ENNIS JOEL & SARAH	BIRKBY CRAIG S	\$562,500.00	UNASSIGNED	PLAIN	21.29	0	0			0	N	N
MERRILL SPENCER & SARAH	BOSMAN MICHELLE L P BOSMAN	\$560,000.00	347 PICKENS ST	WENATCHEE	0.25	1626	1990	4	2.25	484	N	Y
SOBOSLAI LEAH	BALDWIN RANDALL B	\$550,000.00	710 1ST ST	WENATCHEE	0.15	2040	1926	4	2.5	342	N	Y
BORDNER BURKE R	WALKER DANIEL K	\$550,000.00	427 E WAPATO AVE	CHELAN	0.26	1143	1945	2	1.5	528	N	Y
MORRIS MARTY	VEY DONN G	\$549,000.00	28 STORMY VISTA LN	MANSON	0.41	2385	1993			728	N	N
LEDEZMA LEON RICARDO	STONE LOREN BRET & DONNA K	\$545,000.00	1477 SONGBIRD LN	WENATCHEE	0.16	1680	1998	3	2.5	529	N	Y
SNYDER MICHAEL L & CORWIN REBECCA	KENNY MICHAEL	\$540,000.00	1903 LEAVENWORTH PL	WENATCHEE	0.17	1440	1995	3	2	400	N	N
BUSHMAKER KARLA J	OSER MICHELE	\$539,000.00	307 E WAPATO AVE	CHELAN	0.1	1248	1912	2	1	0	N	N
BLEWITT BLUE PROPERTIES LLC	MEJIA ALBERTO JAVIER	\$535,000.00	233 N FRANKLIN AVE	WENATCHEE	0.21	1224	1926	3	1	936	N	N
JIMREIVAT JULIANNA ETAL	MACHEMY MARLENE	\$530,000.00	9349 E LEAVENWORTH RD	LEAVENWORTH	0.55	1568	1981			0	N	N
DODGE STEPHEN	WITTIG JASON W	\$505,000.00	1108 ROSEWOOD AVE	WENATCHEE	0.16	1258	1956	6	2.25	368	N	Y
HERRON WILLIAM C & MELISSA S	BOFTO BRENT S & CHRISTI R	\$500,000.00	21 PERSHING ST	WENATCHEE	0.26	1502	1984	3	2	1077	N	Y
THE RAILWAY LOFT LLC	WENATCHEE VALLEY MEDICAL CTR	\$500,000.00	UNASSIGNED	WENATCHEE	0.57	22320	1946			0	N	N
LOPEZ FARIAS MARTIN & RODRIGUEZ FARIAS RAMONA	SCHUSTER GORDON D & KATHLEEN J	\$489,900.00	1230 LEANNE PL	WENATCHEE	0.16	1418	1966	4	1.75	0	N	Y
DONALD GARTH	CHRISTEN HANNAH M & LEFLER RYAN W	\$487,000.00	708 KITTITAS ST	WENATCHEE	0.11	1564	1924	3	1.75	0	N	Y
HUNTER GLENN A & GAIL E	KEPLER PHILLIP T	\$478,000.00	1480 TRISHA WAY	WENATCHEE	0.16	1668	2006	3	2	504	N	N
PETTER JANE IRREVOCABLE LIVING TRUST	NELSON J CRAIG	\$475,000.00	100 LAKE CHELAN SHORES DR	CHELAN	0	685	0			0	N	N
PAGE DANNY G	MALMBERG GREGORY B & SHEILA G	\$473,000.00	1467 MELISSA WAY	WENATCHEE	0.17	1446	2017	3	1.75	506	N	N



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CHRISTIANSEN CARL & TAMARA R	SHAE GLADYS R	\$469,500.00	934 STEVENS ST	WENATCHEE	0.19	1484	1969	2	1.75	400	N	Y
RHINEHART MARK & CAROL	BALLOU MICHELLE	\$467,000.00	1339 3RD ST	WENATCHEE	0.24	1620	1967	2	1	0	N	Y
WALKER GREGORY & TASHNA POWELL	PALMER GLORIA A	\$465,000.00	1224 PRINCETON AVE	WENATCHEE	0.26	1248	1952	4	1.5	0	N	N
ARMINGTON KIM	OLIVENCIA SANDRA L	\$455,000.00	1100 AMHERST AVE	WENATCHEE	0.27	1690	1919	4	2	520	N	Y
SAMRA INVESTMENT LLC	PEAK ACHIEVEMENTS LLC	\$450,000.00	125 COTTAGE AVE	CASHMERE	0.11	4730	1920			0	N	N
JOYA JOVANI & EMMA	JOHNSTON RYAN	\$444,900.00	3112 BERMUDA ST	MALAGA	0.37	1112	1985	3	2	308	N	N
VARNER STEPHEN R & PATRICIA L	NEVE CAROL M	\$440,000.00	106 QUAIL LN	CASHMERE	0	1714	0			0	N	N
POTTER WAYLAND & BRANDI	CLUTE ANITA	\$440,000.00	707 HIGHLAND DR	WENATCHEE	0.15	1224	1934	4	1.75	216	N	Y
DU BRUILLE JUSTIN P	MINOR DALE L	\$430,000.00	1259 HILL ST	WENATCHEE	0.11	1632	2005			576	N	N
PURVIS EDWARD T & DIANE M	NELSON BRAD & SHERIDAN AIMEE	\$430,000.00	2932 MANSON BLVD	MANSON	0.12	806	1920	1	.75	0	N	N
QUINN RANDY	TIERCE MELANIE A & SLAY KADEN W	\$420,000.00	601 RAMONA AVE	WENATCHEE	0.13	1125	1931	4	2	480	N	Y
THALACKER DOUGLAS S	DAINES MICHAEL C & JANICE B	\$415,000.00	1024 MONTANA ST	WENATCHEE	0.14	1008	1949	3	1.75	264	N	Y
FELDHAUS JUSTIN & JOB FELDHAUS ELIZABETH	DODT ALEXANDRA R ETAL	\$410,000.00	1035 1ST ST	WENATCHEE	0.17	1148	1947	2	1	384	N	Y
VASILEV ANGEL & ANN	GAMEL SANFORD J	\$405,000.00	2008 MACS PL	ENTIAT	0.38	1559	1946	3	2	0	N	N
WALRATH ETHAN & ELIZABETH	HALL VIRGINIA A	\$399,999.00	3273 HANSEL LN	PESHASTIN	0.34	1472	1969	3	1	0	N	Y
PIEPEL DAVE & TRACY	J & J FAMILY REVCBLE LVNG TRUST	\$395,000.00	11155 S LAKESHORE RD	CHELAN	0.04	784	2004			0	N	N
HARDWICK AARON S & CAISEY C ETAL	SAGE HOMES LLC	\$394,900.00	324 EMMA DR	WENATCHEE	0.14	0	0			0	N	N
ROSE LARRY D & VICTORIA J	ZACHER KALCIC PIXIEANN IRREVOCABLE GIFTING TRT	\$388,000.00	1017 N ELLIOTT AVE	WENATCHEE	0.16	1020	1957	3	1	0	N	Y
PRENTICE MICHAEL & CYNTHIA	HARMANING RYAN & RUTH	\$385,000.00	21832 PINTO LN	PLAIN	0.28	1232	1992			0	N	N
LIEBERT JASON & KOLBECK WULFRIE	YANAGIMACHI LILITH	\$380,000.00	1309 POPLAR AVE	WENATCHEE	0.17	999	1976	3	1.5	297	N	N
SEPANSKI RONALD & MICHELLE	TOMCHICK & BECK LIVING TRUST	\$375,000.00	24211 MORGAN ST	PLAIN	0.3	972	1997			0	N	N
DETERING DAVID N & JESSICA	CHANNEL LINDA L	\$375,000.00	3198 SQUILCHUCK RD	WENATCHEE	0.93	1669	1916		1	480	N	Y
BANTHIA RANJIT & RAMPURIA RITU	MADDOX ROBERT ETAL	\$370,000.00	2220 W WOODIN AVE	CHELAN	0	908	0			0	N	N
LIEGEY DREW J	CHAVEZ JESUS M REVERTE	\$365,000.00	1021 CASTLEROCK AVE	WENATCHEE	0.14	816	1951	2	1	312	N	N
ISAACSON NICKI A	MORRISON ROBERT	\$365,000.00	1231 GALLERS ST	WENATCHEE	0.09	1040	2003			400	N	N

U.S. existing-home sales dip as prices hit record high

Ward Media | Wenatchee Business Journal

Existing-home sales in the United States declined slightly in May as prices climbed to an all-time high, according to data released by the National Association of Realtors (NAR). The report highlights ongoing affordability challenges in the housing market, even as inventory shows signs of improvement.

Sales of previously owned homes fell 0.7% in May to a seasonally adjusted annual rate of 4.11 million units, down 2.8% from a year earlier. The median sales price for existing homes rose to \$419,300, marking a 5.8% increase from May 2023 and setting a new record. This marks the eleventh consecutive month of year-over-year price gains.

Lawrence Yun, NAR's chief economist, expressed concern about the widening gap between homeowners and aspiring buyers. "Home prices reaching new highs are creating a wider divide between those owning properties and those who wish to be first-time buyers," Yun stated. He added, "The

mortgage payment for a typical home today is more than double that of homes purchased before 2020."

Inventory Improvement

Despite the overall sales decline, inventory showed signs of improvement, offering a glimmer of hope for potential buyers. Total housing inventory at the end of May stood at 1.28 million units, up 6.7% from April and 18.5% from a year ago. This represents a 3.7-month supply at the current sales pace, an increase from 3.5 months in April and 3.1 months in May 2023.

Yun expressed optimism about the inventory growth, stating, "Eventually, more inventory will help boost home sales and

tame home price gains in the upcoming months. Increased housing supply spells good news for consumers who want to see more properties before making purchasing decisions."

Buyer Demographics and Market Dynamics

First-time buyers accounted for 31% of sales in May, down from 33% in April but up from 28% a year earlier. This figure aligns closely with the annual share of 32% reported in NAR's 2023 Profile of Home Buyers and Sellers.

All-cash sales made up 28% of transactions, unchanged from April and up from 25% in May 2023.

Individual investors or second-home buyers, who often make cash purchases, accounted for 16% of homes sold in May, identical to April and up slightly from 15% in May 2023.

The report also noted that properties typically remained on the market for 24 days in May, down from 26 days in April but up from 18 days in May 2023, indicating a slight slowdown in the pace of sales compared to the

previous year.

Mortgage Rate Challenges

The housing market continues to face challenges from elevated mortgage rates. Freddie Mac reported that the average 30-year fixed-rate mortgage was 6.87% as of June 20, down slightly from 6.95% the previous week but up from 6.67% a year ago. These higher rates have contributed to afford-

ability issues, particularly for first-time buyers.

Single-Family and Condo/Co-op Market Segments

Breaking down the market segments, single-family home sales declined to a seasonally adjusted annual rate of 3.71 million in May, down 0.8% from

See HOME SALES Page 19



Labor Area Reports

Washington adds 16,000 jobs in May as unemployment rises to 4.9%

Ward Media | Wenatchee Business Journal

Washington State's economy added an estimated 16,000 jobs in May, while the unemployment rate ticked up to 4.9%, according to data released Tuesday by the state Employment Security Department. This marks a continuation of the state's job growth trend, albeit with signs of a gradual cooling in the labor market.

The increase in the jobless rate, up from 4.8% in April, extends a pattern of small monthly increases observed throughout 2024. Despite this uptick, state officials characterize the labor market as "relatively healthy" but showing clear indications of moderation compared to the robust growth seen in previous years.

"The labor market is continuing to cool, but remains relatively healthy," said Anneliese Vance-Sherman, chief labor economist for the Employment Security Department. "Despite signs of cooling, Washington businesses collectively added several thousand new jobs. We also saw job growth in most industries."

The private sector led the job gains, adding 15,300 positions, while government employment increased by 700 jobs. Among private industries, professional and business services saw the largest growth, adding 5,100 jobs, with a significant portion (3,700) coming from administrative and support services. The leisure and hospitality sector followed closely, gaining 4,400 new

positions, primarily in food services and drinking places.

However, not all sectors experienced growth. Wholesale trade lost 1,200 jobs, and mining and logging shed 100 positions, highlighting the uneven nature of the state's economic expansion.

The current unemployment rate of 4.9% stands in stark contrast to the record low of 3.6% achieved last summer, underscoring the gradual shift in the state's labor market dynamics. For comparison, the national unemployment rate also saw a slight increase in May, rising to 4.0% from 3.9% in April.

Year-over-year data provides a broader perspective on the state's job market. Washington gained

an estimated 48,800 jobs from May 2023 to May 2024, representing a 1.0% increase in private sector employment and a more robust 3.0% growth in public sector jobs. Education and health services led this long-term growth with 22,080 new jobs, while the information sector experienced the largest decline, shedding 7,000 positions over the year.

Despite the overall job gains, the state's labor force showed minimal change, increasing by just 1,024 people to reach 4,016,975. This suggests a potential tightening of the labor market, with new job creation potentially outpacing the growth in the workforce. Interestingly, the Seattle/Bellevue/Everett region, often considered the state's economic powerhouse, saw its labor force decrease by 6,603 people during the same period, pointing to possible shifts in regional economic dynamics.

The number of unemployment benefit recipients decreased by 1,086

compared to the previous month, with 61,337 people receiving benefits in May. This decrease was primarily attributed to reductions in claims from the construction, agriculture, and accommodation and food services sectors, possibly indicating improved conditions or seasonal variations in these industries.

"The unemployment rate had remained steady at 4.8% the past two months. But this month's increase continues the trend of small monthly rate increases in 2024," noted Vance-Sherman, highlighting the delicate balance the state's economy is attempting to maintain.

The mixed signals in the labor market data — job growth coupled with a rising unemployment rate and a relatively stagnant labor force — present a complex picture for policymakers and businesses alike. While the continued job creation is a positive sign, the gradual increase in unemployment and the slowing pace of labor force growth could indi-

cate emerging challenges in the state's economic landscape.

As Washington navigates these evolving economic conditions, state officials and economists will be closely monitoring various indicators in the coming months. The interplay between job creation, unemployment rates, and labor force participation will be crucial in determining the trajectory of the state's economy for the remainder of 2024 and beyond.

With national economic discussions centered around inflation concerns and potential recession risks, Washington's ability to maintain job growth while managing a gradually rising unemployment rate will be a key factor in its economic resilience. The state's diverse economic base, spanning traditional industries and high-tech sectors, may provide some buffer against broader economic headwinds, but challenges clearly remain as the labor market continues its careful balancing act.

Cheesemaker

Continued from page 1

at the dairy farm and selling her cheese across the state. After four years, Neal decided to bring the operation home, and buy some cows.

"You are looking at people who never had cows in their life until 2020," said Neal, who turns 65 years-old this month.

Yet, when Neal walks into the pasture, the cows swarm her as if she has been around them her whole life.

"This is the year for country western female artists. Well, this year and last year. We've got Ruby, and Reba," said Neal, listing them off. "We do name the steers, but we don't put name tags on them, because nobody wants to know that they're eating Fred."

With the pasture located along Highway 97A, the aptly named cows are celebrities in the area, with car passengers letting out a "Moo," as the drive by. Neal has also made a point to meet with local students and show them how to make 30-minute mozzarella.

"I think overall the benefit is having people more in tune with where their food comes from," said Neal.

When Neal started farmstead, she looked into becoming certified organic, since her origi-

nal cheese was certified and she believed in the practice. However, she was quickly disheartened by the costs that came along with the label, which would be unsustainable for a farm as small as hers. Her friend and certified organic dairy farmer in Oregon reassured her.

"He said, 'You're right there on the highway. People drive back and forth here. They can look out at the cows on the grass, they can see how they're treated, they can see how they're living...Everybody can see what's happening here,' he said. 'That's half as much value as having that certification,'" said Neal.

Despite not having the certification, Neal has maintained her organic practices as much as possible, for the sake of her cows and her farm dog Hank. She avoids pesticides on her pastures, uses vinegar solutions for natural dewormers and fly spray, and buys organic hay in the winter.

"That's my obligation

with these girls here, that's why they're spoiled little snots. They have a really, really good life," said Neal.

With the help of Cascadia Conservation District, Neal has also been able to pursue more sustainable practices. The non-governmental agency assists landowners and operators in Chelan County with addressing natural resource concerns, through technical assistance and cost-share programs.

"We work with a diversity of growers and farmers in our ag programs including orchards, vegetable/berry farms, livestock operations, and vineyards," said Cascadia CD Program Director Liz Jackson in an email to Ward Media.

Cascadia CD helped Neal create a closed-loop nutrient management system, in which Neal uses a compost bedding method in the winter to manage manure onsite, which also helps insulate the shelter floor during winter.

"Everything that they drop, poop, pee, whatever, goes in that pile to age and

then we put it in the manure spreader and blow it out over the pasture as additional nutrition. And up until this year, I have not added any additional fertilizer," said Neal. "There's something to be said for knowing what you're putting on your pasture."

The closed-loop system was a product of a Dairy Nutrient Management Plan Cascadia CD helped Neal write, which is a state mandated plan for properly managing livestock waste. According to Jackson, Cascadia CD will also do a series of soil testing on Neal's pasture in order to improve nutrient applications, as well as add an interpretive sign explaining her closed-loop system to visitors. Next, Cascadia CD will help Neal achieve a Salmon Safe certification.

"We help landowners obtain the Salmon Safe Certification, an eco-label and third-party assessment, highlighting the positive impact the grower has on water quality, water conservation, and fish and

wildlife habitat. Cascadia CD will cover the SS certification costs for first time applicants," said Jackson.

Cascadia has been a large help to the farm, as well as the young farmhands, Neal's husband, and Hank, but Neal has also unintentionally invited an unexpected group to help: the surrounding wildlife. Nearby gray horned owls, hawks, bull snakes, and coyotes help minimize Neal's rodent problem by regularly hunting the pasture.

"I don't like having the coyotes in the pasture. They sneak under the fence. But as long as they don't bother the livestock, they can stay alive. Once they start bothering my cows, then we're going to have to have a, you know, come to Jesus," said Neal.

Currently, Laurel's Crown Farmstead Cheese can be found at Callan Cellars - Chelan, Hard Row to Hoe Vineyards in Manson, and farmers markets. Eventually, Neal hopes to add a creamery, commercial kitchen, and

cheese shop to the farm.

More information about Cascadia CD's Landowner Assistance Programs can be found at cascadiacd.org. Cascadia CD is also expanding its urban agriculture program, which includes partnering with groups to install community gardens.

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



TAYLOR CALDWELL / WARD MEDIA
Fred, one of the few steer on the pasture.

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Marketing

Continued from page 14

and accountability and strengthens the non-profit's reputation, building trust among supporters and the broader community.

Challenges and Considerations

While the importance of marketing for non-profits is clear, these organiza-

tions often face unique challenges and considerations. Limited marketing budgets and resource constraints can make it difficult to execute comprehensive campaigns, requiring prioritization and creative solutions. A creative and innovative approach and a deep understanding of the target audience's interests and motivations is vital to stand out in an increasingly crowded non-profit

landscape, like North Central Washington.

Measuring Success and Demonstrating Impact

To evaluate the effectiveness of their marketing efforts and demonstrate their impact, non-profits must define clear key performance indicators (KPIs) aligned with their

goals. These may include metrics such as website traffic, donor acquisition rates, social media engagement, and overall fundraising achievements.

Regularly tracking and analyzing data from various sources provides valuable insights into the performance of marketing campaigns and areas for improvement. These sources should include website analytics, donor

management systems, and social media platforms. Importantly, non-profits must also actively request metrics from their advertising partners. Whether working with local media, digital advertising platforms, or other promotional channels, organizations should insist on detailed performance reports. These might include metrics such as impressions, click-through rates, conversion rates, and return on ad spend. By combining these external metrics with internal data, non-profits can gain a comprehensive view of their marketing effectiveness across all channels. This data-driven approach enables organizations to make informed decisions about resource allocation, campaign optimization, and overall marketing strategy refinement.

In the non-profit world, effective marketing is not just a nice-to-have; it's a necessity to drive aware-

ness, attract support, and ultimately achieve the organization's mission. By raising awareness about their cause, attracting donors and volunteers, and building a strong brand reputation, non-profits can amplify their impact and create lasting positive change.

While challenges and considerations exist, prioritizing and investing in strategic marketing efforts can yield significant returns for non-profit organizations. By embracing the power of marketing, these organizations can capture the attention and hearts of their target audiences, fostering a culture of giving and inspiring collective action toward a better community.

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.

Home sales

Continued from page 17

April and 2.1% from the prior year. The median existing single-family home price was \$424,500 in May, up 5.7% from May 2023.

In the condominium and co-op market, sales remained unchanged from April at a seasonally adjusted annual rate of 400,000 units, but were down 9.1% from one year ago. The median existing condo price was \$371,300 in May, up 5.1% from the previous year.

Looking Ahead

As the real estate landscape continues to evolve, industry experts will be closely monitoring how these trends impact home affordability and market accessibility for potential buyers. The increase in inventory provides some optimism, but the persistent rise in prices and high mortgage rates continue to pose challenges for many Americans looking to enter the housing market.

The NAR and other housing market observers will be watching to see if the inventory growth trend continues and whether it will lead to a moderation in price increases in the coming months. Additionally, the impact of broader economic factors, such as inflation and interest rates, will play a crucial role in shaping the housing market's trajectory for the remainder of the year.

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Regional variations

The existing home sales market in May 2024 demonstrated diverse regional trends, with the Northeast, Midwest, and West maintaining stable sales figures month over month while the South experienced a decline. Year-over-year comparisons revealed mixed results across regions, highlighting the complex factors influencing housing demand nationwide. Median home prices continued their upward trajectory in all regions, albeit at varying rates, reflecting the unique supply and demand dynamics within each market.

Northeast
Existing home sales in the Northeast remained unchanged from April at an annual rate of 480,000

in May, representing a 4% decrease from May 2023. The median price in the Northeast reached \$479,200, marking a substantial 9.2% increase from the previous year, the highest percentage increase among all regions.

Midwest
In the Midwest, existing home sales held steady at an annual rate of 1 million in May, matching April's figures. Notably, this region was the only one to show year-over-year growth, with sales up 1% from May 2023. The median price in the Midwest stood at \$317,100, up 6.4% from the previous year, indicating robust price appreciation.

South
Existing home sales in the South experienced

the most significant monthly decline, falling 1.6% from April to an annual rate of 1.87 million in May. This figure also represented a 5.1% drop from the previous year, the largest year-over-year decrease among all regions. The median price in the South was \$374,300, up 3.6% from last year, the most modest price increase across regions.

West
In the West, existing home sales in May matched April's figures at an annual rate of 760,000. However, this represented a 1.3% decrease from one year before. The median price in the West reached \$632,900, up 5.5% from May 2023, maintaining its position as the most expensive region in the country.

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