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# Cashmere Valley Record

A Ward Media Publication

Serving the Cashmere Valley since 1907  
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## Local entrepreneur pioneers pear cider industry

By: **WILL NILLES**  
Ward Media Staff Reporter

EAST WENATCHEE— Starting from his great-grandparents' century-old pear orchard, East Wenatchee local, Kevin Van Reenen, works as a pioneer for the nation's pear cider industry. Van Reenen runs Pear UP, one of the United States' first true pear cider production companies, revolutionizing the world of cider-pressing right in the Wenatchee Valley.

Van Reenen grew up helping his grandparents, the Neigel-Vintners, in their pear orchard each season. Though they prepared their pears in nearly every way imaginable, the Neigel-Vintners never tried their hand at pressing cider. Only after returning to the area with a master's



Pear UP's first cider press, made in 1903, now rests in The Orchard's lounge, a reminder of the company's humble beginnings.



Kevin Van Reenen stands outside The Orchard Cider, Seltzer, and Mead House, sporting Pear UP's iconic neon green color.

See **PEAR CIDER** Page **B2**

## Mobile food pantry brings fresh produce to migrant workers



The mobile pantry provides fresh produce at a migrant worker camp. The migrant camp in Monitor is the largest camp in the area, housing up to 300 people.



Valdez hands a pamphlet to a resident of the migrant worker camp. To best serve the community, UV MEND aims to bring culturally relevant produce, and provides information in both Spanish and English.

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

MONITOR – Last year, Upper Valley MEND's food programs took a significant step in expanding its impact by adding a Mobile Food Pantry to its services. Now, it's providing fresh produce to migrant worker camps across the valley.

"It's one of my favorite programs. You can just feel the appreciation and gratitude from folks that we're just, you know, giving free produce to. And they're always so thankful and surprised it's free," said Food Programs Manager Rachel Bishop.

For years, Upper Valley MEND's gleaning program has harvested surplus produce from local farms for the Community Cupboard food pantry. In recent years, the program received a refrigerated Sprinter van

through a grant from the Washington State Department of Agriculture, allowing it to mobilize its pantry.

"We are often gleaning so much produce it's too much to give away just at the Community Cupboard," said Bishop. "So with the refrigerated van, we created this new program called the Mobile Produce Pantry."

Last year, the mobile pantry served 742 people and distributed over 3,400 pounds of produce. It partnered with a series of organizations across the valley to distribute produce, such as Small Miracles and CAFE.

However, its largest partner was Columbia Valley Community Health (CVCH), serving migrant worker camps. From about May to October, CVCH makes rotational visits to approximately 20 camps housing

See **FOOD PANTRY** Page **B1**

## Cashmere Chamber seeks nominations for Annual Community Awards



Bright yellow in-person nomination boxes await local votes at locations around Cashmere, including That Pizza Place, Doanes, The Crow, and the Public Library.

By: **WILL NILLES**  
Ward Media Staff Reporter

CASHMERE—As Summer continues well underway in the NCW, the Cashmere Chamber of Commerce is beginning preparations for its annual Autumn Auction and Recognition Dinner, calling for sponsorships, donations, and nominations from the community.

The Autumn Auction and Recognition Dinner is a long-held local event centered around fostering community connections and raising funds for the promotion of Cashmere and its residents. With the aim of

See **CASHMERE CHAMBER** Page **B2**



Scan this QR code with your smartphone camera to submit your nomination for honoring local citizens, businesses, and organizations.

## Local artists to lead summer workshops at Wenatchee Valley Museum

NCW News  
Ward Media

WENATCHEE — The Wenatchee Valley Museum and Cultural Center, in collaboration with NCW Arts Alliance, has announced a new summer art workshop series featuring regional artists and educators, set to commence in August.

The series, designed for participants aged 16 and above of all skill levels, will offer a diverse range of creative experiences, including Japanese calligraphy, paper crafting, and painting techniques.

The series kicks off on August 10 with a pet portrait workshop led by artist Sunny Hemphill. Participants will employ paint-scraping techniques and markers to create colorful representations of their pets.

The following week, on August 17, Wenatchee Valley College professor Junko Bailey will conduct a Japanese calligraphy workshop. Bailey, who holds a second-degree master's certification in the art form, will introduce students to the fundamental brush techniques and traditions of Shodo.

On August 24, Cashmere-based artist Rhia Foster will guide attendees through a cardmaking and papercraft art workshop, focusing on creating layered textures and 3D cards.

The series concludes on August

See **LOCAL ARTISTS** Page **B2**



COURTESY OF WENATCHEE VALLEY MUSEUM AND CULTURAL CENTER

Wenatchee Valley College professor Junko Bailey, who will lead the Japanese Calligraphy Workshop on August 17 as part of the Wenatchee Valley Museum's Summer Art Series, demonstrates the art of Shodo (Japanese calligraphy). Bailey, who holds a second-degree master's certification in the craft, is shown carefully wielding a traditional brush to create intricate characters on paper.



COURTESY OF WENATCHEE VALLEY MUSEUM AND CULTURAL CENTER

This vibrant pet portrait, featuring a playfully rendered dog against a backdrop of bold colors, offers a sneak peek at the style of artwork participants might create in the upcoming Pet Portraits Workshop. Scheduled for August 10 at the Wenatchee Valley Museum and Cultural Center, the workshop led by artist Sunny Hemphill will teach attendees to use paint-scraping techniques and markers to produce lively depictions of their pets.

### Inside The Record this Week

5 Things to do This Week.....	A2	Community Calendar.....	A3	Sheriff Report.....	A2
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## Community Calendar

### Wednesday

**Cashmere Rotary Club**, meets at Cashmere Presbyterian Church hall, noon. President Mark Shorb, 509-885-0676.  
**Mission Creek Community Club**, meets every month, 7 p.m. (1st and 3rd Wed.).  
**Cashmere Food Bank**, open 2nd and 4th Wednesday from 3-4 p.m. Cashmere Food Distribution Center, 316 River St., for more information, call Pam, 509-245-6464  
**Ukulele Circle**, Join the Ukulele Circle, 5:30 - 6:30 p.m. every Wednesday, at the Peshastin Library. Please come 15 minutes early to tune and get the sheet music.

### Thursday

**Caregiver Support Group**, 2-3:30 p.m. For Caregivers of those with Memory Loss. The Henry Building, 120 Cottage Ave. Contact Carmen Gamble, 509-393-0789. (1st & 3rd Thurs.)  
**Cashmere Sportsman Assoc., (Cashmere Gun Club)**, open to the public for trapshooting 7-10 p.m. Private rentals by appointment. Call Brian James, 509-782-3099.  
**Cashmere American Legion Post #64**, 7 p.m., American Legion Hall, 401 Sunset Highway. Commander Ken Komro, 509-782-4973. (1st Thurs. of every month, August - June).  
**Cashmere American Legion Auxiliary #64**, 7 p.m., American Legion Hall, 401 Sunset Highway. President Linda Ingraham, 509-679-0243. (1st Thurs. of every month, August - June).

### Sunday

**CHURCH:** See the church page for local service times & events.

### Monday

**Cashmere Wacoka Kiwanis Club**, 6:30 p.m., American Legion Hall, lower level. 6:30 p.m. Call Pam Leighton, 509-669-3159. (4th Mon.)  
**Tillicum Riders**, 7 p.m. Chelan County Fairgrounds. Call Cindy, 509-662-5984. (1st Mon.)  
**Cashmere City Council**, 6 p.m., City Hall (2nd & 4th Mon. of each month (unless a holiday, then Tues.))  
**Planning Committee Meeting**, 5 p.m. at City Hall (1st Mon. of each month unless a holiday, then Tues.)  
**Cashmere Fire Department**, Business management, 7 p.m., above City Hall. Call Chief Cy, 509-782-3513. (3rd Mon.)  
**Cashmere Fire Department**, meeting, 8 p.m., above City Hall. Call Chief Cy, 509-782-3513. (3rd Mon.)  
**Cashmere School Board Work Session**, Board work sessions are typically held towards the beginning of the month at 6:30 a.m. with no action taken. For updated info. Visit [www.cashmere.wednet.edu](http://www.cashmere.wednet.edu)  
**Cashmere School Regular Board Meetings**, are typically held towards the end of the month at 7 p.m. with action taken. The schedule for meetings is subject to change to accommodate conflicts in schedule or special circumstances. Visit [www.cashmere.wednet.edu](http://www.cashmere.wednet.edu) for the most up to date info.  
**Chelan Douglas Republican Women**, Monthly meeting and luncheon 1st Monday of the month (unless it's a holiday). \$21. for lunch, \$8. for sitting only. 11 a.m. check in starts, noon for meeting and speaker. Wenatchee Convention Center 121 N. Wenatchee Ave. For information and reservations, please call, Angela Dye, President, 509-668-1105 (1st Mon.)

### Tuesday

**Ice & Peshastin Irrigation Districts**, Current meeting time 8 a.m. at 5594 Wescott Drive. Call Levi Jantzer, cell 509-607-0278, 509-782-2561, or [levi.ipid@nwi.net](mailto:levi.ipid@nwi.net) (2nd Tues.)  
**Peshastin Water District**, meets at 4:30 p.m. Contact: Steve Keene for meeting location. 509-548-5266. (2nd Tues.)  
**Cashmere Chamber of Commerce**, Noon, everyone is invited to attend as a guest. Call Executive Director, for meeting location. 509-782-7404. (3rd Tues.)  
**The Chelan County Cemetery District #2**, (Peshastin) meets at 6 p.m., at the Memorial Hall, located at 10204 Main Street. (2nd Tues.)

### NCW Libraries

**Cashmere Public Library: 509-782-3314**  
 You can order your books online at [ncwlibraries.org](http://ncwlibraries.org) or call 1-800-426-READ (7323).  
 Mon., Tues., Thurs., and Fri., 9-6, Wed. 1-6 and Sat., 10-2.  
**Closed Sun.** 300 Woodring Street. Call 782-3314, or online at [cashmere@ncwlibraries.org](mailto:cashmere@ncwlibraries.org)  
**Cashmere Museum and Pioneer Village**  
 Call for more information 509-782-3230  
**Chelan County Historical Society Board meets**, 7 p.m., Cashmere Museum, 600 Cotlets Way. Call Nicky 509-782-3230. (3rd Thurs.)  
**Note:** Some meetings or events may be rescheduled due to holidays or other closures. Please call and check with that organization listed.

# Community Choir seeks new voices for Christmas season

Cashmere Valley Record  
Ward Media

LEAVENWORTH — The Leavenworth Village Voices, a community choir with a 42-year history in the region, is preparing for its 2024 season and seeking new members.

The choir, known for its Christmas performances, will host its annual Season Opener picnic on Tuesday, August 13, at 6:00 p.m. at Lions Club Park in Leavenworth. This event allows prospective members to meet current singers, share a meal, and learn about the choir's activities before rehearsals begin.

To generate interest, the group recently held a "Christmas in July" event at the Leavenworth Farmers Market. Choir members performed Christmas carols

for approximately 30 minutes, despite temperatures reaching 90 degrees Fahrenheit.

Regular rehearsals for the 2024 season will start on Monday, August 19, from 6:30 to 8:30 p.m. at New Life Church in Peshastin. The choir has a non-audition policy and welcomes singers of all skill levels.

The Leavenworth Village Voices focuses primarily on Christmas-themed performances, with concerts and caroling events scheduled for late November and December. The group has finalized dates for the 2024 concert series, allowing potential audience members to plan ahead.

Those interested in joining or attending performances can find more information on the choir's website at [LeavenworthVillageVoices.org](http://LeavenworthVillageVoices.org).



COURTESY OF HEIDI SWOBODA

Leavenworth Village Voices perform at one of their Christmas concerts, led by Choir Director Mindy Wall, with Accompanist Leah Moats at the piano. Young Swayze Fromm (center) joins the ensemble, adding a touch of youthful enthusiasm to the holiday performance.

# Leavenworth's Oktoberfest to return for three weekends in October

Cashmere Valley Record  
Ward Media

LEAVENWORTH — Leavenworth's annual Oktoberfest will return this year for three weekends of beer gardens and entertainment. The event will span Oct. 4-5, 11-12, and 18-19.

The beer gardens, located at the Leavenworth Festhalle and Front Street Park, will host three stages with a schedule packed with entertainment. The festival will feature polka variety bands, such as the Canadian S Bahn Band, the Californian West Coast Prost, and the Austrian band Die Jungen Weststeirer, playing both Polka and Oberkreiner Oktoberfest music. Austrian band Pech und Schwefel and Manuela Horn, the Yodelin'

Queen, will also grace the stage.

Enzian Schuhplattler of Seattle and the Tirolean Dancers of Oregon will serve up traditional German-style dances. The PNW-based cover band Aqua-Nets and rock band the Hosen Ones are expected to keep the party going.

Fan favorites such as Smilin Scandinavians, AlpenFolk, The Europa Band, The Ted Lunka Polka Band, European Takeout, the Leavenworth Alphorns, and more will provide well-loved traditional Oktoberfest music.

Festival-goers will get to enjoy vendors, food, and beer, as well as a larger Kinderplatz area complete with a 62-foot Ferris wheel, a rootbeer garden, and lots of free games for the kids. This year, the

festival will have a special area for adults to enjoy lawn and leisure games.

The festival will also be introducing a new streamlined payment system utilizing a commemorative smartcard fabric wristband. The wristband offers tap-and-pay purchases for a cashless event. Those wishing to use cash will be able to pre-load their wristband. Attendees will also have the option to pay via credit/debit or mobile pay app.

Oktoberfest in Leavenworth is produced by the Leavenworth Chamber of Commerce, which also organizes Christmastown, Winter Karneval, Love from Leavenworth, and Maifest.

Additional entertainment support will be provided by sponsors Andreas Keller

Restaurant and the Rhein Haus. München Haus will be sponsoring the Kinderplatz. Love Leavenworth Vacation Rentals, SOUTH, and Sleeping Lady Resort are supporting efforts to make Oktoberfest a zero-waste event.

Oktoberfest in Leavenworth was recently named one of the top 13 outdoor festivals in the country by Outside Magazine.

"A lot of towns throw Oktoberfests, but nobody pulls it off quite like Leavenworth, a Bavarian-themed village in central Washington's Cascade Range. This Oktoberfest is so popular, it's spread over three weekends," the publication wrote.

More information about the event can be found at [leavenworth.org](http://leavenworth.org)



COURTESY OF LEAVENWORTH CHAMBER OF COMMERCE

Leavenworth's annual Oktoberfest will return Oct. 4-5, 11-12, and 18-19.

# 12 arrested in multi-agency child exploitation sting

NCW News  
Ward Media

WENATCHEE - A multi-agency operation targeting individuals allegedly involved in sexual abuse and exploitation of children led to the arrest of 12 people in Chelan and Douglas Counties.

The operation, dubbed "Net Nanny," was spearheaded by the Washington State Patrol's (WSP) Missing and Exploited Children Task Force. It marks the 22nd such operation conducted by the task force, which has resulted in 333 arrests since its inception.

"I know all my fellow law enforcement leaders agree that there is nothing more important than safeguarding and protecting our community's most innocent and vulnerable individuals - our children," said WSP Chief John R. Batiste. "As the Chief of the Washington State Patrol, I couldn't be more proud of the outcomes of this operation and the teamwork displayed. The local community can be very thankful for the each of the federal, state, county and local agencies involved for their leadership, partnership, and support of this very successful operation."

The operation involved multiple law enforcement agencies, including the Chelan County Sheriff's Office, Douglas County Prosecutor's Office, Wenatchee Police Department, and several others.

Authorities released the names of the 12 individuals arrested and charged during the operation:

1. Anton Olsen, 22, Leavenworth
2. Alberto Aviliz, 41, East Wenatchee
3. Raymond Sulak, 61, Port Orchard
4. J. Guadalupe Alcaraz Ceballos, 42, Wenatchee
5. Jacob Sea, 26, East Wenatchee
6. Jacob Barnett, 30, Wenatchee
7. Travis Efcoli, 34, East Wenatchee
8. Eusebio Alvarez, 25, East Wenatchee
9. Patrick McWhinney, 35, Wenatchee
10. Mark Ashmore, 50, East Wenatchee
11. Isadoro Angel, 28, Spokane Valley
12. Tristian Rodriguez, 31, East Wenatchee

Chief Batiste emphasized the ongoing threat posed by online predators, stating, "The online world's ability to connect us all has proven to be invaluable over these past many years. Tragically, it also provides an avenue for criminals to reach into our homes, and more worrisome, into the lives of our children, in ways previously never imagined."

Authorities reported that the primary crimes investigated during the operation included:

- RCW 9A.44.073 - Rape of a child in the first degree - attempt
- RCW 9A.44.076 - Rape of a child in the second degree - attempt
- RCW 9.68A.090 - Communication with a minor for immoral purposes
- RCW 9.68A.100 - Commercial sexual abuse of a minor - attempt

Law enforcement officials urge anyone with information related to the suspects or potential victims to contact the WSP's Missing and Exploited Children Task Force at [mectf@wsp.wa.gov](mailto:mectf@wsp.wa.gov).

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# Attorney Russell J. Speidel named to Super Lawyers list



Russell J. Speidel

NCW News  
Ward Media

WENATCHEE — Russell J. Speidel, an estate planning and probate attorney based in Wenatchee, has been recognized in the 2024 edition of Washington Super Lawyers, marking his continued excel-

lence in the legal field. The prestigious designation, awarded to only five percent of lawyers statewide, highlights Speidel's expertise and standing among his peers. This recognition is not new for Speidel, who has consistently earned a spot on the Super Lawyers list since 2007.

Mr. Speidel is the only Estate Planning and Probate lawyer in North Central Washington to receive this honor. The Super Lawyers selection process is known for its rigorous and multifaceted approach. It begins with peer nominations and proceeds through independent evaluation by the publication's attorney-led research staff. Candidates then undergo a peer review by practice area, followed by a thorough check of their professional standing and disciplinary record. Super Lawyers recognize attorneys who have distinguished themselves in

their legal practice. This recognition underscores Speidel's continued commitment to excellence in estate planning and probate law, areas that are crucial for many Washington residents seeking to secure their financial legacies and navigate complex legal processes during sensitive times.

# Schrier calls for more resources to support wildfire fighting effort

NCW News  
Ward Media

WASHINGTON DC— Congresswoman Kim Schrier (D-WA) is urgently calling for additional resources to combat the Pioneer Fire in Washington State, which has burned over 30,000 acres and is threatening the remote community of Stehekin.

In a letter addressed to the National Interagency Fire Center (NIFC) on July 25, Rep. Schrier requested information on resource allocation and prioritization for wildfires in her state. The congresswoman expressed particular concern

for Stehekin, a town with no road access and currently under a Level 2 Fire Advisory.

"I am increasingly concerned about the impact the Pioneer Fire will have on Stehekin residents and want to ensure residents and responders have access to the resources they need to secure their safety and minimize potential structural damage," Schrier wrote in her letter to NIFC officials.

The Pioneer Fire, burning 31 miles northwest of Chelan, WA, is rapidly approaching Stehekin, which serves as a gateway to North Cascades National Park. The Northwest Interagency Coordination

Center has ranked it as the third most concerning fire in Washington State and twelfth in the region.

Schrier is seeking clarity on how these rankings affect resource mobilization, stating, "I would like to know how this ranking affects the mobilization of resources and what characteristics of the fire impact the decision-making process."

The congresswoman also inquired about the availability of additional fire management resources from outside the region, including the possibility of international aid. With the Northwest region at

Preparedness Level 5, Schrier emphasized the need for a comprehensive understanding of the national resource commitment.

"Mitigating risk in our forests has become ever more important with the increasing intensity of wildfires and lengthening wildfire seasons throughout the West," Schrier said in a separate statement. "The Pioneer Fire poses a particular threat as it encroaches on the town of Stehekin. Its geography also makes it particularly challenging to fight."

Schrier's efforts extend beyond this immediate

crisis. She has been active in wildfire mitigation legislation, including pushing for federal firefighter pay increases, introducing the National Prescribed Fire Act of 2024, and securing \$11.5 million in Community Wildfire Defense Grants.

The congresswoman acknowledged the dedication of firefighters on the ground, stating, "We want to thank the firefighters and crews on the ground who have been fighting this fire valiantly. I am committed to getting them the resources they need and ensuring that the Forest Service prioritizes our region."



Congresswoman Kim Schrier (D-WA)

# Icicle Fund Executive Director to step down after nine years of leadership



Christine Morgan, Executive Director of Icicle Fund, will step down from her role in September after nine years of leading the nonprofit organization that supports arts, history, and environmental initiatives in the region.

NCW News  
Ward Media

LEAVENWORTH -- The Icicle Fund, a nonprofit organization supporting arts, history, and environmental initiatives in North Central Washington, announced that Executive Director Christine Morgan will be stepping down after nine years of leadership.

The organization's board is now seeking applicants for the position to guide the Icicle Fund into its next phase of development.

Morgan, who has been credited with steering the organization through significant milestones, will remain in her role through September to ensure a smooth transition.

During her tenure, Morgan oversaw several key developments, including the acceptance of Sleeping Lady Mountain Resort as a gift from founder Harriet Bullitt in 2019, an increase in support for local nonprofits during the COVID-19 pandemic, and the implementation of a trust-based community grant program.

In a statement, Morgan expressed gratitude for her time with the organization, saying, "Icicle Fund is a unique local, place-based funder of the arts, environment, and history. It is a rare community treasure, and this region would be a very different place to live and visit without it. I feel deep gratitude to Harriet and the NCW community for the opportunity to serve and steward the Fund for a while.

The organization is strong and well positioned for future impact. I am looking forward to my next chapter of service elsewhere and to opening the door for the next leader of the Icicle Fund."

Mitsu Iwasaki, Icicle Fund Board President, praised Morgan's contributions, stating, "We are grateful to Christine's unwavering dedication to the communities and organizations that make North Central Washington special. Under her vision, the Fund has had a profound impact on the arts, history, culture, and the environment throughout our valley and beyond. We look forward to identifying the next director who will help shape the Icicle Fund into its next iteration."

The Icicle Fund, established in 1998 by Harriet Bullitt,

has invested more than \$45 million in over 100 nonprofits across North Central Washington. The organization focuses on strengthening connections between people and place through support of artistic expression, historical understanding, and environmental conservation.

Those interested in the Executive Director position can find more information on the Icicle Fund's website at [www.iciclefund.org](http://www.iciclefund.org).



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• 509-860-0736 • 222 Cottage Ave., 9 am Formation of Faith, 10 am Worship. Combined service with Grace Lutheran Church. Pastor Rob Gohl

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[leavenworthumc.org](http://leavenworthumc.org)  
[leavenworthumc@outlook.com](mailto:leavenworthumc@outlook.com)

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[www.leavenworthbaptist.com](http://www.leavenworthbaptist.com)  
Email: [info@leavenworthbaptist.com](mailto:info@leavenworthbaptist.com)

**LEAVENWORTH CHURCH OF THE NAZARENE**  
111 Ski Hill Drive • 509-548-5292  
Sunday Worship 9 a.m.  
Lead Pastor: Greg Appleby  
Youth Pastor Paige Derossett  
Worship Pastor-Jacob Mitchell  
[www.LCN.org](http://www.LCN.org)

**SEVENTH DAY ADVENTIST CHURCH**  
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**SPIRIT LIFE CENTER**  
210 Benton Street • 509-548-7138  
Sunday Worship 10 a.m., Prayer 6 p.m. • Wednesday Bible Study 6:30 p.m. • Pastor Russell Esparza

**Monitor**

**UNITED METHODIST CHURCH**  
3799 Fairview Canyon - 509-782-2601  
Worship Service at 9:00 AM, Sunday Pastor Lilia Felicitas-Malana

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**The Leavenworth Echo | Cashmere Valley Record**

# Fall marketing strategies: capitalize on autumn opportunities in NCW

When the long, hot (smokey) days of summer give way to crisp autumn air, business owners in North Central Washington face new opportunities. Fall brings unique challenges and possibilities, especially for our region's small and medium-sized businesses. Whether you're in construction, real estate, or running a local winery, adapting your marketing strategy for the fall season can help you finish the year strong financially.

## Understand Our Autumn Market

Fall in North Central Washington is a special time. When summer tourists start heading home, we see a different kind of visitor: those seeking colorful foliage, harvest experiences, cooler hiking days, and a taste of our famous wines. Local consumers also change their habits, focusing more on home improvements before winter and looking for indoor activities as the weather cools. For construction and real estate businesses, this can mean a push for last-minute outdoor projects or a focus on interior renovations.

Wineries might see an uptick in visitors eager to experience the harvest season firsthand. Understanding these shifts is key to crafting effective marketing strategies.

## Tailor Your Marketing for Fall

**Event-Based Marketing:** Fall fairs, farmer's markets, and harvest festivals are perfect opportunities to showcase your business. Construction companies might demonstrate winterization techniques, real estate agents could highlight cozy homes perfect for the colder months, and wineries can offer special harvest tours or tastings.

**Target Autumn Tourism:** Fall in North Central Washington brings a fresh wave of visitors, each with their own interests and needs. Real estate agents might create "relocation packages" that showcase the region's year-round appeal, highlighting our four seasons and activities unique to each season. Wineries can promote special autumn wine tours that combine the appeal of hiking with the excitement of harvest season. Construction businesses could partner

with local accommodations to offer "fall fix-up" packages for vacation homeowners.

**Leverage Autumn Activities:** Tie your promotions to popular fall activities. For example, a construction company could offer a "pre-winter checklist" service at the County Fair, real estate agents might host pumpkin-picking events at properties with land, and wineries can create harvest-themed tasting experiences.

## Digital Marketing for Fall

In today's world, your online presence is crucial. Use social media to showcase the beauty of North Central Washington in autumn. Share photos of homes with stunning fall views, time-lapse videos of construction projects racing to beat the winter weather, or behind-the-scenes glimpses of the wine-making process during harvest. Keep in mind, that social media should not be your only digital presence. Current algorithms only reach a small percentage of your following.

Consider running geotargeted ads to reach potential visitors from other areas like Spokane, Ellensburg,

or the west side. Digital display marketing campaigns can keep your local customers informed about fall specials or remind them of important seasonal services (like winterizing homes or stocking up on wine for holiday entertaining).

## Adapt Your Offerings for Autumn

Think about how you can tweak your products or services for the season. Construction businesses might offer fall maintenance packages. Real estate agents could create cozy autumn staging for home viewings. Wineries can introduce limited-edition harvest blends or host special fall-themed events.

For all businesses, consider limited-time autumn promotions. These create a sense of urgency and can drive sales during what might otherwise be a slower period.

## Measure Your Success

It's important to track how well your fall marketing efforts are working. Keep an eye on your sales figures, website traffic, and customer engagement. Many free or low-



By AMY YALEY  
COO of Ward Media

cost tools can help you monitor these metrics. This data will be invaluable for refining your strategies, not just for this fall but for future seasons as well.

## Plan Ahead

As you implement your fall marketing plan, start thinking about the upcoming holiday season. How can you transition your autumn promotions into winter ones? For construction and real estate, this might mean shifting focus to indoor projects or cozy winter homes. Wineries can start promoting their wines as perfect holiday gifts or for New Year's celebrations.

## Embrace Autumn's Opportunities

Fall in North Central Washington offers a wealth

of marketing opportunities for businesses of all types. By understanding the unique characteristics of our autumn market, tailoring your strategies to the season, and leveraging both traditional and digital marketing techniques, you can make the most of this beautiful time of year.

Remember, the key to successful seasonal marketing is to start planning early and be willing to adapt as you learn what works best for your business. Embrace the changing seasons, and let the natural beauty and bounty of our region inspire your marketing efforts.

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.

# Wenatchee area sees job losses and rising unemployment

NCW News  
Ward Media

**WENATCHEE** - The Wenatchee Metropolitan Statistical Area, comprising Chelan and Douglas counties, saw its unemployment rate rise and nonfarm employment decline in June compared to the previous year, according to a report released by the Washington State Employment Security Department.

The report, compiled by Donald W. Meseck, Regional Labor Economist at the Employment Security

Department, provides a detailed analysis of the area's labor market trends.

The unemployment rate in the Wenatchee MSA increased to 3.9% in June 2024, up from 3.3% in June 2023. This rise occurred despite growth in the civilian labor force, which expanded by 1,243 residents to reach 68,835, a 1.8% increase year-over-year.

"This year-over-year increase in the number of unemployed overpowered the expansion in the local labor force, causing the unemployment rate to rise

six-tenths of a point, from 3.3% in June 2023 to 3.9% in June 2024," Meseck stated in the report.

Total nonfarm employment in the two-county area decreased by 900 jobs, or 1.8%, from 50,800 in June 2023 to 49,900 in June 2024. This marks a reversal from the area's previous trend of job growth.

According to the report, "Year over year, the Wenatchee MSA's nonfarm market expanded for 37 months (April 2021 through April 2024) before contracting in May and June 2024."

Key industries showing job losses included construction, which declined by 200 jobs or 4.9% year-over-year. However, some sectors did see growth, including education and health services, which added 300 jobs, a 3.7% increase.

The leisure and hospitality sector, crucial to the area's economy, continued its growth trend, adding 200 jobs for a 2.7% increase compared to June 2023. This growth outpaced the statewide trend, where leisure and hospitality employment actually declined slightly.

"Job growth rates in this

local industry have been more rapid than leisure and hospitality job growth rates statewide in each of the past 10 months (September 2023 through June 2024)," the report noted.

The report also provided insight into long-term trends in agricultural employment, a significant sector in both Chelan and Douglas counties. In Chelan County, agricultural jobs decreased from 9,327 in 2013 to 8,187 in 2023, a 12.2% decline over the decade. Douglas County saw an even steeper drop of 21% in agricultural employment over the same period.

Despite the job losses,

agricultural wages in both counties showed modest growth when not adjusted for inflation. The report suggested several possible explanations for this trend, including "automation, the gradual conversion of some seasonal agricultural jobs to year-round positions, and the increased use of H-2A agricultural labor."

The full impact of these changes on the local economy remains to be seen, but the data suggests a shifting landscape in the Wenatchee area's labor market, with traditional agricultural jobs declining while some service sectors continue to grow.

## Food pantry

Continued from page A1

seasonal agricultural workers, or H-2A workers, providing medical and dental care out of a mobile clinic.

"I invite other community partners to attend as well, because a lot of times maybe not every one of the 200 H-2A workers that are in one camp, maybe they all don't need just medical or dental services, but maybe they could really benefit from getting free food, or from getting other community resources," said CVCH Outreach Coordinator Bryan Cadena.

Last year, the mobile pantry served 376 workers and distributed nearly 2,000 pounds of produce.

"Locally grown organic produce is one of the more expensive things you can buy at a grocery store, so [we're]

being able to provide that to people who definitely wouldn't have access otherwise," said Bishop.

At the site, the mobile pantry mimics a farmers market setup, placing the produce in nice baskets with signage, to make people feel welcome. UV MEND provides grocery bags, and people are able to take as much as they want.

"We try and make sure that we're bringing, if it's available, culturally important produce to the people, so that they're actually used when they're cooking. So for a lot of the migrant camps, we're trying to bring onions, and cilantro, and tomatoes, fruit, peppers, zucchini, potatoes, all that kind of stuff," said Bishop.

In situations where the gleaning program has harvested a large amount of an unpopular vegetable, the pantry will try to provide a

familiar recipe. For kale, UV MEND staff member Natalie Valdez was able to provide a kale-chimichurri recipe in both Spanish and English for people to take home.

"[For] a lot of people here, Spanish is their main language and you know, you really want to be able to communicate with them and make them feel more comfortable," said Valdez.

Due to seasonal challenges this year, UV MEND has had less produce to glean, causing it to scale back its mobile pantry. Because of this, it's focusing on migrant camps when it has produce available. Fortunately, the program is able to supplement through its Farm to Food Pantry program with the state, in which it can buy produce from local farmers.

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



The mobile pantry coordinates with CVCH to visit camps across the valley.



UV MEND staff member Natalie Valdez and volunteer Robin Moser.

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• Community Development Director  
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Details at [cityofleavenworth.com/employment/](http://cityofleavenworth.com/employment/). EOE

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Fast Track application process and information can be found on our website at [www.cascadesed.org](http://www.cascadesed.org) EOE

#### PUD No. 1 of Okanogan County is seeking to fill an accountant / payroll position.

Please see [www.okanoganpu.org](http://www.okanoganpu.org) for job description, requirements and submit application with resume. Okanogan PUD is an equal opportunity provider and employer.

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40 ft. deep water boat slip with electric, water, waste dump. Sunset Marina, Chelan. Secure parking. Oct. 1, 2024 to April 1, 2025. \$400 a Month  
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Seller is licensed Realtor Maui, HI

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##### Public Notices

Pursuant to RCW 35.21.157 and the contract between WM and the City of Cashmere, WM hereby provides notice to the public of rate changes for solid waste and recycling collection pursuant to the Solid Waste Collection Service agreement between WM and the City of Cashmere. The Rate Adjustment will be effective October 1, 2024. More information concerning the 2024 Rate Adjustment can be obtained by calling WM at (877) 466-4668 or [www.wmnorthwest.com/cashmere/index.html](http://www.wmnorthwest.com/cashmere/index.html)  
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**NCW News Network**  
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## NCW NEWS

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## ADVENTUROUS WORD SEARCH

H Y I R D E V I T C A D S C A R Y C B E  
S Y Z A M S U O C T C H I L L S G Y P G  
G H S P T O H T E C L I M B I N G T C O  
N L M I Z C B U Y X R E T S A O C L A A  
I E H D C D O P I P E T U H C A R A P L  
L U P S T G Y M E B E R E S I B R N O S  
L I T A P M O D P Z N A T M P X G N S Y  
I E C N D V R O A E R Y R I C M O Y T H  
R N R E L P C L S T T X E U O I X N H R  
H X E E S P B C R B Z I B I T N E R D A  
T P E P O L N A S S U A T C T M P N B X  
S D D X I N C E L E R M A I E X A M U U  
G Z C A T I S H N R I T P V O I Z X N D  
Z G R U N R L G I D O R E S Y N B Y G M  
N T Z G N Y E E P E U I A H B Y Y H E C  
E C C S U O R M S M H R I D N H C B E U  
G M H I M S D I E C D G A Z N Y Y A T U  
N Z N N U Z Y Y A G H B V N A U D Y U O  
M P O A D V E N T U R E S E C U O L E T  
D A R G X T L G Y M U Y X I P E N B Z A

#### WORDS

- ACHIEVEMENT
- ACTION
- ACTIVE
- ADVENTURES
- BARRIERS
- BOUNDARIES
- BUMPS
- BUNGEE
- CHILLS
- CLIMBING
- COASTER
- COMPETITION
- ENDURANCE
- EXERTION
- EXTREME
- GOALS
- HEART-RACING
- HIGH
- PARACHUTE
- RAPIDS
- SCARY
- SPEED
- THRILLING
- TRAIL BLAZE

Find the words hidden vertically, horizontally, diagonally, and backwards.

H Y I R D E V I T C A D S C A R Y C B E  
S Y Z A M S U O C T C H I L L S G Y P G  
G H S P T O H T E C L I M B I N G T C O  
N L M I Z C B U Y X R E T S A O C L A A  
I E H D C D O P I P E T U H C A R A P L  
L U P S T G Y M E B E R E S I B R N O S  
L I T A P M O D P Z N A T M P X G N S Y  
I E C N D V R O A E R Y R I C M O Y T H  
R N R E L P C L S T T X E U O I X N H R  
H X E E S P B C R B Z I B I T N E R D A  
T P E P O L N A S S U A T C T M P N B X  
S D D X I N C E L E R M A I E X A M U U  
G Z C A T I S H N R I T P V O I Z X N D  
Z G R U N R L G I D O R E S Y N B Y G M  
N T Z G N Y E E P E U I A H B Y Y H E C  
E C C S U O R M S M H R I D N H C B E U  
G M H I M S D I E C D G A Z N Y Y A T U  
N Z N N U Z Y Y A G H B V N A U D Y U O  
M P O A D V E N T U R E S E C U O L E T  
D A R G X T L G Y M U Y X I P E N B Z A

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## SUDOKU

					2	8	
1			6				9
	4			7			1
7		5	4				
					1	4	
		8	2				
6		2		9		3	4
5					8		
	2				7		

Fun By The Numbers

Like puzzles? Then you'll love sudoku. This mind-bending puzzle will have you hooked from the moment you square off, so sharpen your pencil and put your sudoku savvy to the test!

Level: Intermediate

#### Here's How It Works:

Sudoku puzzles are formatted as a 9x9 grid, broken down into nine 3x3 boxes. To solve a sudoku, the numbers 1 through 9 must fill each row, column and box. Each number can appear only once in each row, column and box. You can figure out the order in which the numbers will appear by using the numeric clues already provided in the boxes. The more numbers you name, the easier it gets to solve the puzzle!

6	1	7	8	5	3	9	2	4
4	3	6	7	4	8	9	5	1
2	8	9	2	1	9	5	3	4
3	4	5	3	4	6	7	8	9
7	9	6	7	8	2	1	9	5
3	4	5	8	2	7	9	3	1
8	6	2	7	9	3	1	4	5
3	3	8	3	4	6	2	8	3
6	7	1	5	4	6	4	6	9
2	3	4	9	8	8	7	6	5
1	5	8	4	6	2	3	7	9
8	7	9	6	1	3	5	4	2

ANSWER:

# Animal Haven educates youth on ethical farming

By: WILL NILLES  
Ward Media Staff Reporter

CASHMERE—Amongst the sagebrush and orchard trees of the Cashmere area stands a hillside refuge for animals rejected by their owners and the agriculture industry. The Ridge 2 River Animal Haven operates as both a sanctuary for nine different species of critters and a crucial educational resource for teaching local youth about ethical agricultural solutions.

When chicken farms hatch roosters or when dairy farms deliver bulls, they often sell or kill them as rejects to be thrown away. Anna and Eric Gullickson founded Ridge 2 River to confront issues like this and educate the next generation of consumers on the dangers of the unethical livestock industry.

Anna Gullickson previously worked in a large dairy operation, where she witnessed the ins and outs of animal treatment within the massive agricultural industry. At first, Gullickson didn't pay much attention to the abusive systems that ensured a constant flow of milk for consumption. But, as she looks back, she feels horrified for the mothers who they would

separate from their newborn calves to be harvested for their milk.

"I was very fortunate to have the experiences," Gullickson explained. "and I never once was like, 'Is this fair? Should we be doing this? Is this necessary?'"

It was only after Gullickson became more curious and asked questions about the experiences of animals that she would begin to rethink the ways in which she wanted to work with them. Because of this, Gullickson aims to inspire the same curiosity and compassion within local youth, hoping to leave a lasting impact on the future of agriculture and animal treatment as a whole.

As part of this drive for education and awareness, Ridge 2 River participates in the LEAP (Leaders for Ethics, Animals, and the Planet) program, offered as an alternative to programs like FFA and 4H. Through the LEAP program, Ridge 2 River plans to host five local students for the 2024-25 school year, providing hands-on lessons and interactive training in an ethical agricultural environment.

Ridge 2 River also hosts various camps centered around

teaching local kids about the importance of compassion, identifying inhumane systems, and developing ethical solutions for the animals.

Though trying to help so many animals that have been abused and rejected takes an emotional toll on Gullickson, the educational side of Animal Haven gives her hope for the future.

"We have kids camps," Gullickson shared. "And one girl told us at our last camp for the summer, 'I have never learned so much in five days in my entire life.' And it was a reminder of how great it is to make positive change and do good, and how impactful we are to influence kids for changing their choices and what they buy and what they do, in five days, and it's just incredible."

Ridge 2 River also travels to nearby schools with their volunteer program, providing presentations on humane education and making connections within the local community. A major community connection for Ridge 2 River is the Confluence Rotary Club which visited the Animal Haven for a plant-based potluck at the beginning of August as a show of support for the hard work

and dedication of the Ridge 2 River team.

Additionally, Ridge 2 River operated an internship program with Peshastin Pinnacles Prep as a means of providing local youth with further first-hand experience, leadership skills, and understanding of the needs of animals.

Though the Ridge 2 River team deals with so much physically, mentally, and

emotionally draining work, the rescued dogs, hens, and roosters at their haven embody an invitingly relaxed attitude, displaying their comfort and happiness as they approach their caretakers in a gentle crowd of critters.

Sadly, the Ridge 2 River Animal Haven is often at capacity for their animals, financially and physically unable to take in more animal residents. However, they are

always happy to help educate visitors and provide those who are curious with a plethora of information on the best ways to help locals raise and care for their animal friends in humane and ethical ways.

For more information about Ridge 2 River Animal Haven, visit their official website at [ridge2river.org](http://ridge2river.org)

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



WILL NILLES/WARD MEDIA  
Anna Gullickson (left) and her colleague with NCW for Animal Compassion, Kris (right) pose outside Ridge 2 River Animal Haven with two of the sanctuary's rescued dogs.

## Glacial history of the Pacific Northwest

NCW News  
Ward Media

WENATCHEE - The Wenatchee Valley Erratics Chapter of the Ice Age Floods Institute is set to host a presentation on the glacial

history of the Pacific Northwest on Tuesday, August 13. The event will take place at 7:00 p.m. at the Wenatchee Valley Museum and Cultural Center, with a virtual option available via Zoom.

Daniel Coe, graphics editor

for the Washington Geological Survey in Olympia and editor for the North American Cartographic Information Society's Atlas of Design, will deliver a talk titled "Mapping the Glacial Legacy of the Pacific Northwest."

Coe's presentation will explore how glaciers have shaped the region's landscape over the past 15,000 years, focusing on the impacts of the Cordilleran ice sheet, repeated ice age floods, and extensive alpine glaciation. The talk will showcase both historical and modern maps, illustrating the evolution of glacial landform

mapping and interpretation since the late 19th century.

The Washington Geological Survey's recent efforts in creating new maps will be highlighted, demonstrating how traditional datasets and techniques are being combined with modern insights and technologies such as lidar to enhance our understanding of

the area's glacial history.

The event is free and open to the public. Interested parties can attend in person or join via the provided Zoom link at <https://us02web.zoom.us/j/84520197937>. For more information on this and other Ice Age Floods Institute programs, visit their official website at [iafi.org](http://iafi.org).

### Kid Scoop

**PENCILYMPICS!**  
Get your brain and your hands in shape with a pencil-grabbing, pencil-pushing, pencilicious workout!

**High Dive**  
There are five differences between these divers. Score 1 point for each one you find.  
*Standards Link: Find similarities and differences in common objects.*

**Boxing**  
Look at the rows going up and down. Circle the things that the boxers have in common in each row.  
Find all six things and score 5 points. Find 3-5 to earn 3 points. Find 1-2 and score 1 point.  
*Standards Link: Find similarities and differences in common objects.*

**Archery**  
Place a pencil on the archer's bow. Close your eyes. Trace a path to the target. Open your eyes and check your score (the number in the ring of the target that you "hit"). Repeat two more times and add up your score.  
*Standards Link: Math: Compute sums.*

**A-MAZE-ing Runner**  
Only one will take you to the finish. Find it in less than 30 seconds and score 5 points! 30-60 seconds earns 3 points. 60+ seconds earns 1 point.  
*Standards Link: Physical Education: Eye-hand coordination.*

**Hurdles**  
Place your pencil on START. Close your eyes. Draw 10 dots, trying to put one on each hurdle. Score 1 point for each hurdle that contains one, and only one, dot.

**SEARCH: Get the Lead Out!**  
There are lots of pencils on this page, but only one crayon. Find that crayon in less than 30 seconds and you earn 10 points; 60+ seconds earns you 5 points.

**Go the Distance!**  
On one newspaper page, find and circle the letters that spell each of the following words:  
Basketball  
Volleyball  
Archery  
Cycling  
Pentathlon  
*Standards Link: Spelling: Spell grade level words correctly.*

**Photo Finish**  
Sonia took a picture of the bike races. Find five or more silly things in Sonia's cycling photo.  
*Standards Link: Investigation: Find similarities and differences in common objects.*

**Double Double Word Search**  
Find the words in the puzzle. How many of them can you find on this page?  
*Standards Link: Letter sequencing. Recognize identical words. Skim and scan reading. Recall spelling patterns.*

**PENCIL PUZZLER**  
Can you find the pencil with two pointed ends in less than 60 seconds? When you find it, share this puzzle with a friend or family member!

**FROM THE LESSON LIBRARY**

**Build Your Muscles!**  
The newspaper has great tips for building your muscles! Look through your newspaper for running events, hikes and other outdoor activities. Sign up and go! Get the whole family in on the fun!  
*Standards Link: Health: Identify behaviors that promote healthy lifestyles.*

**Write On! My Olympic Achievement**  
Write about a time you did something really great—something you didn't think you could do, but you tried anyway and did it.

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