

Wenatchee subscribe

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Lake Chelan Health to transition to hospitalist model COURTESY OF LAKE CHELAN HEALTH

Lake Chelan Health Hospital is transitioning to a hospitalist model with Rural Physicians Group to provide 24/7 inpatient care, starting January 14, 2025. The change aims to improve patient care and reduce unnecessary patient transfers.

Lake Chelan Health Hospital recently announced the decision to contract with Rural Physicians Group (RPG) to provide hospitalists for inpatient care.

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

nder this new model, an RPG hospitalist will be on-site 24/7 for a weeklong shift, rotating among the same three to four physicians.

Currently, the hospital partners with Columbia Valley Community Health (CVCH), whose physicians have provided inpatient care and labor and delivery services. CVCH doctors will still provide labor and delivery services after the transition to RPG on January 14, 2025.

Aaron Edwards, CEO of Lake Chelan Health Hospital, noted that since the hospital opened in December 2022, patient volumes across various departments, including the emergency room, imaging, and lab, increased significantly.

However, inpatient admissions have steadily declined over the past two years, with some months remaining flat but most showing a slow downward trend. Given the usual correlation between emergency room

visits and inpatient admissions, the hospital began analyzing metrics such as the emergency room length of stay (LOS) and time to inpatient bed and discovered that the numbers were higher than expected.

Currently the hospital's daily inpatient census is a little over two inpatients and two swing beds. Swing beds are for someone that doesn't quite meet inpatient criteria, but might need

See **LCH HOSPITAL** Page **19**

Historic building reopens as Dryden Roadhouse



TAYLOR CALDWELL / WARD MEDIA

The entrance of the newly opened Dryden Roadhouse on Main Street in Dryden. The restaurant, owned by Terri Morris and John Bryant, is housed in a historic 1928 building that once served as the beloved Duffy's Tavern. SEE STORY PAGE 16

Documentary release honors Vietnam War hero, veterans' stories

Siblings Seth Pierson and Jess Pierson Pappas, along with Jess's husband Dan Pappas, set out to document the life of their Great Uncle Vic. a decorated Green Beret and Vietnam War hero.

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

ut, what began as a tribute to his service and from their Gramps. sacrifice transformed into something unexpected – a love story.

"I think we really set out on a journey to learn about our Great Uncle Vic and his time in Vietnam, which we did, but we also learned a lot about my Great Aunt Diane, her strength, and their love story... which is truly beautiful and inspiring,"

The siblings grew up hearing

stories about their Uncle Vic

"After our Gramps passed, we felt the need to hear the stories from our Uncle Vic and let him and our Aunt Diane tell their experiences and stories," Seth said. "It was just lucky to have a sister who has such a great background in videography and documentation."

The documentary "Uncle Vic" highlights Vic Underwood's

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NEWSSTAND LOCATIONS

Wenatchee

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

East Wenatchee Safeway, 510 Grant Road Cashmere

Martin's IGA Market Place 130 Titchenal Way

Leavenworth Dan's Food Market

1329 U.S. Highway 2 Chelan

Safeway, 106 W. Manson Rd.

Lake Chelan Mirror 131 S. Apple Blossom Dr.,

#109 **Brewster**

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

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The role of small businesses in building community identity

By **Terry Ward** | CEO and Publisher

alking downtown in any community across North Central Washington, you'll find more than just commerce - you'll discover the very heart of community iden-

The independent bookstore where reading groups have met for decades, the family-owned hardware store where your grandfather bought his first toolkit, the corner café where local politics are debated over coffee and pie. These businesses are more than lines on a balance sheet: they are the threads that weave together the fabric of our shared civic life.

As we see more digital convenience and corporate consolidation, we must recognize what we risk losing when small independent businesses fade from our neighborhoods. It's not just the economic impact - though that certainly matters – but the dissolution of those intangible bonds that transform mere geographic proximity into genuine community.

Consider the barber

shop where three generations have gotten their first haircuts, or the neighborhood deli where the owner knows not just your sandwich order but your children's names. These establishments serve as informal community centers, places where stories are shared, relationships are forged, and local traditions are maintained and passed down.

Yet equally heartening is the surge of new independent businesses emerging in our communities - the artisanal coffee roasters, craft breweries, farm-to-table restaurants, and innovative retail concepts that speak to contemporary tastes while embodying timeless principles of community connection. These entrepreneurs, many of them young and drawing from diverse backgrounds, are not just opening businesses; they're creating new gathering spaces and writing the next chapter in their neighborhoods' ongoing stories.

The pandemic taught us many lessons, but perhaps none more poignant than the vital role these businesses play in our collective well-being. When our favorite local spots were forced to close their doors, even temporarily, we felt the loss not just as consumers, but as community members. The absence of these daily interactions revealed just how much these businesses contribute to our sense of belonging and place. Yet it also sparked a renaissance of entrepreneurial spirit, as creative minds saw opportunities to fill new needs and reinvent community spaces for a changed world.

As we look to the future of our cities and towns, we must consider how to preserve and nurture these essential community anchors - both the legacy businesses that have served generations and the innovative newcomers that keep our neighborhoods vital and evolving. This isn't mere nostalgia - it's about maintaining the unique character and social infrastructure that make our communities worth living in. While chain stores and

From the



e-commerce platforms may offer efficiency and convenience, they cannot replicate the deep community connections fostered by local businesses.

The next time you step into your neighborhood shop, whether it's a decades-old institution or a newly opened venture, remember that you're not just making a purchase - you're participating in a tradition of communitybuilding that stretches back generations while reaching forward into the future. These small businesses are not just selling goods and services; they're creating the spaces where community happens.

In an increasingly stan-

dardized world, it's these local enterprises, both old and new, that give our neighborhoods their distinctive flavor and our communities their beating hearts. Supporting them isn't just good economics - it's an investment in the social and cultural vitality that makes a place feel like

Terry Ward is the CEO of Ward Media and the publisher of 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.

2024 Eastern Washington CS and Tech Fair: Cultivating tomorrow's innovators

On October 17, 2024, hundreds of community leaders and volunteers joined educators, staff and students at Big Bend Community College to transform the college campus into a vibrant hub of innovation and inspiration.

By Dr. Sue Kane, CEO | NCW Tech Alliance

he second annual Eastern Washington CS and Tech Fair, hosted by the Apple STEM Network, welcomed over 400 high school students from across Eastern Washington. This event was more than just another career fair; it was a beacon of opportunity, illuminating the pathways to a future brimming with technological possibilities.

The day began with an official welcome from College President Dr. Sara Thompson Tweedy, whose words set the tone for a

day of exploration and discovery. Alongside her, Computer Science Professor Michell Valdivia, and Nikki Medved of the North Central Educational Services District shared their insights, igniting a spark of curiosity in the young minds present. Dr. James Stanger of CompTIA traveled over from Olympia to share a message with the students about the transformative power of technology skills. CompTIA is the worlds largest trade association, and their certifications are the industry recognized credential that opens local employment doors to technology careers across the region including local energy, healthcare and data center jobs.

Students navigated from the opening session to breakout workshop sessions and a bustling industry expo, featuring representatives from technology professionals from Microsoft, Sabey, Firefly and others. Each booth was a gateway to a world of possibilities, offering students a glimpse into the dynamic careers that



One of the student favorite breakout sessions titled "Building the Future of 911: Technology and Teamwork at MACC 911," introduced cutting-edge public safety technologies revolutionizing emergency services in Grant County. This workshop highlighted the critical role of AI, cloud technology, and secure systems in ensuring public safety.

Another session, "Digital Defense: The Importance of Cybersecurity," led by Charlie, delved into the current cybersecurity landscape. Through engaging activities and discussions, students learned about the dangers and defenses in the digital world, gaining practical tips to stay safe online.

The IGNITE Worldwide Panel was a beacon of inspiration, featuring stories from women and gender-diverse STEM professionals.

See **CS AND TECH FAIR** Page **18**

Finance

Beau Ruff

Contributor for Ward Media

Use retirement accounts to give to charity in your estate plan

hether you know it or not, your "estate" is comprised of different assets with different attributes. Some of your assets will be governed by your will, while others will be governed by the beneficiary designation attached to the asset.

Some assets you leave to your heirs will be subject to income tax, and some will not. When weighing how best to incorporate charitable giving into your estate plan, it makes sense to lean on one specific type of asset to make your charitable gifts: your pretax retirement accounts such as a 401k or traditional IRA.

Many people like the idea of giving some portion of their estate to charity, but charitable gifts are often overlooked or put on the back burner during the estate planning process. This happens for a couple of reasons.

First, the estate planning process can be complex, and many people have a simple goal: just get something in place that will effectively pass assets to family in the most efficient way possible. They leave the charitable giving discussion until some undefined "later" time that doesn't always materialize.

Second, the estate planning process can be expensive. After receiving the bill for the attorney services for the initial estate plan, couples are reluctant to resume the estate planning process any time soon.

But there's a simple and effective way to include charities in your estate plan by utilizing pre-tax retirement accounts.

Why Pre-Tax Retirement Accounts?

Remember, there are different kinds of assets in your estate. From an income tax perspective, your pre-tax retirement accounts are conventionally seen as a less desirable asset to inherit. Of course, any inheritance is a net positive, but pre-tax retirement accounts are subject to ordinary income taxes when the beneficiary takes the assets out of the retirement account. And. since the SECURE Act, a beneficiary generally has just 10 years to remove the assets from an inherited retirement account. So, a pre-tax retirement account is less desirable to inherit, but only for individuals subject to income tax. Charities don't pay income tax, so they are unconcerned about the "pre-tax" aspect of the retirement account.

Why is it simple?

An estate plan is usually composed of a will, powers of attorney, and a health care directive. All of those documents are usually drafted by attorneys who charge for both the process and product, as well as any future changes or amendments. But another key component of an estate plan is paying attention to the assets in your estate that have a

beneficiary designation attached to them - things like life insurance and (importantly) retirement accounts. Beneficiary designations are not normally changed by attorneys - you change them yourself with the custodian of the asset or account. Usually, there is no charge to change beneficiary designations, and often, you can make changes quickly and as frequently as you would like.

What if assets fluctuate?

Assets can and do fluctuate. Life circumstances change, and laws change as well. The result of all this is that your estate plan and any beneficiary designations that create a gift to a charity are fluid concepts that change from time to time. But, because beneficiary designations are simple and free to change, you can easily change your mind as frequently as you want and change the beneficiary designation to accommodate the current assets and the current gifting plan.

Consolidated into an Example

Imagine Beau and Diana have two kids and a net worth of \$1M, which is composed of a house (\$500k), cash in banks (\$100K), and a retirement account (\$400k). Assume they want 10% of

the estate going to Charity ABC and the rest to their kids. They could write that percentage gift into the will, or, as discussed above, they could utilize the pre-tax retirement account. Their will would simply say everything goes to their kids (wills don't generally dispose of retirement accounts that have beneficiary designations). Then, they would update the beneficiary designation on the retirement account to provide 75% to their kids and 25% to Charity ABC. The result is that Charity ABC gets the \$100k from the pre-tax assets, preserving more of the nontaxable assets for the kids. And, as assets

change, Beau and Diana need only remember to periodically update the beneficiary designation on the retirement account without needing to update the will again or pay attorney's fees. Assuming the highest marginal tax rates, by utilizing pre-tax assets for the charity, the children will net a higher amount than if other assets (house or cash) were utilized to make the \$100k gift to Charity ABC.

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

Strength in Strides' program gets \$25K boost

Ward Media | Wenatchee Business Journal

latheia Therapeutic Riding Center, a Wenatcheebased nonprofit serving individuals with disabilities, has been awarded a \$25,000 Impact Grant from Peoples Bank to expand its therapeutic riding programs in North Central Washington.

The center, founded in 2011, will use the funding to support their "Strength in Strides" project, which provides specialized equine therapy services to underserved children and adults with physical and developmental disabilities throughout the region.

"Through this community Impact Grant, Peoples Bank is creating a more supportive, inclusive, and equitable community. Everyone can thrive, regardless of their physical ability, background or financial situation," said Nancy Grette, Co-Founder and Executive Director of Alatheia Therapeutic Riding Center.

Andy Riddell, Peoples Bank Chief Lending Officer, highlighted the competitive nature of this year's grant process. "Our annual Impact Grant program is a great reminder of how many truly deserving organizations are making a difference every day," said Riddell. "We were overwhelmed with the number of applications we received this year and thrilled to be



COURTESY OF PEOPLES BANK

From left to right: Leda the horse, Laura Turner, Alatheia Caretaker/Facility Manager, Stacy Suydam, Peoples Bank Commercial Banking Officer, Amy Smith, Retail District Branch Manager, Dianna Bodin, Peoples Bank Director of Commercial Banking, Michael Machado, Peoples Bank Commercial Market Leader, Amy Collins, Peoples Bank Senior Commercial Loan Assistant, Nancy Grette, Alatheia Co-Founder & Executive Director, Andy Riddell, Peoples Bank Chief Lending Officer, James Coker, Alatheia Volunteer, Solvi the horse.

able to support such worthy causes."

The Impact Grant program, established by Peoples Bank in 2017, aims to fund specific projects that promise long-lasting, positive impacts on local communities. The bank, which manages \$2.4 billion in as-

See **ALATHEIA** Page **19**



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Finance

Tyler Kert

Contributor for Ward Media

What is a Backdoor Roth IRA, and Why is it Legal?

Backdoor Roth IRA is a strategy that helps highincome earners receive the benefits of a Roth IRA, even if they exceed the income limits for contributing to a normal Roth IRA.

Roth IRAs are investment accounts that offer tax-free growth and withdrawals in retirement.

They are an excellent tool for young investors because they allow individuals to contribute aftertax dollars while they are in a lower tax bracket that can be withdrawn tax-free in the future.

However, there are income limits set on contributing to Roth IRAs.

In 2024, individuals with incomes over \$153,000 (or \$228,000 for married couples) are not eligible to contribute directly.

The backdoor Roth strategy allows people to sidestep this restriction by using a traditional IRA as a stepping stone.

Here's how it works: First, you make a contribution to a traditional IRA, which has no income limits.

If you contribute after-tax dollars (which are common for high earners whose contributions aren't deductible), the amount won't be taxed when it's converted to a Roth.

After funding the traditional IRA, you convert it to a Roth IRA.

Any earnings in the account may be subject to taxes upon conversion, but careful timing - such as converting shortly after funding – can minimize these taxes.

do a backdoor Roth, you should convert your traditional contribution to a Roth immediately to avoid earnings and resulting tax

If you're planning to

The strategy is perfectly legal. In 2010, Congress removed the income limits for Roth conversions, and the IRS has not placed restrictions on the process.

This move by Congress was intentional. They were encouraging more people to take advantage of Roth IRAs for retirement savings, and the government benefits from the immediate tax revenue on any pre-tax amounts that are converted.

Even though the backdoor Roth is essentially a loophole that takes advantage of the lack of restrictions between traditional and Roth IRA conversions, it still complies with IRS

One of the biggest appeals of a Roth IRA is that all growth in the account is tax-free, and withdrawals are also tax-free in retirement, provided you are

Additionally, Roth IRAs don't have Required Minimum Distributions (RMDs), meaning you can leave the money in the account as long as you want.

Many individuals are annoyed when they are required to take money out of their traditional IRA accounts in the form of RMDs.

The government requires these distributions so they can collect the tax revenue from the withdrawals.

Roth IRAs don't require RMDs and allow the investor more control over when they want to take their withdrawals.

This also makes the Roth especially useful for people who want to leave tax-free funds to their heirs.

However, there are some potential complications to consider. If you have other pre-tax IRA funds, you won't be able to contribute to a back-door Roth without converting the traditional IRA funds to a Roth first.

If you have pre-tax IRA funds and try to do a backdoor Roth, the conversion will trigger the pro-rata rule, which requires you

to pay taxes on a portion of the converted amount based on the ratio of pre-

tax to post-tax money

across all your IRA ac-

This will make things get messy and you'll run the risk of getting hit with an unexpected tax bill. As a best practice, you should

While the backdoor Roth IRA offers clear benefits, it's important to recognize that future legislation could close the

only consider a backdoor

Roth if you don't have

other large pre-tax IRA

accounts.

loophole.

Lawmakers have debated whether the strategy allows high earners to avoid the intended limits of Roth IRAs, but for now, the backdoor method remains a legal and effective way to build tax-free retirement wealth.

If you are looking to

optimize your retirement savings and add future flexibility to your withdrawals, the backdoor Roth IRA is a powerful strategy, but it requires planning to execute cor-

Consulting with a taxsmart advisor is a wise move if you want to ensure that the strategy aligns with your goals and overall financial plan.

With the potential for tax-free income in retirement, no RMDs, and tax-free inheritances for heirs, the backdoor Roth IRA can be a valuable tool - while the opportunity

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



STOCK PHOTO

FRI 11/1 // 7PM SAT 11/2 // GPM FRI 11/8 // 7PM SAT 11/9 // 6PI/5 FRI 11/29 // 7PM

Live, Laugh, Learn Daycare and Preschool reopens

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

ive, Laugh, Learn Daycare and Preschool reopened its doors on Oct. 15 in Cashmere, expanding childcare options in the valley.

"There's a lot of steps through the state, because I am state licensed, that you have to do... So there [were] a few challenges. It costs a lot to open up a daycare and preschool as well, you know, but we got her done, and I'm excited to open," said Jones.

The daycare is operated by Jodi Jones, who ran her facility for over 15 years before closing in 2021. Over the last few years, Jones remodeled her home, and eventually added a brand new childcare space.

"For a while, I wasn't sure if I was going to reopen, but then I decided



COURTESY OF JODI JONES

The daycare offers care from birth until school age.

I missed it... I miss being around the children, the kids, teaching them, watching them grow," said Jones.

Jones is able to host eight children from birth to school age. Her daycare

is located on a 34-acre pear orchard with chickens and a play yard. She offers a preschool curriculum Tuesdays, Wednesdays,

ee **DAYCARE REOPENS** Page **7**





Meet Jerrilea Crawford, Mayor of **East Wenatchee**

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

rawford began her tenure as East Wenatchee mayor in 2020 and is currently serving her second term. Before becoming mayor, she served on the city council for three years.

Crawford's 20-year experience in community leadership has enabled her to focus on collaboration and finding practical solutions. She believes the city can further diversify its economic landscape by providing more services locally, including healthcare, retail, and recreation.

She has a passion for the Wenatchee Valley and plans to put her connections, experience, and knowledge to work for her community.

Recently, we caught up with Crawford to learn more about her insights on East Wenatchee's future, its challenges and opportunities, and her commitment to making positive changes in the community.

What makes East Wenatchee unique, and how do you plan to leverage these qualities for the city's growth?

What makes East Wenatchee unique is the endless opportunities available for businesses and individuals.

It is no surprise that the Wenatchee Valley is growing and East Wenatchee and Douglas County have a lot of options to diversify and harness that growth.

Our affordable utilities, available land, and access to services make us a desirable location for business and personal relocation.

What specific sectors or industries do you believe hold the most promise for

East Wenatchee's economic future, and how do you plan to support their growth?

Right now, many of the services that make a community complete are offered on the Wenatchee side of the river; healthcare, retail, recreation, and manufacturing.

While I am grateful to our neighbor, I see opportunities to provide more services in East Wenatchee to enhance quality of life and bring additional economic benefits.

It is exciting to have a healthcare facility choose to build in East Wenatchee (Columbia Valley Community Health). It is valuable for residents to have this service in the city to meet their needs.

Recently, Cascade Veterinary Clinic built a beautiful new facility just outside of the city limits. This will greatly help our furry friends have quality care near where they live.

It is important to balance our economic opportunities in East Wenatchee too by providing retail, tourism, manufacturing, and professional service options and I hope we are able to continually attract a variety of those businesses to East Wenatchee.

City staff is committed to helping businesses navigate the zoning and permitting processes so that businesses can find the best place to locate their business.

What motivated you to pursue a career in public service?

Before serving in an elected office, I designed and facilitated a community leadership program to enhance participants' community awareness. Facilitating that program for almost 20 years really gave me a deep understanding of many opportunities and challenges facing our community. I have a passion for the Wenatchee Valley, and I want to give back to my community, so it just made sense that I put those connections, experience, ideas, and knowledge from the leadership program to work in a new way.

What's the most important lesson you've learned so far in your role as mayor?

I have found that most people want the same things from their community - we may just differ on the best way to achieve it. I've learned that compromise is worthwhile so that everyone benefits. But most importantly I've learned that none of us can achieve great things alone. We must partner together and celebrate unity more often than focusing on our differences.

What does a normal day look like as mayor?

Oh, so many meetings! I serve as a full-time mayor and we don't have a city administrator. So, every day, I am in the office at some point, working directly with staff, answering emails, and meeting with the public. As mayor, I also serve on several boards, such as the Chelan Douglas Transportation Council, RiverCom, Public Facilities District, Chelan Douglas Health District, and Chelan Douglas Homeless Housing Task Force. As a mayor, I'm never off the clock, so if I'm asked about city business in line at the grocery store, I'm happy to help and consider it a 24 hours a day responsibility.

What is your favorite part of your job and why?

I love being able to help people and make positive changes to the community. I also like being able to help people navigate the sometimes complex processes of government and get people involved. When people are active in their community, they tend to take care of it better and take pride in their town. I also enjoy attending community events and celebrating with our local non-profit agencies that do so much for our citizens.

What are the biggest challenges facing East Wenatchee currently, and how do you plan to address them?

The cost of city services is steadily increasing, and revenues can't keep up. We run a tight budget and have no fat to trim, so we must be creative in finding ways to accomplish our goals. Partnerships are essential to our success. For example, we partner with the City of Wenatchee

to provide services to reduce homelessness in our region. East Wenatchee would not be able to fund such programs on our own. We also partner with the Eastmont Metropolitan Parks Department to take care of our trails, the Douglas County PUD for a pilot program for an EV police vehicle, the Regional Port Authority to provide events and economic development, and many more partnerships in our region.

What are the key goals you hope to achieve for East Wenatchee in the near future?

Our community is concerned about the lack of affordable housing. Again, we need to think creatively and work with our area partners to find solutions. Recently, East Wenatchee rolled out pre-approved building plans for accessory dwelling units. This is just one housing option, and we hope to provide other opportunities to bring affordable housing to our community. We are building our 20 year comprehensive plan now and

looking into the future for this topic as well as other needs our city will face.

Who or what inspires you?

I'm inspired by people who take action to help others and don't expect credit for it. It can be as simple as secretly paying for someone's groceries or picking up someone else's trash as they walk down-

What do you like to do with your free time?

I don't have a lot of free time, but I enjoy camping, doing crafts, and, most of all, spending time with my family.

Is there anything else you want our readers to know?

I'm grateful to the community for having faith in me to serve as mayor of East Wenatchee. I invite anyone who has a comment or concern to feel free to reach out to me.

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

SPONSORED CONTENT

Beyond the Bin: Innovative Uses for Compost in Your Community

From Winton Manufacturing Compost Works

Nomposting benefits ∕extend far beyond your backyard.

Winton Manufacturing Compost Works is transforming organic waste into a versatile resource that can revitalize North Central Washington in surprising ways.

Operating from a repurposed, decommissioned sawmill, Winton has created a state-of-the-art composting facility that efficiently manages nature's process of breaking down organic materials.

Using membrane covers over active compost heaps and computer-controlled fans to optimize oxygen and temperature, Winton processes yard waste, brush, land clearing debris, food scraps, fruit processing waste, and other organic materials (excluding biosolids).

This facility provides community members and regional residents a location to recycle their yard debris and organic wastes, producing quality compost, topsoil, garden soil, and other soil amendments for use in the region.

Let's explore some innovative applications for this locally-produced compost that demonstrate its potential to improve our environment, infrastructure, and local economy.

Erosion Control: A Natural Solution

One significant application of compost outside gardening is erosion control. As development and climate change increase soil erosion risks, compost offers a natural and effective solution. When applied to slopes or erosion-prone areas, compost acts as a protective layer, absorbing water and reducing runoff.

Green Spaces and Community **Beautification**

Compost plays a crucial role in landscaping projects for parks, green spaces, and even innovative projects like green roofs and living walls. These applications not only beautify our environment but also contribute to improved air quality, temperature regulation, and biodiversity.

Stormwater Management: **Nature's Water Filter**

When incorporated into rain gardens, bioswales, and other green infrastructure, compost helps filter pollutants from water as it percolates through the soil. This reduces the burden on water treatment facilities and helps replenish groundwater supplies. But most importantly it protects our fish and marine animals from harmful man-made chemicals and pollutants.

Sustainable Construction: Building a Greener Future

The construction industry is beginning to recognize compost's potential in eco-friendly building materials. From erosion control blankets to green concrete alternatives, compost is finding its way into sustainable construction practices.

Agriculture Beyond the Garden: **Enhancing Soil** Health

While often associated with small-scale gardening, compost's benefits for large-scale agriculture are substantial. Growers are increasingly using

See **COMPOST** Page **17**

IF YOU KNOW ANYONE WHO SHOULD BE FEATURED IN A WENATCHEE **BUSINESS JOURNAL Q&A, EMAIL QUINN@WARD.MEDIA**



Keeping Up with people

Icicle Fund names Phil Lacey as new Executive Director

By TAYLOR CALDWELL | Ward Media Staff Reporter

Confluence Health PA named Washington's **Rural Physician Assistant of the Year**

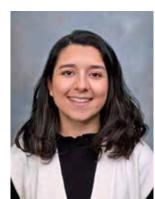
Ward Media | Wenatchee Business Journal

aria Dalzell, a physician assistant (PA) working in nephrology for Confluence Health, was recently named the Rural Physician Assistant of the Year by the Washington Academy of Physician Assistants (WAPA) at its annual conference.

The prestigious award recognizes the outstanding contributions of a Washington State PA in rural community health-

"I'm incredibly honored to have been named the Rural Physician Assistant of the Year," remarked Dalzell.

"It was unexpected and



Maria Dalzell

incredibly humbling. I never expected to receive this award for following my passions of diversity and equity and doing my

See **DALZELL** Page **7**

Tcicle Creek Center for ⊥the Arts (ICCA) Executive Director Phil Lacey will transition into a new role as Executive Director of the Icicle Fund.

"The work that Icicle Fund does in this community is incredibly valuable and far-reaching, impacting dozens and dozens of nonprofits working in the arts, environment, and history sectors. So, in many ways, this transition lets me build on everything I was doing at ICCA - sharing the value of this beautiful place where we live, supporting other nonprofits, and building community - and continue this work on a much larger scale," said Lacey in an email to Ward Media.

The Icicle Fund was founded by Harriet Bullitt in 1998 as a 501(c)(3)supporting organization for nonprofits focused on advancing the arts, protecting the environment, and promoting the natural and cultural history of North Central Washington.

Its six lead organizations, ICCA, Chelan-Douglas Land Trust, Methow Arts Alliance, The Nature Conservancy, the Trust for Public Land, and the Wenatchee River Institute, lead the work of the fund.

Lacey's short-term goals for the Icicle Fund involve improving representation of the community by inviting a more diverse group of people at the committee and board level, as well as developing Sleeping Lady Mountain Resort as a destination for the community that lives here, in addition to its out of town visitors.

"I know Phil to be forward-thinking and exceptionally creative, with an eye for the big picture," said Noelle O'Reilly, Icicle Fund Board Member and granddaughter to Bullitt, in a press release.

"I am so pleased he'll be bringing his considerable talents to the Icicle Fund, as we work together to expand on Harriet's vision."

Lacey joined ICCA in 2021. Under his leadership, ICCA completed its endowment fund campaign, expanded programming, emerged from the pandemic, and navigated financial difficulties.

Lacey also partnered with the school district to maintain visual arts in the K-8 grade. ICCA was recognized by the Washington Association of School Administrators as the recipient of the Community Leadership Award.

"My time at ICCA has been incredible preparation for this role at Icicle Fund. While the context will be different, I have already had the joy of working alongside most of our community partners over the last few years, so I am able to build on those relationships as we all move



COURTESY OF PHIL LACEY Phil Lacey has served as the Executive Director for ICCA since 2021. He will begin his new role at the Icicle Fund in November.

forward," said Lacey.

Lacey will begin his position at the Icicle Fund in early November.

He will transition into the role of ICCA's Interim Executive Director on a part-time basis until a successor is appointed.

ICCA's Board of Directors will handle the selection process for the organization's next executive director.

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



We are so very proud of all of our ladies in our Real Estate office! They provide an immense amount of knowledge about our local area and have the skills to make even the toughest of transactions come together.



Emma Nielson, Broker



Teri Miller, Broker

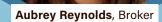


Debbie Niles, Broker



Melissa Lee, Office Manager

Congratulations to you all on a successful job very well done!





Stephanie Cuthill, Broker

leavenworthrealty.com 940 A Highway 2 ● Leavenworth WA 98826 509-548-5802

Keeping With people

Dalzell

Continued from page 6

job, but am so grateful."

The Rural Physician Assistant of the Year Award is presented annually by the WAPA in recognition of an outstanding person who has made an exceptional contribution to rural community healthcare, celebrating the role of a PA in showing their dedication, compassion, and innovation in delivering healthcare to underserved communities and areas.

In particular, the award recognizes those who strive to overcome the challenges inherent in delivering rural healthcare, extending beyond simple clinical excellence into community engagement, patient advocacy, and initiatives that improve access to healthcare resources.

As described by the WAPA, the award "honors their profound impact and commitment to ensuring equitable healthcare access for all individuals, regardless of geographic location."

Wenatchee Valley Humane Society appoints new executive director

Ward Media | Wenatchee Business Journal

¬he Wenatchee Val- L ley Humane Society (WVHS) announced the appointment of BJ Andersen as its new Executive Director, effective November 4. Andersen, a Certified Animal Welfare Administrator (CAWA), will succeed James Pumphrey, who left the position in June.

With nearly two decades of experience in animal welfare, Andersen brings a wealth of knowledge to the role. Her appointment comes at a crucial time for the organization, which has been seeking new leadership to advance its mission of providing compassionate services to at-risk animals.

Andersen's most recent position was with the Oregon Humane Society, where she served as Director of Volunteer Engagement. In this role, she developed and implemented training and management systems for over 1,300 volunteers across two campuses in Portland and Salem.

Prior to that, Andersen spent nearly ten years as the Executive Director at the Willamette Humane Society (WHS) in Salem, Oregon. During her tenure, she successfully negotiated a merger with the

Oregon Humane Society in 2022, a move aimed at securing more resources for animals in the Willamette Valley.

"BJ is known to be a caring leader, an innovative and creative problem-solver, and persistent in pursuing long-term goals," stated Jane Provo, Interim Executive Director and former WVHS board member. "We are thrilled to have someone of her caliber join our hardworking team and lead WVHS into its next chapter." Andersen will connect with community leaders, donors, and volunteers in the upcoming weeks. WVHS looks forward to Andersen's leadership and vision as it continues its mission to improve the lives of animals and the community.

Andersen's expertise extends beyond operational management. As a DEI ambassador and council member for the Association for Animal Welfare Advancement, she has demonstrated a strong commitment to fostering



COURTESY OF WENATCHEE VALLEY **HUMANE SOCIETY** BJ Andersen, newly appointed Executive Director of Wenatchee Valley Humane Society, demonstrates her passion for animals while horseback riding with her canine companion.

inclusive environments within organizations.

In the coming weeks, Andersen is expected to engage with community leaders, donors, and volunteers as she prepares to take the helm at WVHS. The organization views her appointment as a significant step forward in its ongoing efforts to improve the lives of animals and the community.

Daycare Reopens

Continued from page 4

and Thursdays. Jones typically lets the kids settle back in after the weekend with walks on Mondays, and has "Fun Fridays" with art and music.

"It's not just book work, you know? We learn a lot through play and being outside. We do a lot of outside time as long as the weather permits," said

Jones's favorite part of her work is getting her preschoolers ready for school and watching them succeed once they're there. Many of her past students are now in middle and high school, with one even training to be a firefighter. Now, as Jones reopens, she will be meeting a new generation of students.

"[I'm] excited to just start working with them and getting to know them... When I was open before, I never had turnover, so I would have the kiddos from the time they came till they went to school. So, these are all going to be new kiddos to me, and so we're going to have to get to know each other, and it'll be fun," said Jones.

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



Bobby Black Commercial Banking Officer

Michael Machado Commercial Market Leader

Stacy Suydam Commercial Banking Officer



peoplesbank-wa.com/business Member FDIC

Health

Confluence Health rations IV solutions amid nationwide shortage, delays elective surgeries

Confluence Health is implementing measures to address a nationwide shortage of intravenous (IV) solutions, a crisis affecting healthcare facilities across the United States.

Ward Media | Wenatchee Business Journal

he shortage stems from Hurricane Helene's impact on a Baxter facility in North Carolina, which produces approximately 60% of the country's IV solutions, equivalent to 1.5 million bags daily.

The Washington State Hospital Association previously reported on this disruption, which is expected to persist until the facility resumes full production, possibly lasting until year's end.

Confluence Health, serving the largest geographic region of any healthcare system in Washington State, is taking proactive steps to maintain adequate fluid supplies for urgent and emergency care in North Central Washington.

Kelly Allen, chief nursing officer at Confluence Health, emphasized the organization's priorities: "Our core goal as we address this supply chain disruption is to make sure that we are able to maintain enough fluids on-hand so that we can provide the crucial care our patients need."

Allen added, "While we are still receiving fluid shipments, the amount available to each facility has been significantly reduced nationwide to help conserve. We are proactively addressing this challenge by ensuring, despite this limitation, that our patients still receive the level of care they expect

and need with minimal impact, while also making certain that emergency and critical care services are not interrupted."

To manage the shortage, Confluence Health is implementing a strategy that includes delaying certain elective procedures.

Dr. James Murray, chief medical officer for Confluence Health, explained the approach: "In order to be able to maintain the level of fluids on-hand that is needed to address emergencies or care that cannot wait, we will be delaying some elective cases that require a large amount of fluids."

Murray acknowledged the inconvenience this may cause, stating, "While we never like to reschedule surgeries due to the disruption this brings to our patients, we need to prioritize emergency services for our communities. We hope to only delay these elective procedures by a few weeks to help us to build up our fluid reserves."

Patients affected by these delays will be contacted directly by Confluence Health's patient services teams to reschedule their procedures.

Confluence Health serves over 12,000 square miles across Okanogan, Grant, Douglas, and Chelan counties.

As one of only two locally-led healthcare systems in Washington State, it aims to maintain access to high-quality, cost-effective healthcare services for North Central Washington.

The organization's board of directors, comprising nine community members and six physicians, oversees Confluence Health's operations and decision-making during this challenging period.

As the situation develops, healthcare providers nationwide continue to monitor the IV solution supply chain, adapting their strategies to ensure critical care remains uninterrupted.







"Driven to Promote and Protect Small Business"

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Building NCW 3rd Annual Fall Golf Tournament Swings to Success!

Golf Tournament was brought to you by International Wood Products, Marson and Marson, and Cashmere Valley Mortgage and wrapped up on Friday, October 18 at Three Lakes Golf Course in Malaga.

It was a smashing success - except for a few golf balls that ended up smashing into trees, sand traps, and parking lots.

Although our golfers were in for a chilly morning, they all came armed with their hand warmers and a healthy sense of humor to get through the day.

many golfers were thankful for after a few creative

One golf team said, "It's not how you start, it's how you finish!" after using a few mulligans to get a good shot.

After 18 holes each team was treated to a beverage and a hot meal in the club-

"We had a crisp morning out on the course, but no one was injured, except maybe a couple of egos when they had to purchase more mulligans from us!" CEO Danielle Martin said.

Congrats to our winners Teams of two played a from Cashmere Valley

scramble format, which Mortgage and Mountain Excavators. Both teams were neck and neck all day

> Looking to golf next year? Building NCW is proud to announce we will be partnering with the North Central Washington Association of Realtors next year to bring an even better Fall Golf Tournament to the Valley!

> Not a huge golfer, we have room for you too. Mingle with the golfers out on the course by signing up to be a Tee-Box Sponsor.

Reach out to Building NCW staff for more infor-















"Driven to Promote and Protect Small Business"

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PAGE 2

Hard Hats and Hockey Night: Building Team Spirit On and Off the Ice





Hockey Night" event brought together the construction community to enjoy an action-packed evening of hockey while celebrating the hard work and dedication of those in the construction industry. Held at the Town Toyota Center on November 2, Building NCW partnered with CWHBA to build awareness to the Construction industry.

Local construction companies helped make the event happen, a special thank you to Intermountain West Insulation, Marson and Marson, and Valley Tractor for their help with the event.

on the Wenatchee Wild as they fought the Edmonton Oil Kings.

Building NCW is driven by community and loves to give back to that community. Looking ahead, make sure to keep your eyes open for our Summer Member Appreciation Apple Sox

As always for more information on all of Building NCW's events, visit our website at www.buildingncw.org or follow us on social media.



Building NCW and CWHBA with Wenatchee Wild's Mascots Walt the Wolf and Wolfie.

Your Membership, Demystified: Quick Answers to Maximize Your Membership!

Building NCW is always seeking to offer the greatest benefits to its members. From Networking events to offering huge discounts on marketing to educational and safety classes to business referrals – a Building NCW membership is a great asset for a business in Chelan, Douglas, and Okanogan counties. Building NCW Members are stronger together by being affiliated with an association whose members licensed, bonded, and reputable.

How can you MAXI-MIZE your membership? There's 3 easy ways to maximize your membership.

The first way to maximize your membership is to Help Us Help You! Make sure that the Building NCW Member business card wall has YOUR business card on it. Come down to our office at 2201 N Wenatchee Ave. Wenatchee, WA and bring your business cards. When offering a discount, offering we get a call or walk in for priority, offering an event, a referral, we want to hand or offering a free quote is out your card! We want our wall to be representative of

your help!

The second answer would be to **Be a NBN Host!** Host a Nothing but Networking Night. A quarterly event held at a Building NCW business location meant for networking. This event is an open house style event with light snacks and beverages and sometimes raffle prizes! A Nothing but Networking (or NBN) is a great way to meet other Members, grow your network, share your business and vision, and connect with other industries or those in your industry. Another way to maximize your membership is to attend the NBN's!

The third answer would be to offer a Memberto-Member Benefit! A Member-to-Member benefit is a great way that Building NCW Members can live out being stronger together. Helping a fellow business by a great way to promote small businesses and show

our directory and we need support for other Building NCW Members. This also gets your business additional marketing on all membership applications as well on Building NCW social

> One more way to maximize your membership is to Be Involved! Whether your business has the marketing budget to sponsor one of the Building NCW events or not, you can volunteer at any of our events. The Home Tour and the Home Show takes volunteers to create and host great events. All our events have committees and every Building NCW business has the opportunity to take their voice further by joining a committee.

> There are many ways to maximize a Building NCW membership, these are just a few ways a business can. For more information on membership, member-to-member benefits, or joining Building NCW, reach out to Membership Manager Morgan Dobbins at morgan@buildingncw.org today!













TUES. NOV. 12 | 10 AM - 1 PM HIGHLANDER GOLF COURSE **HAMBURGER BAR**



GUEST SPEAKER: Mark Spurbeck **Lenders Wholesale**

Join us, architects of opportunity, to discover new and innovative ways to leverage building opportunities for you and your clients in the first Builder Expo! Guest speaker Mark Spurbeck will share ways to use private lending to grow your business. Ron Kirse, Kurt Sixel, and Shelli Schlotfeldt of US

Bank Mortgage will show you how to use their low-cost custom construction loan to increase the number of buyers for your projects. Lunch provided for you during this one event this year. Sign up while you can because seats are limited.

Email morgan@buildingncw.org to rsvp!







"Driven to Promote and Protect Small Business"

NOVEMBER 2024 ASSOCIATION NEWSLETTER

PAGE 3

Why Shopping Local Matters: The Power of Supporting Small Businesses

Have you ever wondered job opportunities. what impact a local business has on a community?

We are here to give insight into why it matters to shop locally and support small businesses.

When you shop local small businesses, you make a huge difference in the community and region that you

First and foremost, small businesses are the bread and butter of the economy. Shopping local businesses keep dollars cycling locally which is best for everyone in the community. Dollars earned by a local job, then spent at a local business can then be spent locally on the shop owner's child's sports team.

Keeping the dollars spent on local items, local families, local mortgages, helping neighbors' livelihoods and a perk is being able to avoid spending money on shipping and handling!

Another compelling reason to shop local and support local small businesses is that small businesses help create jobs.

Small businesses have historically been the backbone of the economy by providing

A locally owned coffee shop or restaurant can provide many job opportunities and many times, with growth, can and do open other locations creating more jobs and providing more economic growth at the same time. Working for a small business has many benefits, one being that many times, an employee or customer has fewer layers of management to filter through to reach the ear of the CEO. This provides direct access to decision-makers who live in the community too and who feel the impact of decisions.

Supporting small businesses means supporting their investment in their community.

Small businesses donate 250% more than big national chains to local nonprofits (score.org). This is credited to the owners of small businesses usually being involved community members themselves, invested in the wellbeing of the community.

Donating and/or being involved with non-profits, sports teams, youth organizations, local service groups,

All this contributes to a



positive cycle of giving back locally. In addition to all of this, small businesses drive innovation.

To stand out in a smaller market, a local market compared to a national one, small businesses must stand out above the competition of the national stores and the online marketplaces.

Local stores must have competitive enough pricing and often offer better quality.

A great way that a local store beats out a big store is by having a higher quality of unique items.

Local business owners have the upper hand as they know the community's needs by being a community member. Knowing what is unique to the region, town, and community, and able to know what matters to the community.

Local businesses put forth products based on their own interest and the needs voiced by their local customers, keeping small businesses one step ahead of big box stores.

There are many great ways to support local small businesses. One way is shopping at local stores as much as possible.

from farmers' markets or local farms and orchards is a great way to support local family small businesses.

Having an event? Hire a local small business! Find your next builder, fencer, painter, caterer, florist, excavator, roofer, plumber, cabinet maker, or electrician by contacting a local busi-

Building NCW can help with this as we have a directory on our website of our membership filled with local small businesses at buildingncw.org

Not all of the support has to be monetary. Capturing a picture of a local business and posting it on social media gives free marketing to a local business owner.

Featuring a great picture

of a booth at the Farmer's Market or Pybus Market or an item that you liked in their store and tagging the business is a great way to spread the word to potential customers. Also, giving a positive review about a time you did go to their business.

Many times, individuals only leave reviews when something negative happens, let's support local businesses by sharing the good!

It is our hope that this holiday season and beyond, you consider shopping locally and supporting small businesses.

The whole community benefits when you shop local and stay local.



big deal to a lot of the com-

munity in the Wenatchee

Valley. Eating out or picking

up takeout from a local res-

taurant is another way to

Buying food and items





February 1st and 2nd TWWN TOYOTA CENTER

Interested in becoming a vendor at the 2025 Home Show? Hurry space is limited and sells

Call the office at 509-293-5840 or email danielle@buildingncw.org









"Driven to Promote and Protect Small Business"

NOVEMBER 2024 ASSOCIATION NEWSLETTER

PAGE 4



It's that time of year again – flu season. With kids back in school and the holidays just around the corner, there are more chances of catching this all-too-common illness.

As temperatures cool, and wet weather becomes frequent, exposure to the elements can leave us more vulnerable to the flu.

Add in the stress that weakens our immune systems, along with trips to busy malls and quick stops for fast food, and the odds of catching the flu only in-

In our professional and personal lives, staying healthy is essential.

So, how can we prepare for flu season?

Here are some helpful

1) Get Vaccinated – The CDC emphasizes that a flu vaccine is the best way to avoid the flu. Take time to decide if the flu vaccine is right for you.

2) Preventive Remedies - Supplements like Emergen-C, Airborne, or daily vitamin C can help support your immune system. Some alternative remedies may also be effective but check with your healthcare provider before adding new supplements or medications. Staying hydrated by drinking plenty of water (aim for half your weight in ounces) is also key.

3) Healthy Lifestyle -A strong immune system is often a reflection of a healthy lifestyle. Here's what to consider:

a) Get Enough Sleep -Adults typically need 7-9 hours of rest each night. Avoid screens an hour before bed to improve sleep quality, helping you wake up refreshed.

b) Exercise Regularly -Staying physically active strengthens both body and mind, supporting immune function. Try walking, jogging, aerobics, or other activities that keep your blood flowing and your body energized.

c) Eat Nutritiously -Limit heavy, processed foods that can make you feel sluggish, and focus on a balanced diet to keep your body systems working effectively.

Practice Good Hygiene - With shared surfaces and frequent handshakes, keeping your hands clean is essential. Wash your hands thoroughly after using the restroom, handling money, or touching public surfaces. When washing isn't possible, use hand sanitizer to help prevent the spread of germs.

Staying healthy during the flu season can make a big difference. With enough rest, regular exercise, nutritious eating, and mindful hygiene, you're taking valuable steps to stay flu-free.

Upcoming Events

NOVEMBER

NOV. 1 - RRP CLASS - FULL NOV. 4 - CPR CLASS NOV. 5 - ELECTION DAY NOV. 20 - BOARD MEETING NOV. 28 - 29 OFFICE CLOSE FOR





DECEMBER

THANKSGIVING HOLIDAY

DEC. 18 - BOARD MEETING DEC. 23 - JAN. 2- OFFICE CLOSED DEC. 25 - CHRISTMAS DAY

JANUARY

DEC. 23 - JAN. 2- OFFICE CLOSED JAN. 15 - BOARD MEETING JAN. 31 - SET UP DAY FOR HOME SHOW

FEBURARY

FEB. 1 & 2 - HOME SHOW AT TOWN TOYOTA CENTER





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.



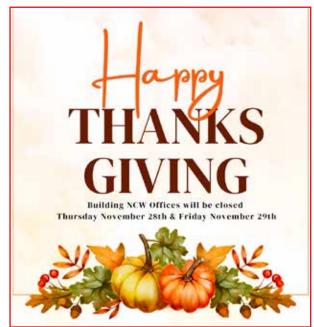
Please contact Morgan Dobbins at 509-293-5840 to make the necessary arrangements.

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



LOCATED AT: 2201 N. Wenatchee Ave. Wenatchee, WA 98801 PHONE: (509) 293-5840

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









Marketing Matters

AMY YALEY

COO of Ward Media

Holiday marketing beyond Black Friday: smart strategies for small & mid-size businesses

he holiday season is upon us, small and mid-size businesses across North Central Washington often feel pressured to compete with big-box retailers' Black Friday doorbusters and mega-deals.

However, trying to match these pricing strategies is usually a losing battle that can damage profits and brand value.

Instead, local businesses can thrive during the holiday season by implementing a comprehensive marketing strategy that leverages their unique advantages.

The key to holiday success starts with early planning and smart timing. While Black Friday falls on November 29 this year, your holiday marketing should begin now, if it hasn't already.

Research shows that over 32% of consumers start their holiday shopping before November.

By building a marketing calendar that extends through December, you can capture shoppers and maintain momentum throughout the season.

Digital strategies offer powerful tools for local impact without requiring deep discounts.

 Start by segmenting your email list based on past purchase history and sending personalized holiday offers.

• Create social media content emphasizing your local advantage - whether it's same-day delivery, locally-made products, or expert product knowledge.

 Consider using geotargeted advertising to reach shoppers within your service area, and create holiday-specific landing pages on your website that make it easy for customers to find seasonal offerings.

The right campaign, targeting the right customer profile will work to your advantage and won't cost a fortune.

Traditional marketing takes on special importance during the holidays when people are more

receptive to personalized approaches. • Consider strategic use of promotional products for customer appreciation

- but think beyond the

standard holiday card.

For example, send valued customers a branded ornament that doubles as a discount offer, or create a practical gift that keeps your business top-of-mind throughout the year.



· Direct mail campaigns can stand out during the season if they offer genuine value, such as a holiday shopping guide featuring your products or services.

The customer ex**perience** becomes even more crucial during the hectic holiday season.

• Train your staff to handle increased traffic while maintaining service excellence.

• Create memorable shopping experiences that big-box stores can't match - consider offering gift-wrapping services, extended hours for private shopping, or live-streaming events for online customers.

Streamline your on-

line and in-store buying process to eliminate friction points that might send customers elsewhere.

Here's a practical timeline to start you off:

Early November:

- Launch email campaign announcing holiday services
- Begin social media content highlighting unique offerings
- Train staff on holiday procedures
- Install festive displays that emphasize experience over discounts

Mid-November:

- Introduce early-bird specials for loyal custom-
- Activate geo-targeted advertising
 - Begin community en-

gagement activities

- Launch holiday loyalty program incentives

Late November/December:

- Maintain steady communication without overwhelming customers
- Focus on last-minute shopping advantages
- Emphasize convenient solutions for busy custom-
- Capture data for postholiday engagement

Looking beyond December is equally impor-

- Use the holiday season to build your customer database and gather insights about shopping preferences.
- Consider implementing a loyalty program that incentivizes year-round engagement.
- Follow up with holiday customers in January with personalized offers based on their seasonal purchases.

Success metrics should go beyond simple sales numbers.

Track new customer acquisition, loyalty program sign-ups, and social media engagement. Monitor customer feedback and adjust your strategy accordingly. Your marketing tactics are all working together, pay

attention to which marketing channels drive the most valuable customers rather than just the most traffic.

Your greatest advantage as a local business is the ability to create personal connections with your community.

While big-box retailers focus on price wars, you can focus on building relationships that will last well beyond the holiday season.

By combining digital tools with traditional marketing approaches and exceptional customer service, you can create a holiday marketing strategy that not only drives seasonal sales but builds a foundation for year-round

The holidays don't have to be a time of desperate discounting.

With thoughtful planning and strategic execution, small and mid-size businesses can create profitable promotions that enhance rather than diminish their brand value.

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

Vietnam War hero

Continued from page 1

experiences in the A Shau Valley during the Vietnam War and the impact that had on his family back home.

"This documentary is about our Uncle Vic, who was a Green Beret Vietnam war hero," Seth said. "It is about his experiences in the A Shau Valley, where he earned two purple hearts, the Distinguished Service Cross, and count-



Vic Underwood, a decorated Green Beret and Vietnam War hero, is the subject of the documentary "Uncle Vic".

less other medals. He was missing in action in the A Shau jungle for two days, with two bullet wounds in each knee."

"It also shares the stories of our Aunt Diane, Vic's wife, who recounts her fears from receiving a telegram, informing her about Vic being MIA, and her experiences during the Vietnam war and afterwards," Seth said.

Seth hopes the film encourages other Vietnam veterans to share their

"We have heard from a lot of other Vietnam veterans that they felt they couldn't talk about their time in Vietnam when they got back to the United States," Seth said.

"I hope this inspires people to listen to veterans' stories and be able to talk with them about their experiences."

For Jess, the documentary serves a broader purpose of inspiring people to learn about their heritage.

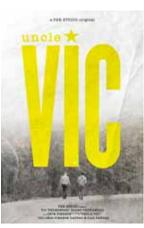
"I would love for people

to be inspired to ask their family members questions, to learn about their heritage and their stories," she said. "And if people have a veteran in their family or circle of friends, I hope this inspires them to thank and honor those veterans in their lives."

The project, produced by P2X Studio, the creative agency Jess and Dan founded in Wenatchee, began as a way to document family history but grew into something much

"I love learning about people and I love storytelling... I guess that makes sense because Dan and I do this for a living," she said. "I've heard so many people say, "I wish I would have learned more about my grandparents" or "I wish I had some of my parents' old stories written down" or things like that."

"Life is busy and goes by so quickly... I think it's really important to make the time to learn about the people in our lives,"



"Uncle Vic" film poster features Vic Underwood and his great nephew Seth Pierson.

she said.

"Whether it's video or audio recordings, photos or words, just document the stories of the people you love."

"For me, I'm newer to the family, so I more recently learned about Jess and Seth's Great Uncle Vic," Dan said. "And getting to know him and their Great Aunt Diane and learn about their story was really powerful."

The documentary was a true family effort.



The documentary "Uncle Vic" was a family project with everyone contributing to the film in some way. From left to right in the behind the scenes family photo are Dan Pappas, Jess Pierson Pappas, Allison Int-Hout, Seth Pierson, Vic Underwood, Diane Underwood, Traci Pierson, and Steve Pierson.

"We, Dan and I, Seth and his wife Allison, and our parents, spent a long weekend in August 2023 in Bonners Ferry, Idaho filming and spending time with Uncle Vic and Aunt Diane," Jess said. "It was a really cool project to work on together as a family. My parents did a lot of coordinating, Allison kept us organized, Dan and I filmed and directed, and Seth was on camera with Uncle Vic and Aunt Diane."

"This was a passion project for us and a family project, so we really

did everything from start to finish," Dan said. "We spent hours reviewing the footage, doing research and building the story; we recorded voice over with Seth; we designed and created the graphic treatment and motion graphics; and Jess and I wrote and recorded some of the music in the film."

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

Photos from Vic and Diane Underwood's collection.

Real Estate Top Properties Douglas County September 2024

Residential

| Sale Price | Address | Total Acres | Year Built | Residential Area | Basement Area | Bedr. | Bathr. | Garage Area |
|---------------|-----------------------|----------------|---------------|---------------------|------------------|-------|--------|----------------|
| \$1,275,000 | 4725 NW CASCADE AVE | 3.9 | 2006 | 4894 | | 4.00 | 3.5 | 1716 |
| \$1,090,000 | 2565 FANCHER LANDING | 0.39 | 2020 | 1830 | 1569 | 3.00 | 3.50 | 865 |
| \$850,000 | 760 S PERRY AVE | 0.29 | 2021 | 2578 | | 3.00 | 2.50 | 792 |
| \$772,033 | 322 27TH ST NW | 0.56 | | 2690 | | 3.00 | 2.00 | 418 |
| \$715,000 | 725 S WARD AVE | 1 | 1997 | 2130 | | 3.00 | 2.50 | 550 |
| \$650,000 | 141 Harold St NE | 0.22 | 2021 | 2875 | | 1 | 1 | 664 |
| \$644,900 | 2348 S Skyline LN | 1.57 | 2023 | 1905 | | 3 | 2 | 609 |
| \$638,000 | 1983 PEACH HAVEN CT | 0.27 | 2007 | 2128 | | 3.00 | 2.50 | 734 |
| \$620,000 | 36 WILD TURKEY RD | 5.07 | 2009 | 2602 | | 3.00 | 2.00 | 672 |
| \$585,000 | 2055 AUTUMN DR | 0.29 | 1991 | 2323 | | 3.00 | 2.00 | 734 |
| \$580,000 | 2601 ROCK ISLAND RD | 0.8 | 1966 | 2136 | | 3.00 | 2.00 | 576 |
| \$569,900 | 1320 BOULDER LOOP | 0.17 | 2008 | 1829 | | 3.00 | 2.00 | 636 |
| \$555,000 | 1000 16TH ST | 2.43 | | 0 | | | | |
| \$545,000 | 1731 9TH ST NE | 0.3 | 1972 | 1602 | 1519 | 3.00 | 3.00 | 672 |
| \$545,000 | 2401 HARVESTER LOOP | 0.25 | 2002 | 1180 | 495 | 3.00 | 2.50 | 462 |
| \$540,000 | 300 LAKE FRONT RD | 0.19 | 1991 | 1161 | | 2.00 | 2.00 | 702 |
| \$539,000 | 2483 PLATEAU DR | 0.31 | 1997 | 1864 | | 4.00 | 2.75 | 528 |
| \$536,000 | 2402 HIGHLAND VIEW DR | 0.31 | 1995 | 1832 | | 3.00 | 2.00 | 484 |
| \$525,000 | 2403 NW ALAN AVE | 0.21 | 1970 | 816 | 816 | 4.00 | 2.00 | 288 |
| \$525,000 | 186 S KELLER AVE | 0.22 | 1968 | 1157 | 437 | 3.00 | 2.00 | 480 |
| \$521,000 | 704 SKI VIEW DR | 0.52 | 1966 | 1605 | 1605 | 3.00 | 2.00 | 576 |
| \$521,000 | 510 EASTMONT AVE | 0.45 | 1974 | 1248 | 1248 | 4.00 | 2 | 364 |
| \$498,000 | 917 N JAMES AVE | 0.22 | 1974 | 1494 | 1352 | 5.00 | 3.00 | 440 |
| \$498,000 | 167 N LYLE AVE | 0.45 | 1998 | 1944 | | 3.00 | 2.00 | 572 |
| \$475,000 | 1801 4TH ST NE | 0.28 | 1958 | 1512 | | 3.00 | 1.00 | 480 |
| \$468,000 | 635 MOUNTJOY SQ | 0.2 | 2004 | 1276 | | 3.00 | 2.00 | 400 |
| \$452,000 | 2442 CANYON HILLS DR | 0.25 | 2006 | 1338 | | 3.00 | 2.00 | 480 |
| \$450,000 | 1710 7TH ST NE | 0.18 | 1974 | 1144 | 1100 | 3.00 | 1.00 | 288 |
| \$449,900 | 208 SOLOMON LOOP NW | 0.07 | 2023 | 1324 | 504 | 3 | 2.5 | 528 |

Farm

| Seller | Buyer | Sale Price | Street | Total Acres |
|---|---------------------------------|---------------|---------------|----------------|
| RED APPLE ORCHARDS LLC | ROOD, JASARA JANE | \$125,000 | | 6.72 |
| JCFD JOHNSON PROPERTIES LLC | GOMEZ SAUCEDO &, HUGO | \$340,000 | CEDAR AVE | 4.9 |
| KNIGHTEN, RONALD O & MITCHELL, JR, ROBERT A | | \$350,000 | SMITH LAKE RD | 20 |
| MARIN &, ALFREDO B & LETICIA | PAMATZ, LEONIRES E | \$490,000 | RIGGS RD | 21.4 |
| DALING, EDMUND H & LINDA K | BEATTIE, MICHAEL D & LORELEI | \$843,000 | US Hwy 2 | 139 |
| BAMF PROPERTIES LLC | TEC HOLDINGS 145, LLC | \$950,000 | Stillwater Ln | 7.4 |

Commercial

| Seller Buyer | | Sale Price | Street | Total Acres | DOR Code |
|---------------------------------|---------------------|---------------|--------------|----------------|--|
| WEST, HOWARD L | GONZALEZ &, NICOLAS | \$125,000 | 341 11TH ST | 0.08 | 72 - Recreational - Public assembly |
| ESTATE OF KEITH A SODERSTROM | COX, MATHEW & ERIN | \$280,000 | 217 E ASH ST | 0.43 | 58 - Trade - Eating & Drinking |

| \$437,500 | 149 27TH ST NE | 0.25 | 1936 | 1200 | 1200 | 4.00 | 2.00 | 528 |
|-----------|--------------------------|------|------|------|------|------|------|-----|
| \$425,000 | 3973 NE VISTA DEL REY DR | 0.19 | 2007 | 1204 | | 3.00 | 1.75 | 400 |
| \$423,100 | 200 E MARINE VIEW DR | 0.14 | 2001 | 1176 | | 2.00 | 2.00 | 392 |
| \$410,000 | 400 W ENTIAT DR | 0.14 | 1985 | 1344 | | 3.00 | 2.00 | |
| \$394,500 | 281 LESLIE WAY | 0.3 | 1953 | 840 | | 2.00 | 1.00 | |
| \$381,000 | 515 S IOWA AVE | 0.21 | 2018 | 1611 | | 3.00 | 2.5 | 552 |
| \$380,000 | 4088 BLUECREST DR | 0.36 | 1996 | 1296 | | 3.00 | 2.00 | 400 |
| \$360,000 | 1320 CLEMENTS CIR | 0.1 | 1967 | 1352 | 1326 | 2.00 | 1.00 | 338 |



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Real Estate Top Properties Chelan County September 2024

| Buyer | Seller | Sale Price | Address | City | Living Area | Year Built | Bed- rooms | Bath- rooms | Garage Area | Pool | Fire- place |
|---|--|------------------------|--|---------------------------|----------------|---------------|---------------|----------------|----------------|--------|----------------|
| MICROSOFT CORP | PORT OF CHELAN COUNTY | 3,275,681 | 5043 MALAGA ALCOA HWY | MALAGA | 1877 | 1979 | 2 | 1.75 | 1000 | Υ | Υ |
| KITTELL BARBARA & JOHN | KUTZLE LESLIE REVCBLE TRUST | 2,785,000 | 1410 DEMPSEY RD | LEAVENWORTH | 5392 | 2004 | 5 | 4.5 | 1200 | N | Y |
| KUTZLE BRENT & LESLIE JACQUELYN | BECRAFT DANIEL & ERIN | 2,630,000 | 8355 MOUNTAIN HOME RD | LEAVENWORTH | 3943 | 2001 | 4 | 4 | 0 | Υ | Υ |
| CALDWLL ROBERT S & HELIKER STEPHANIE J | MULLINS JAMES I & LISA M FRENKEL | 1,900,000 | 7060 ICICLE RD | LEAVENWORTH | 1699 | 2018 | 3 | 1.75 | 300 | N | Y |
| SILVERMAN FAMILY TRUST DIERICKX DEAN & SHANNON | HOOPER JACK FOSTER DAWN S & BRUCE A FOSTER JTRS | 1,535,000 1,525,000 | 334 HIGHPOINT PL 224 BANDERA WAY | CHELAN | 1600 2193 | 2016 | 3 | 2.25 | 700 550 | N N | N Y |
| WILLSEY ERIC & DEBRA | PEMBROKE JOHN M JR & KAREN A | 1,475,000 | 206 CRYSTAL DR | CHELAN | 1588 | 2005 | 3 | 3.25 | 744 | N | Y |
| FOX RICHARD M II & COURTNEY C | WAGMAN LEWIS T | 1,399,000 | 12685 MAPLE ST | LEAVENWORTH | 2023 | 2005 | 4 | 2.5 | 644 | N | Y |
| STURGEON ENTERPRISES LLC | HAWKINS GRACE M | 1,350,000 | 19751 BEAVER VALLEY RD | PLAIN | 2184 | 1993 | 2 | 2 | 1584 | N | Υ |
| VETTER DAWN E & WILSON JEFFREY M | COULTER EAST LLC | 1,300,000 | 217 ELDORADO WAY | CHELAN | 1652 | 2002 | 3 | 1.5 | 0 | Υ | N |
| PHAM HIEN & MARIA | JOHNSON SCOTT D & ERIKA M | 1,300,000 | 910 DRY LAKE RD | MANSON | 0 | 0 | | | 0 | N | N |
| PEMBROKE JOHN M JR & KAREN A | MORRISON BRENT E | 1,300,000 | 105 APPLE AVE | CHELAN | 2525 | 1999 | | | 803 | N | Υ |
| WA CHELAN APARTMENTS LLC | LIVING STONE CHURCH | 1,300,000 | 103 GOLDEN AVE | CHELAN | 0 | 0 | 0 | 0.5 | 0 | N | N |
| LENTINI RICHARD P & ANTONE PAULA J SBLENDORIO CAMILLE | KENNEDY JUDITH COLROK ESTATES LLC | 1,275,000 1,266,100 | 141 CLOS CHEVALLE RD 4041 LAKEVIEW PL | CHELAN | 1840 1319 | 2016 | 3 | 2.5 | 704 910 | N Y | N Y |
| MC LAUGHLIN GARY T & STARK MARGARET K | CHRISTIANSON MARK S & AMY S | 1,250,000 | 494 BOYD RD | CHELAN | 1582 | 2003 | 3 | 2 | 0 | Y | N |
| PICK DAVID & HANNAH | DILLON NATHANIEL & TEARA | 1,025,000 | 18 IRWIN LN | LEAVENWORTH | 1592 | 1985 | 3 | 2 | 0 | N. | Y |
| NOVA BAR LLC | BRIDGEWATER BAR LLC | 1,000,000 | 212 S WENATCHEE AVE | WENATCHEE | 6000 | 1913 | | | 0 | N | N |
| ROSS HONSINGER BENJAMIN & CELESTE | HANSEN ROBERT J & DEBBIE | 985,000 | 42 LOST SPOKE LN | WENATCHEE | 2184 | 2007 | 4 | 3.5 | 780 | N | Υ |
| MORELOS BLANCO CARLOS A & ESCALERA SARA M | MCLAUGHLIN ELIZABETH | 925,000 | 2028 CENTER COURT DR | WENATCHEE | 3320 | 1992 | 5 | 3.75 | 768 | N | Υ |
| CATHCART ALEXA ETAL | VAUGHN TANNER & CINZIA | 908,000 | 220 WHITMAN ST | LEAVENWORTH | 1692 | 2022 | 5 | 2.5 | 0 | N | Υ |
| VAN LITH DEVELOPMENTS & EXCAVATION INC | PFLUGRATH DAVID E | 900,000 | UNASSIGNED | PESHASTIN | 0 | 0 | | | 0 | N | N |
| CHI THOMAS D & FARQUHAR CAREY | LORETH TODD M & JULIANNE | 900,000 | 11275 EAGLE CREEK RD | LEAVENWORTH | 3030 | 1998 | 4 | 2.75 | 930 | N | Υ |
| UNDERWOOD FAMILY LLC | VINCENT JEANNE E ETAL | 899,000 | 16989 RIVER RD | PLAIN | 1347 | 1916 | 4 | 1 | 0 | N | Υ |
| SMITH KAMEON | CARLILE JOSEPH D & STACY A | 880,000 | 5465 BINDER RD | CASHMERE | 2898 | 1993 | 2 | 2.5 | 0 | Υ | N |
| STOEHR ROBERT O & MARLENE A | HERRING LEE | 880,000 | 1918 ROCKLUND DR | WENATCHEE | 1433 | 1977 | 3 | 2.5 | 600 | Υ | Υ |
| ZAVALA ARTURO & MOLLY K | RANCHO RAMIREZ LLC | 880,000 | 1275 APPLE ACRES RD | CHELAN | 2737 | 2023 | 3 | 2.5 | 1340 | N | Υ |
| KAPRAL JAY & AMBER R | MULLEN PETER C ETAL | 870,000 | 8896 CANAL RD | LEAVENWORTH | 1196 | 2021 | 2 | 3 | 0 | N | N |
| PERRY CASEY & JENNIFER WILSON JOEL R ETAL | NELSON PATSY J OGDON RITA G | 865,000 857,500 | 412 CASTLEVIEW PL 17739 N SHORE DR | WENATCHEE LAKE WENATCHEE | 3495 650 | 1987 1930 | 4 | 2.5 | 576 | Y N | N Y |
| ANDERSON JOSHUA G & KELLY A | PFLUGRATH DANIEL G ETAL | 856,000 | 17739 N SHORE DR | LAKE WENATCHEE | 800 | 1930 | 2 | 1 | 0 | N | Y |
| SOCKEYE ENTERPRISES LLC | NAON JEFF & LORI | 850,000 | 190 DOS BROTHERS LN | PLAIN | 1473 | 2018 | 3 | 2 | 0 | N | N |
| MORRIS CURT & ANN | GRAY JAMES & DEBI | 815,000 | 1390 MISSION CREEK RD | CASHMERE | 1616 | 2001 | 3 | 1.75 | 576 | N | N |
| BOVENZI ELIJAH & POLYMEROS ATHENA | BERTILSON GUY W & KIMBERLEE L | 775,000 | 255 CORRIGAN RD | CASHMERE | 2310 | 2016 | 4 | 1.75 | 576 | N | N |
| TOMALTY KEVIN & JAYNA | STOEHR ROBERT O | 775,000 | 1518 JEFFERSON ST | WENATCHEE | 2949 | 1984 | 4 | 2.75 | 672 | Υ | Υ |
| BAKER FAMILY TRUST | FOX SUSAN K | 767,000 | 517 VILLAGE DR | MANSON | 1689 | 2023 | 3 | 2.5 | 0 | N | Υ |
| BALLARD MICHAEL D & LAUREN R | COX EARLYNE M | 760,000 | 5280 N CASHMERE RD | CASHMERE | 2178 | 2014 | 3 | 2.25 | 781 | N | Υ |
| RAINVILLE RONALD M & JAMIE A | HENDRICKSON THOMAS G | 750,000 | 106 BRUNNER LN | CASHMERE | 1520 | 2017 | 2 | 1 | 3200 | N | N |
| SINGH JATINDER & KAUR MAHAL MANPREET | LAMMERMAN MARILYN B LIVING TRT ETAL | 749,900 | 518 VILLAGE DR | MANSON | 1562 | 2015 | 5 | 3 | 432.2 | N | Y |
| BENDITO ZEPEDA ARMANDO ETAL | HOOK JOHN & JUDITH | 749,000 | 1027 WESTMORLAND DR | WENATCHEE | 1724 | 1979 | 3 | 2.5 | 624 | Y | Y |
| MILLER CLAYTON & MILLER ROBERT | TUGGLE ROBERT & HILARY | 725,000 | 676 MEEKS RD 1919 5TH ST | WENATCHEE | 752 | 1998 | 3 | 3 | 1200 | N | N Y |
| CRISMAN GREGORY T & AIMEE L ARRIAGA ARELY & ARRIAGA GONZALEZ | WATSON BRIAN S WACHTEL BRADLEY D | 725,000 724,900 | 19 I 9 5 I H S I | WENATCHEE WENATCHEE | 2089 2986 | 1979 1951 | 3 5 | 1.75 | 672 576 | N N | Y |
| ALBERTO MAY DOUGLAS L & MC CARTHY MAY CHABELLA | DECKER ANNA L & BRIAN D | 713,000 | 230 CENTRAL AVE | LEAVENWORTH | 1920 | 1947 | 3 | 4 | 0 | N | N |
| KSHIRASAGAR ANIL & RAMAKANT PAVASKAR | SONG YINGNAN AMY & ANDREW | , | 23119 LAKE WENATCHEE HWY | LAKE WENATCHEE | 1585 | 2019 | 4 | 3 | 315 | N | N |
| MANGALA | DELORENZO | 700,000 | 3100 TAMARACK PL | WENATCHEE | 1960 | 1992 | 3 | 2 | 576 | N N | |
| HEGLAND JOEL & LAU KRISTINE A DILLON TEARA L | LARSEN REBECCA A PICK DAVID & HANNAH | 700,000 700,000 | 139 WEST ST | LEAVENWORTH | 1584 | 1992 | 3 | 2 | 936 | N | N N |
| EDWARDS THOMAS JT & WARK DEBRA D | MICHAEL PAUL RUGGIERO & MERRIDY | 699,000 | 20 DIVISION ST | MANSON | 1284 | 1969 | 4 | 1.75 | 448 | N | Y |
| CHURCH DALE & SHEREE | BAKER RUGGIERO TRT CLAUSON THOMAS J & MELISSA M | 685,000 | 22614 CORRAL ST | PLAIN | 1288 | 1998 | 2 | 1.73 | 0 | N | Y |
| YOUNG GUDRUN E | MASHAYEKH MICHAEL & HWAJI | 685,000 | 102 SAILING HAWK LN | MANSON | 1688 | 2024 | 4 | 2 | 480 | N | N |
| JAMISON SHARON ETAL | PARRISH ROBERT M | 678,000 | 226 PARK AVE | LEAVENWORTH | 1280 | 1998 | 2 | 1 | 0 | N | N |
| TOTEM BAY PROPERTY LLC | HIBBARD LARRY E | 675,000 | 152 WAPATO WAY | MANSON | 1860 | 1926 | _ | | 0 | N | N |
| HENDRICKS LISA S LIVING TRUST | MINKS JOHN D JR | 671,668 | 1360 SLEEPY HOLLOW RD | WENATCHEE | 1396 | 1980 | 3 | 1.75 | 380 | N | Υ |
| GOEDKEN NICHOLAS & LARSEN LISA | MOLLOHAN STEVEN D & LEAH A | 670,000 | 1403 DOGWOOD LN | WENATCHEE | 2241 | 2005 | 4 | 2.5 | 627 | N | Υ |
| LEMS GEORGE E & JOAN | SMITH SHAWN A & WILLIAMS AMY M | 664,500 | 256 LILLY LN | WENATCHEE | 2054 | 2008 | 3 | 2.5 | 729.3 | N | N |
| MORRIS ELIZABETH M | LOPEZ LUIS G | 652,000 | 264 CHASE AVE | MANSON | 1080 | 1971 | 1 | 1 | 468 | Υ | Υ |
| MOBLEY MICHELLE K & BRANDON S | OLSON BEVERLEY A | 650,000 | 147 JOHN TRUETT DR | MALAGA | 1924 | 2024 | 3 | 2.5 | 1097 | N | Y |
| SHAMBLIN PATRICK & JANE | STANGLAND BONITA R | 650,000 | 111 RIVIERA DR | CHELAN | 1530 | 1991 | 2 | 3 | 456 | N | Y |
| DALGAS GEOFFREY C & JENNIFER L | DRAGGOO FRANCES L | 650,000 | 707 S SANDERS ST | CACHMEDE | 1344 | 1929 2024 | 3 | 2.5 | 440 596 | N | Y |
| LOVE DONNA H & WILLIAM C WITHAM DEBORAH | TOV HOMES DEVELOPMENT LLC PERRY CASEY R & JENNIFER M | 649,900 625,000 | 120 FREEDOM HILLS 216 S MILLER ST | CASHMERE WENATCHEE | 1746 2133 | 1906 | 4 | 2.5 | 488 | N N | Y |
| BRADLEY JONATHAN C & SPENCE JENNIFER | JACOBSEN FAMILY TRUST | 615,000 | 302 BUTTE RD | CHELAN | 1120 | 1991 | 2 | 1 | 0 | N | N |
| HELLYER DAVID R & TERRI L | AULD PADDY LLC | 615,000 | 128 W WEBSTER AVE | CHELAN | 1230 | 0 | _ | | 0 | N | N |
| COLEMAN SHERMAN ANGELA | REED SHAWN T | 610,684 | 4 S WESTERN AVE | WENATCHEE | 3248 | 1995 | 3 | 1 | 900 | Υ | Υ |
| BRODY CHARLOTTE ETAL | WILLISTON REVOCABLE TRUST | 595,000 | 1836 HERITAGE DR | WENATCHEE | 2233 | 2008 | 2 | 2.5 | 624 | N | N |
| STRIECK JACOB TYLER & SABRINA L | ROSS-HOSSINGER BENJAMIN A & CELESTE C | 590,000 | 2 N WESTERN AVE | WENATCHEE | 1860 | 1922 | 4 | 2.5 | 660 | N | N |
| MEAD KATELIN & HOFFMAN MITCHELL | A HOME DOCTOR INC | 589,190 | 38 ARLINGTON PL | MALAGA | 2352 | 2024 | | | 576 | N | N |
| PERRY RYAN M & ERIN L | CUTFORTH TYSON C | 585,000 | 574 SADDLE ROCK LOOP | WENATCHEE | 1392 | 2008 | 4 | 2.75 | 449 | N | Υ |
| JORGENSEN WILLIAM D & STEELE NATALIE M | LANE ERIC H & TAMMY E | 585,000 | 1009 GELLATLY ST | WENATCHEE | 1706 | 1964 | 3 | 3 | 756 | N | N |
| MURDOCH THOMAS & DEBRA A | NEDROW RICHARD A & VIKI L | 580,000 | 122 RIVIERA DR | CHELAN | 1092 | 1989 | 3 | 2.75 | 0 | N | Υ |
| EN INVESTMENTS LLC | FARNWORTH ENTERPRISES INC | 572,032 | 2516 CHATHAM HILL DR | WENATCHEE | 4324 | 1960 | 2 | 2 | 735 | N | Υ |
| HERNANDEZ GRISELDA & GABINO | EVANS R DENNIS & JACLYN STARR | 560,000 | 615 N BRADLEY ST | CHELAN | 1008 | 1964 | 3 | 2 | 0 | N | N |
| COLE DANNY L & JULENE A | BROWN DONNA L | 559,700 | 1316 ORCHARD AVE | WENATCHEE | 2136 | 1945 | 4 | 1.75 | 576 | N | Y |
| SMITH CRAIG E | HARRIS MARCUS | 550,000 | 1510 4TH ST | WENATCHEE | 1767 | 1990 | 3 | 2.25 | 440 | N | N |
| HOEFS TROY & ELISSA NGUYEN QUOC M | FISCHER AARON J & KARA M FISCHER | 550,000 | 12055 ENTIAT RIVER RD | ENTIAT WENATCHEE | 1290 | 1954 | 3 | 25 | 0 | N | Y |
| MC CANDLESS LINDA & RAINBOLT DEANNE | BIRKLAND GORDON & CORNELIA WARE ROSEMARY | 549,000 546,488 | 1742 SKYLAR CT 1711 BRANDI TER | WENATCHEE | 2174 1996 | 2016 | 3 | 2.5 2.5 | 440 440 | N N | N Y |
| SOUTH LESS ENDER A HAIRDULI DEMININE | III LIOOLIWATI | U-TU, T UU | וז וי מוועוומן ורון | TENTO VILLE | 1990 | 2000 | ١ ٠ | 2.0 | טדז | 1.4 | 1 ' |

| Buyer | Seller | Sale Price | Address | City | Living Area | Year Built | Bed- rooms | Bath- rooms | Garage Area | Pool | Fire- place |
|---|---|---------------|--------------------------|----------------|----------------|---------------|---------------|----------------|----------------|------|----------------|
| BOURGEOIS BRIAN E & NORRIS SARA | DYKES LLOYD L & JEAN M O KEEFFE | 545,000 | 1804 STORY LN | WENATCHEE | 1278 | 1994 | 3 | 1.75 | 572 | N | Υ |
| MILLER KAREN J & DUANE A | AKSDAL MARJORIE J & EDGAR A | 542,450 | 48 LUTHER CT | MALAGA | 1916 | 2008 | 3 | 1.75 | 528 | N | N |
| PETERSON VALERIE & BRIAN N | OLSON RANDY LEE | 535,000 | 125 MONTE CARLO DR | CHELAN | 1300 | 2010 | 2 | 1 | 0 | N | N |
| SAUCEDA ANTONIO & JESSICA W | CARMACK EDWIN B | 525,000 | 1904 GRANDVIEW LOOP | WENATCHEE | 1576 | 2006 | 3 | 1.75 | 552 | N | N |
| RAPPE GERALD A & TERI | PEARSON GALE JENNIFER & PEARSON PATRICIA | 520,000 | 188 PERSHING CIR | WENATCHEE | 1349 | 2019 | 3 | 2 | 484 | N | N |
| MONTES RIGOBERTO & BETANCOURT GONZALEZ TATIANA | ASHCRAFT JESSE | 520,000 | 1105 ROSEWOOD AVE | WENATCHEE | 1503 | 1955 | 3 | 2.25 | 364 | N | Y |
| ZOLOTAROVA ANNA | DOBBINS KARISSA M & DAVID R | 515,000 | 1720 HARRIS PL | WENATCHEE | 1398 | 1968 | 3 | 1.5 | 576 | N | Υ |
| MC CUE SARAH | SMITH KAMEON A | 515,000 | 211 PATON ST | CASHMERE | 1114 | 1942 | 3 | 1.75 | 0 | N | Υ |
| COLEMAN SARAH A | BOON LAURA & GORDON | 514,900 | 371 MARGAUX LOOP | MALAGA | 1624 | 2021 | 3 | 2 | 594 | N | N |
| BREILER SARAH A ETAL | HUTSELL FELICITY A | 514,773 | 607 ROYAL ANNE DR | WENATCHEE | 1647 | 1994 | 3 | 2 | 460 | N | Υ |
| CHEYNEY MICHAEL R | LEOPOLD JAMES | 510,750 | 329 E FRANKLIN ST | CHELAN | 1512 | 2024 | | | 0 | N | N |
| ROBISON BRYCE A | ROBISON ALLEN W & RACHEL E | 500,000 | UNASSIGNED | CHELAN | 0 | 0 | | | 0 | N | N |
| MORGAN SHARON L | KUECHMANN TIMOTHY C | 500,000 | 2620 LESTER RD | WENATCHEE | 2188 | 1988 | | | 624 | N | N |
| FRAMTIDA LLC | HIGGINS JACQUELIN L & JOHN M | 495,000 | 350 HIGHPOINT LN | CHELAN | 0 | 0 | | | 0 | N | N |
| BECK DAVID & DIANE | SCHAPER ROSE M TRUSTEE | 485,000 | 100 SKI BLICK STRASSE | LEAVENWORTH | 1448 | 0 | | | 0 | N | N |
| LEAL JASON & JESSIE | SOMMERFELD KAYLA | 485,000 | 209 W COMMERCIAL ST | LEAVENWORTH | 1172 | 1920 | 3 | 2 | 0 | N | Υ |
| MUGG TYLER J & KRISTINA N | SIMPSON KARIN M | 485,000 | 1203 3RD ST | WENATCHEE | 1364 | 1975 | 3 | 1.75 | 0 | N | Υ |
| CARPENTER CAROL E | CHELAN SELECT PROPERTY MANAGEMENT LLC | 477,000 | 433 W WEBSTER AVE | CHELAN | 1768 | 0 | | | 0 | N | N |
| COFFIN WHITNEY | FLICK DOUGLAS P & JOYA RUDY A | 475,000 | 2832 EASY ST | MONITOR | 904 | 1924 | 4 | 1 | 576 | N | Υ |
| SHRADER MISTY & TYLER ETAL | ELEMENT HOMES LLC | 475,000 | 8333 RIVER VIEW RD | PESHASTIN | 2409 | 1940 | 4 | 2 | 360 | N | N |
| DIXON COURTNEY E & HACKETT DELMAR R | IRON BACK MIKE LLC | 466,000 | 15 LAVON LN | MALAGA | 1348 | 2024 | 3 | 2 | 362.5 | N | N |
| GUERRERO MARTHA P | SARDA IVAN | 465,000 | 6240 HAY CANYON RD | CASHMERE | 1782 | 1990 | | | 0 | N | N |
| CADMAN CONRAD & JENNIFER | MORPHIS JAMES P & SCOTT MORPHIS KATHLEEN A | 450,000 | 1702 JEFFERSON ST | WENATCHEE | 1740 | 1968 | 2 | 1 | 300 | N | N |
| MANSFIELD STUART & KELLI | KESTERSON LARRY J & JENNIFER L | 450,000 | 1442 CRABAPPLE LN | WENATCHEE | 1546 | 1984 | 3 | 1.75 | 621 | N | N |
| PAYNE CHRISTOPHER C & TIJA S | YOUNGBLOOD ROBERT L | 449,000 | 8117 TILLY LN | WENATCHEE | 1848 | 1983 | | | 0 | N | N |
| PAYNE JERRY 0 & RUTH | COLLIER MEGAN & DANE | 444,099 | 1310 MONITOR AVE | WENATCHEE | 1876 | 1955 | 4 | 1.75 | 0 | N | Υ |
| LUNA GAMEZ CRISTINA ETAL | BURBANK WILLIAM D & PATRICIA J | 435,000 | 15000 US HWY 97A | ENTIAT | 2376 | 2007 | | | 0 | N | N |
| MC LEAN PATRICK | VEEDER JAMES A R II | 435,000 | 908 BRYAN ST | WENATCHEE | 2560 | 1949 | 5 | 4 | 0 | N | Υ |
| PARRISH ETHAN & MARIKA | GROODY DIANE | 422,000 | 214 N EMERSON AVE | WENATCHEE | 1212 | 1930 | 3 | 1.5 | 216 | N | Υ |
| ETHERINGTON DONN III | ETHERINGTON DONN & KATHRYN K | 418,700 | 5445 WHISPERING RIDGE DR | WENATCHEE | 1680 | 2008 | | | 1280 | N | N |
| DYKES LLOYD L ETAL | CHRISTENSEN MARIAN | 415,000 | 1824 HERITAGE DR | WENATCHEE | 1404 | 2002 | | | 400 | N | N |
| DIOS KATHLEEN | ISAACSON KIERAN L & CAITLIN C | 413,000 | 837 KITTITAS ST | WENATCHEE | 1044 | 1922 | 2 | 1 | 0 | N | Υ |
| LAZ GARY K | ERICKSON ROBERT D & CAREY ANNE | 385,000 | 74 WHITE FIR LN | LAKE WENATCHEE | 0 | 0 | | | 0 | N | N |
| LEMUS VICTOR & MAGALI | VAN LIEW CHARLES T & JESSICA M | 385,000 | 14609 DIAMOND AVE | ENTIAT | 1404 | 2005 | | | 484 | N | N |
| COOPER BRIAN | BASKIN RICHARD L | 383,000 | 1601 MAIDEN LN | WENATCHEE | 1409 | 0 | | | 0 | N | N |
| GRIGGS MARC & DEANNA | SELECT HOMES INC | 380,000 | 187 EASTON WAY | CHELAN | 0 | 0 | | | 0 | N | N |
| VOTH MICHAEL | GROTHAUS SHELLEY | 379,000 | 4370 NORTHRIDGE DR | WENATCHEE | 0 | 0 | | | 0 | N | N |
| GUERRERO CRUZ YONATAN ETAL | SAGE HOMES LLC | 374,900 | 105 SALMON DR | WENATCHEE | 1730 | 2024 | 3 | 2 | 380 | N | Υ |
| GRANGER SCOTT & KELLY | LANE DAVID & JULIE | 366,000 | 1342 CENTRAL AVE | WENATCHEE | 984 | 1956 | 3 | 1 | 0 | N | Υ |
| LOPEZ EMILY | HONSINGER BENJAMIN A | 365,000 | 1220 COLUMBINE ST | WENATCHEE | 713 | 1951 | 2 | 1 | 364 | N | Υ |
| MORALES CORIA DIEGO ETAL | MENDOZA MARIA E | 360,000 | 290 LINDA LN | WENATCHEE | 1401 | 2004 | | | 0 | N | N |
| FLEMING NICHOLAS & TRICIA | HINTERLAND FARMS TRS LLC | 355,000 | UNASSIGNED | MANSON | 0 | 0 | | | 0 | N | N |
| KING CHERYL A & MC KINNEY SCOTT | BITTERMAN DEBORAH | 353,500 | 502 COTTAGE AVE | CASHMERE | 820 | 1920 | С | 1 | 500 | N | Υ |

Historic building reopens as Dryden Roadhouse

The Dryden Roadhouse, located in Duffy's former space, opened its doors to the public on Oct. 4.

By TAYLOR CALDWELL | Ward Media Staff Reporter

wned and operated by Terri Morris and John Bryant, the restaurant and bar offers both a bar for ages 21 and up, and a family friendly area.

"I want people to be able to come here, have a good time, relax... [It's] a place for community," said Bry-

Dryden Roadhouse, located in a historic 1928 building, intends to revive the spirit of a town tavern that was well-loved by the community for decades.

"I have an affinity for the building. I have an affinity for the people who live here," said Bryant.

"There are individuals in the Upper Valley that were coming into this bar 50 years ago, when George Valeson, a.k.a. Duffy, had it back in the day."

According to previous Cashmere Valley Record

reporting, the building was built by John Valeson, a Greek man who had left gold mining in Alaska to experience the "merits of the Valley" told to him by his nephew and owner of Cashmere Cafe, Gus Valis-

Valeson settled in Dryden, and in 1924 built a two-story building that housed the Golden Gate Cafe on the first floor, and apartments on the second. Four years later, he built the tavern next door, where his son George "Duffy" Valeson would later take over, the Record reported.

Duffy operated the tavern from 1940 until his passing in 1980, creating a reputation of a generous and trusting personality throughout the town.

"Duffy would actually just go to sleep next to the wood stove... Everybody would help themselves to beer. And some of the old timers tell stories about, you know, 'I didn't have the quarter for the beer, so I'd go up and I would shake the cigar box as if I was putting a quarter in, and I'd catch it next time," said Bryant.

Since then, the building has hosted a number of different owners and businesses over the years, such as a Mexican cantina, an Irish pub, and even a cannabis retailer, said Bryant.

Bryant found his way to the building in 2005, where he leased the space for a number of years, followed by Morris's short stint with it around 2009.

Together, the two moved on, opening and operating a number of pubs and catering services throughout the valley.

Eventually, Bryant returned to the space to open Duffy's in 2018, but the tavern closed shortly before the pandemic.

"I've been promising people for the last year we're going to get this place open, and that probably is my biggest motivation, is delivering stuff in the community that I said I would do," said Bryant.

The restaurant and bar currently offers sandwiches,

salads, smoked meats, and pizzas.

For entertainment, the space includes foosball, pool, and darts, with plans for occasional live music.

As the business grows, Morris and Bryant plan to expand the menu options and add an outdoor beer garden.

"[We] really want to turn this into a steak [and] seafood house," said Morris. "We're doing this just on our dime... So the more we can generate in here, the quicker we can get the big kitchen in."

Dryden Roadhouse is located at 8459 Main St., and is open Thursday through Monday, from 3 p.m. to 9 p.m.

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

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Real Estate

Home sales continue downward trend as inventory rises, first-time buyers remain sidelined

Ward Media | Wenatchee Business Journal

.S. existing-home sales declined for another month in September, falling 1.0% to a seasonally adjusted annual rate of 3.84 million units, according to the National Association of Realtors.

The latest figures mark a 3.5% decrease from September 2023, highlighting the ongoing challenges in the housing market.

The median existinghome price reached \$404,500 in September, representing a 3.0% increase from the previous year, marking the fifteenth consecutive month of year-over-year price appreciation.

"Home sales have been essentially stuck at around a four-million-unit pace for the past 12 months, but factors usually associated with higher home sales are developing," said



Lawrence Yun.

"There are more inventory choices for consumers, lower mortgage rates than a year ago and continued job additions to the economy. Perhaps, some consumers are hesitating about moving forward with a major expenditure like purchasing a home before the upcoming election."

Housing inventory showed signs of improve-

NAR Chief Economist ment, rising 1.5% from August to 1.39 million units at the end of Sep-

This represents a 23.0% increase from the previous year's levels. At the current sales pace, unsold inventory sits at a 4.3-month supply, up from 3.4 months recorded in September 2023.

First-time homebuyers continue to face significant hurdles, accounting for just 26% of Septem-

Regional variations

The existing home sales market in September showed continued weakness across most regions, with three areas experiencing declines while the West posted gains. Yearover-year comparisons revealed decreases in three regions, though the West demonstrated resilience with both monthly and annual increases. Median home prices maintained their upward trend across all regions, albeit at varying rates.

Northeast

Existing home sales in the Northeast declined 4.2% from August to an annual rate of 460,000 in September, representing a 6.1% drop from September 2023. The median price in the Northeast reached \$467,100, marking a 6.0% increase from the previous year, the highest percentage increase among all regions.

Midwest

In the Midwest, existing home sales decreased 2.2% from August to an annual rate of 900,000 in September. This figure represented a 5.3% drop from the previous year. The

median price in the Midwest stood at \$306,600, up 5.0% from September 2023, indicating substantial price appreciation despite falling sales volume.

South

Existing home sales in the South continued their downward trend, falling 1.7% from August to an annual rate of 1.72 million in September. This figure represented a 5.5% drop from the previous year. The median price in the South was \$359,700, up 0.8% from one year earlier, the most modest price increase across regions.

West

In the West, existing home sales bucked the national trend, rising 4.1% from August to an annual rate of 760,000 in September. This figure also the only region with both monthly and yearly gains. The median price in the West reached \$616,400, up 1.7% from September 2023, maintaining its position as the most expensive region in the country.

Compost

Continued from page 5

compost to improve soil structure, enhance water retention, and boost crop yields naturally.

Carbon Sequestration: A Climate Change Solution

Compost plays a potential role in combating climate change. Finished compost is comprised of about 25-30% carbon. Every ton of organic waste diverted from landfills and processed into compost creates a product with

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Compost can serve as a powerful educational tool through community programs and workshops.

These initiatives raise awareness about waste reduction and sustainable living practices. Moreover, the growing demand for compost is creating new job opportunities and potential for small businesses in the green economy. Compost is a versatile resource with the potential to transform our communities. From erosion control and green space enhancement to sustainable construction and climate change mitigation, compost offers innovative solutions to many environmental challenges.

Compost Works is committed to harnessing compost's full potential. By diverting organic waste from landfills and creating high-quality compost, they're not just reducing waste - they're creating valuable resources for healthier, more sustainable communities. Their facility stands as a model of how repurposed industrial sites can become hubs of environmental innovation, serving the community's needs while contributing to a greener future.

Learn more at www.wintonmfg.com.

ber sales - matching the all-time low set in August 2024 and November 2021.

This demographic's struggle coincides with elevated mortgage rates, which Freddie Mac reported at 6.44% as of October 17, though down from 7.63% a year ago.

Cash buyers maintained a strong presence in the market, representing 30% of transactions in September, up from 26% in August. Individual investors and second-home buyers, who often make cash purchases, accounted for 16% of home sales, down

from 19% in the previous month.

"More inventory is certainly good news for home buyers as it gives consumers more properties to view before making a decision," Yun noted. "However, the inventory of distressed properties is minimal because the mortgage delinquency rate remains very low. Distressed property sales accounted for only 2% of all transactions in September."

Properties typically remained on the market for 28 days in September, showing a slowdown from both the previous month's 26 days and last year's 21day average.

"Moderating home price increases are welcome news for home buyers," Yun added. "With wage growth now outpacing home price appreciation, housing affordability will improve."

The single-family home sector saw a modest decline of 0.6% to a seasonally adjusted annual rate of 3.47 million in September, while the condominium and co-op segment experienced a more substantial drop of 5.1% to 370,000 units.



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Labor Area Reports

Washington state sets new paid family leave premium rate for 2025

Ward Media | Wenatchee Business Journal

Washington state will raise its Paid Family and Medical Leave premiums to 0.92% in 2025, following a year when the program provided \$1.35 billion in benefits to more than 175,000 workers through the first nine months of 2024.

The Employment Security Department announced that the new rate marks an increase from the current 0.74%.

Under the 2025 structure, employers will pay 28.48% of the premium, while employees will cover 71.52%, maintaining a ratio similar to 2024's distribution.

The adjustment follows a period of financial challenges for the program.

In 2023, the program faced a deficit as benefit claims exceeded premium

CS and Tech Fair

Continued from page 2

This interactive session

encouraged students to ask

questions and learn from

the experiences of these

trailblazers, reinforcing

the message that diverse

perspectives are invaluable

electricity and batteries

sparked students' inter-

est in renewable energy

technologies. Hands-on ac-

tivities allowed students to

explore the transformative

potential of rechargeable

batteries, igniting a passion

Group14's session on

in STEM fields.

collections, prompting the state Legislature to add \$200 million to the program's account.

This intervention helped stabilize the fund and led to a lower premium rate for 2024.

However, the reduced 2024 rate created a gap between income and spending, according to state of-

"The decreased 2024 rate caused revenue from premiums to be lower than expenditures," the department explained in its announcement, noting that continued growth in benefit payments led to the 2025 rate increase.

Officials list three main factors behind the rise in benefit payments:

- -Natural program
- The expiration of cer-

The Museum of Flight

tain collective bargaining agreement provisions

- Increased eligibility due to post-pandemic employment recovery

Small businesses, defined as those with fewer than 50 employees, remain exempt from paying the employer portion of the premium.

These businesses must still collect employee premiums or opt to cover them on behalf of their workers.

The state's Paid Leave program, which operates through mandatory premium collections from both employees and employers, requires an annual rate recalculation each October based on the previous year's usage and premium collection data.

For more information about the premium changes and program details, state officials direct interested parties to visit paidleave.wa.gov.

brought aerospace manufacturing to life with a hands-on workshop that challenged students to create parts with minimal waste. This activity under-

scored the importance of precision and planning in manufacturing, providing a fun and interactive learning experience.

Moses Lake Public Libraries' "Clues Gone Bad!" workshop promoted critical thinking and teamwork through challenging riddles and puzzles, while the Clean Energy Panel offered insights into the growing impact of clean

energy technologies and career opportunities in this evolving sector.

The Computer Science & IT Panel provided valuable career advice from industry professionals, helping students understand the pathways available in the fastgrowing tech world. Students also had the chance to code music with EarSketch, a fun and creative way to learn coding basics.

In the "Software Engiboosting their confidence and skills. The Virtual Re-

neer: What's That?" session, students engaged in coding exercises and heard success stories from local engineers, Wenatchee region posts fifth straight month of job losses

Ward Media | Wenatchee Business Journal

The Wenatchee Met-**⊥** ropolitan Statistical Area (MSA) lost 1,500 jobs in September 2024, marking a 3.0% drop in total nonfarm employment compared to the same period last year, according to a detailed labor market report compiled by Donald W. Meseck, Regional Labor Economist for the **Employment Security De**partment.

The two-county region, comprising Chelan and Douglas counties, fell to 48,900 nonfarm jobs, recording its fifth consecutive month of job losses. The decline stands in stark contrast to Washington state's broader economic performance, which has logged 42 straight months of employment growth, adding 44,600 jobs statewide for a 1.2% increase since September 2023.

The leisure and hospitality sector bore the brunt of the downturn, shedding 500 jobs for a 6.8% decline compared to last year, dropping from 7,300 to 6,800 positions. Regional wildfires during the summer months drove much of this decline, affecting tourism and recreational activities throughout central Washington. This marks a significant reversal for the sector, which had previously recorded 36 consecutive months of job growth from April 2021 through March 2024.

Manufacturing employment contracted 6.5% year-over-year, while local government positions decreased by 2.7%, losing 200 jobs. The private sector overall shed 1,300 jobs, representing a 3.2% decrease from September

Some sectors showed growth amid the broader decline. Retail trade added 300 jobs for a 4.7% increase, while education and health services grew by 200 positions, up 2.4%. The construction sector maintained stability at 4,100 jobs, despite fluctuations in the housing market.

The region's real estate market showed increasing momentum, with closed sales of single-family homes and condominiums in the Wenatchee market climbing 10.4% in the first nine months of 2024, reaching 605 sales compared to 548 during the same period in 2023. The median sales price rose 6.0% to \$514,000, while the average sales price jumped 7.1% to \$575,377, indicating strong activity in higherpriced homes. Active listings surged 33.7%, with 226 properties on the market in

September 2024 compared to 169 a year earlier.

Despite the job losses, the area's unemployment rate improved slightly to 3.5% in September 2024, down from 3.6% a year earlier. The civilian labor force grew by 342 workers to 68,201, a 0.5% increase. The number of unemployed residents decreased by 39 to 2,371 people.

The report highlighted significant structural changes in the region's agricultural sector over the past decade. In Chelan County, agricultural employment fell 12.8% between 2013 and 2023, losing 1,193 jobs, while agricultural wages grew 40.7% to \$287.0 million. Douglas County saw an even steeper 22.4% decline in agricultural jobs during the same period, losing 658 positions, while wages increased 38.6% to \$82.5 million. These shifts suggest a transformation toward more full-time, year-round positions and increased automation in the agricultural sector.

The broader transformation of the local economy is evident in agriculture's declining share of total employment. In Chelan County, agriculture's portion of covered employment fell from 23.5% in 2013 to 17.9% in 2023, while Douglas County saw a drop from 26.9% to 18.5% during the same period.

ality session by Transfr and Boys and Girls Club of Columbia Basin showcased how VR creates career pathways and emphasized the importance of accessibility in tech education.

Microsoft's workshops on MakeCode and Visual Studio Code offered students the opportunity to build games and explore textbased adventure coding, making learning fun and accessible. CWU-Northwest Earth and Space Sciences Pathways' session on Artemis ROADS III Lotería provided a space-themed game to inspire and educate students about NASA missions.

The Importance of Investing in **Local Youth**

Investing in local youth through events like the Eastern Washington CS and Tech Fair is not just an educational endeavor; it is a strategic investment in our community's future. By equipping students with the skills needed for highdemand tech jobs, we are fostering a future workforce that can drive economic growth and innovation in our region. This investment ensures that local businesses have access to a pool of talented individuals who can contribute to their

Moreover, such initiatives help bridge the digital divide, particularly in rural and remote communities. By providing students with exposure to cutting-edge technologies and career opportunities, we are ensuring that no student is left behind in the rapidly evolving tech landscape.

The fair also plays a crucial role in encouraging diversity in STEM. By highlighting the achievements of women and gender-diverse professionals, we are promoting an inclusive environment where all students feel inspired to pur-

sue careers in STEM fields. Through hands-on workshops and interactive sessions, students build confidence in their abilities and develop practical skills essential for success in the tech industry. These experiences ignite a passion

for learning and innovation that lasts a lifetime.

The 2024 Eastern Washington CS and Tech Fair was a resounding success, providing students with invaluable experiences and insights into the world of technology and computer

The event not only highlighted the importance of STEM education but also showcased the exciting career opportunities available in this ever-evolving field, but it's noteworthy that these kinds of transformative experiences for young people take the dedication and commitment of hundreds of community leaders.

The culmination of their investment in minutes of the day will pay a return on investment in the years ahead. We never really know the impact of a moment invested in the development of a young person through the transfer of ideas, connection, and mentorship, but we do get a glimpse of what might be possible in the experience of days like this one.



LCH Hospital

Continued from page 1

a little bit more care before going home.

The hospital has 12 acute beds, nine ED beds, and 10 PACU or pre and post-operative beds.

"So our tertiary facilities, our big facilities that we refer to or we transfer to, if we need to transfer, they don't have the capacity to take extra patients because they don't have enough staffed beds," Edwards said. "So we need to be judicious and very careful with what we transfer and what we don't transfer to not, you know, fill up their beds with lower acuity patients."

After reviewing a year's worth of patient transfers, the administration found that about 80 patients who were transferred out could have been treated locally.

The hospitalist model aims to address this gap. Hospitalists specialize in inpatient care, offering continuous attention and spending more time with patients, which Edwards said will improve satisfaction and outcomes.

"When we get quality feedback from surveying one of the things that we see is they want more time with their physicians," Edwards said. "They want to know what this or that means. They want to know what's the next step, what you're doing, that's very hard on family practice docs that are, you know, across the street and not present 24-hours a day, like these hospitalists will be that we're bringing in."

Contracting with RPG will not be an initial cost savings for the hospital. But the leadership sees it as an investment in the future of care.

While the move to RPG's hospitalist model represents an investment for the hospital, Edwards and the board believe it will ultimately be financially beneficial. Board member Doug Gibson pointed out that even though there might be initial costs, the program could be offset by retaining just 1.8 more patients per day – patients

who are currently transferred to other institutions but could be treated in Chelan.

Dr. Matthew Hillman, Chief Medical Officer at Lake Chelan Health, said that the decision to shift to a hospitalist model was driven by the goal of providing better care for the local community, not by cost. The aim is to keep patients closer to home, avoiding unnecessary transfers to hospitals in other cities.

"By moving to this hospitalist model, we have specialists who are trained differently," Hillman said. "They have a completely different residency that they go through, and they specialize simply on the care of patients and in hospital settings, getting them better, getting them home."

"And with this model, we'll be able to care for patients just that much better," Hillman said. "And really, we're pushing for the national standard of care for the people who live in Chelan, trying to give them the best care we can possibly give them."

"Care in a hospital is complex and needs to be coordinated," board member Doug Gibson said. "There are a lot of moving parts, and so if you have doctors who are dedicated to working just within the hospital, they get used to complexity, and they're here all of the time, so they're more efficient for the hospital to speed care through the system."

Having a dedicated hospitalist can also improve wait times in the ED because patients can be moved from the ED to patient beds more efficiently.

When the board reviewed the plan, they asked if it could improve care for the community. Although there may be an initial financial dip, they are focused on the long term. They believe the plan will at least break even and could potentially be a financial benefit for the hospital, enabling more local services, Gibson said.

Dr. Matt Pappy, a hospitalist and RPG CMO, echoed that sentiment that the shift is about more than cost. The time cost for patients waiting in an ER is significant, and the cost of transferring patients to distant hospitals adds up. But beyond that, patients need to be near their loved ones for support, he said.

Sometimes patients are well enough to leave the hospital but not ready to go home yet. This requires a transition of care, from the ER to the med-surg unit, or to a swing bed before heading home. Coordination between different medical disciplines is key to making this process seamless for the patient, allowing them to focus on recovery, Pappy said.

The hospitalist will be able to conduct daily rounds with nursing staff and provide educational mentorship. This one-onone engagement helps nurses improve their skills and work at the top of their licenses, which is essential for the hospital to effectively serve the community, Lake Chelan Health COO, Shawn Ottley said.

That type of ongoing education is also helpful in recruiting nurses, he said.

"If you're able to offer that ongoing daily education, you're going to become a place where people want to come work, because you have that culture of continuing education and that collegial relationship between the providers and the nursing staff," Ottley said.

"And not to say that that didn't occur with CVCH, because they are great providers, and they are very good at education, but they don't have the time needed within their day to spend one or two hours with our nursing staff to really help them work to the top of their license."

"We work in over 40 rural hospitals," RPG CEO Mike Patterson said. "We only focus on rural, mostly critical access (hospitals), but one of the successes we have is that we can help the nursing staff, we do in the moment, education, repair education."

Without a 24/7 hospitalist model, night nurses, who are often less experienced, rarely interact with doctors. With this model, doctors are on-site around the clock, regularly rounding with night nurses, providing education, answering questions, and guiding patient care, improving overall support and communication, Patterson said.

"I think one of my favorite parts of the day, we set aside time every day called interdisciplinary rounds," RPG CMO Dr. Matt Pappy said. "That's where all the medical staff come together to discuss each of the patients that are on the census, and we go through their plan of care and their goals of therapy and around the

table." "We're talking from nursing staff, respiratory therapy, physical therapy, occupational therapy, social work," Pappy said. "We're talking about not just what's going on today, but what the plan of care is, what tracking what their plan of care looks like, moving forward and getting them home and back to their loved ones as soon as possible, or at the timely at a timely discharge."

The shift to using hospitalists for inpatient care aligns with a broader trend in medicine, as hospitalists can provide continuous care and spend more time with patients, Edwards said.

"It is the number one growing specialty in the United States, hospitalist medicine, because we feel like, you know, patients, when we get quality feedback from surveying one of the things that we see is they want more time with their physicians," Edwards said. "They want to know what this or that means. They want to know what's the next step, what you're doing, that's very hard on family practice docs that are, you know, across the street and not present 24 hours a day, like these hospitalists will be that we're bringing in."

The board vetted two other vendors before choosing RPG because of their good track record, Edwards said.

"Where your time and your efforts and your heart is, that's what you're going to be good at, and that has come across in every conversation that we've had with them, that the physicians that will be here, and these will be this set same physicians that will come on a rotation, so it's not, you know, just random people coming at every different time they will get to know this community while they're here," Edwards said.

However, the decision has raised concerns among some local physicians.

"I think that ultimately what drew me and what I believe drew many of my colleagues who practice primary care medicine to this rural community, what drew us here is the ability to have a broad and varied scope of practice," Dr. Scott Hippe said. "You know, I love working in the clinic and knowing patients and developing continuity and taking care of family members of multiple different generations. And I like that. And then also I am energized when I get to have some variety or mix it up, and you know, for a week, I'm also rounding on inpatients at the hospital or delivering a baby or performing procedures like colonoscopies."

"What has ultimately been heartbreaking about this decision is that element of variety and broad scope of practice that keeps us here is called into question by this decision," he

said. "I'm speaking on behalf of myself when I say these things, like, I work at Columbia Valley Community Health, I'm in no way speaking for my organization," he said. "I'm speaking as a doctor who has privileges at Lake Chelan Health."

Hippie said the questions he is asked most often in the clinic is 'do you like it here? You're not going to leave like those other doctors, are you?'.

"I think people in the community want to have their doctors stay and continue providing care and that that relationship that's developed over a longer period of time means something to people," he said.

"I guess I would maybe let every, you know, let every doctor and let the situation speak for itself," he said. "But just that it was no accident that we came here seeking a certain style and way of practice and it's hard and might have impacts on the delivery of care in the community."

"On the surface, it is a subtraction for the family practice doctors, because they have always had the ability to come into the hospital for their patients," Gibson said. "But from the hospital side, it is more efficient to have hospitalists here. Having said that, we believe that we can work out ways where the family practice docs can spend more time doing exactly what they do best, which is seeing patients in the clinic, seeing more of our community in the clinic, and that is good for the clinic also"

"So I think, as a board member, everybody wins in this eventually, and a lot of the grinding of the gears we're hearing now primarily has to do with just the noise from change," Gibson said. "And as we get through the change process, I believe a lot of this will settle in, and people will say, 'wow, we should have done that a long time ago".

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

Alatheia

Continued from page 3

sets and operates 23 locations throughout Washington state, also awarded a separate \$10,000 Peoples Choice Grant to Bellingham Arts Academy for Youth through an online voting process.

Peoples Bank, headquartered in Bellingham, Washington, has served Washington communities for 100 years and maintains a five-star rating from BauerFinancial, a leading independent bank rating



The signmakers that shape Bavarian Leavenworth: Gibbs Graphics celebrates 20 years

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

ibbs Graphics, the creative force behind Leavenworth's iconic signs and murals, celebrated 20 years of business in October.

Over the last two decades, the business has adorned the town with its work, such as the Nutcracker Museum's three dimensional signs and sixfoot tall nutcracker replica, the Leavenworth Reindeer farm's reindeer sculpture, and murals on the Festhalle, Icicle Village Resort, the Wood Shop and Hat Shop, and many, many more.

"We're in the business of helping create positive first impressions on people, whether it's a sign or a mural," said co-owner Rusty Gibbs.

Owners Rusty and Amanda Gibbs run their business out of their Leavenworth studio with just under ten employees, designing and creating signs, logos, environments, and sculptures for Leavenworth, as well as busi-

nesses and organizations across the country.

Rusty and Amanda Gibbs met in college while studying fine arts and, for practicality, graphic design. They never planned to be sign makers, but the right combination of location, timing, and community support made it a possibility.

"I don't even think I knew of sign makers coming out of college," said Amanda.

After traveling post-college, the couple came back to Rusty's hometown of Leavenworth to reset. At that time, the town's former signmaker and a Gibbs family friend Dan Tuttle was reaching retirement, and hired Rusty to help complete his remaining projects. One of his first signs was for Ducks and Drakes.

"We were living in [Rusty's] mom's house, who was living in town at that time. He painted that in an extra closet. We made a makeshift art studio in a,

what, six by eight closet... It was a good sign. [It] lasted for a long time," said Amanda.

As sign making picked up, other community members started asking for murals. Candice Dillhoff offered Amanda Gibbs a mural project at an inn, and Bob Smith recruited them to paint the Festhalle.

"Any mural that came my way, I was like, 'Sweet. How lucky am I?' But I never really thought it would keep going... There's no way I can make a living doing murals for the rest of my life. Well, I was wrong," said Amanda.

Leavenworth's strict code that adheres buildings to the Old World Bavarian Alpine Theme proved to be a gold mine for a sign making and mural business. Gibbs Graphics educated themselves on the Design Review Board's (DRB) permitting process and requirements, familiarizing themselves with specific fonts, colors, and shapes. They even

started studying specific Bavarian style brackets to hang the signs.

"Signs really are the best merger of fine art and graphic design. You still need great layout, and you have to know text and how to influence people's vision and what they actually read esthetically. But then the town only does hand painted signs or carved signs, so it forced us to only do really cool signs," said Amanda.

The Gibbs steadily grew their business over the next ten years. They worked out of their home and off of solar power, with revenue from each project going towards new tools and paintbrushes. By 2012, they hired their first employee, and by 2014 they moved out of their home studio and into their current shop.

Gibbs Graphics grew exponentially when it opened up its three dimensional sign services to the rest of the country in 2017, which now makes up half of their business. Their work has



COURTESY OF RUSTY GIBBS

Rusty and Amanda Gibbs, owners of Gibbs Graphics, celebrate 20 years of shaping Leavenworth's iconic signs and murals. The couple started the business after moving back to Rusty's hometown of Leavenworth and have since become integral to the town's Bavarian aesthetic.

been shipped all over the U.S., but one of their most memorable projects is displayed at a pub in Centerville, Tennessee.

"It was a dry town... It was the first bar in that town, and they were waiting for our sign for Skeeter's Pub and Grub that had like a three dimensional mosquito on it... The mayor came out and they did a ribbon cutting. The town was really excited for our sign," said Amanda.

Twenty years in, the

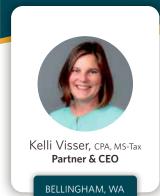
Gibbs Graphics team now has the opportunity to choose projects more conscientiously, asking themselves a series of questions before picking up a project, with 'Will it be fun?' as a top priority.

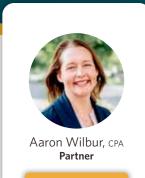
"It's been quite the journey. [I'm] definitely proud of ourselves for sticking through those early years," said Rusty.

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With a dynamic female CEO, five female partners, and 115 remarkable women making up over 65% of our workforce, Larson Gross is shaping the future of business. Together, we're redefining success and creating a lasting impact in the North Central Washington community and beyond. To the women who lead and support us with vision, integrity and passion and inspire us to serve our clients in a way that ensures we are Making Lives Better and Businesses Stronger - thank you!



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