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## From cobbler to cornerstone: More than a century of service at American Shoe Shop

In the first of our series on businesses in the Wenatchee Valley that have been operating for more than 40 years, we profile American Shoe Shop, a family-rooted establishment that's been serving the community for 105 years.

By **ANDREW SIMPSON** | Ward Media Staff Reporter

Started in 1920 by Harry Crutcher, the shop was originally at 2 South Mission Street, at the intersection with Palouse.

After some success as primarily a cobbler – a repair shop, as new shoes were far more expensive in those days than simply repairing a worn out pair – Crutcher expanded into two larger locations on Orondo Avenue across from the newly-built Garland Building, which housed at the time both apart-

ments upstairs and the Orondo Recreation Club, the home of the Wenatchee Chiefs, a farm team for first the Yankees and then the Cubs.

That building still bears both the Garland and Orondo Recreation names, but they didn't have the staying power that Crutcher's shop had.

The Orondo Recreation Club became McGlenn's, but American Shoe Repair, as it was known then, remained, first located at 110 Orondo in 1929,



LOGAN FINLEY/WARD MEDIA

An ancient Singer sewing machine tells a story of an era when every repair was done on a small machine or by hand.

then at 114 Orondo in 1940, just before Harry sold the business to his son-in-law Al Parker.

Even then, American Shoe Repair was a community cornerstone. What else could you

be, as an essential service across the street from the place where everyone went to smoke cigars and get their sports news?

See **AMERICAN SHOE SHOP** Page 8

## Medicine for the body, ice cream for the soul, right in downtown Cashmere



LOGAN FINLEY/WARD MEDIA

The youth sports teams that Doane's has sponsored over the years fill far more than this wall with photos. **SEE STORY PAGE 19**

## Eagle Creek Flower Farm's roadside stand thrives on simplicity and trust

From late spring into early fall, Eagle Creek Flower Farm's roadside stand comes alive with colorful bouquets that change with the season.

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

Every weekend, the stand is visited by frequent buyers, who use an honors system to check their flowers out.

Eagle Creek Flower Farm is owned and operated by Paula Dinius, a retired urban horticulturist at Washington State University Extension. Dinius spent her career providing education and consultation on how to grow and maintain plants,

while growing on her own Eagle Creek property on the side.

While Dinius always had a passion for growing, her interest in cut flowers came much later.

Around 2017, Dinius was consulting some property owners on what to grow, and had connected them with a Washington Department of Natural Resources grant for

See **EAGLE CREEK** Page 13

### inside:

#### FROM THE PUBLISHER

**Legacy and Livelihood**  
The Long Game of Local Business

Page 2

#### FINANCE

Washington state expands capital gains and estate taxes under new law targeting the top 1%

Page 3

Think reinvested dividends aren't taxed? Think again.

Page 4

#### Q&A

**Meet Colleen Malmassari, owner and founder of HR Consulting company Back40 Advisors LLC**

Page 5

#### MARKETING MATTERS

Why reliable visibility builds long-term business relationships

Page 14

#### REAL ESTATE

##### Top Properties

Chelan & Douglas County  
Pages 14 – 16

Historic Freestone Inn in Mazama listed for sale at \$5.99 million

Page 16

#### Carrer & Workplace

Hiring youth for summer break

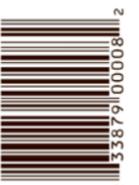
Page 18

### June 2025 Association Newsletter

Homebuilders & Homeruns – August 1<sup>st</sup> at Paul Thomas Sr. Field! – Page 10

The 31st Annual Building NCW and Banner Bank Home Tour is Coming This Fall! Page 11

Welcome New Members – Page 11



\$2

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**East Wenatchee**  
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130 Titchenal Way  
The Side Street Cashmere  
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Dan's Food Market  
1329 U.S. Highway 2

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

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

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# Legacy and Livelihood From the The Long Game of Publisher

By **Terry Ward** | CEO and Publisher Ward Media

In this month's issue of the Wenatchee Business Journal, we bring you stories about legacy – not in the abstract sense, but in the very real, boots-on-the-floor way that businesses in North Central Washington build trust, livelihoods, and lasting community value across generations.

At American Shoe Shop in Wenatchee, Josh Tarr is carrying forward a legacy that started in 1920, when Harry Crutcher opened the first repair counter.

After 105 years, the business remains family-rooted – not by blood anymore, but by values.

Tarr, who learned the trade from the Parkers who ran it before him, doesn't just repair shoes; he restores confidence in what it means to do business the right way: personal, reliable, and without fanfare. "Just serving the community is better than any advertising I could ever do," he says.

It's a simple philosophy, but one that has kept the store central to Wenatchee's downtown

identity for more than a century.

A few miles west in Cashmere, another familiar name has returned to its rightful place.

Dave Doane recently brought Valley Pharmacy back into his family after decades under different ownership.

His team delivers medications from East Wenatchee to Leavenworth and still serves sundaes from the soda fountain. But what Dave really offers is a sense of place. "We take really good care of people," he says. That ethos – personal care, community connection, and hometown trust – defines the kind of business model that lasts.

And in Dryden, Paula Dinius has taken a more literal approach to growth.

At Eagle Creek Flower Farm, her roadside stand runs entirely on the honor system. Customers choose a bouquet, leave their payment in a box, and drive off with beauty in the passenger seat.

The model works because it's built on mutual

trust – a currency just as important as cash in small communities. "It's fun to watch people up there," she says. "I have this couple that comes by every Saturday... That's just the kind of stuff that makes me happy."

We also check in with Colleen Malmassari of Back40 Advisors, a new HR consultancy helping rural businesses tackle the unseen weeds in their back office operations.

With a deep background in both accounting and human resources – and roots that stretch back generations in the Wenatchee Valley – she's helping others build strong, sustainable workplaces in places where hiring an in-house HR team isn't always feasible.

Her work is another reminder that professionalism and practicality don't need to be confined to big cities or boardrooms. Sometimes, they grow best in our own backyard.

Finally, our June edition explores how history itself is being reshaped at the Wenatchee Museum and



Cultural Center.

With a major capital campaign underway, museum leaders are reimagining the institution not just as a repository of artifacts but as a vibrant hub for community gathering and cultural exploration.

Like many of the businesses we feature this month, they're taking the long view – investing in a space that honors the past while preparing for a more dynamic, inclusive future.

Taken together, these stories reinforce a fundamental truth about our region: Here in North Central Washington, success isn't just measured in

margins or growth rates. It's measured in continuity, character, and contribution to community.

The long game matters here – and the people who play it well are those who understand that business is personal, and place still matters.

*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.*

## Powering progress: How Wenatchee High School students are transforming energy management

**In an inspiring blend of STEM education and community impact, the Advanced Energy Management (AEM) Energy Champions Program is turning theoretical classroom lessons into tangible savings across Chelan County.**

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

The program spearheaded by Charley Haupt (New Energy Technology) and Jim White, Senior Energy Conservation Engineer for the Chelan County Public Utility District (PUD) in close collaboration with the Wenatchee School District,

Wenatchee Valley College, and the North Central Educational Services District (NCESD) is equipping local high school students with the skills to monitor and manage energy use in real

time.

At the heart of the initiative is a state-of-the-art Automated Metering Infrastructure deployed by Chelan County PUD.

This new technology gives students immediate access to energy data from local facilities, allowing them to analyze load profiles, benchmark performance with tools like ENERGY STAR's Portfolio Manager, and identify opportunities to reduce waste.

In local facilities and schools, like Foothills



COURTESY OF NCW TECH ALLIANCE

The students shared detailed analysis of energy performance data, contributing to changes that improved efficiency in several public facilities. The program blends STEM education with real-world energy management applications.

Middle School, Lewis and Clark Elementary, and Wenatchee High School the program's data-driven approach has yielded reductions in energy usage up to 42%, slashing monthly energy costs that could save nearly \$20,000 a year from the district budget.

These impressive savings are only part of the story. The AEM Energy Champions Program is

also redefining the role of students in the community.

Through hands-on analysis and direct engagement with building managers, these young innovators aren't just learning theory, they're teaching adults and professionals how to take control of energy management.

At a recent Chelan County Commissioners meeting, the AEM ap-

prentices presented their findings with such clarity and passion that one commissioner, beaming with pride, asked, "Do you want a job?"

This lighthearted yet pointed remark underscored the program's success and the confidence local leaders now have in these emerging experts.

The program's success

# Finance

**Beau Ruff**

Contributor for Ward Media



# Washington state expands capital gains and estate taxes under new law targeting the top 1%

**I**n a landmark move to reshape its tax code, Washington State Senate Bill 5813 was signed into law May 20, 2025.

The new law introduces a tiered capital gains tax and increases the estate tax rates for high-value estates. According to the text of the bill, these changes aim to generate additional revenue for education and early learning programs while promoting a more progressive tax structure.



STOCK PHOTO

## Capital Gains Tax Background: A Shift Toward Progressive Taxation

Washington has been criticized for having one of the most regressive tax systems in the country, relying heavily on sales and excise taxes.

In 2021, the state took a major step by implementing a 7% capital gains tax on long-term investment income above \$250,000. That law was upheld by the state Supreme Court in 2023, paving the way for further reforms.

## How the Capital Gains Tax Changes

Senate Bill 5813 builds upon the existing framework by introducing a progressive, two-tiered tax rate for capital gains, effective beginning in the 2025 tax year.

New Capital Gains Tax Brackets:

- 7% on Washington capital gains up to \$1 million.
- An additional 2.9% on Washington capital gains exceeding \$1 million (totaling 9.9%).

Keep in mind that the capital gains tax doesn't apply to several categories

of capital assets, including real estate. Further, the capital gains tax doesn't apply until a taxpayer has capital gains over the standard deduction (\$270,000 for 2024).

## Who Pays the Washington Capital Gains Tax?

The Department of Revenue received 3,401 payments for tax year 2023, out of a total state population of nearly 8 million. This reflects the fact that around 1/10th of 1% of Washingtonians paid the capital gains tax in 2023.

The Washington State Department of Revenue's Fiscal Note on the new bill estimated that there would be approximately 900 taxpayers paying the higher (9.9%) rate for tax year 2025 (or a little more than 1/100th of 1% of Washingtonians).

While certainly consequential to some, the existing capital gains tax and its related expansion touch an exceedingly small portion of the population.

## The New Washington Estate Tax

Washington – previously tied with Hawaii

for the highest marginal estate tax rate in the country at 20% – has enacted a major overhaul of its estate tax system.

Under the new law, the top marginal rate increases to a whopping 35% for the largest estates, marking a significant shift in how wealth transfers are taxed.

While this change may sound daunting, it's important to note that the law also raises the exclusion amount – the threshold below which no estate tax is owed.

As a result, most Washingtonians will actually either pay no estate tax or see a reduction in their estate tax liability.

More specifically, under the previous law the estate tax applied if the value of the estate was above \$2.2M (actually \$2.193M).

Working with an estate planning attorney, it is relatively straightforward to double that exemption amount to almost \$4.4M (e.g. credit shelter trusts).

The new law raises the exclusion amount to \$3M with an annual inflation adjustment. Here again, working with an estate planning attorney, it

should be straightforward to double the exemption amount to \$6M. So, under the new law, fewer taxpayers will need to pay any estate tax. But, the tax rate structure becomes more progressive, starting at 10% and rising to 35%.

## Who Pays More – and Who Pays Less?

This dual change – higher exemption and higher top rates – means that: (1) fewer estates will owe any tax at all; but (2) very large estates will face a steeper tax bill.

So where is the approximate break-even? That is, at what size estate will Washington taxpayers pay more under the new law and its more aggressive marginal tax brackets after considering the larger

exclusion amount?

Based on a rough calculation for a married couple using standard estate planning envisioned above, the break-even point appears to be around \$14M. That is, if your estate is valued at under \$14M, you'll likely pay less under the new law. If your estate is valued at over \$14M, you'll likely pay more.

This reform shifts the estate tax burden upward, targeting the wealthiest 1% (i.e. estates over \$14M) while easing the load for the remaining 99%.

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## STEM education

Continued from page 2

lies in a powerful combination of industry mentorship, supported STEM learning, real-world application and industry standard technology and tools.

By working with immediate data, students gain practical experience in project management, troubleshooting, and client engagement.

Their work this spring led directly to operational changes that optimized HVAC controls and reprogrammed lighting schedules for the North Central Educational Services District facilities to great gains in energy efficiency and reduced annual costs. In doing so, they are not only cutting costs but also setting a new standard for how data-driven decisions can enhance building performance and sustainability.

Pete Phillips, Technology Programs Manager for the NCESD spoke to the commissioners about the ways that the AEM Energy Apprenticeship program “touches on multiple levels” for the agency as it features STEM education, student development and career connected learning, as well as their business



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The AEM Energy Champions program equips students with the tools to analyze real-time energy data and make recommendations that reduce energy use and costs in public buildings.

side, having saved NCESD hundreds in annual energy costs for the agency building in Olds Station.

Behind these achievements is a genuine spirit of partnership. Local institutions have stepped up to support a model that benefits both the community and its future workforce.

The NCESD, WVC, and JCPenney are a few of the facilities where innovative energy solutions are being piloted and validated.

These site commitments, along with that of Chelan County PUD and the local school district, reinforce the idea that investing in STEM education yields dividends far beyond the classroom.

Looking forward, the AEM Energy Champions Program is poised to serve

as a replicable model for other regions in Washington state. The program illustrates that when local youth are empowered to apply academic concepts to community challenges, everyone benefits.

Each kilowatt-hour saved and every adjusted setting on an HVAC system is a testament to the power of hands-on learning – and a shining example of how nurturing future leaders today can spark tremendous savings and sustainable growth tomorrow.

As Chelan County leads the way by uniting STEM learning with practical energy solutions, its success is sure to inspire other communities to follow and light The way to a more sustainable future for all.




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# Finance

**Tyler Kert**

Contributor for Ward Media



## Think reinvested dividends aren't taxed? Think again.

**D**ividend stocks have been making a comeback in popularity as market volatility has people looking for something a little more predictable.

They offer income and growth potential that can add stability and long-term performance to your investment portfolio.

Dividends provide reliable income, often on a quarterly basis.

For retirees, this can mean a steady cash flow to supplement Social Security or pension benefits.

For younger investors, dividends can be reinvested to buy more shares, compounding your returns over time.

This "dividend reinvestment" strategy can turn modest investments into significant wealth over the years, especially when combined with the natu-

ral growth of the stock market.

Dividend-paying companies also tend to be more stable and mature businesses.

Start-ups don't typically pay dividends. Firms that regularly pay dividends are usually well-established with solid financials and consistent profits.

But while dividend yields can provide steady income, there's one silent partner who always wants a cut: Uncle Sam.

Whether you're an income investor or just dabbling in dividend-paying stocks, it's important to understand how dividends are taxed because your actual return might be very different after taxes.

### Dividends in a retirement

### account (IRA or Roth IRA)

Here's the good news: dividends earned inside an IRA or Roth IRA are not taxed when they're paid.

In a traditional IRA, you don't pay tax on the dividends as they come in, but you will pay ordinary income tax when you take money out of the account in retirement.

In a Roth IRA, you won't pay any tax on the dividends or the withdrawals because you already paid the tax before you put the money into the account.

That means retirement accounts can be a great place to hold dividend-paying stocks if you're trying to grow your investments tax-efficiently.

If you are holding all your dividend stocks in a Roth or 401(k), you don't

need to worry about how they are taxed.

### Dividends in a taxable brokerage account

In a taxable account, things get more complicated. Not all dividends are treated the same. Some are qualified, and others are not, and the difference matters. Not only that, there is a common misconception that reinvested dividends are tax-exempt. This is not true.

Qualified dividends benefit from the lower long-term capital gains tax rates, which could be 0%, 15%, or 20% depending on your income.

To be classified as qualified, the dividend must be paid by a U.S. corporation or a qualifying foreign company, and you must hold the stock for more than 60 days during a specific 121-day window around the ex-dividend date.

That means if you sell the stock too quickly, the dividend might be reclassified as nonqualified. It sounds complicated, but the takeaway is that holding a dividend stock for longer than two months will usually get you a preferential tax rate.

Nonqualified dividends, on the other hand, are taxed as ordinary income. That's the same rate you pay on your wages or salary, which for many investors could be significantly higher.

These dividends are often paid by investments like real estate investment trusts (REITs), cer-



STOCK PHOTO

tain foreign stocks, and other specialty securities.

### Reinvested dividends are taxed

Here's the common misconception: reinvesting dividends doesn't get you out of taxes.

I've had to explain this to many clients who don't realize that reinvested dividends are taxed.

They often don't even think about it until the dividends are driving them up into higher tax brackets.

Even if you automatically reinvest dividends to buy more shares through a dividend reinvestment plan (DRIP), the IRS still counts those dividends as income.

So, whether you pocket the cash or reinvest it, you still have to pay the tax.

### Bottom line

Dividends can be a great part of your investment or retirement strategy but it's the after-tax return that really matters.

If you're investing for income, make sure you understand whether your dividends are qualified or not, and use retirement accounts to avoid unnecessary taxes.

Don't assume reinvest-

ing makes the taxes disappear.

Dividend taxation is yet another reason that it is critical to follow a tax-smart financial plan.

If you have dividends in taxable accounts when you could be holding them in your qualified accounts, you might be losing thousands of dollars a year in avoidable taxes.

If you're not sure whether your portfolio is tax-efficient, that's where we can help.

As financial advisors and CPAs, we can help you align your investment strategy with your tax situation so you can keep more of what you earn.

*This material is for informational purposes only and does not constitute financial, investment, or tax advice. Please consult your tax advisor or financial planner to discuss your specific circumstances before making any decisions.*

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



# MAY 30TH, 2025

## PAUL THOMAS SR. STADIUM

### OPENING DAY

	SUN	MON	TUE	WED	THUR	FRI	SAT
J U N E						<sup>30</sup> YAK 6:35	<sup>31</sup> YAK 6:35
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	<sup>15</sup> PAL 5:35	<sup>16</sup>	<sup>17</sup> DUB 6:35	<sup>18</sup> DUB 6:35	<sup>19</sup>	<sup>20</sup> EDM 6:05	<sup>21</sup> EDM 6:05
	<sup>22</sup> EDM 12:05	<sup>23</sup>	<sup>24</sup> BEL 6:35	<sup>25</sup> BEL 6:35	<sup>26</sup> BEL 6:35	<sup>27</sup> VIC 6:35	<sup>28</sup> VIC 6:35
	<sup>29</sup> VIC 5:35	<sup>30</sup> KAM 6:35					

## 2025 PROMOTIONS & GIVEAWAYS



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# Q & A



## Meet Colleen Malmassari, owner and founder of HR Consulting company Back40 Advisors LLC

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

**W**ith more than 20 years of experience in accounting and human resources, Colleen Malmassari brings a practical, business-minded approach to helping organizations improve how they manage and support their teams.

In 2024, she launched Back40 Advisors LLC, an HR consulting firm focused on delivering accessible and effective solutions for small and mid-sized businesses – especially those in rural communities that often operate without in-house HR support.

Rooted in her agricultural upbringing and professional background in both numbers and people, Malmassari understands the importance of balancing compliance, workforce development, and organizational goals.

Her firm helps clients tackle what she calls the “back 40” of their business – the areas that may be overlooked or underdeveloped but are key to long-term success.

In this Executive Q&A, Malmassari shares her path to entrepreneurship, the motivation behind Back40 Advisors, and the trends and challenges she sees shaping the future of work.

### Please tell our readers a little bit about yourself?

From tree fruit to cattle, I come from a family with a vast history of farming and running ranches, as well as community leaders. During my school years I was active in 4-H

and FFA, holding leadership positions on apple and livestock judging teams and raising show and market animals for the Chelan County Fair.

But farming isn't just a part of my past: it's very much part of my present. After several years in the Yakima Valley, working for family farms in Central Washington's ag industry, my husband and I moved our family back to my hometown here in the Wenatchee Valley. We purchased land up one of the canyons and have spent the last few seasons revitalizing the land for grazing, gardening and restoring degraded areas into habitat for native wildlife.

### Please tell our readers about your business Back40 Advisors.

I am 20+ years into my career and almost a year ago (July 2024) I started my own HR Consulting practice named Back40 Advisors LLC. Every farm has a front 40 and a back 40. The front 40 is solid: it's dialed in and productive. But the back 40? Well, it's a little neglected, overgrown. It might even feel a bit feral. It's a challenge knowing where to even start with the back 40. The same is true for any organization, regardless of industry. We help clients get the 'back 40' of their business in solid working order by providing innovative HR solutions that drive organizational efficiency, streamline administrative processes and align workforce capabilities with business goals, as

well as help foster positive workplace cultures and offer expert guidance on HR best practices and compliance.

### Can you share the story behind founding Back40 Advisors? What inspired you to launch your own consulting practice?

As my spouse and I made plans to relocate back to the Wenatchee Valley in 2017, the idea of starting my own HR consulting practice was developing in my thoughts. Before the business plan developed too far, I accepted an offer to join the HR Department at Stemilt Growers, which was an invaluable experience filling the role of Employee Relations Manager and working with team members in both the orchard management and packing facility operations. In 2021, the opportunity to implement and lead a HR consulting practice for Larson Gross CPAs and Consultants presented itself. That experience really showed me that there is a market need for fractional HR support in our rural communities. I officially made my self-employment debut on July 1, 2024.

### What drew you to the field of human resources?

I like to say that I didn't choose the HR career path, it chose me. After graduating from Central WA University with a double major in accounting and foreign language, emphasis in Spanish, I started my

career with Moss Adams LLP in the Yakima Valley. As I advanced from a staff level to a managerial level performing attestation and tax engagements, I reached a “stuck” point where my career path and skillsets were not aligned. Through several coaching conversations with office leaders, we created a hybrid position that included more people focused tasks along with my accounting clients. I also joined the local chapter of the Society of HR Management (SHRM). Those two changes lead me to pursue a HR focused career path.

Much of my success as an HR professional has come from my dual expertise in accounting and HR leadership which enables me to approach organizational challenges with a holistic perspective, understanding both the human capital as well as the financial implications of strategic decisions.

### You have a unique combination of credentials in both HR and accounting. How does that dual background influence your work with clients?

Most of my HR peers identify as non “numbers people”, which is one of the reasons why traditionally HR has not been viewed as a strategic arm of business decisions. Because of the business acumen I developed early in my career, I am able to “crunch the numbers” to help business leaders analyze the financial impact for a people initiative. With this financial analysis and my understanding of application of employment

law and HR functions, I am uniquely positioned to be a strategic partner who can help align workforce decisions with both fiscal objectives and regulatory compliance requirements, ensuring the organization can achieve its business goals while maintaining positive employee relations and mitigating employment risks.

### What's your leadership style, and how has it evolved over the years?

My preferred leadership style is a coaching style where I attempt to give prompting questions to help the coachee find their own solutions. By allowing the coachee to exercise their own critical thinking skills, I find they often come up with a solution that is far better than the answer I would have given them in the beginning.

It has taken me a lot of failed attempts to develop these skills, and I anticipate them to continue to be a focus of mine especially as the workplace and workforce changes.

### What's the most rewarding part of your work?

People! At that “stuck point” early in my career, I realized that I wasn't as passionate in financial math as the ledger balances at the end of the day. Instead, I far more enjoyed human math that never quite balances. As a HR practitioner, I get to be a trusted advisor for both the good and bad in the workplace. The situations that have been most rewarding are those that have either seemed

hopeless in the beginning or the solution was a win-win for employees and the business.

### What trends are you seeing in the HR space right now that organizations should be paying attention to?

As our local, national and global economies enter the tech super cycle (artificial intelligence, wearable devices, and biotechnology), our workforces are going to significantly change to meet the innovation in this period of time. Through this great transition, there is going to be a higher emphasis on people leaders to possess skills in emotional intelligence and critical thinking.

Additionally, in the near future, we will see for the first time in our Nation a net exit from the workplace as the Boomers retiring will outnumber the Generation Z entering, creating particularly acute workforce challenges in rural communities where population decline compounds the talent shortage. This demographic shift is intensifying demand for skilled trades and hands-on technical roles that AI cannot easily replace, such as healthcare workers, agricultural specialists, and infrastructure maintenance professionals who are essential to rural economic stability. Rural organizations must now develop targeted recruitment strategies that emphasize quality of life advantages while simultaneously investing in apprenticeship programs and educational partnerships

See Q&A Page 12



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# Leavenworth's Bavaria trip adds new meaning to chamber-led travel

**For some chambers of commerce, organized travel is a common mechanism for revenue, offering fully planned group itineraries in exciting destinations for the community.**

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

**T**hese trips are often focused on cultivating connections through travel, inspiring new business or community development ideas, and encouraging personal and professional enrichment.

For instance, the Moses Lake Chamber of Commerce offers domestic and international trips that offer “tourism along with unique cultural business exchanges,” planning travel to Greece, Italy and

New England this year.

The Gig Harbor Chamber of Commerce will lead a trip to the French Riviera in the fall.

When the Leavenworth Chamber of Commerce organized its trip this spring, Bavaria was naturally its destination of choice.

“Learning about the place that we are replicating in our town just adds a lot more authenticity. I think the longevity of this Bavarian theme will con-

tinue to last because of that,” said Leavenworth Chamber of Commerce Executive Director Troy Campbell.

The 10-day trip, which began in Munich, the capital city of the state of Bavaria, included a mix of chamber representatives, business owners, and city staff.

The group stayed in the historic towns of Fussen, Garmisch, and Berchtesgaden, while taking day trips to various towns and their May festivities.

Intentionally timed with the region's spring celebrations, the visitors witnessed different communities celebrate Maifest across the region, as well as attending Austria's spring celebration, Gauder Fest.

“For us, it's about finding new inspiration, making our events more authentic, because although [Leavenworth] had a very inauthentic beginning, we do everything we can to make sure that we're representative of culture in the best light and in the most authentic light,” said Campbell.

In addition to the festivities, visitors took notes on business marketing and products, the elements of design and architecture, and how the towns managed their own tourists.



COURTESY OF LEAVENWORTH CHAMBER OF COMMERCE

The chamber-led trip attended Gauder Fest, a traditional spring festival in Austria.

For the City of Leavenworth, city staff observed different approaches to pedestrian plazas, curbless plaza entries, stormwater management, street furniture, streeteries, landscape and planter design, bollards, parking management, wayfinding, and architectural design.

“With the preliminary design phase underway for the Front Street Pedestrian Plaza project, in tandem with ongoing improvements to city infrastructure, there was immense value in the city being able to obtain firsthand knowledge of Old-World Bavaria in real-world practice,” said Leavenworth Communications Manager Kara Raftery, in an email to Ward Media.

Yet, at its core, the Bavaria trip served its purpose as a typical chamber-led trip, bringing another level of camaraderie to community rep-

resentatives and officials.

“Whether you're Bavarian themed or not, if a chamber wants to take this on, I highly recom-

mend it,” said Campbell.

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COURTESY OF LEAVENWORTH CHAMBER OF COMMERCE

Visitors walk through the town of Mittenwald, known for its manufacturing of violins, violas and cellos, dating back to the mid-17th century



COURTESY OF LEAVENWORTH CHAMBER OF COMMERCE

A maipole is manually erected in Großweil, a small municipality in Bavaria. The group visited a number of community-based Maifest celebrations during their trip.

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# Community Foundation of NCW awards \$144,000 in grants to Okanogan County nonprofits

**The Community Foundation of NCW has awarded \$144,000 through its new Legacy Fund Grant program to charitable organizations in Okanogan County.**

**Ward Media** | Wenatchee Business Journal

The Okanogan Valley Legacy Fund supports these grants addressing a wide variety of needs, including food security, housing, education, community enrichment, and more.

The Foundation received 51 applications – far more than ever before from this area, likely due to the increased awareness of opportunities through the new office space in Omak, along with the outreach and advocacy of Local Advisory Board members.

Local Advisory Boards (LAB) consist of volunteers representing a broad cross-section of their communities, including long-time and newer residents of all ages and backgrounds. As part of the grant evaluation process, LAB members provide valuable insights and recommendations to en-

sure grantmaking decisions align with local priorities.

The Okanogan Valley Legacy Fund was made possible through generous donations to the Legacy Fund's Founders Circle, a contribution of \$5,000 or more. These gifts create a lasting impact by building a permanent resource for Okanogan County. The Community Foundation adds additional funds to annual grantmaking allocations to all Legacy Funds to ensure communities have equitable resources, thanks to unrestricted gifts that have been supporting the Foundation's grantmaking for decades. Of the 51 applicants, 37 were funded; additional gifts to the Okanogan Valley Legacy Fund will help build the endowment and increase the grant award allotment each year to provide more

grant funding.

"Our newly established Legacy Funds and Local Advisory Boards have been well-received in each of the communities we serve" said Beth Stipe, executive director. "We believe that connecting residents to local philanthropy, learning the needs of their own communities, and providing opportunities for residents to be involved in addressing those needs is a formula for stronger communities."

For more information about the Okanogan Valley Legacy Fund or Local Advisory Boards, visit [www.cfnw.org/legacyfunds](http://www.cfnw.org/legacyfunds).

### Okanogan Valley Fund Legacy Fund Grant Award Recipients

#### Arts/Culture/Community: \$33,000

- A Monument to the

Methow \$3,000

- Apple Hill Art Camps \$3,000
- Children's Dance Theater (Omak) \$2,000
- Community Cultural Center of Tonasket \$6,000
- Economic Alliance \$2,000
- Friends of the Oroville Library \$2,000
- Okanogan Grange #1103 \$5,000
- Omak Chamber of Commerce \$3,000
- Omak Performing Arts Center Foundation \$3,000
- Pateros Apple Pie Jam-boree \$4,000

**Animal Welfare/Environment: \$23,000**

- Green Okanogan \$3,000
- N.O. PAWS Left Behind \$3,000
- Okanogan Animal Foster Care - Cat Shelter \$4,000
- Okanogan Regional Humane \$4,000
- Team Okanogan Animal Rescue \$5,000
- Tonasket Park and Recreation District \$4,000

**Education/Youth Development: \$23,000**

- Classroom in Bloom \$4,000
- Hearts Gathered \$6,000
- Loup Loup Ski Education Foundation \$3,000
- Omak Booster Club \$2,000
- Omak United Futbol Club \$2,000
- PHS Booster Club \$3,000
- The Nature Immersion Program \$3,000
- Brewster Food Pantry \$7,000
- Family Health Centers \$4,000
- Foundation for Youth Resiliency & Engagement \$2,000
- Okanogan Community Homeless Shelters \$4,000
- Okanogan County Child Development Assoc. \$4,000
- Okanogan County Long Term Recovery Group \$4,000
- Okanogan County Transportation & Nutrition \$9,000
- Okanogan Highlands Alliance \$3,000
- Okanogan Land Trust \$3,000

\$4,000

- Okanogan Omak Rotary Foundation \$2,000
- Omak Food Bank \$6,000
- Oroville Senior Center \$6,000
- Tonasket Food Bank \$7,000
- Wauconda / Chesaw Food Pantry \$4,000

**Health/Human Services: \$65,000**

- The Community Foundation wishes to recognize the Founder's Circle donors who helped establish the fund to make these grants possible: Peter Mullen and Tandra Zimmerman, Karant Nichols and Alan Watson, and Jeremy and Karen Butler.
- The Community Foundation of North Central Washington's mission is to grow, protect, and connect charitable gifts in support of strong communities throughout Chelan, Douglas, and Okanogan counties. Established in 1986, the Community Foundation manages \$163 million in assets through 690+ individual funds and has awarded over \$63 million in grants and scholarships.*



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## American Shoe Shop

Continued from page 1

### The repair shop takes a new name and purpose

By 1940, it was well-established as a landmark business in the thriving town. Then in 1965, Parker took over a storefront at 118 North Wenatchee Avenue that sold unfinished furniture and toys and the business of selling shoes in earnest alongside the long-standing repair legacy that Harry Crutcher created was set in motion. "Repair" was finally replaced with "Shop" in the name.

In 1971, Parker sold the business to his own son and daughter-in-law, Jim and Joanne Parker. Businesses change hands all the time while continuing operations uninterrupted, but keeping things in the family had seemed the secret to American Shoe Shop's success so far. One can only imagine how close that repair shop must have been to a trade school for cobblers, with secrets and tricks and methods passed down across the generations.

The younger Parker and his wife kept it as close to family as possible when

they turned over the keys to the current owner. In 1991, Jim and Joanne hired Josh Tarr, who was in college at the time, and taught him the same skills that had been handed down across the years.

### The current owner has nearly had it the longest

Businesses may change hands, but this one has been in the hands of Josh Tarr for almost 30 years. In 1996, the Parkers took a leap of faith and sold it to the 23-year-old Tarr, which may seem surprising, until you see Tarr at work.

There are a lot of trades and skills that are referred to as an art, but cobblery is unique among them because of the personal nature of shoes. This is not like fixture art. The shoes are an extension of the self, and there's a reason that so many axioms – "Walk a mile in his shoes;" "The shoes make the man" – revolve around footwear.

What keeps the business going now isn't some increased demand for shoes. It's not that people are wearing out their soles any faster. And Josh Tarr doesn't really even advertise, and hasn't for about



LOGAN FINLEY/WARD MEDIA

Josh Tarr really is that owner who's at work with the rest of his crew more often than not. He's also smiling like this more often than not.

the last ten years, since he moved the store to its current location at 126 North Wenatchee Avenue. It's that the time has come for American Shoe Shop, after all these years, to show their appreciation back to the community for letting them hang around this long.

### The mission never really changed

It was three weeks to the day after Tarr moved into the current location when the Sleepy Hollow Fire swept through Wenatchee in June of 2015, destroying homes and setting alight nearly 3,000 acres. Tarr set a tone for the role of American Shoe Shop in the community right then and there, donating \$20,000 worth of socks, shoes, sandals, boots – whatever the people who'd lost their homes needed. Not in the form of coupons or discounts, either. He posted a message on social media bidding them to come see him and he would do what he could to make them whole, with what resources he had available to him.

Josh makes it clear, however, that in doing so, he's mimicking the behavior of those who came before him. "I was just doing what Jim and Joanne taught me, and what Jim's dad taught him, and what Harry taught Al. I never wanted to make a big deal out of it, I just wanted the help to come, and I was the one who could help."

Everyone has their niche. It turns out Josh's is that he loves this town and has figured out how to serve best while still making a decent living himself. Tarr has been known to get

a day-of-show call from the director of a musical at the PAC, wailing about a broken strap on a costume shoe, and he's gone down to the shop to meet them and fix it before the performance. The name of his store is on all those programs and playbills you get when you're at a concert or play across from his store – because he's a sponsor.

"I've found that just serving the community is better than any advertising I could ever do," Tarr says. It's evident he believes it, too: You actually will hear him on the radio, but not with the vocal urgency of a commercial. He's just thanking Wenatchee for the opportunity to be a part of this all.

The boss when Josh isn't there, Kevin McKinley, has been with him since just after he bought the place. Kevin came on board in 1998, and when we ask him what keeps him there, he's quick with the answer: "Josh Tarr keeps me working here. It's in my blood, but Josh is just the best guy to work for."

Sue McLaren echoes the sentiment. She's been working for Josh for a number of years herself, and says it's her "work family" that keeps her coming back every day. "And the customers, I love my customers," she says.

As a matter of fact, even though Kevin is currently fabricating a strap for a purse at the workbench, repair is almost the smallest part of what Josh Tarr and the rest of the crew at the Shop do these days. It's important to keep the repair service available though, Tarr says, "Because I sure would rather



LOGAN FINLEY/WARD MEDIA

Kevin McKinley didn't even have a smartphone until 2023. But he sure can fabricate a brand new purse strap out of leather on hand, punching holes for a buckle and sewing the strap onto someone's treasured bag.

buy a shoe from a guy who knows how it was made than one who's memorized all the colors it comes in."

And people do love to buy shoes. American Shoe Shop doesn't carry cheap shoes, or all the trendiest ones – unless the trendy ones are good shoes. There are no big name athletic shoes here, but there are running shoes and hiking shoes, work shoes and boots, sandals, fashion shoes and boots, even specialty boots specifically rated for Wildland Firefighters.

### What makes a store into "the only place in town"

This store is not a secret. The location is central to the historic downtown, and its parking lot is the size of an entire building, right on the corner, so you can clearly see the shop from all sides. No matter where you are in Wenatchee, if you say "I got it at the shoe store," people know exactly which store you're talking about.

People come here because they know they're going to get something good, and they're going to get it from a salesperson who knows what they're

talking about. If they're buying a dress shoe, they know they can bring it back here to get it shined up or get new laces. If they're buying a work boot, they know they can bring it in to stretch it faster than they might break it in by just wearing it.

These are considerations that the big box stores not only don't think of, but wouldn't have the time to fulfill even if they did think of them. The personal aspect of shoes makes Josh and the crew at his store treat everyone personally, with plenty of time spent on each customer for perfect sizing and an understanding of the industry that lets even people who come in with terrible pain or posture issues or even a note from their doctor leave with a pair of shoes that's perfect for them.

And after 105 years, people come to American Shoe Shop because it's where their grandparents bought their first good new shoes. That's the kind of history and legacy that money can't buy.

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LOGAN FINLEY/WARD MEDIA

The east entrance to the Shop is surrounded by clearance racks on the sidewalk outside, inviting shoppers to come see what else is for sale.



LOGAN FINLEY/WARD MEDIA

Brian Mitchell applies special glue under the strap of a Birkenstock sandal. Repairing Birkenstocks has been a mainstay of American Shoe Shop's services.



LOGAN FINLEY/WARD MEDIA

Believe it or not, every tool in this picture – even the old-looking ones – still get used every day.



LOGAN FINLEY/WARD MEDIA

When a repair is complete, the ticket that was written when the customer brought it in is reattached and it goes on the shelf for pickup after someone calls to let the waiting customer know it's ready.



LOGAN FINLEY/WARD MEDIA

With grinders at one end and polishing wheels at the other, a shoe will visit this particular machine many times while it's in the Shop.



LOGAN FINLEY/WARD MEDIA

If you think this store is old, this shoe will blow your mind: Birkenstocks have been around longer than the country the store is named for.

# “The Museum comes alive” again, connecting buildings, decades and people

It’s been nearly 50 years since the Wenatchee Museum moved into the old Post Office building on Mission Street, and in that time, very few things have changed about it other than updating exhibits.

By **ANDREW SIMPSON** | Ward Media Staff Reporter

One major update was the addition of a cast aluminum sculpture on the front steps 30 years ago called “Coyote Reading a Candy Wrapper,” by Richard Beyer.

It was a welcome add-on to the historic Museum, since it had a backstory: In Beyer’s tale of the piece, Coyote has escaped the hangman’s noose and is wandering an abandoned town, finding wisdom in the scraps he picks up to read.

In Wenatchee, Coy-

ote found a Mr. Goodbar wrapper.

But one sculpture that’s been there since the average Wenatchee citizen was 6 years old (yes, our median age is only 36) does not make for the most vibrant community centerpiece.

After all, since 1939, the Museum and Cultural Center has been taking visitors on a guided tour of life in Central Washington dating all the way back to the Ice Age. It is intended to engage and educate people about the region’s history, its art and science

and culture and diversity.

Now the Museum has a vision, and it’s almost arrived.

The “Branch Out” campaign has already raised 60% of the capital they need to realize the vision in full. Leaders at the Museum see it as a place that can serve as a cultural anchor and make Wenatchee a destination for people in pursuit of knowledge and history.

The plan is to connect the two buildings that make up the Museum by building an expansive



**SIGNAL ARCHITECTURE AND RESEARCH**

This artist’s rendering shows the west entry to the museum, where the main entrance currently exists, as seen from Mission Street.

lobby filled with light that adds 14,000 square feet of new space inside and outside. From there, they plan to create a new main entrance in what is now the back of the museum, facing Wenatchee Avenue behind Centennial Park.

This would centralize access (the now-rear entrance would still remain as well) to exhibits and programs and provide more access to parking. As of now, parking other than along the main roads is very limited.

With the additional square footage and the new entrance in place, the Museum would extend outdoors, with a plaza and a space to gather in the new front of the build-

ing, and the plaza would share space with Centennial Park all the way to the Avenue – this could mean evening concerts at the Museum in the summer, themed outdoor exhibits, or a host of other things the Museum would develop in conjunction with the city.

Most of all, they plan to update the way the Museum engages with visitors.

The history of this region is spectacular all the way back to the Missoula Floods in the Pleistocene era that formed the dramatic Columbia River valley that we live astride now.

The leaders of this project are Marriah Thornock, Executive Director, and

Christine Morgan, the Capital Campaign Manager.

Speaking with them just shows how excited they are for the completion of this legendary upgrade to the Museum and Cultural Center.

“Our region is growing,” says Morgan. “It is critical that the Museum is revitalized so it can continue to link the richness of our region in a way that honors the legacy of the past and connects it to our future. Like the extensive trail systems of our region, the museum can be a source of pride for our community and a destination for visitors who seek experiences



**LUCI CREATIVE**

This artist’s rendering of the future “Coyote’s Corner” shows an area for kids to climb up through a giant apple tree and walk across a skybridge to a fire lookout tower.

See **MUSEUM UPGRADE** Page 13



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# MEMBER MESSENGER

"Driven to Promote and Protect Small Business"

JUNE 2025 ASSOCIATION NEWSLETTER

PAGE 1

## Homebuilders & Homeruns – August 1<sup>st</sup> at Paul Thomas Sr. Field!

Mark your calendars and grab your baseball cap – *Homebuilders & Homeruns* is back on **Thursday, August 1<sup>st</sup>**, and it's shaping up to be one of the highlights of the summer!

Join us at the Wenatchee AppleSox game for a fun-filled evening celebrating the people who help build our community – one home (and homerun) at a time.

This special night is all about recognizing and thanking you, our incred-



ible Members, for the work you do and the impact you make.

Enjoy a relaxed evening

at the ballpark with good friends, great baseball, and a few surprises along the way.

We'll have shoutouts, and a whole lot of fun in the stands.

It's our way of saying thanks and giving you a night to kick back, connect, and enjoy a summer evening in true Building NCW style.

Stay tuned for ticket details – this is one game you won't want to miss!



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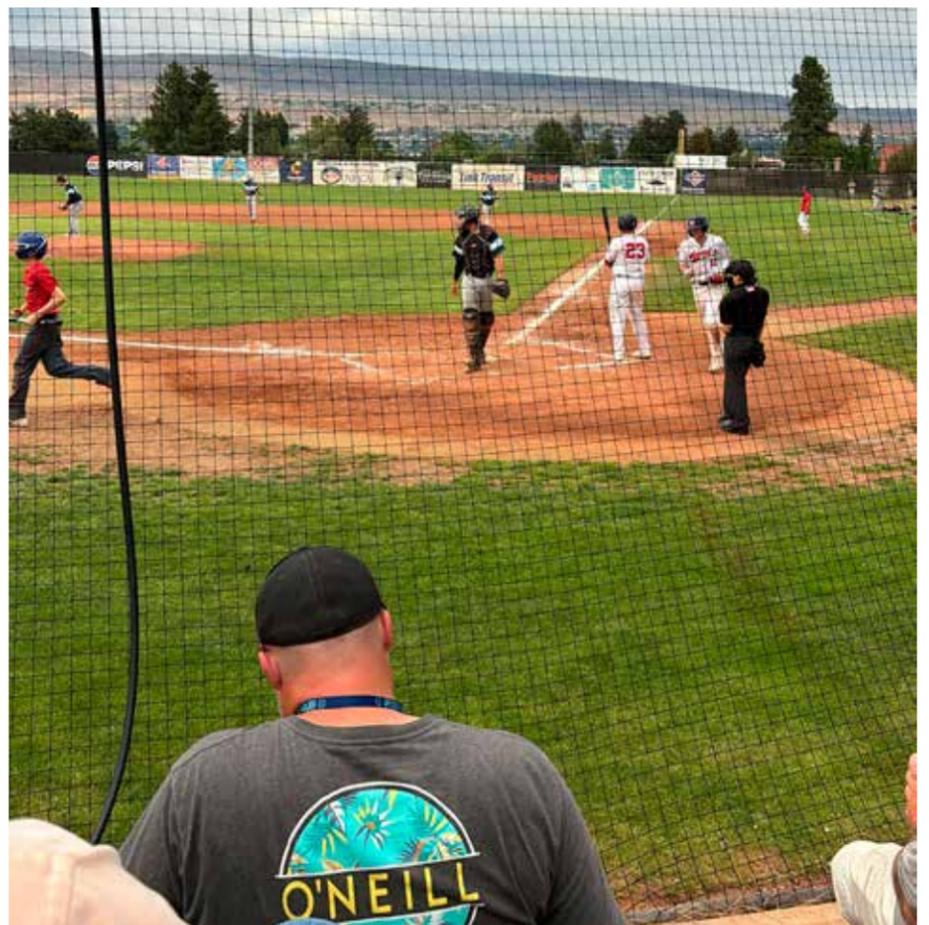
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# MEMBER MESSENGER

*"Driven to Promote and Protect Small Business"*

JUNE 2025 ASSOCIATION NEWSLETTER

PAGE 2



## Mark Your Calendars:

# The 31<sup>st</sup> Annual Building NCW and Banner Bank Home Tour is Coming This Fall!

Get ready to explore the best in local homebuilding and design – the 31<sup>st</sup> Annual Building NCW and Banner Bank Home Tour is happening September 19–21, 2025, and you won't want to miss it!

This signature event showcases a curated selection of stunning new and remodeled homes built by some of the Wenatchee Valley's most skilled and innovative builders.

Whether you're dreaming of your next project, planning to build, or love walking through beautiful spaces, the Home Tour offers a rare opportunity to gather ideas and connect



with the pros behind the work.

The three-day tour gives attendees a chance to see firsthand the latest in architecture, interior design, craftsmanship, and energy-efficient technologies – plus meet the builders who bring these homes to life.

Proudly presented by Building NCW and Banner

Bank, this community event has become a must-attend for homeowners, industry professionals, and anyone interested in the future of home design in North Central Washington.

Tickets and tour details will be available later this summer, so for now, circle the dates, tell your friends, and get ready to be inspired!

A special thank you to all our sponsors for this amazing event we couldn't do it without you.

Stay tuned at [buildingncw.org](http://buildingncw.org) for more updates or check out our social media pages for fun updates!

*Thank you to our 2025 Home Tour Sponsors*

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# Washington startup wins \$205,000 at Flywheel Investment Conference

A sustainable seafood company from Edmonds captured the top prize at the 2025 Flywheel Investment Conference, securing \$205,000 in funding to advance its sea urchin ranching technology.

Ward Media | Wenatchee Business Journal

OoNee won the overall competition at the eighth annual conference held May 21-23 in Wenatchee, earning a \$155,000 investment offer from the Flywheel Angel Network and a \$50,000 relocation award from NCW Tech Alliance. MarineSitu, a marine monitoring company spun out of the University of Washington, took home the \$5,000 fan favorite award.

The awards bring total Flywheel Investment funding to just over \$1.7 million distributed to

early-stage Washington startups since 2018.

OoNee addresses overpopulation of purple sea urchins that threaten Pacific Northwest kelp forests by harvesting undernourished urchins and fattening them in land-based modular raceways housed in shipping containers. The process transforms the urchins into premium seafood within weeks.

“We’re still a little shell-shocked,” said Aaron Huang, CEO of OoNee. “I really appreciate the community and the investors seeing what we’re trying

to do for the environment. It’s incredibly validating.”

The company vertically integrates harvest, ranching and processing operations, training commercial divers to collect the urchins before rapidly fattening them in proprietary systems.

MarineSitu develops underwater hardware combined with artificial intelligence-driven software that reduces marine data processing times by 20 times while delivering over 95 percent classification accuracy.

The technology serves



JP PORTRAIT STUDIO/COURTESY OF NCW TECH ALLIANCE

Aaron Huang, CEO of OoNee, displays the ceremonial checks totaling \$205,000 awarded to his company at the 2025 Flywheel Investment Conference on May 23. OoNee received \$155,000 from the Flywheel Angel Network and a \$50,000 relocation award from NCW Tech Alliance for its sustainable sea urchin ranching technology.

customers in energy, aquaculture, hydropower, infrastructure and environmental monitoring sectors.

Six finalists competed in the live pitch competition: Pioneer BioFuels, NewGEM Foods, Grace & Able, OoNee, LensBase and MarineSitu.

Each founder had seven minutes to present their startup before a packed audience, followed by investor questions.

“We are thrilled to see OoNee win the 8th Annual Flywheel Investment Conference,” said Dr. Sue Kane, CEO of NCW Tech Alliance. “Their innovative approach to sustainable seafood is exactly the kind of forward-thinking solutions we need. We’re excited to support their journey and we hope that their success is an inspiration to others.”

The three-day conference drew investors, entrepreneurs and busi-

ness leaders from across the Pacific Northwest to Wenatchee and East Wenatchee for networking and deal-making activities.

Conference sessions included panels on university-driven innovation featuring Gliding Ant Ventures, University of Washington and Western Washington University; deal-making insights from Alliance of Angels, FUSE Fund and Tri-Cities Angel Alliance; and a women in artificial intelligence panel spotlighting female founders from WTIA, Certifi AI, Subi and Barclo Venture Studios.

Other programming covered agricultural technology innovation with Carbon Robotics, Voyager Capital and innov8.ag, along with clean energy and aerospace innovation sessions featuring speakers from Stoke Space and Group14 Technologies.

Keynote presentations

were delivered by Callie Christensen of Slumberkins and Sierra Clouse of Barclo Venture Studios.

The conference was presented by Clark Nuber and Microsoft, and directed by NCW Tech Alliance. Event sponsors included Peoples Bank, Holland & Knight, Freestone and the Salcido Group.

Past Flywheel investment award winners include Cartogram (2018), Agtools (2020), Iasis Molecular Sciences (2021), BrainSpace (2022), ZILA Works (2022), GemaTEG (2023), Gnara (2023), Alphi (2023), Dopl Technologies (2024) and One-Court (2024).

NCW Tech Alliance, a 501(c)3 nonprofit founded in 1999, serves as North Central Washington’s technology hub, supporting entrepreneurs, advancing STEM education and promoting technology adoption throughout the region.



JP PORTRAIT STUDIO/COURTESY OF NCW TECH ALLIANCE

Representatives from OoNee and MarineSitu pose with investors after the 2025 Flywheel Investment Conference awards ceremony. The two winning companies are flanked by members of the Flywheel Angel Network, displaying ceremonial checks totaling \$210,000 in investment funding. OoNee won the overall competition with \$205,000 while MarineSitu received the \$5,000 fan favorite award.

## Q&A

Continued from page 5

that build sustainable talent pipelines for these irreplaceable human-centered occupations.

**As a woman-owned business leader, what advice would you give to others thinking about starting their own consultancy or venturing into entrepreneurship?**

As a woman-owned business leader in the first year of existence, my perspective to others thinking about starting their own consultancy or venturing into entrepreneurship would be to first identify who is in your “stables” to

help support you through your launch and “stuck” points. The unpaid connections like referral sources and community partners are equally important to the paid connections such as service providers, contractors, and employees – and don’t forget to actually ask these people for help when you need it! Second, learn to carefully budget and project cashflow by distinguishing between critical expenses and “nice-to-have” expenses, while actively seeking resources that offer new businesses access at reduced costs, as financial discipline will be your foundation for sustainable growth.

**What have been some of the**

**biggest challenges – and triumphs – of launching Back40 Advisors?**

Self-employment is a wild ride! One of my greatest triumphs so far was celebrating the first month that the business was able to pay for the monthly expenses from the revenue earned, but then a whole new set of challenges were presented. As I was preparing to launch the consulting practice, a friend forwarded me a podcast directed at entrepreneurs and there was a statement that has resonated with me – it was something to the effect that there will always be a new challenge presented but each challenge that you overcome prepares you for the next

challenge. I have found this to be true in my journey so far building a HR consultancy.

**What are your goals for Back40 Advisors in the coming years?**

As a rural HR consultant, my goals center on delivering accessible expertise to small and medium businesses and nonprofits that typically operate without dedicated HR resources, with particular attention to supporting owner operated and women led organizations in our communities. I aim to help these entities reduce costly compliance risks, support workforce stability, and strengthen their ability to compete for talent against large

employers. Most importantly, I’m committed to maintaining a sustainable practice that allows for deep community involvement while providing the HR foundations that enable our local businesses to thrive in changing labor markets.

**Who or what inspires you?**

Since returning back to the Wenatchee Valley, I have been learning more about my great-great grandparents, Archibald “Archie” and Louise Smith, who homesteaded in the now Dryden area in the early 1900’s; their first cabin is the General Store at the Cashmere Museum’s Pioneer Village. I am inspired by their vision,

resiliency and spirit to cultivate not only their own plot of land but a community. Their impact on the Upper Valley has rippled beyond their lifetime and still has influence today through the institutions they helped establish and the values they instilled in generations of family members. Like them, I hope my work strengthens the fabric of our rural community, supporting businesses and organizations that provide livelihoods and services while fostering practical collaboration and resourcefulness needed to address our region’s contemporary challenges.

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**Eagle Creek**

Continued from page 1

growing cut flowers.

“At the time, it was a slow food movement, and then it was a slow flower movement... They were trying to bring back the cut flower industry that had disappeared in the mid 70s, when it mostly went to South America,” said Dinius.

Dinius got more involved, experimenting with cut flowers like peonies and ranunculus, and trading information through the Cascadia Flower Co-Op. By the time

she reached retirement, she had built Eagle Creek Flower Farm, selling cut flowers to florists and DIYers. About four years in, she decided to open a self-serve flower stand at the top of her driveway.

“So my passion has been growing, and then I started doing the flower stand, and that was really fun to see the community come by and be appreciative,” said Dinius.

Dinius had been inspired by another grower, who had recently closed their own driveway flower stand, leaving the space for a new one on the map.



COURTESY OF PAULA DINIUS

Dinius grows approximately thirty different flower varieties on her half acre of production, including the dahlias pictured here.

“So I thought, ‘Well, heck, let’s try it.’ I’ve got a lot of flowers, and I’ve got some time... And it kind of

was pretty successful right away,” said Dinius.

Over the years, Dinius has managed to keep the operation simple, despite the demand. Dinius and her husband run the farm, her daughter manages the social media, and the customers pay by the honors system.

Every week throughout the growing season, the flower farm will make a Facebook post about the bouquets of the weekend and the hours they’ll be available. Then, on Saturday and Sunday, Dinius watches as cars drive up to the roadside flower stand, admire the selection, and self-pay for their bouquet.

“I think people kind of like just having the autonomy. They’ll pull up there and they’ll just sit there for quite a while trying to decide which ones they want. So it’s not like they feel any pressure,” said Dinius.

While Dinius has had a few instances where someone hasn’t paid over the years, the honors system has been consistently reliable. The unique bouquets at a reasonable cost have also maintained their popularity. Many weekends, Dinius has to harvest flowers multiple times to keep the stand stocked.



COURTESY OF PAULA DINIUS

Eagle Creek Flower Farm puts out bouquets for purchase almost every weekend throughout the growing season. Customers pay by using the cash dropbox or by Venmo.

“It’s fun to watch people up there, though. I have this couple that comes by every Saturday... It’s their outing to come up and get their flowers, and they’ll sit at the top of the driveway, and they’ll just look at the flowers and then

decide. Then they leave the sweetest notes, and so that’s just the kind of stuff that makes me happy,” said Dinius.

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**Museum upgrade**

Continued from page 9

and connections with the place we call home.”

Thornock agrees. “Our community deserves a thriving museum that offers something for everyone, from our youngest visitors to our lifelong patrons,” she says.

“This expansion and renovation project will allow us to create a more dynamic and interactive space that truly reflects the multi-faceted history and culture of North Central Washington. We envision

a welcoming and inclusive gathering place where our entire community can come together to explore, learn, and connect with one another and with the vibrant heritage of our region. From hands-on exhibits that spark curiosity in young minds to thought-provoking programs that engage lifelong learners, we want to offer something meaningful for everyone.”

This campaign to complete the renovation of the Museum and Cultural Center is already underway. And though she’s call-

ing it a “capital campaign,” Christine Morgan isn’t begging for your money at this point. But she – and the Museum – want you to get involved as well.

They’re seeking the kind of input from a community that this kind of community project deserves.

To learn how you can get involved, or even just for more information, reach out to Christine Morgan by email at [cmorgan@wvmcc.org](mailto:cmorgan@wvmcc.org).

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# Marketing Matters

**AMY YALEY**

COO of Ward Media



# Why reliable visibility builds long-term business relationships

In today's evolving business environment, B2B buyers are more cautious, more informed, and more selective than ever before. With longer sales cycles and increased scrutiny of every dollar spent, the role of trust in the buying process has never been more critical.

For businesses looking to grow or even maintain market share, the brands that show up consistently – and with clarity – are the ones winning attention and closing deals.

### Trust starts with familiarity

B2B relationships don't happen overnight. They're built through repeated, reliable exposure. This is where consistency becomes the greatest marketing asset.

Whether it's a LinkedIn post, a display ad, an email, or a branded product, each customer interaction should reinforce the brand and what it stands for. Inconsistency, on the other hand, creates friction.

If the messaging changes drastically between channels or the visual branding lacks cohesion, it can confuse or even erode confidence in the company.

In uncertain times, buyers naturally gravitate toward the vendors that feel stable, professional, and dependable. Consistency sends that message without saying a word.

### Marketing tactics that build B2B trust

Consistency becomes powerful when paired with the right strategy. Businesses can turn steady visibility into real results by using a multi-pronged marketing approach.

The following tactics are designed not only to increase exposure but also to build credibility and trust with B2B decision-makers.

#### 1. Branded content

Publishing insightful, solution-oriented content in trusted local and industry publications positions a brand as an expert. When a potential client



sees a company providing real value and not just a sales pitch, they build credibility. Whether it's a branded column in a business magazine or a digital article on a regional news site, consistent thought leadership plants seeds that grow over time.

#### 2. Strategic email campaigns

B2B buyers spend time researching. A well-planned email nurture campaign can keep a company top-of-mind during that research phase. Whether it's sending a monthly newsletter or a short educational series,

the key is to maintain brand tone, visuals, and a steady rhythm. This consistency trains recipients to expect (and trust) the voice in their inbox.

#### 3. Targeted digital advertising

Through audience targeting and programmatic geofencing, businesses can stay visible to key accounts and industries. Even when prospects aren't ready to convert, repeated exposure through well-designed digital ads reinforces brand presence and professionalism.

#### 4. Social media and LinkedIn presence

In B2B, LinkedIn is often the first stop for decision-makers checking legitimacy. A consistent stream of relevant, branded posts helps validate expertise. This doesn't require viral content – just a steady, smart presence that reflects the core messaging.

#### 5. Branded promotional products and print materials

Even in a digital age, physical touchpoints matter – especially in B2B. A well-timed leave-behind, welcome kit, or thank-you gift featuring useful, well-branded items keeps the brand on the desk (and in the mind) of the target audience. It also demonstrates a level of professionalism that signals, "We're here for the long haul."

### Visibility Is a long-term investment

When the economy feels unpredictable, some businesses go quiet. But history shows us that those who maintain visibility – even modestly – often come out ahead. Fewer competitors

marketing means the message carries farther and stands out more. And when buyers are ready to make decisions, they remember the brands they saw consistently.

### Stay in front of your buyers

Trust isn't built with one great campaign. It's built by showing up again and again, delivering value, and reinforcing the message across every touchpoint. For B2B companies, this is how they move from being considered to being chosen.

So, whether sending an email, running a digital campaign, or dropping off a printed piece, the key is to stay consistent. Future clients are watching, even when they're not yet ready to buy.

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

# Real Estate

## Top Properties Douglas County April 2025

### Residential

Sale Price	Address	Total Acres	Year Built	Residential Area	Basement Area	Bedr.	Bathr.	Garage Area
\$1,090,000.00	2872, SE FALCON VIEW DR	0.5	2017	2766		3.00	2.50	1126
\$1,050,000.00	871, S MARY AVE	0.83	2020	2395	1990	5.00	3.00	1066
\$925,000.00	2521, FANCHER FIELD RD	1.71	1997	2046	1368	4	2.5	1166
\$860,000.00	2591, PARKETTE ST SE	0.28	2022	2302		3	3	1416
\$850,000.00	2381, 8TH ST NE	4.91	1996	3084	400	4.00	3.50	900
\$765,000.00	365, LAKEFRONT DR	0.18	1982	1440		2.00	2.00	
\$725,000.00	213, CASCADE VIEW CT	0.7	1991	3064		4.00	2.50	528
\$680,000.00	1983, LEGENDARY LN SE	0.16	2015	1952	1441	3.00	2.50	966
\$675,000.00	1108, 2ND ST SE	0.26	1969	1388	1300	6.00	3.00	480
\$675,000.00	1807, GRANT RD	1	1994	1655		3.00	2.00	552
\$649,000.00	3251, NW EMPIRE AVE	0.52	1930	1560		2.00	2.00	720
\$645,000.00	1568, 3RD ST NE	0.93	1930	2019		2.00	1.00	
\$620,000.00	1528, HANNAH WAY	0.28	1998	2044		3.00	2.00	728
\$599,000.00	210, STULL CT	0.33	1976	1344	1344	4.00	2.50	672
\$560,000.00	1430, COPPER LOOP	0.17	2009	1843		3.00	2.00	632
\$559,000.00	1413, COPPER LOOP	0.16	2008	1878		3.00	2.00	601
\$548,125.00	821, 12TH ST NE	0.18	1987	1189	1225	4.00	3.00	475
\$525,000.00	1567, 2ND ST SE	0.24	1969	2008		4.00	2.50	525
\$520,000.00	939, N BAKER AVE #9	0.18	1996	2812		4.00	4.00	
\$519,000.00	1324, 3RD ST SE	0.18	1991	1139	1207	4.00	3.00	441
\$468,000.00	1961, HILLCREST LN	0.74	1994	1344		3.00	2.00	
\$435,000.00	1494, EASTMONT AVE #14	0	2002	1424		2.00	2.00	480
\$430,000.00	1051, N BAKER AVE	0	2009	1354		2.00	2.00	228
\$425,900.00	204, WILSHIRE ST NW	0.22	1992	1848		4.00	2.00	440
\$424,500.00	778, MELBOURNE CT	0.18	2003	1040		3.00	2.00	400
\$417,200.00	2116, 3RD ST NE	0.18	1991	2176		3.00	2.50	550
\$411,000.00	960, TEDFORD ST SE	0.24	1958	1404	1104	4.00	1.50	276

### Farm

Seller	Buyer	Sale Price	Street	Total Acres
ROGERS, ROBERT J & KAREN J	MOSER &, JORDAN	\$630,000	4910 NW CASCADE AVE	4.3
SKYLSTAD, TODD	CARNEY, KEVIN S & VALERIE R	\$470,000	BRAYS LANDING RD	18.1
JORGENSEN, OWEN	BLACK LABEL PROPERTIES LLC	\$470,000		470
PETRIFIED CANYON LLC	ROUSE, GARY WAYNE & CHERYL METZ	\$194,900		10.1
PETRIFIED CANYON LLC	GRUSZKIEWIEZ &, MARK ANTHONY	\$174,900		10.2
HMB ORCHARDS LLC	DOUGLAS COUNTY	\$68,400	147 MCNEIL CANYON RD	60.53
ROBISON BROTHERS LLC	DOUGLAS COUNTY	\$23,784	250 MCNEIL CANYON RD	24.94
GREENWOOD, DOUGLAS & LAURA A	THOSTENSON, GAYLE	\$21,333		156.3
HINTERLAND FARMS TRS LLC	DOUGLAS COUNTY	\$5,000		26.96
HMB ORCHARDS LLC	DOUGLAS COUNTY	\$2,150	147 MCNEIL CANYON RD	60.53

### Commercial

Seller	Buyer	Street	Total Acres
EL MESQUITE LLC	MUNIZ ARROYO PROPERTIES LLC	\$830,000	0.25
LEE, KEVIN S	LG 85 LLC	\$720,000	3.17
DAN FEIL HOLDINGS LLC	WESTMAN &, ARIC J	\$270,000	0.39
STILL, STEVE C & SANDRA L	TIDD, SCOTT B & LISA S	\$45,732	0.39
ZONES, MICHAEL T	ARLT, ERIC S & ROBBEE J	\$30,000	0.2

\$399,500.00	1441, GRANT RD	0.18	1952	1143		3.00	2.00	315
\$385,000.00	408, E WALNUT ST	0.31	1950	1466	1188	4.00	2.00	506
\$382,000.00	1727, SUNSET HWY	0.19	1977	1946		3.00	3.00	
\$367,900.00	1916, N MINERAL PL	0.21	2024	1483		3	2	945
\$365,000.00	2014, ALICE LN	0.3	1988	1620		3.00	2.00	
\$365,000.00	2121, S MAJESTIC DR	0.16	1970	802	748	3.00	2.00	

# Real Estate

## Top Properties Chelan County April 2025

Buyer	Seller	Sale Price	Address	Legal Acreage	Living Area	Year Built	Bed-rooms	Bath-rooms	Garage Area	Pool	Fire-place
1021 WALLA WALLA AVE LLC	TAYLOR ROBIN	3,400,000	1021 WALLA WALLA AVE, WENATCHEE	3.62	2318	1916	4	2	864	N	Y
HIERL JONATHAN & WYATT MOLLY	MORRISON FAMILY DECEDENTS TRUST B	2,249,000	123 JAYBIRD LN, LEAVENWORTH	1.21	3404	2006	4	4.5	772	N	Y
HAVNAER KURT & TRACY	TAYLOR MARK S & BETTY J	1,987,500	553 MANSON BLVD, MANSON	0.05	1304	1986	4	2.25	0	N	Y
COWAN JOHN & HEIDI	NELSON CATHY D ETAL	1,795,000	37 MERLOT LN, MANSON	4.31	2352	2018	3	2.5	600	Y	N
HARDAS ENTERPRISES LLC	CASHMERE INN LLC	1,600,000	229 COTTAGE AVE, CASHMERE	0.28	7818	1956			0	N	N
CHRISTENSEN BRIAN J & TULLOS AMANDA B	NES EMILY O & JOHN D	1,400,000	4325 W EAGLEROCK DR, WENATCHEE	1.82	4481	1996	4	3.5	980	N	Y
GS CENTER LLC	GEMINI DREAM INC	1,250,000	3024 GS CENTER RD, WENATCHEE	0.57	8250	1989			0	N	N
KARVASEK BRADLEY & LEIGH	PHELPS JIM & KAREN	1,195,000	2332 W HIGH ST, CHELAN	17.18	2338	1993	5	3	962.5	N	N
MOLITOR MATTHEW E	MOLITOR PATRICK R & JUDY G	1,120,000	10310 EAGLE CREEK RD, LEAVENWORTH	1.64	4180	2009	4	3.5	1296	N	Y
THOMPSON TRAVIS B & TANYA C	RICHARDS SANDRA L	1,100,000	6980 OLALLA CANYON RD, CASHMERE	5	1932	1981	4	2.75	580	N	Y
GRAIKA CASEY R & EMILY A	EASTMAN GREGORY J & THERESE	995,000	1510 1ST ST, WENATCHEE	0.42	3834	1991	4	4	910	N	Y
HUNTER HEATHER	O KELLEY BLAINE D	950,000	12070 ALLEN RD, PLAIN	2.23	1581	1981	3	1	0	Y	Y
OATEY CLAIRE M & DEAMER PHILLIPS CAMERON	DUNSCOMB CHRISTOPHER J & FRANCES L	935,000	1408 1ST ST, WENATCHEE	0.31	1963	1964	4	2.5	600	N	Y
ANDERSEN HANS C & KARI L	WARMOTH KENNETH J & ANNETTE M	935,000	10330 MOTTELER RD, LEAVENWORTH	2.2	1621	1905	3	2.25	1045	N	Y
WEBER JANICE R & PHILIP J	LANGE CONSTRUCTION LLC	919,000	15012 ALLISON PL, ENTIAT	0.32	0	0			0	N	N
ISBY IAN & SKUBA GRAY MICHELLE E	MOSER DARRELL	869,900	108 CASCADE PL, CASHMERE	0.3	1821	2003	3	2.25	168	N	N
LOW KRAIG M & COURTNEY	STEADMAN PETER H & TONIA L	860,000	3070 PINEHURST PL, WENATCHEE	0.42	2816	2006	4	2.5	286	N	Y
DOWELL CAROLYN S	ROBERTS CONSTRUCTION LLC	849,900	950 RACINE SPRINGS DR, WENATCHEE	0.16	1980	2024	3	2	576	N	Y
RUSSELL BRIAN THOMAS & DEBRA CLOUGH	WALKER KAREN M	840,000	548 OLD MILL LN, LAKE WENATCHEE	5	1664	1982		2	960	N	Y
ASHER ADAM R & SANDY D	GORDON HOMES LLC	840,000	86 SAILING HAWK LN, MANSON	0.24	2043	2024	3	2	650	N	Y
SRIRAJ RAJARAM & AISHWARYA	LEOPOLD JAMES & ZORICH KATHERINE	835,000	20 LITTLE BUTTE RANCH RD, CHELAN	1.22	1484	1990			1024	Y	N
BRINCAT RYAN & ELIZABETH	JOHNSON GREGORY & MARCELLA	825,000	1513 MCKITTRICK ST, WENATCHEE	1.07	1380	1981	3	1.75	988	N	Y
RICO SALVADOR M	LOCAL YOKEL LLC	805,000	9607 NORTH RD, PESHASTIN	4.84	384	2017	1	1	1800	N	N
SIMMONS SCOTT C & HALEY R	WAGNER MICHAEL	795,000	199 SKYLINE DR, CASHMERE	0.31	2883	1999	4	3	680	N	Y
WIGHTMAN ERIC & STEPHANIE	BLUHER EARL G	775,000	22573 ALPINE DR, LAKE WENATCHEE	0.37	2265	2006	1	1	0	N	Y
CLARK LOREN & JONES BARBARA K	HARMON RYAN & KAITLYNN	725,000	1618 MCKITTRICK ST, WENATCHEE	0.65	2234	1957	4	2	0	Y	Y
COPE BRIANA L & BENJAMIN	DOWELL CAROLYN	720,000	1015 RACINE SPRINGS DR, WENATCHEE	0.15	1835	2021	3	2	521	N	Y
K & C FIRM FOUNDATION LLC	NEW BEGINNINGS HOUSING SERVICES LLC	690,000	735 N WENATCHEE AVE, WENATCHEE	0.66	5120	1994			0	N	N
WELLS TYLER & BASTIDA KARLA	ORNELAS JERRY	688,000	1701 MADISON ST, WENATCHEE	0.27	2392	1968	3	1	0	N	N
TAYLOR KELLY N & JOSHUA M	MC NEILL BRIAN & NICOLE	685,000	21618 CAMP 12 RD, PLAIN	0.25	1508	2006	3	2	988	N	Y
FRIGERIO ANTHONY L & VICTORIA	LINDBERG GARREL S	683,000	41 TERRACE DR, MANSON	0.4	1369	2004	3	2.5	0	N	Y
VANDEBRAKE ADAM	MATSON YVETTE M	680,000	7689 NAHAHUM CANYON RD, CASHMERE	3	864	2008	1	1	864	N	N
VANDER VELDE BRADLEY & HAILEY	MATNEY JOHN L ETAL	654,900	1819 ASPEN CREEK LN, WENATCHEE	0.32	2724	1994	4	2.5	576	N	Y
BIROS DEMETRA	MURDOCH THOMAS & DEBRA A	649,000	122 RIVIERA DR, CHELAN	0.22	1092	1989	3	2.75	0	N	Y
LORCHER MICHAEL B & NANCY L	MULLER DOUGLAS D	629,000	2957 RIVIERA BLVD, MALAGA	0.37	1525	2011	3	2.5	0	N	Y
OLSON ANNETTE S	STANTON RODNEY S	628,000	10 SUNBURST ST, WENATCHEE	0.23	2303	1989	5	2.75	528	N	Y
OLSON ANNETTE S	STANTON RODNEY S	628,000	10 SUNBURST ST, WENATCHEE	0.23	2303	1989	5	2.75	550	N	Y
JOHNSON GREGORY & MARCELLA	WEIDENBACH ED&ANNE	620,000	105 BRANDI LN, WENATCHEE	0.18	1850	2001	3	2.75	460	N	N
HOCHSCHILD ERIN & FORTNER AARON	BROOKS CRAIG & SARAH	615,000	2618 LARCH DR, LAKE WENATCHEE	0.72	1008	1989	2	1	192	N	Y
LYONS GARRETT	VENEGAS ROBERTO & MARIA	615,000	121 OLIVE AVE, MANSON	0.17	852	1980	4	2	484	N	N
ROWE THOMAS & DUBUQUE JUDITH	STEELE JAMES & PORTIA	595,000	615 OLYMPUS DR, WENATCHEE	0.25	1573	1994	3	2	308	N	Y
RAYMAKER ANNA & RICHER DANIEL	SOMMERFELD KAYLA	589,900	281 EASY ST, WENATCHEE	1.08	1247	1908	2	1.5	0	N	N
ESSIG AMY & CAPP PHILIP	CHELAN GRANDVIEW 204 LLC	589,000	322 W WOODIN AVE, CHELAN	0	1078	0			0	N	N
AMMETER ROBERT	MERK JOEL	585,000	1020 COLUMBIA PT, ENTIAT	0.27	1502	2012	3	2	1040	N	Y
MALAGA RIVER PROPERTIES LLC	COLUMBIA RIVER RANCH LLC	585,000	763 RAVENS HOME LN, MALAGA	3	0	0			0	N	N
CONNER HILLARY E	MARTINEZ SALVADOR	581,000	1006 SPRING MOUNTAIN DR, WENATCHEE	0.16	2002	2022	3	1.75	576	N	Y
BECKER CHRISTOPHER A & MICHELE R	CIUCA GABRIEL C & SIMONE I	579,000	21817 COLT RD, PLAIN	0.33	1488	2022	3	2	0	N	Y
RICE JEFFREY	SIAS ALAN R & KATRINA I	569,000	1843 JOLEN DR, WENATCHEE	0.25	1739	2004	3	1.75	768	N	N
WILSON ERIN & GENEVA A	JONES MICHELLE	560,000	409 INKS RD, WENATCHEE	0.69	2374	1908	3	2	0	N	N
KRAUSE JEFFREY A & SHIRREE R	ROBBIE WESLEY F & JUDY A	555,000	545 JUNCTION LN, LEAVENWORTH	0	778	0			0	N	N
PERRIGO SARA & PERRIGO MIA	NISSEN JEFFREY L & TAMI	554,900	715 KRIEWALD CT, WENATCHEE	0.17	1875	1992	3	2.25	484	N	Y
COX RYAN & HITTNER LILY	MC HANEY MARK C ETAL	550,000	2828 RIVIERA BLVD, MALAGA	0.8	1802	1994	2	2	552	N	Y
HARRIS JASON & MELANIE	MACCHI ROBERT T	550,000	128 CRYSTAL CREST DR, CHELAN	1.4	0	0			0	N	N
HILL RICHARD & CLAUDIA	LOGUE CHARLES & LINDA	549,900	215 HINTHORNE LN, LEAVENWORTH	5.01	1456	1991			0	N	N
PARKER JESSE S & CARLY S	WALIN ABIGAIL & JACOB T	545,000	217 N SANDERS ST, CHELAN	0.08	1028	1951	2	1	0	N	Y
CHILDERS OTIS A & ALYSSA R	FEITEN JIM M	537,500	17437 WINTON MILL RD, LAKE WENATCHEE	11.15	0	0			0	N	N
MONTOYA GUSTAVO & GALLEGOS NORMA	BARNES RAYCE & TIFFANY	530,000	1905 PENSIONE PL, WENATCHEE	0.17	1760	1995	4	2	400	N	N
ANDERSON ERIK & ALEXA A	OSWALD ERIC M & KASSANDRA L	525,000	100 LAKE CHELAN SHORES DR, CHELAN	0	448	0			0	N	N
PORTER STEEPLE BILL	MAXEY PATRICIA A	520,000	2727 ENTIAT WAY, ENTIAT	0.55	1321	1959	3	2	0	N	N

# Real Estate

## Top Properties Chelan County April 2025

Buyer	Seller	Sale Price	Address	Legal Acreage	Living Area	Year Built	Bed-rooms	Bath-rooms	Garage Area	Pool	Fire-place
MORA MALDONADO YARA Y	WHITEHEAD JIM & JILL REVOCABLE LIVING TRT	510,000	805 NELSON AVE, WENATCHEE	0.69	1302	1947	2	2	528	N	Y
DUNSCOMB FRANCES L & CHRISTOPHER J	TONTINI NEVIO E JR & ELIZABETH A LIVING TRUST	505,000	1035 MONROE ST, WENATCHEE	0.19	1331	1948	3	1.75	240	N	Y
HILLIS AUSTIN	VIVA WENATCHEE LLC	501,867	176 BERRYMAN WAY, MALAGA	0.3	0	0			0	N	N
CAMPBELL BRUCE D & MARIA F	VANDER VELDE BRADLEY & HAILEY	500,000	1007 PRINCETON AVE, WENATCHEE	0.13	1020	1931	3	2	216	N	N
TOLL HARRIS CASSIE & HARRIS DEREK	KESTERSON KATHRYN L	499,900	1618 ALDERWOOD DR, WENATCHEE	0.19	1440	1992	3	2	440	N	Y
HUDSON MARCUS M & DIANE L	MACKS ALAN	499,000	312 W HIGHLAND AVE, CHELAN	0.15	936	1928	2	.75	0	N	N
KRABBE STEPHANIE	WALKER VICTOR E & APRIL C	482,500	21 RYAN LN, WENATCHEE	0.4	1512	2020			576	N	N
VELAZQUEZ ACOSTA ITZEL ETAL	IRON BACK MIKE LLC	465,000	98 BEVERLY LN, MALAGA	0.29	1348	2024	3	2	362.5	N	N
HAY DARRELL B LIVING TRUST	NASH SUSAN M	462,000	527 HIGHLAND DR, WENATCHEE	0.15	1120	1952		1.75	726	N	Y
HOLLAND ROBERT	RUTLEDGE FRANK & CHERYL	460,000	13470 CHUMSTICK HWY, LEAVENWORTH	7.71	850	1950	1	5	0	N	N
NICHOLS THOMAS G & THOMPSON ALCYIA L	EIDER PROPERTIES LLC	449,000	1030 FINCH LN, WENATCHEE	0.05	1743	2023	3	2.5	220	N	N
MARTIN JULIE M	EIDER PROPERTIES LLC	443,000	1030 FINCH LN, WENATCHEE	0.06	1639	2024	3	2.25	220	N	N
NUNEZ CABRERA GUADALUPE & CHAVEZ LOPEZ GREYCI	LEPLEY REVA E	435,000	195 MCFADDEN DR, MANSON	0.39	1056	1962	2	1	432	N	Y
MATA OLGUIN JAVIER & JANET	VIVA WENATCHEE LLC	434,395	162 BERRYMAN WAY, MALAGA	0.3	0	0			0	N	N
SATHER EVAN	WANNER JULIAS N	430,000	15 S GARFIELD AVE, WENATCHEE	0.2	1182	1950	2	1	528	N	Y
SMITH HOLLY & JAMES	GOMEZ GERARDO & GLORIA L	429,900	1040 CREST LOOP, ENTIAT	0.2	1442	2016	3	2	462	N	N
RING ROBERT & JENNENE	COONROD HEATHER E	429,000	706 OKANOGAN AVE, WENATCHEE	0.18	1195	1922	3	2	440	N	Y
ULLOA ESTEFANIE C & PEDRO C JR	VEGA-VILLA KARINA R & MANUEL	418,900	1916 NORTHWOOD RD, WENATCHEE	0.12	1519	2002	3	2.5	466	N	N
WATSON JENNIFER ETAL	GRIFFITH RONALD F	415,000	316 WHITEBIRCH PL, WENATCHEE	0.21	1705	1949	2	2	0	N	Y
DAVIS ROBERT A & ELLEN L	MCKERLIE RENETTA L	415,000	416 S FRANKLIN AVE, WENATCHEE	0.14	885	1954	3	1	240	N	Y
LEWIS MAYA & BRUCCELL RILEY	CHOCOLA MYKEL W & CESIA J	414,999	714 S WESTERN AVE, WENATCHEE	0.2	1682	1952	4	1.5	0	N	Y
HERNANDEZ PORCAYO BRENDA	EIDER PROPERTIES LLC	410,000	1030 FINCH LN, WENATCHEE	0.04	1639	2023	3	2.25	220	N	N
JONET VICTORIA	MITCHELL ADAM	400,000	5040 JOE MILLER RD, MALAGA	4	1692	1984	2	2.5	1976	N	Y
BUCKLEY NICHOLAS & WATANABE YUKO ETAL	WILLIAMS NESTLE L	400,000	418 CEDAR ST, LEAVENWORTH	0.19	1152	1939	4	1.75	0	N	N
ANAHI QUEZADA CYNTHIA & LOPEZ ARELLANO CRISTIAN O	LEOPOLD JAMES L	400,000	14616 DIAMOND AVE, ENTIAT	0.15	1560	2005			528	N	N
MIDDLETON CARL III & SALLY ETAL	MIDDLETON CARL W III & SALLY J	400,000	20884 KAHLER DR, LAKE WENATCHEE	0.26	1980	1990	3	2	400	N	N
DAVIS BRANDON & KENDRA	LUCAS KATHERINE S & TROY L	400,000	3036 VERA CRUZ, MALAGA	0.21	1279	1986	3	1.75	380	N	Y
ELSHAFEI PATRICIA	GOTO BERYL	389,000	1336 HOLBROOK ST, WENATCHEE	0.14	1100	1958	3	1	275	N	Y
BUCHANAN KEISHA & CAIEN	DOANS INVESTMENT LLC	385,000	1111 ATWOOD ST, WENATCHEE	0.08	1448	1928	2	2	0	N	Y
PHILLIPS KELE & MATTHEW C	SAGE HOMES LLC	385,000	27 SALMON DR, WENATCHEE	0.15	0	0			0	N	N
THORNOCK SIMON & MARRIAH ETAL	DORE CHRISTIAN M & MELINDA B	380,000	1020 COLUMBINE ST, WENATCHEE	0.14	1312	1930	4	1	576	N	Y
RODRIGUEZ ARANGO YESENIA ETAL	BEKEL CHRISTOPHER R	370,000	270 CHESTNUT ST, CHELAN FALLS	0.14	912	1920	2	1	0	N	N
BEATTIGER MATTHEW & MARY	FARRELL THERESA J	369,900	20 S DELAWARE AVE, WENATCHEE	0	1122	0			0	N	N
BARRIOS NEVIN J	BETZING JOHN & PATRICIA	359,000	1002 MONITOR AVE, WENATCHEE	0.15	1263	1915	5	3	0	N	N
LIZARD PROPERTIES LLC	TELEMARK PROPERTY LLC	350,000	240 N CHELAN AVE, WENATCHEE	0.13	983	1910	3	1	0	N	N

## Historic Freestone Inn in Mazama listed for sale at \$5.99 million

Ward Media | Wenatchee Business Journal

A celebrated destination in Washington's Methow Valley, the Freestone Inn portfolio is now on the market, offering investors a chance to own a piece of North Cascades history.

The property, located at 31 Early Winters Drive

in Mazama, is listed for \$5,995,000. The portfolio includes 12 rooms and five suites in the main lodge, eight rental cabins, a manager's cabin, a commercial kitchen, a restaurant and bar, Jack's Hut pizza pub, a community pool, and a hot tub. The site com-

prises 27,750 square feet of hospitality space across 11 buildings.

"The Freestone Inn is a rare investment opportunity that blends scenic beauty, historic significance, and a thriving recreational market," said Adam Rynd, listing agent



COURTESY OF COLDWELL BANKER CASCADE REAL ESTATE

The Freestone Inn built on the original site of the Wilson Ranch, is now listed for sale at \$5.995 million.

with Coldwell Banker Cascade Real Estate.

Rynd can be reached at

206-799-1059 or adam@cbcascade.com for more information.

The inn's origins trace

See **FREESTONE INN** Page 17

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# Lake Chelan Wineries win big at 2025 Seattle Wine Awards

Ward Media | Wenatchee Business Journal

Wineries from the Lake Chelan region earned a total of 71 medals at the 2025 Seattle Wine Awards, one of Washington state's most prominent wine competitions.

The awards included 2 Double Golds, 56 Golds, and 13 Silvers, highlighting a strong showing for the Lake Chelan American Viticultural Area (AVA) and reinforcing its reputation as a growing force in the state's wine industry.

"We are beyond proud of our member wineries for their outstanding performances this year," said Renea Roberts, Execu-

tive Director of the Lake Chelan Wine Alliance.

"These awards are a testament to the exceptional wineries in our unique AVA and the talent and dedication of the wine-makers who call this valley home."

The Seattle Wine Awards draws entries from across Washington and is widely regarded as a benchmark for wine quality in the region. Judges evaluate entries through a blind tasting process, awarding honors based on merit and scoring.

The Lake Chelan AVA, established in 2009, con-

tinues to gain recognition for its diverse varietals, high-altitude vineyards, and unique microclimates.

Wineries in the area offer a range of red, white, and rosé wines, as well as sparkling selections, with many producers focused on sustainable practices and estate-grown grapes.

The Lake Chelan Wine Alliance, a nonprofit membership organization, promotes the valley's wine industry through marketing, education, and industry advocacy.

A full list of medal recipients is available at [seattlewineawards.com/results](http://seattlewineawards.com/results).

## Freestone Inn

Continued from page 16

back to the late 1940s, when Jack and Elsie Wilson left San Francisco to settle in Mazama and built the original Early Winters cabins, a stock barn, and a one-acre lake.

Jack Wilson, known for his passion for the outdoors, led packhorse excursions, hunting trips, and fishing tours, drawing

guests from around the world, including celebrities and political figures.

In 1996, Wilson's long-held vision for a full-service resort was realized with the construction of the Freestone Inn on the lake he had created decades earlier.

The inn has since earned accolades including recognition as one of Travel and Leisure magazine's "Top 25 Lodges in America."

Situated near the Methow Valley Trail System and North Cascades National Park, the property remains a popular destination for outdoor enthusiasts throughout the year.

The sale presents a unique opportunity to continue a legacy of rustic hospitality and wilderness adventure in one of Washington's most scenic regions.



COURTESY OF COLDWELL BANKER CASCADE REAL ESTATE

The main lodge of the Freestone Inn includes 12 rooms and five suites with lake and mountain views. Originally envisioned by outdoorsman Jack Wilson, the lodge opened in 1996 and remains a year-round destination for recreation in the Methow Valley.

# Keeping Up with people

## WVC Foundation names Bertha Sanchez as 2025 Distinguished Alumni Award recipient

Ward Media | Wenatchee Business Journal

The Wenatchee Valley College Foundation has named Bertha Sanchez, director of counseling and support services at WVC, as the recipient of the 2025 Distinguished Alumni Award.

Sanchez, who graduated from WVC in 1994 with an Associate of Arts and Sciences degree, was recognized for her extensive contributions to student support services and the wider North Central Washington community.

"I am deeply honored to receive the Distinguished Alumni Award," Sanchez said. "This recognition holds special meaning for me, not only because of the personal journey it reflects, but because it comes from an institution that played a pivotal role in shaping who I am today."

In her current role, Sanchez has spearheaded a range of initiatives to meet the needs of WVC students.

She founded the Knight's Kupboard, a food pantry with locations at both the Wenatchee and Omak campuses, and established the Knights Care Fund, which provides emergency financial aid to students encountering unexpected hardships.

"Bertha has been a cornerstone of WVC and our community for several years. She embodies everything we stand for," said Jenna Floyd, WVC student access manager. "She is one of the most dedicated and resilient people I have ever met."



COURTESY OF WVC FOUNDATION

From left, WVC Foundation Development Director Lupe Brito, 2025 Distinguished Alumni Award recipient Bertha Sanchez, and WVC Foundation Executive Director Rachel Evey during a surprise presentation announcing Sanchez as this year's honoree.

Bertha exemplifies the spirit of WVC by helping the next generation of graduates tap into their potential."

Sanchez has also been active in community service beyond the college, having served with organizations such as Columbia Valley Community Health, the Community Foundation of North Central Washington, and the Children's Home Society. She has supported wildfire relief and other regional aid efforts throughout her career.

Her colleagues noted in their nomination that Sanchez's work often goes beyond her formal responsibilities.

She played a pivotal role in establishing the Dreamer's Taskforce at WVC, organized wellness programming during the

COVID-19 pandemic, and continues to participate in the Bias Incident Response Team, CARE Team, and Crisis Recovery Team.

The WVC Distinguished Alumni Award has been presented annually since 1975 to honor alumni who have excelled professionally, contributed significantly to their communities, and demonstrated personal integrity.

Past recipients include social worker Ricardo Escobedo (2024), entrepreneur Dennis Carlton (2023), community volunteer Darrel Dickenson (2022), educator Jaime Ramirez (2020), and NCW Libraries executive director Barbara Walters (2019).

For more information about the WVC Foundation or to contribute, visit [wvc.edu/foundation](http://wvc.edu/foundation).

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# Career & Workplace

**Colleen Malmassari**

Contributor for Ward Media



## Hiring youth for summer break

As summer approaches and students finish the school year, many minors (less than 18 years old) begin searching for seasonal jobs to earn extra income and gain valuable work experience.

For business owners, hiring youth can be a great way to fill short-term labor needs. However, Washington state has specific regulations regarding youth employment – especially in agriculture – that every employer must understand and follow.

### Age requirements and required documentation

In Washington, minors as young as 12 or 13 can be employed in agriculture under certain conditions, making it one of the few industries where such young workers are legally allowed.

For most other indus-

tries, the minimum age to employ youth is 14 years old.

To hire a minor during summer school break, businesses must have a valid Minor Work Permit, a document verifying the youth's age, and written authorization from a parent or legal guardian.

These requirements are designed to ensure both legal compliance and the protection of young workers.

### Work hour limitations and family farm exemptions

The Washington State Department of Labor and Industries (L&I) sets clear rules about how many hours minors can work during school breaks, depending on their age.

Youths aged 12 to 15 may work up to eight hours per day and no more than 40 hours per week, with their



STOCK PHOTO

workday limited to the hours between 5 a.m. and 9 p.m. Those aged 16 and 17 can work longer – up to ten hours per day and 50 hours per week – but must still stay within the hours of 5 a.m. to 10 p.m.

It's important to note that these restrictions do not apply to immediate family members working on their own family's farm.

Washington's "Family Farm Exemption" means that rules related to age, hours, wages, and prohibited duties do not apply to

children working for their parents or guardians in an agricultural setting. That said, many family farm owners still choose to follow the guidelines voluntarily to instill safe work habits and establish consistent standards.

### Wage requirements and break regulations for minor workers

Wage requirements also differ by age. Minors under 16 must be paid at least 85 percent of the

state minimum wage (or \$14.16 for 2025), while those aged 16 and 17 must be paid at least the full minimum wage (\$16.66 for 2025). Even though the law may not require it for family members.

Meal and rest breaks are another critical area of compliance. Youth under 16 must receive at least a 10-minute paid rest break for every two hours worked and cannot work more than two hours without a rest break. If they work more than four hours, an unpaid meal break is required. For 16- and 17-year-olds, paid rest breaks must be provided as close as possible to the midpoint of their shift, and they cannot work more than three hours without one. If their shift lasts five or more hours, they must be given at least a 30-minute unpaid meal break by the end of their third working hour.

Adhering to these rules helps ensure a safe, legal, and positive summer work experience for minors while also protecting your business from compliance issues. If you're considering hiring youth workers this season and need help navigating the process, don't hesitate to reach out. We're here to help Washington's employers make the most of their summer workforce.

Source:

Washington State Department of Labor & Industries. (n.d.). How to hire minors. Retrieved May 9, 2025, from <https://lni.wa.gov/workers-rights/youth-employment/how-to-hire-minors>

Colleen Malmassari, a Society for Human Resource Management-Certified Professional, Professional in Human Resources, is the founder of Back40 Advisors LLC.

# GOING OUT OF BUSINESS

## FINAL WEEKS!

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# Medicine for the body, ice cream for the soul, right in downtown Cashmere

**At the west end of Cottage Avenue stands a landmark business that's finally made its way back into the hands of the family that established it.**

By **ANDREW SIMPSON** | Ward Media Staff Reporter

**D**ave Doane purchased the pharmacy with his own name on the wall last year, and came home in August to reclaim the family name from the owner his father sold it to decades ago. It's been in business the whole time, and the previous owner never even changed the name.

But now Doane's Valley Pharmacy belongs once again to the Doane family.

## Back to his roots

Doane sits down at a table on the south end of the soda fountain inside the store. He was about to make a move for the north end of the counter, but then he noticed a regular there about to order and said to himself, "Oh, they like to go out the back way." Turning, he says, "Let's not block their path."

There's a Jory Dean sundae – vanilla ice cream, hot fudge and peanuts in layers – for only \$6.50 right at your fingertips. But hearing Doane in his element, you know what the real scoop is.

A hometown pharmacy stays open as long as this one by knowing which entrance their customers prefer. In the distance, you can hear Doug behind the pharmacy counter say "Hi, Josephine" to a customer when she's still a good 30 feet away.

This is what it's like to run a place where you know you're likely going to see every single one of your customers at least once a month. They don't just see the ones who come in, either.

Dave says within minutes of sitting for an interview that his team delivers medicine to long-term care customers from East Wenatchee to Leavenworth.

Although he's a familiar face in town, being the son and nephew of the Doane brothers, Ron and Wayne, who bought this place in 1953, he's actually only been in the store himself since last August. He'd been on the other side of the mountains, where he met his wife so many years ago and worked as a pharmacist in Kirkland. But Cashmere is home, and the family name called out to him.

In fact, Doane touches on that for a minute. Dave had heard about the digitization of the Cashmere Valley Record, but when he's informed that he can search for things online about himself as he was growing up in Cashmere, he seems excited.

"I played a lot of sports," he tells us, and upon looking him up in the database as the subject of this month's entry on businesses over 40 years old, the archives confirm his glory days as a center for the Bulldogs. He has the height of a basketball player, and the Record has, well, the record of it.

As he reflects on his return to the valley – going from the history of his family to how much he values his staff now, from the pieced-together records of sales of the business to what seems like the best decision he's made in years, coming back and

buying it himself, Doane finally turns to the present.

## The people behind the counter

To keep himself focused, he answers the question of what keeps people coming in to Doane's for their pharmacy needs, rather than one at a medical center or in a supermarket. Doane is careful not to step on toes. "I've been in the big chain stores around the valley, and they're really good people that are working there," says Doane. "But, I spent 35 years in Kirkland, and there's plexiglass," he says, making a motion like a wall in front of him, "and no access to really talk to people. We're personable. We work hard and play hard, and we've got a lot of really good people here who work with a smile on their face. We take really good care of people."

Doane has more people on staff here than you might see in most busy pharmacies, and he jokes about paying too many people. But he goes back to the wait times at the chain stores: "I'm not going to be critical of them, because they're not managed by pharmacists. It's tough, pharmacy is hard."

This is where Doane is gentle when talking about his counterparts in other stores, knowing that other pharmacists really care for their customers as well, but aren't given a hometown setting like his.

"[Chain stores are] businesspeople – they put the pharmacy in the back of the store so you buy stuff



LOGAN FINLEY/WARD MEDIA

One is a junior in high school. One is a senior preparing to go to Western. All of them love working for Dave Doane, who towers over them in this group photo.

on the way in and you buy stuff on the way out to get your prescription filled. They don't put money in the pharmacy, it's almost a loss leader. The people that are here, almost every one of them, grew up here, went to Cashmere schools. The pharmacist that's working in long-term care started out as a fountain girl, became a pharmacy assistant, became a pharmacy technician, went to Washington State [University], became a pharmacist, came back, and here she is."

And Doane's assistants, techs, and pharmacists work closely with the folks they feel like they share the medical field with; doctors and nurses advise them and supervise patients coming right here into the pharmacy on Cottage Avenue for monthly injections aside from just plain old vaccinations.

That coincidentally happens as Doane is explaining it, with a patient who lives in an adult family home and comes in for a monthly injection – Dave noticed her as she came in.

## A fixture in the community

Knowing his regulars could have something to do with his pedigree. Bouncing back to fam-

ily history, Doane says, "Grandpa raised chickens in one of the valleys above us. [Uncle] Wayne raised his kids in Sunnyslope. My parents, Ron and Carol, raised us all right here. I'm the youngest of four, three sons and a daughter for my folks, and all three boys are pharmacists. My son's a pharmacist. Maybe someday he'll be back here."

The place was out of the family almost as much as it was in. It went from just plain Valley Pharmacy to Doane's in 1960. Then Wayne left the business in 1970, and Ron sold the business to Ben Ellis in 1991. Ellis had it for 33 years, and when the opportunity to buy it back into the family came up, Dave Doane's wife reminded him: "You know, it's always sunny over there."

When the interview pauses to gather the team for a photo for this interview, Doane says the soda fountain "afloat," as it were. "They come here after school, and you know, once in a while if it's not too busy, the crew will ask me if I want some ice cream. I've been known to partake."

During the time it takes for the photographer to get everyone facing the same direction, Doane has

reminded about the kids sitting up while their folks were in bed and reading the police blotter in the Cashmere Valley Record. "Bike was stolen on Mission Creek, bike was found in the creek a mile away," he recalls.

The photo taken, Doane sits back down for one more question: What is the most important part of his mission here at the pharmacy?

## A legacy defined

"Keeping the store here for this town. Independent pharmacies are really under the gun. And this is a fixture in this community. Ben kept it going strong, and my goal is to keep it strong, and maybe add a little to it, so when I'm ready to retire, someone can pick up where I left off."

"My personal expertise in pharmacy, I don't think, is the key to this business. I think a lot of people are nostalgic [who] remember my parents. There are a lot of people that I grew up with, who now, I'm taking care of their grandchildren. The 'Hi, Josephine' when she comes in, that comes to these people naturally."

*Andrew Simpson:  
509-433-7626 or  
andrew@ward.media*



LOGAN FINLEY/WARD MEDIA

The old-time soda fountain at Doane's Valley Pharmacy rivals even the Owl Drug with their Green River soda and their specialty sundaes.



LOGAN FINLEY/WARD MEDIA

The youth sports teams that Doane's has sponsored over the years fill far more than this wall with photos.



LOGAN FINLEY/WARD MEDIA

The old Toledo scale – a holdover from the days of Ron Doane – still works, though not many step on it.

# Tsillan Cellars named most awarded Washington Winery at 2025 Seattle Wine Awards

Tsillan Cellars has been recognized as the most awarded Washington winery at the 2025 Seattle Wine Awards, earning 17 gold medals and continuing a string of accolades that has placed the Chelan-based winery at the forefront of the state's wine industry.

Ward Media | Wenatchee Business Journal

Leading the honors was the 2023 Estate Reserve Chardonnay, which received a Double Gold designation and a 95-point score. Six Tsillan wines earned scores between 94 and 95 points in the competition.

This latest recognition follows a strong showing earlier this year at the San Francisco Chronicle Wine Competition, the largest domestic wine competition in the United States, where Tsillan Cellars also garnered the most gold medals among Washington wineries.

The 2023 Estate Reserve Chardonnay's success continues a legacy that began when Chardonnay vines were first planted on the south shore

of Lake Chelan in 2000.

The same vineyard produced the 2005 Estate Chardonnay, which won the Walter Clore Trophy for Best Washington Chardonnay and Best White Wine at the Washington State Wine Competition.

"Great wine begins in the vineyard," said Nic Stevens, vineyard manager at Tsillan Cellars.

"For our Reserve Chardonnay, we farm intentionally – reducing crop yield, opening the canopy for sunlight, customizing irrigation, and allowing for extended hang time – all to craft a precise flavor profile for Garrett's reserve program."

Owner Dr. Bob Jankelson recalled the origins of the vineyard. "When we

planted Chardonnay vines on the south shore of Lake Chelan in 2000, there were no other vineyards in the area. We had no precedent, just the belief that the soil, slope, wind, and sun exposure were ideal. It was serendipity – and a bit of vision – that led us to the perfect site," he said.

Head Winemaker Garrett Grubbs, who has led the winery to record-breaking accolades over the past four years, described the winemaking process.

"Within hours of harvest, grapes are gently pressed and transferred into oak barrels," he said.

"We use only native yeasts from the vineyard, and the wine spends nine months in barrel to de-



COURTESY OF TSILLAN CELLARS

From left to right, Tsillan Cellars Head Winemaker Garrett Grubbs, Cellar Associate Maddie Raymond, and Vineyard Manager/Assistant Winemaker Nic Stevens stand in the estate barrel room following the winery's recognition as the most awarded Washington winery at the 2025 Seattle Wine Awards.

velop texture and richness. It's a true collaboration with Nic and Dr. Bob, and a privilege to work with

fruit of this caliber."

Tsillan Cellars operates its estate crush pad just 20 feet from the vineyard and

remains focused on advancing estate winemaking standards in Washington.

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