



Finding a Framework to Solve
Oregon's Challenges
Page 4

Economic Lessons
from Maupin
Page 10



Enhancing & Promoting the Economic Vitality of Central Oregon Since 1994
August 4, 2010 ♦ VOLUME 17 ♦ ISSUE 15



Green Pastures
Cooperative Homeownership
Model a First for Central Oregon.....page 3



The Final Piece of the Deschutes River
New Effort to Preserve Miller's Landing
Property page 25

INSIDE THIS ISSUE

Business & Industry.....	2
Hot News	3
Opinion Department.....	4-5
City Desk.....	6
Small Business Tips.....	8
Security Services.....	12
Tour of Homes.....	14
Brightwood	16
Education Services	18
Healthcare	24
Internet & Computer Services.....	26
Internet Providers	26
Computer Services	27
Internet & Web Designers...	28
Who's Who.....	31
Money & Investment.....	34
Classified	36
Business Directory.....	36
Business For Sale	37
Permits	37
Business Calendar	38
Town & Country.....	39

A Watching Brief...
Private Security Industry Grows to Meet Increased Regional Demand

by SIMON MATHER CBN Feature Writer

As property crimes appear to be on the rise as an almost inevitable spin-off of Central Oregon's population growth, security has also become an increasingly high profile area for business owners, organizations and residents looking to minimize their vulnerability. Private security is a burgeoning business, with a number of local exponents also noting a trend towards increasing property thefts in the summertime, as windows, doors and garages left open can prove particularly tempting to the opportunistic criminal.

"If it can be locked it probably should," says Brian Shawver, head of Bend-based Security Pros, the largest security services provider in the region.

"If you perused the police department's incident log, you would probably notice an uptick in opportunistic-type thefts at this time of year, so it is always prudent to take precautions to deter criminals cruising neighborhoods looking for possible easy targets.

"We are also trying to minimize or eliminate problems



Security Pros Officers at Flashback Cruz in Downtown Bend.

Continued on Page 12 ►

Lithia Revved Up Over Entry
into Local Auto Market
Deal with Bob Thomas Set to Add \$35 Million in Annual Revenue



Lithia takes over Bob Thomas Car Company.

by SIMON MATHER CBN Feature Writer

Nearly a century of one family's involvement with the automotive business in Central Oregon has come to a halt after Bob Thomas Car Company completed an agreement to transfer ownership to Lithia Motors, Inc., of Medford.

Lithia acquired the Honda of Bend franchise and agreed to the transfer of Chevrolet and Cadillac brands in a deal which the company estimates will add \$35 million in annual revenues.

Bob Thomas, president of Bob Thomas Car Company, was working with General Motors to retain the Chevrolet and Cadillac nameplates when an agreement was reached that allowed the ownership change to take place.

Continued on Page 7 ►

Is Your Leadership
Being Demonized?

by BRENT FILSON

Most organizations abound with acolytes for the status quo. The status quo is simply the existing state of an organization. What's wrong with the status quo? A great deal. In fact, the status quo of any organization is usually wrong.

The trouble with the status quo isn't that it gets poor results. After all, if you know you're getting poor results, you can start taking steps to turn them into good results.

The trouble with the status quo is that it gets mediocre results but represents them as good results. And poor results are less harmful to an organization than mediocre results misrepresented as good results.

The acolytes may worship at a lot of altars: the funding of inefficient, wasteful, pet programs; the misplaced craving of the employees to bring back the "good ole days"; the people's championing a poisonous culture of unrealistic entitlements. And so on.

If you start demolishing the altars or even questioning the status quo's orthodoxy, the acolytes may very well resort to a common status quo tactic that throws most leaders off balance: They'll demonize you.

Note I don't say "criticize," I say "demonize." Surely you'll be criticized. But demonization involves an attack of another order of magnitude. It's through

Continued on Page 23 ►

Private Security

Continued from page 1

any way we can to benefit the community.

“The area is still relatively safe to live and work, but the days of leaving your car or house unlocked never really existed. The more secure, the safer your home or business will be.”

Shawver operates Security Pros along with his wife Dianna, who also has an extensive business background, and has seen an increase in security needs and an exponential growth in his business since acquiring the company in 2002.

His firm, also known for its trademark red and yellow Honda Civic Coupe vehicles and neatly-attired employees, offers services catering to everything from construction sites to shopping centers, healthcare facilities, manufacturing plants and professional office buildings.

With a professional corporate philosophy honed over Shawver’s 24 years as a Bend business owner, the Security Pros services cover four major areas, including:

- Mobile business patrols with a fleet of vehicles patrolling primarily commercial properties in designated zones;
- Posted on-site officers that require multiple stops at a given location, including at commercial construction sites such as the recent Suterra and Les Schwab corporate headquarters developments in Bend’s Juniper Ridge business park;
- Special events security with certified, uniformed teams at generally outdoors or seasonal fixtures such as the Sagebrush Classic or upcoming Flashback Cruz car show;
- Alarm response for a voluminous list of clients, generally from 6pm to 6am daily, who want the reassurance of a rapid response time in case of an emergency.

Along with other industry leaders, Security Pros has also embraced the latest new technologies including electronic monitoring and a high-tech Electronic Verification System (EVS) where, at designated route checkpoints, patrol officers wave an electronic wand over installed memory buttons that record key information for both the company and building owners.

Time date and location are recorded, verifying that the checkpoints have been visited the number of time agreed contractually, and providing a high level of accountability.

Clients are also faxed reports each morning updating any problems or suspicious-looking



PHOTOS COURTESY OF SECURITY PROS

Patrol vehicles on alarm response call.

activity as part of an effort to be pro-active in terms of crime prevention.

One of the company’s larger customers is The Shops at the Old Mill District, where visitors may be familiar with the distinctive corporate-colored “electric security vehicles” - which are road-legal and look akin to a souped-up golf cart – used exclusively for operations at the site.

The two low-speed vehicles (LSV’s) are also equipped with rear-facing seats to safely escort customers and employees, especially welcome when commuter vehicles may be parked far from the workplace on dark winter evenings.

Security Pros also has its 3,400 square foot headquarters in the Old Mill District, with an operational center from which field manager Ray Rodriguez oversees the duties of some 50 employees.

The professionalism evident at the base is also representative of Shawver’s focus on “operational excellence”.

He added: “We protect around \$1 billion in local client assets and it’s all about how we do it consistently 365 days a year”.

Part of that professionalism extends to the neat look of the vehicle fleet and officer uni-

forms, as “appearance is everything in the field of security.” But Shawver is quick to point out: “We try not to look like police and that is by design. I grew up with a number of family members in law enforcement and would be the first to tell you that security guards are not cops.

“We are simply trying to bring a degree of professionalism to security and work with law enforcement to protect our clients and detour crime whenever possible.” He also observed that a number of former Security Pros employees were now currently sworn police officers and that security experience can be a “great start” for those interested in a career in law enforcement.

The City of Bend has actually recently enacted an ordinance to prevent security companies from looking too much like the Bend Police Department, including a requirement that the chief of police approve specific appearances.

The ordinance, under the heading “Misrepresentation of City of Bend Affiliation” states:

- No person or business shall market their business in any way that implies endorsement by or connection with the City of Bend;
- Use or depiction of Bend Police Department uniforms, vehicle(s), images or badges without approval of the Chief of Police

is prohibited;

- No person shall create or use a uniform, vehicle or badge that is similar to those of the Bend Police Department in marketing a business;
- No unauthorized person shall take any action or represent themselves as being affiliated with the City of Bend.

A violation of the ordinance is classified as a Class A civil infraction.

Bend Police Department Community Liaison Steve Esselstyn said: “If an organization looks too much like the police department it can cause confusion for the public.

“For example, if someone mistook a private security car for a police vehicle and tried to wave it down without it stopping that could cause distress or impact public protection.

“The ordinance is meant to ensure that security firms are recognized as private and not affiliated with Bend Police Department.

“Imitation is often the sincerest form of flattery, but in this case would not be in the public interest.

“We appreciate working with security companies, but this ordinance was tabled to define certain appropriate limitations.”

Shawver’s father and uncle, who have over 50 years of experience in law enforcement,

Security Services (Listed Alphabetically)

Company / Address	Phone	Fax	WebSite/Email	Contact	Staff	CO Year Est.	Services
Apex Alert, LLC. PO Box 6687 Bend, OR 97708	541-728-0301	541-728-0301	www.apexalert.com kory@apexalert.com	Tom Opfer	3	2008	Residential & Commercial Security System Design & Installation, Fire Alarm Systems, Fire Alarm System Testing, Fire & Security Alarm System Monitoring (optional Wireless Monitoring via Radio) Video Surveillance Systems, Access Control Systems, Telephone Entry Systems.
Atlas Security & Alarm Service LLC 550 SW Industrial Way Ste 135 Bend, OR 97702	541-382-7777	541-312-9054	www.atlassmarthomes.com info@atlassmarthomes.com	Graham Hausler	5	2000	Security, Low Voltage Electrical, Audio & Video, Home Automation, CCTV
Bend Patrol Services PO Box 1374 Bend, OR 97709	541-617-9999	541-504-6235	www.bendpatrolservices.com bendpatrolservices@yahoo.com	Nick Thompson			Full service security patrol, special events.
Central Oregon Security PO Box 8073 Bend, OR 97708	541-312-4765		coseric@hotmail.com	Eric Smith	1	2008	Security Patrol and Alarm Response
East Cascade Security & Technology 410 SW Columbia Street Suite 120 Bend, OR 97702	541-389-0015	541-389-0715	www.ecssecurity.com caseyb@vyanet.com	Casey Brown	33	1969	Home Security, Business Security, Fire Alarm, Video Surveillance, Access Control, Home Theater, Custom Audio, Central Vacuum, Local Security Monitoring
Five T's Surveillance 823 NE Oak Place Redmond, OR 97756	541-279-9157		fivetssurveillance.com troy@fivetssurveillance.com	Troy Ford	1	2006	Full service digital video surveillance company, We offer both analog and digital surveillance cameras. We also offer computer repair, networking, remote support, and many other computer related services.
North Pacific Security Inc. 960 SW Disk Dr. Suite 103 Bend, OR 97702	541-617-7491	541-617-3895	Weguardit.com DanSnps@aol.com	Dan Stover	45	1980	Posted Security Officers, Patrol service, Timberland Security and Fire patrols.
Northwest Security & Specialty Systems PO Box 5247 Bend, OR 97708	541-317-9595		nws@bendbroadband.com	Rick Locks	0	1995	24 Hour Alarm Signal Monitoring, Security Systems, Fire Alarm Systems, Video Surveillance and Custom Audio Video Systems
Patrol Northwest PO Box 8034 Bend, OR 97708	541-706-1900		www.patrolnorthwest.com patrolnw@gmail.com	Chuck Hahn	2	2010	Security Patrol, On Site Guards, Alarm Response
Security Pros Inc. 389 SW Scalehouse Ct. Ste 130 Bend, OR 97702	541-548-1992		www.securityprosbend.com brian@securityprosbend.com	Brian Shawver	45	1994	Commercial Security Services, posted onsite security officers, mobele parol checks, verified alam response, special events, consulting.
Specialized Security Services PO Box 94 Sisters, OR 97759	541-390-4076	800-882-4079	ww.checkyourmate.com richard.specializedsecurity@gmail.com	Richard Kirshner	10	2008	Private security for individuals and businesses, private investigations, retail store loss prevention, and complete background checks.
Watchdog Security PO Box 5352 Bend, OR 97708	541-617-6199	541-617-6126	watchdog@bendbroadband.com	Mitch Merchant	8	2002	Services Security and Fire alarm systems, CCTV, card access, 24 hour UL monitoring

CBN has made every effort to ensure that all information is accurate and up-to-date. We cannot, however, guarantee it. Please contact us immediately if you know that certain information is not correct or you would like to be added to a list.



Security Pros uses these electric security vehicles to patrol The Shops at the Old Mill District.

train company officers in required certification standards set by the Oregon Department of Public Safety (Standards and Training). Shawver also fulfills a requirement to be a licensed manager of the business, and employees undergo drug testing and a full background check before being hired.

The private security industry in Oregon has been pro-active in working with the State legislature on regulation, first introduced in 1997,

to promote excellence in public safety and private security through the development of professional standards and the delivery of quality training. Shawver also announced the recent formation of the "Security Pros University", offering non-employees the same level of instruction and training which has been provided to the company's own officers for many years.

www.securityprosbend.com; 541-330-0404

Regional Security Monitoring Headquarters Moves to Bend

East Cascade Security and Technology in Bend, a Vyanet Security and Technology company, is now the home of the Vyanet regional security monitoring headquarters. The monitoring headquarters is expected to add as many as 20 jobs to the Central Oregon economy. Vyanet Security & Technology is owned by Tracy Jones and was established in 1969. Vyanet currently owns and operates East Cascade Security & Technology in Bend and Vyanet Technologies in Eugene. In California they have All Protection Alarm in Big Bear, Central Security Services in Temecula, IVS Systems in Riverside & Temecula and in Hawaii Security Tech on Maui & the Big Island and Security One on Oahu as well as Foresight Systems in Glendale, Arizona.

The company has a total of 150 employees with 9 employees at East Cascade Security & Technology and 8 at Vyanet corporate – headquartered in Bend. East Cascade Security and Technology is the only company in Central Oregon providing local monitoring of its security and fire systems. The regional security monitoring headquarters, now located in Bend, provides back-up support, and redundancy systems to all of Vyanet's local security and fire alarm monitoring stations serving communities in Oregon, California, Hawaii, and very soon in Arizona.

Vyanet monitoring headquarters is expected to add as many as 20 jobs to the Central Oregon economy.

CASCADE DISCOVERY

Babyboomers • Health • Lifestyle • Recreation • Living Well

Share the adventures of some of Central Oregon's most active residents!

Call 541-388-5665 to subscribe or advertise.

Whatever business you're in...

...and whatever solution will help your business grow, LibertyBank has the products and services to assist you. Consult with one of our LibertyBankers to find out how we can enhance your success.

We're LibertyBank. And we'd like to earn your business.

BEND/DOWNTOWN:	(541) 389-9800
BEND/NORTH:	(541) 312-4987
BEND/WEST:	(541) 382-3686
BEND/SOUTH:	(541) 389-0790
REDMOND/SOUTH:	(541) 923-1837

www.LibertyBank.com

Affordable Health Care AND Now... Dental Plans for Businesses!

- Affordable rates and benefits to qualifying Chamber members
- Savings have been substantial in many cases
- Focus on prevention and wellness
- 12-month rate guarantee from enrollment date

For more information, contact Johnson Benefit Planning 541-382-3571 • www.bendchamber.org/insurance

PROTECTING OVER \$1 BILLION IN LOCAL CLIENT ASSETS

We Protect, You Prosper!™

OREGON DPSST #858

Security Services: <ul style="list-style-type: none">✓ Mobile Business Patrols✓ Posted On-Site Officers✓ Alarm First Response✓ Special Event Security✓ Security Consulting	TOTAL ASSURANCES: <ul style="list-style-type: none">✓ Massive References✓ Proof-of-Work Accountability✓ 293 years combined experience✓ #1 Security Firm in this region✓ Dedicated Local Ownership
---	--

Call Today for more information

Licensed. Bonded. Insured. Certified. Uniformed. Trained. Locally Owned Since 1994.

541-330-0404 541-548-1992 / securityprosbend.com