

2017 ACCOMPLISHED UNDER 40

JASMINE BARNETT

Arts and Culture Alliance of Central Oregon
541-647-9133 • jasmine.barnett541@gmail.com

PROFESSIONAL ACCOMPLISHMENTS

Community coordinator for the nonprofit Arts and Culture Alliance of Central Oregon. Has been active in the Arts and Economic Prosperity Survey and proving the arts and culture industry is an economic powerhouse. Her work is very behind the scenes but is very impactful.

She also works for Les Schwab Amphitheater as a concert host, Munch & Music as stage manager and Clear Summer Nights as assistant stage manager.

Jasmine previously has worked for almost every venue in town in some capacity with her now folded company JAH Promotions. She folded that company when she realized she wanted to make a larger impact on the community by working at a nonprofit. She spearheaded the local PAC Heartbeat of Bend: Save Live Music in response to unifying the local music scene in response to a small group trying to amend our noise ordinance.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Involved in Arts and Culture Alliance for almost two years. Previously social media manager for Tower Theatre, marketing manager for Education for Chinese Orphans, volunteers at Bear Creek Elementary to teach Art Master Classes. Jasmine is extremely involved in the local arts and culture community as well as the music community.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Jasmine is a highly personable characteristic that not many people these days have. Getting to know someone and listening takes a lot of patience, caring and time.

She is extremely driven and hard working. She is the hardest working person I've ever met. She will stay up late until the job is done and a grant deadline has been met. All while juggling her work and her family life.



She makes a promise, she will follow through. Every time.

Jasmine's leadership philosophy is to lead by example and to think of others. Compassionate action is so much more powerful and impactful than words.

RYAN BROWN

Vice President and Commercial Relationship Manager • U.S. Bank
541-388-8771 • ryan.brown1@usbank.com

PROFESSIONAL ACCOMPLISHMENTS

Top commercial banking relationship manager at U.S. Bank. Annual Pinnacle Winner in 2016, 2014 and 2013 (highest level of recognition within U.S. Bank). Top producer of new commercial financing in 2016 for the Central and Eastern Oregon Region of U.S. Bank. Twice asked to speak on bank-wide calls in 2017 for success in collaborating with colleagues to provide unique financing and banking solutions for his clients.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Member of Grow3Degrees (formerly HIDECC) and has a passion for lean business practices. Spearheaded U.S. Bank's involvement and sponsorship of Central Oregon Locavore. Volunteers with Bend Swim Club, Financial Beginnings and Bethlehem Inn. Plays on the Bend Country Club.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Takes initiative to deliver the best solutions and experience for his clients as well as working toward continuous improvement within the Bank. Inspired by attending Grow3Degrees (HIDECC) workshops, Ryan organized a task force of U.S. Bank employees to improve, with the marketing manager for Chinese Orphans, volunteers at Bear Creek Elementary to teach Art Master Classes. Ryan is extremely creative, innovative and driven to produce new designs and is always one step ahead of the trend. Usually starting the trend! Jessica's company sponsors a select number of equine professional athletes and those people are chosen based on their morals, values and positive effect on those around them.

BUSINESS LEADERSHIP PHILOSOPHY

Ryan always works closely with his clients to make their real estate experience, efficient and fun as possible. His reputation for integrity, sincerity and humor has endeared him to hundreds of clients and their referrals. Sam explains the Team Delay approach is to focus on people, not the sale.

PETER CHRISTOFF

Attorney • Merrill O'Sullivan, LLP
541-389-1770 • pete@mosattorneys.com

PROFESSIONAL ACCOMPLISHMENTS

Pete began his legal career in Central Oregon in 2008. In 2012, he joined Merrill O'Sullivan, LLP, a local, full service law firm. In 2016 he became a partner and is now managing partner of the firm. His practice areas include business law, real estate transactions and estate planning.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

City of Bend Planning Commission member, Deschutes County Bar Association member and former president, Foundry Church member, Shepherd's House Ministries former chair & board member 2012-16, USB Technical Advisory Committee 2014-16, Bend Chamber Ambassador, his 2016-2018, Bend Chamber Leadership Bend program graduate 2011

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Peter is proactive in meeting and serving the local community. He is proactive in collaborating and forming relationships with individuals across industries. He invests much time and energy in various committees and organizations to contribute to the growth and success of our community.

BUSINESS LEADERSHIP PHILOSOPHY

Pete strives to lead by example and encourage others to work and live at their fullest potential. He demonstrates kindness and respect to clients, colleagues and employees. He is a lifelong learner with a teachable spirit. He practices law with the highest level of integrity and quality.



JESSICA CROUCH

Founder/Co-Owner • Heritage Brand, LLC
855-389-9889 • info@heritagebrand.com

PROFESSIONAL ACCOMPLISHMENTS

Jessica is the co-owner, founder, designer and visionary of Heritage Brand, LLC, a custom leather company (horse tack, dog collars, purses). Formed in 2009, and beginning in their garage, they've grown this to the premier custom "tailing" horse tack business in the country. Always innovative and "often imitated, never duplicated" is their tag line, many have tried to copy their work and always fall short.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Each year Jessica's company donates a set portion of their proceeds to people in need. Most recently conducting an online auction of their own products to raise almost \$5,000 in an hour for a young woman who was hit by a train. Her company is always giving back to the community.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

Jessica is extremely creative, innovative and driven to produce new designs and is always one step ahead of the trend. Usually starting the trend! Jessica's company sponsors a select number of equine professional athletes and those people are chosen based on their morals, values and positive effect on those around them.

BUSINESS LEADERSHIP PHILOSOPHY

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Do the absolute best work out there. Always be one step ahead of the others in the industry. Stand behind your product with a lifetime warranty. Treat each customer like they're the most important customer you've ever had. Jessica leads by example, she has high expectations of her employees, her products and herself. Give back whenever and wherever you can to those in need.

ELIZABETH CULLEY

Owner • Culley Insurance Group
808-283-1873 • elizabeth@culleygrp.com

PROFESSIONAL ACCOMPLISHMENTS

After being in the insurance industry for 14 years and working for various insurance agencies, Elizabeth decided she needed to start her own agency. She saw a need in the market for something different than the way most agencies in the Bend, OR area were operating. She started Culley Insurance Group, a concierge insurance agency offering personal and commercial insurance, operating in Oregon, Hawaii and California. Elizabeth saw the huge Bend-Maui connection and having lived in Hawaii for almost 14 years, knew she had a chance to be the only independent insurance agency that offered insurance both on the mainland and Hawaii.

CIVIC, INDUSTRY & COMMUNITY INVOLVEMENT

Board Member of ConnectW, membership in BNI, Rush Wahine and COAR (Central Oregon Association of Realtors), volunteers weekly in her public ministry.

SPECIFIC CHARACTERISTIC THAT DISTINGUISHES THEM FROM PEERS

There are few insurance agencies where all agents offer both business and personal insurance and even fewer agencies owned by women. Additionally, only Culley Insurance Group provides a full range of coverage on the western mainland (Oregon and California) and in Hawaii. Elizabeth provides concierge customer service, going above and beyond to make clients happy. She establishes a working relationship with clients they won't get elsewhere, focusing on the customer experience, not just customer service. She also sets herself apart with her incredible friendly manner, professionalism, accessibility and impeccable attention to detail.

BUSINESS LEADERSHIP PHILOSOPHY

Elizabeth believes that compassion and honesty are the keys to having a successful business. They can't lead a team if you aren't transparent with clients they won't get elsewhere. Focus on the customer experience, not just customer service. Elizabeth believes that compassion and honesty are the keys to having a successful business. They can't lead a team if you aren't transparent with clients they won't get elsewhere. Focus on the customer experience, not just customer service.



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