

Business in Brief, continued

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“Andi was a committed advocate for WTA’s enabling legislation in 2018, and she has played a critical role in re-establishing a functioning statewide tourism marketing program in the last three years,” said Shiloh Burgess, WTA’s immediate past board chair and executive director of the Wenatchee Valley Chamber of Commerce. “Andi’s marketing expertise, industry knowledge and commitment to the cause make her an ideal leader at this juncture of our development.”

“My primary objective is to strengthen WTA’s impact to bolster the recovery for Washington’s \$13 billion tourism industry while rebuilding and growing our share of the visitor market,” Day said. “For the first time in a decade, we have the funding in place to roll out a robust brand marketing campaign to attract out of state visitors to our beautiful state and support refinements in our tourism product, particularly in rural areas.”

Day leads the WTA’s executive committee. In addition to Burgess as immediate past chair, Ron Peck with the Port of Seattle serves as vice chair, Skip Thompson with Boeing as corporate representative, Julie Eisenhower with Clark Number as finance chair, and Meg Winchester with Visit Spokane as secretary.

Day is an active member of the WSU Alumni Association and serves on the Marketing Advisory Board of WSU’s Carson College of Business. She is also a board member and past president of the Washington State Destination Marketing Organization.

An entrepreneur at heart, Day’s career started in retail as an owner and operator and then followed a marketing and promotion path. Her marketing experience includes tourism and events promotion in both the Greater Puget Sound area and in rural Pacific County.

A fourth-generation Washingtonian, Day spent nearly 20 years active in the Pacific Northwest rowing community as a coach and coxswain.

Ocean Beach Hospital adds 12 high-tech beds

ILWACO — Ocean Beach Hospital & Medical Clinics (OBHMC) has added a dozen new, high-tech medical/surgical and intensive-care-unit (ICU) smart beds. The



Ocean Beach Hospital has purchased new high-tech beds as an aid in patient care.

beds are designed with many advanced-care features to enhance the level of patient safety, comfort and care during a hospital stay. The new beds were installed in South Pacific County’s community-owned hospital in late May 2021 and are now in use.

“These smart beds are top-of-the-line,” Larry Cohen, OBHMC chief executive officer, said in a press release. “The built-in capabilities from monitoring to the fine-tuning of comfort adjustments will allow us to offer a more positive patient experience.”

All 12 were manufactured by Hill-Rom, a global medical technology leader, and were acquired by OBHMC to give patients an extra level of protection, safety and ease of use during a hospital stay. All provide 24/7 monitoring of two critical patient vital signs — respiratory and heart rate.

The primary purpose of these beds is to protect against a worsening of patient health, which can affect about one in six hospital patients. If a patient’s deterioration goes unnoticed and is not promptly managed, it can lead to critical illness, the need for transfers to higher levels of care, cardiac arrest or other harmful events.

The new ICU bed will allow caregivers to improve upon the entire acute-care patient experience. For example, the bed has a flexible frame and variable ways to safely help a patient out of the bed with caregiver assistance. This facilitates getting patients up on their feet as soon as

possible, a major factor in preventing pulmonary and other complications associated with immobility. Benefits of the Progressa® model bed include an integrated lift system to help caregivers move patients safely and efficiently, a specially designed “mattress” surface to distribute a patient’s weight and alleviate pressure on any specific area, bed exit sensors and alarms, vital-sign monitors, and other advances.

Eleven of the new beds are Centralla® Smart+ medical-surgical beds. These beds help reduce and prevent falls, alleviate pressure injury, continuously monitor heart and respiratory rates, and detect incontinence in real time. Thoughtful conveniences include a USB port, storage for a personal device and more. The capacity for the medical team to remotely monitor the patient’s status and be alerted to changes is one of its key features.

“For many patients, especially those feeling vulnerable and scared, just knowing that their beds can warn nurses at the first sign of problems can help alleviate their stress and anxiety,” Cohen said.

The beds were funded by a \$1.091 million bond placed through the Washington State Treasurer’s office. The bond will also fund two new radiology rooms, new operating room sterilizers, a portable X-ray machine, and a bone-density machine and ultrasound machine for use in the emergency department.



James and Nina Whiddon won the grand prize at the business plan pitch competition.

Local entrepreneurs compete in business plan competition

CLATSOP COUNTY — Clatsop Community College Small Business Development Center recently put on a start-up bootcamp for 10 aspiring Clatsop County entrepreneurs, ending in a rapid-fire business plan pitch competition.

The competition winners, Nina and James Whiddon, were awarded the top prize of \$1,000 from Wauna Credit Union. The credit union also provided financial support to the development center to produce the program.

The bootcamp included four educational sessions and each entrepreneur partnered with a professional business advisor to develop their business plans.

Nina Whiddon, a technical writer and small business owner, and her husband, James Whiddon, a pastry chef of 25 years, will put their prize money toward start-up costs for a new donut shop.

“Right now, the area only has one donut shop between Astoria and Seaside, and a lot of people love donuts,” James Whiddon said in a statement. “That’s something we can bring more of to the North Coast — we have a vision to provide hot, fresh, scratch-made donuts for locals, with early hours for commuters and convenient curbside pick-up. We’ve learned a lot from the SBDC workshop, but most importantly it gave us more confidence to keep going with our dream.”

Other bootcamp participants presented plans for new food products, retail businesses, e-commerce applications, commercial real estate development and more. Each of them received a \$200 grant toward their start-up costs from Clatsop Economic Development Resources and the Columbia-Pacific Economic Development District. The business plan review panel included Clatsop SBDC director Kevin Leahy, associate director Jessica Newhall, program development specialist Meyer Freeman and Sarah Lu Heath of Col-Pac.