

# Art in the High Desert will move to Redmond

BY DAVID JASPER  
CO Media Group

The popular annual fine art show Art in the High Desert, quiet since 2019, will be back in 2023, according to founders Dave and Carla Fox and new executive director David Bjurstrom.

The juried show was held each August from 2008 to 2019 on the Deschutes River in the Old Mill District. Focusing only on art, the show quickly earned a positive reputation among artists and high rankings in the art show industry based on artist sales. COVID-19 forced its cancellation in 2020, and with changing COVID restrictions calling into question whether the 2021 show might happen, the Foxes made clear their intentions to pass the baton in July of that year.

"We were at the end of our time to run the show," Carla Fox said via email. "And we needed to step back to be with our grandkids and travel. And for the first time since 2008 we had two free summers to enjoy Central Oregon's summers, using our kayaks, and not working putting on a show. It was pretty compel-

ling. The show needed a new director."

But with seemingly no one willing to step in as executive director — at least no one willing to stay true to the vision of AHD as a fine art show and not another street festival — summer 2022 also went by without Art in the High Desert.

Enter Bjurstrom, whose work had been juried into Art in the High Desert most of the years it was operating. Over the last couple of years, artists who knew of his friendship with the Foxes would often ask him about the fate of AHD. "I said it looked like it just wasn't going to occur. It was pretty well done," he said.

But he understood other artists' curiosity. "Among artists, it's seen as one of the best shows in the country," he said.

After his husband retired from his position of University of Texas in Austin about a year ago, the pair decided to move back to Oregon. They're now living in Talent, awaiting the completion of their new home in Corvallis. A few weeks ago, as they drove to Art in the Pearl, a Labor Day weekend show in Portland, it occurred to Bjurstrom he should check in one more time with the Foxes, his thinking being "Maybe it's time to get involved, since we're mov-

ing back to Oregon."

Though he's nervous about taking over, the Foxes have complete faith in Bjurstrom.

"He has done shows all over the country, been a juror for shows and really knows the business. He's been in Art in the High Desert as a showing artist for years. He knows and loves how we organized the show and what it means to his fellow artists," Carla said. "There isn't a more perfect person in terms of skills and knowledge than David Bjurstrom to take this AHD (version) 2.0 on. He'll add new vitality and ideas to the show."

There will be one major change to Art in the High Desert: It will move to the Deschutes County Fair & Expo Center. That bigger footprint will enable AHD to jury in closer to 150 artists, about 40 more than it usually hosted in its former home of the Old Mill District.

With just under a year to go till the third weekend of August, Bjurstrom will be looking to rebuild Art in the High Desert, its board members and volunteers. If you're interested in helping, email [info@artinthehighdesert.com](mailto:info@artinthehighdesert.com) and keep an eye on [artinthehighdesert.com](http://artinthehighdesert.com), which will be updated soon, according to Bjurstrom.

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Chandler Photography/Submitted photo

Art in the High Desert had been an August presence in the Old Mill District from 2008 till 2019. It was canceled in 2020 due to COVID-19, after which founders Dave and Carla Fox announced their wish to step down. With a new director coming online, it will return in 2023, albeit at the Deschutes County Fairgrounds and Expo Center.

# Being likable is a good business practice

BY GARY EINHORN  
For The Spokesman

This is the second chapter and continuation of my initial article in which I listed ten tips for entrepreneurial success. The first chapter was written and published the last week in August. By now, my hope is that many of the members of the Redmond business community have had an opportunity to read and digest that first chapter.

I will continue with my first tip: consider marketing yourself primarily and the business secondarily. This does not in any way mean to ignore focusing on one's business. The general public often makes an assumption that the businessperson knows what he or she is doing or they would not be in business. If one accepts this premise, the choice to hire a plumber for example, often rests on whether the person is liked or disliked.

When I began my business consulting practice 14 years ago in Ashland, I had lived in the community for many years. I had sold my business as a dis-

## Business background

Gary Einhorn has been a business coach and consultant for more than 14 years. He spent four years at the Small Business Development Center at Southern Oregon University, followed by 10 years in private practice. He has coached more than 200 clients, and focuses on both the person and the business.



Einhorn

tributor of organic and specialty foods that I created and managed for 18 years. I was known as being ethical, honest, and likable.

It was the likability factor that made it easier for me to attract clients. My focus was primarily on developing a personal relationship with my clients. My marketing efforts were about gaining exposure and presence. I made many presentations and never advertised. My business was strictly a referral based business. I would credit my 14 years in Toastmasters as giving me the confidence to present with brevity.

I would always ask my clients

if they received value from my work and did I meet their expectations. If the answer was in any way negative, I would not end the consulting session until they were satisfied. In essence, I was offering a guarantee that value would be given and received.

When I had my distribution business, I would begin any attempt to sell my products by asking first how the customer was doing and what their needs were. The attempt to sell was the last effort on my part. I developed a reputation as the master of the "soft hard sell". Until I received a definitive no, I would persevere with tenacity. This is

mantric and essential for success as an entrepreneur.

It is important to consider exposure, presence, perseverance and tenacity as vital ingredients for business success.

It is important to take every opportunity to promote yourself. I cannot emphasize this enough.

A professional website and business card is a representation of who you are. It should have appealing colors, with yellow being a color that is most attractive and recognized positively by the human eye. I like the idea of having one's professional photo on the card. It can make a difference with regard to the likability factor.

Copy is important and should be presented with the understanding that we live in a culture with a short attention span. Brevity and conciseness is vital. I believe in the importance of doing a blog monthly or bi-monthly. It aids in the pursuit of search optimization and presence. One must also focus on search optimization as a goal.

Social media representation is still important in these challenging economic times. A business Facebook page is helpful if well designed.

Testimonials are important. It is appropriate to ask if your customers or clients are happy with your work and to ask them if they would be willing to write a review. They can in fact be considered your "sales force" and advertising department.

Joining the Redmond Chamber of Commerce is a most worthwhile investment. You will receive exposure and presence and have an opportunity to receive a testimonial now and then. You can also write a short article for their monthly business news.

Joining an organization such as the Rotary or Kiwanis can further your intention and desire for exposure and presence.

There are also business groups one can consider such as Opportunity Knocks (which began in Bend) or BN! (Business Network International).

Lastly, I cannot stress enough,

how Toastmasters has helped me become a confident businessperson and given me the skills to give a 30 second elevator speech or a longer presentation. There is a Toastmasters club in Redmond that meets weekly on Tuesday from noon to 1 p.m. at the Church of Christ behind Les Schwab. I belong to that club.

I hope this has been valuable to your success as an Entrepreneur.

If you have questions or comments feel free to email me at [garyae@gmail.com](mailto:garyae@gmail.com) or call 541-292-6177.

I am very open to your feedback and welcome it.

In closing, I wish to thank the editor of the Redmond Spokesman for the opportunity to share my experiences monthly and for his sincere support of the local Redmond entrepreneurial community.

■ Gary Einhorn was born in Brooklyn, New York, and lived for 33 years in Ashland. He moved with his wife Penny to Redmond to begin a new adventure and be near family.

## Madras man dies in crash

BY TIM TRAINOR  
Redmond Spokesman

A Madras man died Thursday night in a head-on crash north of Redmond that impacted traffic on Highway 97 for hours.

Micah Borden, 23, died at the scene.

According to Oregon State Police, Borden was driving southbound about 7:39 p.m. when his Honda Accord drifted into oncoming, northbound traffic. Borden's Honda collided head-on with a F150 driven by Jon Moore, 37, of Redmond. Moore was injured and transported to an area hospital, according to OSP.

OSP was assisted by Redmond Fire and Rescue, Deschutes County Sheriff's Office and ODOT.

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**Name of truck:** Wild Catch  
**Location:** One location at Wild Ride Brewing in Redmond (332 SW 5th) and a second location on 3rd Street in Prineville.

**Hours:** 11 a.m. to 10 p.m., seven days a week.

**Owners:** Scott Satterlee

**Opened:** 2019

**Type of food:** Fish, shrimp and chicken wings

**About the cart:** The truck offers a variety of different seafood including classic fish, shrimp and wing options and more diverse options including garlic shrimp, dragon wings — fried and smothered in Asian BBQ sauce — and raspberry cheesecake chimichangas.

**Your first order should be:** The fish and chips are the foundation of the cart and should be the first order, said Kris Cranston, an employee at Wild Catch. "They're nice and crisp, not too greasy," she said. "It's just right." Cranston said her second choice would be the stingin' honey garlic shrimp, which is dunked in beer batter and tossed with their honey garlic sauce.

**Fun fact:** Scott Satterlee opened Wild Catch in October 2019 after running the Sandbagger Saloon in Crooked River Ranch for about 15 years. Cranston said Satterlee started putting together the recipes before opening the truck and that it's been running smoothly ever since.

## TRUCK OF THE WEEK



Nick Rosenberger/Spokesman

Wild Catch is located at Wild Ride Brewing in Redmond and serves classic fish, shrimp and wing options along with a variety of other options.

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