

Focus Pocus Family Portrait Studio Pledges \$10,000 To St. Charles Capital Campaign

by Bend Weekly News Sources

The St. Charles Foundation recently announced that it has received a \$10,000 capital campaign pledge from Focus Pocus, a family portrait studio owned by Bend residents K.C. and Lisa Flynn. The Flynn's contribution to the "Expanding the Vision" capital campaign is designated for the Family Birthing Center (FBC) and Neonatal Intensive Care Unit (NICU), and was given in recognition of their experiences there. "When you are a healthy person you don't expect that anything will happen to you," said Lisa. "But in the case of both of my pregnancies the unexpected did happen, and luckily St. Charles was right there to provide excellent care." Lisa and K.C. Flynn, owners of Focus Pocus Family Portrait Studio, donated \$10,000 to the St. Charles Medical Foundation with funds designated for the family birthing center and neonatal intensive care unit. A strong feeling of gratitude for the care they received, enhanced with a sense of community responsibility, prompted the Flynn's and their new family business, Focus Pocus, to contribute to the St. Charles capital campaign. "The level of care we have here is very high," said Lisa. "I honestly don't think I would be alive today if the care hadn't been so good." She recalls with gratitude the honest, kind and knowledgeable caregivers that helped her after she experienced unexpected complications following the delivery of her firstborn, Kellen, now 3 years old. With her second child, Aidan, now a thriving 1-year-old, Lisa went into labor two months early and spent several weeks in the hospital. Lisa's stay at St. Charles allowed her family to gain an up-close and personal understanding of the caregivers and the work that they do. "I actually miss them today < they were my whole life for two weeks, and those people are what helped me, my husband and my family get through that time." The Flynn's intention is to honor and thank the caregivers in the FBC and NICU with their gift to the capital campaign. "K.C. and Lisa Flynn are the type of local small business owners that represent the generous nature that is so valued in our community," said Jim Diegel, President/CEO of Cascade Healthcare Community. "The Flynn's are supporting our capital campaign to help build for a healthy Central Oregon not only because they wanted to express gratitude for their positive experiences at St. Charles, but because they genuinely care about giving back to efforts that benefit everyone in our community. We very much appreciate their gift and the honor it represents for our caregivers in the Family Birthing Center and Neonatal Intensive Care Unit." Both K.C. and Lisa feel strongly about contributing to worthwhile efforts. "We think it is really important to give back to causes that support our entire community, especially when it is where you are raising your family and growing your businesses," said Lisa. The Flynn's are both active community members: K.C. was recently voted Bend's best local musician, performing over 100 gigs a year; and together with K.C., Lisa owns the marketing dept., a marketing and advertising consulting firm. Lisa is very active in the Advertising Federation of Central Oregon and has served as President as well as Public Service Co-Chair of that organization in the past. Focus Pocus is the Flynn's latest business venture, one that grew out of a need they saw as parents and marketing professionals for a professional family portrait studio in Bend. Focus Pocus officially opened this past June. "We have a whole new concept in portrait studios that is very unique," said Lisa. "We based our design on what parents want and need." The Flynn's held focus groups and conducted surveys to determine what families were looking for, and as a result designed their studio as a place that every member of the family could be comfortable in. "We have two photography suites, complete with comfy couches and play areas. We serve healthy snacks and beverages -- on a silver platter," enthused Lisa. "We are the Oanti-portrait studio!" The goal of Focus Pocus, according to the Flynn's, is to be interactive and to really capture each child's individual personality. Their professional photographers do not use tripods, and at the end of each 45 minute session a family will have about 50 great shots provided to them on CD to use however they wish. Focus Pocus also offers custom photo books, cards, invitations, prints, and even framing. "We did a great deal of research into what families were looking for in a portrait studio, and we feel that Focus Pocus offers just what people wanted: high quality images at reasonable prices in a relaxed and fun atmosphere," said Lisa. The "Expanding the Vision" capital campaign for Cascade Healthcare Community is helping to support a record \$128 million investment in facilities, technology and equipment at St. Charles Medical Centers in Bend and Redmond to help keep pace with exploding growth in the region. In Redmond, projects include a three-story expansion that will include private patient rooms, enhanced surgical facilities, expanded public areas and room for future

expansion to meet the needs of continued growth. Projects in Bend include an expanded emergency department, a new medical diagnostics unit, additional inpatient beds, a new power and utilities plant, a new helicopter for Air Life of Oregon and an expanded Family Birthing Center and Neonatal Intensive Care Unit. The investment is also paying for the electronic medical records system in Bend and Redmond, helping to reduce the risk of medical errors, improve patient care and increase efficiency. To make a pledge to the "Expanding the Vision" capital campaign, contact the St. Charles Foundation at (541) 383-6996 or visit www.scmc.org/foundation.

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