

## PubTalk to feature Bill Willitts, developer of Sistersâ€™™ FivePine Resort

by Bend\_Weekly\_News\_Sources

â€™™Throw the rope back across the fenceâ€™™ defines successful entrepreneurâ€™™s approach

The next event in Central Oregonâ€™™s lively PubTalk series is scheduled for Thursday, April 12th from 5:00 to 7:30 p.m. at McMenamins Old St. Francis School, in Father Lukeâ€™™s Foundation Room, 720 Bond Street in Bend.

Aprilâ€™™s keynote speaker, Bill Willitts, can only be described as a renaissance man. He supported his young family of five doing construction work. Given an opportunity to take over the family import business, he became a successful entrepreneur, growing company sales from less than a million to \$25 million when he sold it to Hallmark and retired at age 44. That event prompted Willitts and his wife Zoe to move to Sisters, where the dream of a health and wellness resort campus took shape. Willittsâ€™™ twelve-year vision is now reality as the FivePine Campus â€™™ encompassing a 12,000 SF classic Northwest style lodge, 24 upscale cabins, and a stunning meeting conference area - opens its doors. The campus joins the existing Shibui Spa, Sisters Athletic Club and Sisters Movie house.

With deep roots in his adopted community, Willitts became an unlikely political activist and an advocate for Sisters schools and livability. Heâ€™™s been a force for making affordable housing in Sisters a reality, successfully fought for passage of Sisterâ€™™s school bonds, raised money for additional classrooms, and headed up the SOAR Levy for after school programs for kids. Recognizing his considerable advantage, Willitts will share his life philosophy to â€™™throw the rope back across the fence,â€™™ creating opportunity and success for others.

On another note, if youâ€™™ve noticed the white foam walls going up around Central Oregon in early stage area construction, then youâ€™™ll be interested in PubTalkâ€™™s early stage presenter, Northwest ICF Solutions. ICF is short for insulating concrete forms in buildersâ€™™ parlance, although some contend it should be â€™™Instead of Conventional Framing.â€™™ ICF is a high performance alternative to stick frame construction offering considerable energy, sound, maintenance, and durability advantages. To grow distribution throughout the Pacific Northwest, the company seeks additional capital from investors. For additional information on this event or to pre-register, click [here](#), or call EDCO at 388-3236.

## About PubTalk

Central Oregon PubTalk is a monthly event celebrating the spirit of entrepreneurship in Central Oregon and strives to provide a unique forum where leaders of growing businesses can network with qualified funding sources, fellow entrepreneurs, key advisors, and business professionals. Following the keynote speaker, early stage presenters share ideas, experiences and strategies for the review of other businesses, angel investors, and EDCO/OEF members.

Economic Development for Central Oregon (EDCO) is a private, non-profit membership organization dedicated to building a strong and secure economic future for Central Oregon. EDCO has co-sponsored the popular PubTalk events since 2002 as part of its mission to cultivate a strong entrepreneurial community in Central Oregon. To learn more about the Central Oregon PubTalk and EDCO visit [www.edcoinfo.com](http://www.edcoinfo.com).

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