

**YOUR**

# **NEWBERRY COUNTRY CHAMBER CONNECTION**

*"We are the hub of the business community, promoting commerce and tourism making La Pine a vibrant community to work, live and play!"*

## **SEVEN PEAKS PUBLISHING - Owners: Gene and Ray Bowman**

**So, Bowman brothers, when did you open Seven Peaks Publishing?** "Actually, officially on September 5, 2011. We had been thinking about it for a couple of years prior to declaring the business. Gene and I had both tried retirement and were bored stiff and we needed to do something meaningful. Our business keeps two old guys off the street!"

**Are you two the main players at Seven Peaks?** "We are the main players and have an additional sales person and a two person office staff."

**Why do you work, live and play in South County in the heart of Newberry Country?** Gene explained "I used to come over in the 70's and fished and played golf. I declared that I wanted to move to La Pine then. Thirty years later I got a call from a local Realtor who remembered me saying that I wanted to be here. He offered the deal of the century and we two bought our first real property here. After that it was the same outdoor activities until we moved here permanently."

**What is the potential for growth for a publishing business like yours?** "Our business is in a very positive position. We specialize in target marketing geared to the tourists, lodging and restaurants. It is on the upswing because people are staying closer to home and discovering our area."

**What is your business's greatest challenge?** "The biggest challenge is for small business owners who are not familiar with the kind of target marketing that we have evolved into. Most small businesses have not clearly defined their target market. We can provide these targets and help define how we can make the best of it!"

**What is the biggest highlight of your career?** "We had decided to start the business and it was questioned by our friends and family about how viable it was. And, low and behold we're having fun and it is working!"

**What do you guys do to relax?** "We are mainly fishing. Gene is a plunker, and Ray is the fly guy!"

**Tell us something about yourselves that few people know about:** Ray explained, "Gene was a great baseball player in the 60s - All City and All State. He went to Washington High in Portland." Gene said, "He tried to set the record for having kids- Five and ten grand kids!" (Ask Gene about his 1 in 10 rule when you meet him!)

**In terms of volunteering in the community, what are your personal contributions to the community?** "We are Chamber members and we are oriented towards helping our fellow businesses and make sure that Newberry Country is a special Destination for the team members. It is in everybody's best interest to work together!"

**What are your plans for the future?** "Slow and steady growth for us and that means for Central Oregon!"

**What advice would you give to community leaders?** "How can we follow the example of Prineville in getting business to come here to open shop? We all move here because we love and enjoy the natural amenities and we have an empty business park to fill. Let's figure out how we will do it!"

**Do you have a mission?** "Enjoy being part of the Community while we move our business forward."

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