



Pronghorn

Wide-Eyed In Central Oregon

BEND/SUNRIVER, OREGON: According to the Bureau of Labor Statistics, the average baby boomer has between 10 to 12 jobs before the age of fifty.

After a few years as a PGA apprentice and then a TV news producer and reporter, Ted Taylor stepped outside the box into a different field to become content communications director at Visit Central Oregon, the tourism bureau established to promote the entire region as a vacation destination.

"I lived in Bend for 17 years and really gravitated toward only three things: golf, snowboarding, and mountain biking," sheep-



Crosswater



Tetherow

ishly admitted Taylor. "When I joined Visit Central Oregon, I had to 'roll up my sleeves' to research *all* attributes of our area. Wow, did it open my eyes as to how much I had been missing out on all those years!"

THE HIGH DESERT OF CENTRAL OREGON

Bend is located on the sunny side of the state. The area is home to three of *Golf Digest's* "100 Greatest Public Courses in America" (Pronghorn #36, Crosswater #50, and

Tetherow #63). *Golf Magazine* ranked Bend as one of the "Top 25" golf destinations in the world.

"Our area is a golfer's paradise. Encompassing a 50-mile radius around the town of Bend, Central Oregon offers 540 holes on 30 golf courses designed by the likes of Nicklaus, Kidd, and Fazio," said Taylor. "But, if all I did was mention golf, I would be doing a disservice. I recommend carving out time to kayak on Elk Lake, hike Smith Rock State Park, and fish in the cold waters of the Deschutes River.

"We are an outdoor enthusiast's dream. This time of year, you are almost guaranteed warm, dry weather. Although it may seem hard to imagine in summer, from November to May you can ski 360-degrees of pure, dry powder at nearby Mt. Bachelor. Throw in a thriving art scene, tax-free shopping, and 300 days of sun and there's no better place for year-round fun than Central Oregon; and, take the time to imbibe at one of more than two dozen breweries in our area," said Taylor. "Beer is serious business with one brewery for every 4,800 residents, including Deschutes Brewery, America's fifth largest craft brewer." ■

To learn more about special late summer and fall golf packages, call (800) 800-8334, or visit VisitCentralOregon.com.