

Celebrating Success

COCC's Business Development Center 383-7290

O'Keeffe's Company

Tara O'Keeffe-Broadbent
PO Box 338
Sisters OR 97759
541-549-1479

Employees: 20 full-time

Creating “Sustainable Solutions for the Skin You Live In” is for Tara the tagline that defines a family business committed to manufacturing and selling the highest quality, most effective skincare solutions available. It’s also a “David vs. Goliath” story in the cosmetics industry, with its roots reaching back 25 years to a ranch in eastern Oregon.

When Tara graduated with a degree in pharmacy, her father - a rancher - asked her to create a cream that would ease the pain from his dried and cracked skin. Thus began the long process of experimenting with “various concoctions,” until the basic formula for O’Keeffe’s Working Hands was born. Tara had not only solved her father’s skin problems, she had discovered something to share with others, powerful enough to inspire the launching of a new business. Above all, Tara credits dogged persistence for turning a kitchen-table project into a booming business.

O’Keeffe’s Company’s growth is enviable. Since 2006, its net income has grown over 47%, while twelve new employees have been added (for a total of 20).



The company has outgrown several buildings, and currently occupies a 9,300 square-foot facility. O’Keeffe’s has come a long way, from selling to local pharmacies in the beginning, to recently sending its products as far away as Iceland, Sweden and Ukraine. O’Keeffe believes in education; that supporting local schools and youth programs is vital to our future generation. As a result they have established a scholarship program to provide college funds for outstanding students.

Partnership with the SBDC

Tara also believes in her own education. She enrolled in the COCC Business Development Center’s Small Business Management program to help her grow and manage her already successful business.



With help from the Small Business Administration and the Oregon Economic & Community Development Department, the Business Development Center offers advising and workshops to new and existing businesses.