



April 2011, Volume 49, Edition 4
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CHAMBER NOT A “HEALTH CLUB”

Rhonda and I attended the Northwest Chamber Leaders Conference March 12 to 14, the first time we’ve had formal training in our Chamber careers. There were many excellent presentations, but one stuck in my mind when the presenter said “Chamber membership should not be like a health club where you have to go there to get the benefits!”

We’ve been focused on encouraging attendance at our programs and events, such as the Friday morning Greeters networking program, Forum lunches to learn about important topics, the Community Auction, DSA Banquet, Crystal Apple Awards, and our Golf Tournament. This speaker reminded us that 2/3 of our members are too busy to attend any of these functions, and we need to focus on bringing them value for their membership.

To that end, we are implementing two exciting technologies to dramatically enhance the value of your Chamber membership. The first is ChamberMaster®, a database management system that integrates our member information from QuickBooks to our website. Each member will have their own secure portal to keep their information in the online business directory current, post their upcoming events, hot deals and member to member discounts, and your job postings! This system will track referrals from the Chamber to you and your website, manage event invitations and registrations, track participation, and provide e-mail reminders among other features.

The second program is Constant Contact®, upgrading our e-mail and newsletter marketing for you, increase the usage of social e-mail such as Facebook, Twitter, LinkedIn, and integrating all this with ChamberMaster for a seamless approach.

We anticipate it will take until the middle of May to fully implement these programs, just in time for our new member drive in conjunction with the start of ad sales for our 2011 Community Guide and Business Directory. We look forward to these new services for our members!

BOWLING EVENT APRIL 14



Our first-ever “Super Bowl” in January was so much fun we are doing it again on April 14! Space is on a first come and paid basis, so if you want to participate please contact Harry Lee Kwai at (971) 983-5000 or the Chamber office.

FIESTA OREGON'S #1 CULTURAL CELEBRATION!



Woodburn's Fiesta Mexicana was selected by Oregon Festivals and Events Association for its Ovation Award as the state's **Best Heritage or Cultural Event** celebrated during 2010. The award was presented to the Fiesta at the Association's annual conference in Bend, Oregon.

Their press release said: "Many communities often rely on a cultural or heritage theme, name and texture for their community celebration. Most, however, are not faced with the daunting task of re-tooling themselves to make their festival less desirable to gangs and more desirable for families. Last year, that is exactly what a partnership between the City of Woodburn and their Chamber did, and they did it very well. Fiesta Mexicana redesigned itself by adding more kid and family friendly entertainment, a hugely popular parade, soccer tournament, music, authentic food and handmade crafts. In just one year, this revamping of their major community event brought out kids and families by the thousands."

The Association went on to say "Fiesta Mexicana is produced with two paid staff working part time on the festival and over 250 volunteers who spend numerous hours in the evenings and over the weekends to make this important event happen." We couldn't have said it better ourselves! Congratulations to Chairperson Jim Row of the City of Woodburn, his partner the Chamber's own Tourism Coordinator Kristin Graybeal, and the many volunteer partners who made this #1!



Kristin Graybeal, Mayor Kathy Figley, Jim Row and Robyn Stowers

MEMBER SPOTLIGHT

The following Chamber members responded to our request to provide profile information – if you would like your business featured, let us know!

Amerititle has rejoined the Woodburn Area Chamber – a sign of improving times in our economy! In business since 1985, local representative **Rosi Green** is proud they were the number one choice for title and escrow services in 2010 by paying attention to the needs of their customers, from lenders and builders, developers, farmers, and homeowners. Rosi can be reached at (503) 302-6990.

Baker and Baker – the 76 Station, small store and 24 hour towing service at 2874 Newberg Highway near the I-5 Interchange has joined the Chamber! Family owned for 42 years, **Kevin Baker** says they have a reputation for quality service and clean restrooms that bring repeat customers from out of state. Now at last, Chamber members have a place to "filler up" – be sure to tell them you're a Chamber member!

If your desk top or laptop computer is slowing down, **Bill Szabo** of **Bill's Bits-n-Bytes** can remove viruses and speed up your process (the computer, not you!). He can replace laptop screens, and he recycles old computers. His affordable prices and on site service bring him many satisfied customers – you can reach Bill at (503) 981-3535.

Allison Weaver, Woodburn Branch Director for the **Boys & Girls Club**, oversees the Woodburn Teen Center, which focuses on promoting a positive learning environment for adolescents, grades 6 to 12. The Club designs small group programs to emphasize the importance of academic success, character, and citizenship, and healthy lifestyles while offering every child the opportunity to grow into positive leaders. With the support of our community during the April "It Just Takes One" campaign,

we can expand this program through volunteer recruitment and allow every child in the area to receive a positive role model impact in their lifetime. Please call Allison at (503) 980-2428

If you are looking for the full spectrum of paper products, janitorial supplies, equipment, safety gear, and packaging supplies, contact **Kisa Kilpatrick** of **Cleanright Distribution** at (503) 981-5770. These new Chamber members offer free next day delivery with no minimum purchase required, and have an integrity focused customer service approach. With over 30 years experience in this industry, they will do whatever it takes to best fit your needs.

Dr. Tim Driscoll and **Club Chiro** have spent 13 years making people feel better! Dr. Driscoll is available with same day notice, and almost all health insurance companies are accepted, in addition to work injuries and car accident victims. Even if this is your first time, his gentle and effective care and belief that the human body has an innate ability to cure itself, will leave you feeling much better! Dr. Driscoll's office is on Glatt Circle and can be reached at (503) 750-0940.

Ken's Autobody & Service Center is your one-stop complete auto repair center; everything from mechanical service, detailing, tires, and collision repair. They have the only \$19.95 oil change in town for most vehicles, and you can join Ken's Club and get 10% off on all non-menu items for your vehicle maintenance. Call **Ken Cooper** at (503) 981-3550 or www.KensOnTheWeb.com.

The Sign Shop of Hubbard is a new Chamber member, and can provide top quality commercial signage, banners, yard signs, business cards, and auto lettering including decals and vehicle wraps. They also do embroidery, silk screening and digital printing for t-shirts - great for minimal orders of 1 or 2 shirts. They have staff available to assist in designing logos, and arranging and designing signs and graphics. Contact **Judy Bergstrom** at (503) 981-7000 or check them out when they will host our May 20 Greeters.

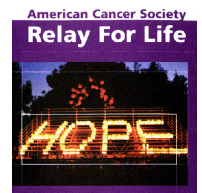
Another new Chamber member is **Woodburn Educational Travel**, a non-profit organization to help fund local youth trips to learn more about our world. They are dedicated to serving the children in our area by understanding their educational needs, and empowering teachers to guide our future. President **Tony Waite** could always use more help: please call him at (503) 989-5126 or info@woodburneducationaltravel.com.

FLOWER BASKETS SUPPORT LOCAL SERVICE CLUBS

Woodburn Area Tourism is managing our Flower Basket program in 2011 to beautify our City for tourists (and residents) from Memorial Day through Oktoberfest. This year you may designate the area service club you wish to receive 5% of your donation, providing an opportunity for **Kiwanis, Rotary, Lions, Business and Professional Women**, or other groups to fund raise while making our area more attractive – a win for all concerned! Forms are available on our website or by contacting **Kristin Graybeal** at (503) 982-8221 or our website at tourism@woodburnchamber.org.

AMERICAN CANCER SOCIETY'S RELAY FOR LIFE IN WOODBURN

Help us Shed Light on the Fight! After sunset on Friday evening, June 24, the Woodburn High School track is encircled with Luminary bags with the names of our friends and loved ones who have battled cancer. The [luminarias](#) remind and inspire us that the fight against cancer is about real people in our community; they symbolize the hope and courage in which we continue to fight cancer. Join us 10pm, June 24th or come out anytime Friday, 6pm to Saturday, noon and see what it's all about!



WINCO DONATES 192 TONS OF FOOD!

WinCo Foods
An Employee Owned Company!

WinCo was the top food donor to the **Marion-Polk Food Share** (MPFS) in 2010 with 383,666 pounds - nearly 192 tons!

"It takes a community to address local hunger and we appreciate the support we received from WinCo, which contributed more than 5 percent of the nearly 7 million pounds of food we distributed last year," said MPFS President **Ron Hays**. "This help is especially significant at a time when one in five families receives emergency food assistance at least once a year."

In the third year of a stubborn recession, the local emergency food supply is facing serious challenges and hunger remains at near record levels. And thanks to food industry supporters like WinCo Foods, **Marion-Polk Food Share** is able to walk the tight-rope between need and supply, feeding more than 30,000 men, women and children each month in Marion and Polk counties.



Marion-Polk Food Share's hunger relief network last year distributed an average 6,500 emergency food boxes and served an average 130,000 pounds of food each week (three semi truck loads!) and 49,000 meals each month to people in need. Those who receive emergency food include the unemployed, working poor, disabled, seniors, homeless and others who find themselves unable to keep food on their table. Children, averaging 10,500 per month, comprise 44 percent of the people eating from food boxes. Last year 26,820 families in Woodburn and North Marion County ate from an emergency food box. Companies interested in donating food items may contact MPFS's Food Resource Developer **Amy Gillette** at 503-581-3855, ext. 327, or agillette@marionpolkfoodshare.org.



Join **Curves of Woodburn** as they donate nonperishable foods to the AWARE Food Bank during the month of April. They are offering a \$0 service fee with a 12-month CD/EFT when they donate a bag of non-perishable foods or make a minimum donation of \$30. The \$0 service fee offer is effective April 4/17. This year's Food Drive has an added bonus! On April 3, Gary and Diane Heavin will be featured on ABC's inspirational new show *The Secret Millionaire*. (Check your local listings for the program time.) After watching Gary and Diane's experience on the program, members will see how the Food Drive is the perfect

opportunity for them to give back in their own communities.

OSU FEDERAL RECOGNIZED NATIONALLY FOR WEBSITE, PUBLICATION AND PROMOTION

OSU Federal Credit Union, *Your Community Credit Union*, was awarded the highest national honors for its marketing efforts in its business development brochure and redesigned website at the Credit Union National Association (CUNA) Marketing and Business Development Conference in Las Vegas on March 18.



OSU Federal's new Business Development brochure earned a Diamond Award in the category of membership packets, brochures, and booklets for its design addressing the credit union's full line of products and services, while highlighting the beauty of its five-county area of membership in Oregon. The Willamette

Valley-based credit union also received a Diamond Award for website marketing honoring its new-look to osufederal.com, streamlining its website navigation, and providing easier access to many financial resources for its membership and the general public.

CUNA also recognized OSU Federal with a Merit Award in the complete campaign category for its promotion moving members to electronic statements with the incentive of donating trees to a reforestation project in Benton County. More than 1,000 entries were submitted for CUNA's annual Diamond Awards. OSU Federal, currently at \$658 million in assets, earned its three awards in competition with all credit unions between \$500 million and \$1 billion in assets.

Oregon State University affiliation is not required to join OSU Federal, a not-for-profit, member-owned community credit union open to anyone who lives, works or goes to school in Benton, Lincoln, Linn, Marion or Polk County. Learn more about OSU Federal at osufederal.com.

SMALL BUSINESS MANAGEMENT HELP AVAILABLE

You are not alone! Join other experienced business owners working every day to improve their business and lives by gaining the competitive edge of working smarter, not harder. This nine-month program at Chemeketa Center for Business & Industry features monthly interactive learning sessions plus monthly one-on-one business coaching tailored to your individual needs. Now accepting applications.

"I now have an understanding of how I can actually run my business successfully by analyzing numbers, instead of putting in more labor hours."

- **Barbara Peterson, Dry Cleaning WOW!, Hubbard**

"SBM provided us with the exposure, structure and direction to better manage our business. Not only is the business mentoring invaluable in instituting controls and taming problems, the interaction with the other business owners in the class proved a constant source of inspiration. A tremendous investment well worth the time and resources."

- **Kendall & Claire Horn, Mid Valley Family Dental P.C., Woodburn**

Special note for contractors: this qualifies for the 8 hour required electives for the CCB mandatory continuing education. To learn more contact:

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Center for Business & Industry

Chemeketa Community College

SMALL BUSINESS DEVELOPMENT CENTER

April 2011 Newsletter

April's here and spring is finally arriving! No matter how pretty it is outside, most business owners are nose-to-grindstone right now, preoccupied with tax preparation (and procrastination). Most of us at SBDC are also self-employed, so we feel your pain.

If you need support or encouragement with your business finances, or just want a non-judgmental, experienced expert to look at your numbers with you, give us a call. Our advising comes at no cost to you and you get relief from numbers-related stress. We can also help you strategize so that next year's tax season is easier.

We hope that the resources below will give you something pleasant to think about in the meantime. Hang in there!

Featured Classes

Classes for business owners

- **Secrets of My Success:** Don't miss learning how Cecilia Ritter got her start with Wild Pear Restaurant and Catering -- and how she keeps going today! ([more info](#))
- **The Art and Science of Effective Selling:** Without a doubt, the most important part of the sales process is asking great questions. If you know what to ask, you increase their interest in making a purchase. ([more info](#))
- **Small Business Management:** 9-month program for business owners who want to increase their profits and improve marketing strategies in an encouraging learning group. Get empowerment, balance, and hope in this transformative program. ([more info](#))

Classes for start-ups

- **MERIT Orientation** - A program of Chemeketa SBDC for people with a great business idea. Want yours to grow? ([more info](#))
- **Chemeketa Entrepreneurship classes** - Write your business plan on your own schedule and earn college credit at the same time. Taught by former Chemeketa SBDC Director, Jimmie Wilkins. ([more info](#))

Other great classes to explore

- **April 6 - Willamette Valley Safety Fest:** Two days of 20 safety workshops for manufacturing, food processors, and construction safety managers ([more info](#))
- **April 20** - 6-week online courses registration deadline from Ed2Go ([more info](#))
- **April 21 - Red Tag 101:** Learn how to establish your business to become an independent contractor, get your CCB license, process paperwork, hire employees, and more ([more info](#))

To view a list of all upcoming business classes at SBDC, [click here](#).

Useful Info and Timely Tips

Local Business Events

- Social media and business brown bag lunches in Polk County ([link](#))

Timely tips

- The secret to starting up on a shoestring ([link](#))
- Startup rate at an all-time high from CNNMoney ([link](#))
- 9 Tips to Redesign Your Company Facebook Page from Inc. ([link](#))

Did you know we're on Facebook?

- "Like" us on Facebook to receive business ideas, news and updates ([like!](#))

Quick Links...

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Contact Information

phone: 503-399-5088

email: sbdc@chemeketa.edu

visit: 626 High St NE, Salem OR 97301

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