



February 2011, Volume 49, Edition 2
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CHAMBER STAFF REFERS OVER 30 CUSTOMERS

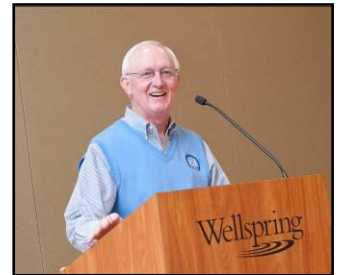
You Chamber staff made over 30 phone referrals (not including website hits) in the month of January. The most requested were local motels the **Best Western Woodburn Inn, La Quinta Inn and Suites,** and the **Super 8 Motel,** the **Post Office, Valley Pacific Floral,** and **Walmart** with multiple contacts. Other referrals were to **A+ Self Storage, Al’s Garden Center, Belle Passi Cemetery, DataVision Communications, Oregon Pacific Construction,** the **Portland-Woodburn RV Park, Thelma’s Place, WAVE Broadband,** the **Wooden Shoe Bulb Company,** and **Yes Graphics.** If you have referred potential customers to fellow Chamber members please let us know so we can credit your help in shopping local!

CITY OF WOODBURN and WOODBURN INDEPENDENT HONORED



Pictures are courtesy of Elite Photography

The **City of Woodburn** was chosen as the Chamber’s 2010 “Large Business of the Year” for their role in saving the Fiesta Mexicana. “The City was the only local organization with the resources to maintain this cultural icon in 2010,” said outgoing Board President **Ken Hector** of **Wellspring/Silverton Hospital Network,** “and their willingness with Chamber help to keep this celebration alive earned them this well-deserved recognition.” **Jim Row,**



Outgoing President Ken Hector, Director of Parks and Recreation for the City, took charge of this effort and performed brilliantly, earning the “Holy Flyin’ Heifer” award for leadership outside of his comfort zone. **Don Coss** of **La Pantera** radio won the “Woodburn Proud Leadership Award” for stepping forward to organize all of the entertainment for this successful, family-friendly Fiesta.



Ken passing the gavel to Ferren

The 2010 “Small Business of the Year” was the **Woodburn Independent,** which stepped up as title sponsor to create the first Community Auction to benefit the **Woodburn Proud Foundation** and the Chamber. **Ruby Wolfer** of **West Coast Bank** was the Ambassador of the Year, and **Greg Lundeen** of **Wolfer’s Heating** was the member of the year. Ken thanked the Chamber board and all the volunteers who made 2010 such a successful year. The 2010 Annual Report for the Chamber was e-mailed to all Chamber members in mid-January and is available by contacting the office.

FROM OUR PRESIDENT FERREN TAYLOR:

"Your THOUGHTS are seeds and your WORDS water them. What are you growing today?"



I can't take credit for those words and I don't really know who originally said them. But when I read those words recently it just reinforced a philosophy I've had for as long as I can remember: what you think about will materialize into actions. As I take on the solemn responsibility of Chamber President this year, I do so with a great respect for my fellow Chamber members. Over the past few years I've grown to appreciate the quality folks we have in the Woodburn area. There is a positive mental attitude that I feel and witness as I've met and talked with many of you. Your thoughts are firmly planted in fertile ground, which make for a great community to live and work. We have a dedicated staff at our Chamber office with Don, Rhonda and Kristin. Can you ask for a more positive thinking group as our Chamber staff? I don't think so! And with a core of dedicated volunteers ---- from our Board to our Ambassadors ---- we can't help but "grow" into a stronger Chamber!

All this being considered, as I look to each of the events planned for 2011, I get a feeling of excitement because of what it will mean to our community. By year end, we will all be able to look back and know that we have all contributed to making this the best Chamber in Oregon! And our thoughts and actions will be the reason! This can only have a positive affect on each of our businesses. I wish each of you great success in your personal and family life, as well as within your business this year. Let's get ready for some fun!

ENERGY SAVINGS AT FEBRUARY FORUM

Donald Shaw from the [Energy Trust of Oregon](#) will be the guest speaker at our February Forum Lunch on Wednesday, the 9th beginning at noon at Wellspring. He will present several ideas and programs for our members to reduce their energy consumption and save money! If you RSVP by Tuesday at noon the cost is only \$13; \$15 at the door for Chamber members and \$20 for non-members.

In March, our own **Ewart Brown**, [Quiet Place Ministries](#), will discuss how you can tell if you or your staff is suffering from this difficult economy, and how to personally and professionally recover. April will be the graduation of our 3rd Leadership Woodburn class, May is the State of our County from our County Commissioners, and June will feature our own **Kristin Graybeal**, [Woodburn Area Tourism](#), discussing tourism and the Fiesta Mexicana.

DSA BANQUET MARCH 4

The 56TH Distinguished Service Awards Banquet sponsored again by the **Silverton Hospital Network** will be Friday, March 4 at **Wellspring**. Awards will be presented to the Senior First Citizen (50 years of age or better), Junior First Citizen, and Special Awards. Again this year *each* area service club is also invited to recognize and award its own outstanding member during the event. The cost of the dinner will be \$35 per person and reservations can be made and paid for at the Chamber Office at 124 W Lincoln in downtown Woodburn beginning in February. For more information please call the Chamber at (503) 982-8221 or e-mail us at welcomes@woodburnchamber.org.

HABITAT RESTORE CELEBRATES 2ND ANNIVERSARY

Two years ago the [North Willamette Valley Habitat for Humanity](#) established a “ReStore” in their new headquarters in Mt. Angel. Featuring all types of appliances and house ware items donated by the public and businesses with extra inventory, this provides local residents with an affordable outlet to purchase home improvement supplies. All ReStore profits support Habitat’s mission of providing affordable housing to hard working families in local communities. More than 340 tons of material has been spared from the landfill over the past two years thanks to the Habitat for Humanity ReStore.

To celebrate the occasion they are having specials on merchandise throughout the week of February 2 to 5, with refreshments and activities on Saturday the 5th from 10 to 4! North Willamette Valley Habitat for Humanity was the second of 33 affiliates established in Oregon. In the last 24 years, 34 homes have been constructed by volunteers and purchased by local Habitat families: one in Scotts Mills, six in Woodburn, seven in Mt. Angel, eleven in Silverton, three in Gervais, and six in Canby. This affiliate also serves Scotts Mills, Aurora, Hubbard, and Molalla.

ReStore

Wednesday, Thursday, Friday and Saturday 10-4

225 Franklin St.

Mt. Angel, OR 97362

503-845-4161

NWVReStore.org

SALES UP 10% AT WOODBURN COMPANY STORES

The [Woodburn Company Stores](#) achieved a 10 percent increase in sales in 2010, compared to the same period in 2009, driven in-part by a nearly 6 percent increase in shopper traffic. The popular Willamette Valley destination performed well above national industry standards drawing a record 4.4 million visitors.

Other Key Highlights for 2010 were the recruitment of nationally-recognized brands with 12 store openings: **Cold Stone Creamery, Jamba Juice, Naartjie Kids, Catherine’s Plus Sizes, Corningware Corelle Revere, DKNY, Esprit, Icebreaker, Merrell, The Children’s Place, Under Armour,** and **Wilson’s Leather Outlet.**

Oregon’s tax-free retail environment continued to attract both domestic and international visitors. A recent Canadian sales tax resulted in a healthy spike in tourists and motor coach operators from the Vancouver area, with **nearly 600 buses carrying 17,000+ domestic and international visitors** stopping in the Woodburn Company Stores in 2010.

“This economy has created a ‘new normal.’ Shoppers expect, and deserve, to find incredible values without sacrificing quality,” said **Teri Sunderland**, general manager for **Woodburn Company Stores** (and a member of the Woodburn Chamber Board of Directors). “We are in the unique position of being able to offer savvy shoppers just that—big name brands at deeply discounted prices.”

Woodburn Company Stores is a Craig Realty Group property established in 1999, and is the largest tax-free outlet center in the western United States. For information, visit www.shop-woodburn.com. For special offers and coupons follow <http://blog.outletgal.com/>.

AL'S GARDEN CENTER HOSTS GARDEN CLUB DAY

On Sunday, February 6th 2011 from 1-4 pm [Al's Garden Centers](#) will host a special event called "Garden Club Day." Local garden clubs and plant associations will staff tables at the event. For more information please contact Patty Howe, Al's Garden Center, and 503-726-1162.

MARION COUNTY LAUNCHES HEALTH SURVEY

The [Marion County Health Department](#) is asking community members to complete a community health survey. The survey will allow residents of Marion County to share their opinions about the community's health and quality of life.

The information will be used by the Health Department and community partners in planning and delivering services, and it is hoped that a large number of Marion County residents will participate. The survey can be accessed on the Health Department's website at <http://www.co.marion.or.us/HLT/> and clicking on "Take our on-line Community Health Survey." On-line surveys are available in Spanish and English. The confidential survey consists of 20 questions, mostly multiple-choice, and the survey can be completed in less than 10 minutes. The survey will be available on-line through the end of February.

Residents who do not have access to the internet or who would like to complete the survey in Russian can find a copy of the survey at Marion County Health Department offices and at many of the local libraries around the county. Marion County Health Department offices are located in Salem at 3180 Center Street NE and 2421 Lancaster Drive NE; in Woodburn at 976 N. Pacific Highway; in Stayton at 1377 N. 10th Avenue; and in Silverton at the McClaine St. Clinic at 442 McClaine Street. To receive a copy of the survey by mail, please contact the Health Department at (503) 576-4631.

READING CHALLENGE ISSUED

Woodburn Reads is designating February Woodburn Reads Month and challenging community members to read 5 million pages in one month. We are asking our Chamber membership to keep track of how many pages they read and report each Tuesday so we can publish them in the Independent. City staff, School District kids and personnel are participating. All reading counts: reading to grandchildren, children, reading at work, reading for pleasure. Please report your totals to the Chamber office, welcome@woodburnchamber.org, or **Stu Spence**, Recreation Services Manager for the [City of Woodburn](#), 503-982-5266.

MEYER MEMORIAL TRUST, WALMART FOUNDATION PARTNER WITH MARION-POLK FOOD SHARE TO FEED LOCAL HUNGRY RESIDENTS

[Marion-Polk Food Share](#) (...because no one should be hungry) will receive \$189,000 in grant funds to help purchase a new refrigerated truck and to support a food resource coordinator charged with increasing food donations to the regional food bank.

Meyer Memorial Trust, a private foundation (not connected to Fred Meyer, Inc.), recently announced its approval of \$150,000 in funding over a two-year period for the capacity building endeavor. The Walmart Foundation is contributing \$39,000 to the effort through its State Giving Program.

"We are elated to have the support of these two foundations," said Marion-Polk Food Share President Ron Hays. "These funds will allow us to expand our ability to solicit and manage more

community food drives, while continuing to increase and cement partnerships with local grocers, growers and food processors for food donations.”

By increasing food donations, MPFS hopes to spend less on food purchases, which can be as much as \$400,000 per year. Local food donations last year accounted for 3.17 million pounds (46 percent) of the 6.9 million pounds of food that were donated. MPFS delivers an average of 132,000 pounds of food per week at no charge to its network of 95 member charities that distribute the food to those in need throughout Marion and Polk counties.

The grant funds will allow MPFS to purchase a new refrigerated truck that will be used to pick-up and deliver donated food, particularly from grocery store participants in our Fresh Alliance food recovery program, including [Walmart](#) stores. MPFS expects to have the new truck in place by March.

“The Walmart Foundation is very pleased to be supporting Marion-Polk Food Share and we are committed to helping those in need in the communities we serve,” said Matti Havener, Walmart regional general manager for its stores in Oregon and Washington. “Through this grant, we are hopeful that residents in the Mid-Willamette Valley will be able to have adequate food during this time of economic hardship.”

[Walmart](#) has recently focused on helping end hunger in America and announced a \$2 billion commitment to help hunger relief organizations in the U.S. Through the “Fighting Hunger Together” initiative, Walmart and the Walmart Foundation will give \$250 million in grants to hunger relief organizations and donate more than 1.1 billion pounds of food from Walmart stores, distribution centers and Sam’s Club locations, valued at \$1.75 billion.

CURVES® ADDS ZUMBA® TO SHAKE UP THE CIRCUIT!

Curves® Circuit with Zumba Fitness® is here! Millions have lost weight and shaped up with Curves, the leader in women’s fitness, and Zumba, the dance-fitness experts. Now, the two have created the only 30-minute class that mixes the moves of Zumba with the proven strength training of Curves for one wildly effective workout. It’s definitely NOT your Mother’s workout—BUT even your Mother can do it!

Some have called it the **perfect workout**, but Curves of Woodburn is willing to let you try it free for a week to find out for yourself.

“**Curves Circuit with Zumba Fitness** is an amazing workout that will really help people stick to their New Year’s resolutions,” said a Curves of Woodburn staff member. “It combines Curves’ proven strength-training program—where you can burn up to 500 calories in just 30 minutes—with the Latin and international inspired music and exhilarating, simple dance moves that have made Zumba so popular. We want you to experience it for yourself to see what an incredible workout it is, so we’re inviting Woodburn residents to try it free for one week.”

At the end of 30 minutes, participants have completed one trip around the entire circuit, worked every major muscle group, and achieved a fun, energetic cardio workout ending with a group stretch led by the Zumba instructor.

For more information about Curves of Woodburn and **Curves Circuit with Zumba Fitness** class schedules, please call **503-981-5546** and please visit: www.curves.com, www.zumba.com.