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SUPER BOWL JANUARY 13

The Chamber Ambassadors are organizing a Super Bowl event for Thursday, January 13 from 6 pm to 9 pm at Woodburn Bowl. Twelve teams of four players will compete for “The Chamber Cup.” The cost is only \$15 per bowler which includes 3 games of bowling, shoe rental, and ball. There will also be raffles, door prizes, and lots of fun for all!

Rumor is that the “Beaver Team” of Chamber Executive Director Don “Head Beagle” Judson, Dick “Dynamite” Bonn, Justin “Strike ‘em” Stearns, and Ken “Never Miss” Hector is the team to beat. We will see if any Duckies have recovered from their National Championship Game hangover to compete with their furry friends from Corvallis!

2011 CHAMBER OPPORTUNITIES FOR YOU TO GROW YOUR BUSINESS!

To prepare for an exciting 2011 we surveyed YOU, our members, to determine your priority programs and events for next year. We also surveyed other Chambers in our area to affirm we are providing similar value to our membership. This resulted in a number of goals and objectives for 2011:

Most of you joined Chamber to **Grow Your Business**, and our Friday morning **Greeters** program was your highest rated program. *Networking with 50 of the area’s most active business people is the single greatest investment you can make in bringing in new customers in 2011.* If you’ve never attended, you are welcome to start with our first 2011 event on January 7 at Legacy Clinic at 1002 N. Boones Ferry Road. We start with social networking at 7:30 am and the program beginning at 8 am. We conclude at 9 am which is plenty of time for you to get back to your regular job, your sides hurting from laughing at the merriment.

You also suggested we track and report **referrals**, which we have started doing in the Chamber office. We also hope you as individual members will do the same and provide reports to the staff on your efforts to promote your fellow members. The **Community Guide and Business Directory** was also highly favored, and so we will begin publishing this annually

beginning this summer. This will be preceded by a new member drive so that all can enjoy the fruits of this well-used reference publication.

We will continue to maintain and enhance our **webpage** (thank you **Evan Thomas**), and are increasing the usage of our Chamber **Facebook** page. Our **weekly e-mails** will be slightly expanded, but to save valuable office staff time we will produce a less-complicated monthly **newsletter**.

For **Access to Education** you valued our **Forum Lunch** overall, but attendance averaged below 30. Our new Board Education Committee will be examining this program for quality of speakers, time, location, cost, etc. and any input you have would be appreciated. You also valued our **Leadership Woodburn** program, which with the support of our sponsors like **MaPS Credit Union** will continue in 2011-2012. **Seminars** are also highly rated, however, we have seen sparse attendance, which suggests evaluating this program also.

Not surprisingly under **Promote Economic Development**, pursuing funding for the **I-5 Interchange** was number one! **Tourism** was number two, reaffirming your importance of Woodburn Area Tourism under the direction of **Kristin Graybeal**. You also desire a fully functioning **Economic Development Committee**, which, under Chairperson **Bob Rhoades** of **Legacy Financial**, will monitor progress on the 99E Corridor Plan, Main Street, and our partnership with the City in this area including business retention and recruitment.

The **DSA Banquet** and **Crystal Apple Awards Banquet** were your most popular events, and will continue in 2011 under Chairperson **Dick Jennings** and **Ruby Wolfer/Ferren Taylor**, respectively. The **Community Auction** and **Fiesta Mexicana** were new events for the Chamber in 2010, but rated as your #3 choices. Fiesta co-chairs **Kristin Graybeal** and **Elida Sifuentez** and a cadre of dedicated volunteers are busily planning an enhanced event the weekend of August 5-7, with a vision of creating our own Oktoberfest. We will also continue the **Community Auction** with the **Woodburn Proud Foundation** under co-chairs **Jason Horton** and **Kelly Long**, and they are already collecting items for the October 22 event! Kristin and Woodburn Area Tourism will manage the **Flower Basket Program** this year, and we will partner with **Woodburn Rotary** to hold The **Woodburn Golf Tournament** this summer.

In summary 2011 will provide you numerous ways to promote your business, from attending the Friday morning Greeters to being included in the Community Guide, referrals from Chamber staff and fellow members to information on our website, weekly e-mails, newsletter, and Facebook page. We'll work hard to provide Forum Lunch and seminar topics that benefit you and your business, and enhance our economic development efforts through an active committee focused on concrete steps to improve our area. Through our six events of the DSA, Flower Baskets, Golf, Fiesta, Auction, and Crystal Apple you'll have ample opportunity to support your community while promoting your business. We believe your investment in Chamber will pay many dividends to your business, yourself, and your community in 2011!

CHAMBER ELECTS OFFICERS FOR 2011

Ferren Taylor, manager of the West Branch of **West Coast Bank** in Woodburn, has been elected as the Board President of the Woodburn Area Chamber of Commerce for 2011, outgoing President **Ken Hector** announced today.

“Ferren has been heavily involved in our Chamber success these past years,” said Ken, “including leading our active Ambassadors Group and co-chairing the Crystal Apple Awards.” Ferren will be the public face of the Chamber in 2011, oversee the preparation of agendas and conduct the monthly board meetings, and directly supervise the Chamber staff.

Jason Horton of the **Woodburn Independent** is the President-elect and will plan on leading the Chamber in 2012. He is currently the Secretary of the board. **Darcy Ruef** of **Al's Garden Center** will again serve as the Vice President of Tourism and will chair the Tourism Committee that oversees the Woodburn Area Tourism portion of the Chamber. **Mike Wilson** of the **Oregon Military Department** will continue as Treasurer. He will be responsible for reviewing the monthly financial reports and presenting them to the board, as well as verifying the monthly bank account reconcilements. **Jenipher Miller** of **OSU Federal Credit Union** will be the Secretary, reviewing the board and committee meeting minutes for accuracy.

Re-elected to the board to serve from 2011 through 2013 were **Cindy Ledesma** of **MaPS Credit Union**, **Jenipher Miller** of **OSU Federal Credit Union**, **Ferren Taylor** of **West Coast Bank**, **Jason Horton** of the **Woodburn Independent**, **Ken Hector** of **Silverton Hospital Network and Wellspring**, and **Scott Derickson** from the **City of Woodburn**.

“We are very fortunate that these talented people have stepped up to take leadership roles in our Chamber in addition to their full time jobs,” said Ken. “We are confident that the future of our organization is in good hands.”

“Ken has done an outstanding job leading our Chamber this past year,” said Ferren, “and I’ve big shoes to fill following Ken, **Rick Hensel**, **Walt Blomberg**, and all the other past leaders of our wonderful group.”

The new officers will be formally installed at the Chamber’s Annual Meeting during Greeters on Friday, January 14 at Wellspring. At that breakfast meeting Ken will sum up the Chamber accomplishments in 2010, and hand out awards for Large and Small Business of the Year, Member of the Year, Ambassador of the Year, the Woodburn Proud Community Service Award, and the Holy Flyin’ Heifer Leadership Award. Ferren will then present the Chamber goals for 2011.

MAIN STREET® DOWNTOWN RENOVATION GROUP FORMING

A 20 person Steering Committee has formed to guide the exciting Main Street project to renovate Historic Downtown Woodburn:

Erubiel Valladares	PCUN & President of the Main Street Board
Bruce Crane	Historic Woodburn Neighborhood Association & Secretary to the Main Street Board
Merri Berlin	Historic Woodburn Neighborhood Association
Leonel Soto	The Roots Beauty Salon
Tom Flomer	Flomer Furniture & Appliance
Kathy Figley	City of Woodburn
Nikki DeBuse	Woodburn Independent
Lisa Ellsworth	Woodburn resident
George Gubbins	Historic Woodburn Neighborhood Association
Socorro Villarreal	El Palacio del Vestir
Manuel Villanueva	El Forastero
Ben Thomas	Yes Graphics Printing Company
Martin Ochoa	Lupita's Restaurant
Mike Bergeron	NW Home Options
Juan Pacheco	Galaxy T-Shirt
Jose Gonzales	Latino Business Alliance / Tu Casa Reality
Carmen Cruz	Pisos Mexicanos
Ivan Caballero	Cinco de Mayo
Freddy Samaniega	Luis' Taqueria
Ambrosio Perfecto	Nove dades Reyes

Over 2,000 cities nationwide are participating in this process, including 72 in Oregon. This 30-year old program provides guidance to communities who want to want to see their city's historic heart return to past glory. Committees are meeting to establish mission statements and plan goals for 2011. Things are happening in downtown Woodburn!

JANUARY FORUM FEATURES MAYOR STATE OF THE CITY

Woodburn Mayor **Kathy Figley** will present her 9th State of the City Address at our January Forum Lunch on January 12 beginning at noon at **Wellspring**. Sponsored by **PGE**, she will cover the exciting things happening in our City! In February we will feature **Donald Shaw** of **Energy Trust of Oregon** on how our members can save money through energy efficiency. In March our own **Ewart Brown** will discuss how you can tell if you or your staff is suffering from this difficult economy, and how to personally and professionally recover.

A POSITIVE ECONOMIC OUTLOOK FOR 2011?

Executive Director Don Judson: In my opinion 2011 will be a very good year for our nation, our state, and the Woodburn area *if we continue to work together*. But we need to understand the fundamentals of our economy that leads to this conclusion.

Gross Domestic Product, or GDP, is the standard measure of our national economy. The largest component at around 2/3 of total GDP is "Consumption" abbreviated as "C", generally what consumers like you and I purchase in food, rent, gasoline, medical expenses, etc. Investment or "I" is generally what businesses spend for construction of new buildings, purchase of equipment or software. When we consumers slow down spending due to reduced pay or job loss or fear of the same, and businesses stop investing because of this reduction in demand, then GDP shrinks. If this occurs for two consecutive quarters then we have the economists' definition of a recession.

The only way then mathematically to restore GDP is through increasing the third component Government Spending or "G" through budget *deficits*, which is the classic Keynesian method to stimulate a shrinking economy. This is precisely what the WPA, CCC, TVA, and other New Deal programs were designed to do in the 1930's, and has been used with various degrees of success by Governments ever since. (The fourth component is the net trade surplus/deficit which has a smaller impact nationally than the other three).

The millions of unemployed have of necessity dramatically reduced their spending. Consumers with jobs have understandably been much more cautious in spending, instead increasing their savings and paying down their over-borrowing from the past decade. This is all good for our *long-run* economic health, but in the short term this severe reduction in demand impedes business incentive to invest, making us ever more reliant on government spending (deficits) to restore GDP.

The Stimulus package passed by Congress in March of 2009, while seemingly huge at under \$1 trillion, was only about 6 percent of our GDP. While this was large enough to stop the bleeding, it was not big enough to return total GDP to pre-recession levels; during the past five quarters GDP has grown only modestly. For the past year, however, activity is increasing; personal income is 4 percent higher than in January 2009, industrial production has increased by over 4 percent in that same period, retail sales are up for the fifth consecutive month, and the stock market, perhaps reflecting future expectations, has risen by 61 percent since last year, so it appears we are at least headed in the right direction.

The Federal Reserve's planned purchase of up to \$600 billion in bonds in 2011 has the effect of increasing the amount of money and thus demand in our economy. When combined with the approximately \$900 billion tax-cut "stimulus" plan approved by the President and Congress, this has led some economists to project GDP growth of up to 4 percent next year. While the private sector has created jobs for 9 consecutive months, businesses typically wait for confirmation of increased demand before hiring, making jobs and the unemployment rate a "lagging indicator." These signs then seem to point to an improving national recovery and employment picture in 2011.

Our state faces similar challenges; some have even said we are in a “death spiral.” As a 7th generation Oregonian I refuse to believe we aren’t up to the challenge of my pioneer ancestors! Our state added 6,300 jobs in November, which followed the 6,700 added in October, and we have added 16,200 net in the last year, so we are also headed in the right direction on statewide jobs. We face a huge budget “deficit” of \$3.5 billion, but as someone once said nothing concentrates the mind like a crisis! Our new/returning Governor and the Legislature have carte blanche to look at all aspects of our State government, from schools to prisons, social services to OWIN. I’m confident that our State Senator Peter Courtney, and State Representative Betty Komp, will work for the best interests of all Oregonians, and we’ll do our part to keep our Chamber members informed of developments.

This brings us to the most exciting news of all – what is happening in the Woodburn Area! Our 18 person Citizen Task Force developed a Strategic Economic Development Plan to present to the Woodburn City Council next year. It prioritizes the steps that our group, through surveys of local leaders, believes will lead to an even brighter future for our area. This draft plan was formally endorsed by your Chamber Board in December to show our support for this organized approach to our growth. Some of these are already underway, including pursuing the final funding for the I-5 Interchange. This could typically be an earmark in Congress, but the current climate may slow this down.

The Main Street project is taking off with 20 downtown merchants and residents volunteering to serve on the board, a spirited election of officers on December 17, and committees already meeting to plan 2011 goals. The 99E Corridor Plan development is well underway with a Citizens Advisory Group appointed and meeting with the consultants. This plan should be completed by the end of 2011, which along with the Economic Development Plan and the Downtown Plan should provide an exciting picture of the future of Woodburn.

As I said at the beginning this progress only occurs when we work together. The City and Chamber have forged a respectful partnership these past few years in Economic Development, from the Downtown Plan to the Sign Code, from I-5 to 99E, Main Street to an Economic Development Plan, Woodburn Area Tourism and the Fiesta Mexicana. Working together has always been the hallmark of our country, from those patriots who banded together to topple an empire to uniting to defeat fascism and communism. Our 300 Chamber members stand ready to work together to keep our progress moving, and you can help by shopping local, where your money is recycled to help your neighbors. How about in January when you stop in at a local merchant tell the proprietor you are “Woodburn Proud” to shop local, especially where they are displaying a Chamber Member sticker in their window!

ANNUAL MEETING JANUARY 14

All Chamber members and guests are invited to a special Breakfast Greeters on Friday, January 14 at **Wellspring** beginning at 7:30 am. This is the required Annual Meeting of your Chamber, where we install the new board members, recap the accomplishments of the past year, hand out surprise awards for your 2010 contributions to our success, install the new officers for 2011, and present the plans for another exciting year. The cost for breakfast is \$15, so please RSVP to the Chamber office so we can make sure you have food!

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. Nomination forms are available at the Chamber office at 194 W. Lincoln in downtown Woodburn, or you can request a form at welcome@woodburnchamber.org. All forms must be received in the Chamber office by February 1 to be included for consideration.

“This continues as the social event of the season with over 150 attending last year’s celebration,” said event chair **Dick Jennings** of **WCAT**. “We encourage people to nominate those persons who’ve given so much to our community.”

“We are pleased to help recognize those who have contributed so much of their time and talent to make Woodburn a great community,” said **Ken Hector** of the **Silverton Hospital Network at Wellspring**, “and look forward to another fabulous 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 welcome@woodburnchamber.org.

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.” They are looking for local garden clubs and plant associations to staff a table at the event. They would like to have groups represented at all 3 Al’s locations, in Gresham, Woodburn and Sherwood. If you know of who might be interested in participating and in attracting new members please contact Patty Howe, Al’s Garden Center, and 503-726-1162.