



June 2011, Volume 49, Edition 6  
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**ONE MONTH TO CHAMBER-ROTARY GOLF!**



In barely four weeks Chamber members, Rotarians, and friends will gather at the beautiful OGA Golf Course in Woodburn, for fun, golf, lots of food, and wonderful prizes to support two worthy organizations.



**Walmart** has again stepped forward as our title sponsor, bringing lots of raffle items as well as their vendors **Coca Cola** (I've a \$250 new gas barbecue in my office from them!), **Frito Lay**, **Kraft/Nabisco**, and **Pepsi Cola** for lots of snacks and goodies at the course. If that's not enough, **Key Bank** is again sponsoring a barbecue lunch while we toast our victories and commiserate over the occasional (?) bad shot.



**Hillyer's Mid-City Ford** will sponsor the golf cart signs, and maybe bring a car or two to show their excellent vehicles. **Food Services of America** is sponsoring all thirteen 150 yard signs to give our drives a great target. Exclusive Hole Sponsor **Sterling Savings Bank** has something planned for all participants, we all look forward to Janice's homemade goodies at the **Webb Chiropractic** both at hole #13, and who knows what crazy fun is planned at the **Silver Creek Assisted Living** and **The Killers Pest Control** holes!



Event such as the golf tournament are critical for your Chamber, as despite staff and hours cutbacks your dues investment covers only about 3/4 of the cost of operations. We hope all our members will participate either by sponsoring a hole, the many contests such as long drive, straight drive, closest to the pin, or the pre-round putting and chipping contests, or putting together a team. If you are interested in participating as a sponsor, team, or individual player please contact Don at the Chamber office, 503-982-8221; [don@woodburnchamber.org](mailto:don@woodburnchamber.org). See you on the 28<sup>th</sup>!

**COMMUNITY & BUSINESS GUIDE DISTRIBUTED TO 10,000+!**

Every residence and business in the 97071 zip code, over 10,000 locations, will receive our annual Community Guide and Business Directory after Labor Day. Each Chamber member will have both an alphabetical and one listing by type of business. This is a great opportunity to put your company in front of each and every business and consumer in our area, and we will also distribute these in both Gervais and Hubbard. Early-bird advertising discounts are available through June 17 by contacting Scott Stokley at (541) 968-3544. Don't miss this once-a-year marketing opportunity.

## CHAMBERMASTER® BRINGS ADDED BENEFIT TO MEMBERS

Your Chamber staff has successfully implemented the ChamberMaster® program to better manage our extensive member data base. Through one entry point we can modify your information, track referrals to your business, links to your website, and put you on Facebook! Shortly (if not already) you will receive an e-mail via ChamberMaster with your unique log in name and password. Please follow this link to verify your basic information, and add your business description, hours, location (there is already a map to your site in this package), and up to eight keywords to activate website searches. You may also include hot deals for customers or Chamber members, add event postings to our Chamber's master calendar that visitors can insert into Microsoft Outlook and get automatic reminders, and post jobs available in your business. When you get this e-mail please take the time to update your information – we are honored to be able to serve you in this new, expanded way!

## CONGRESSMAN SCHRAEDER VISITS DOWNTOWN WOODBURN

Our 5<sup>th</sup> District Congressman Kurt Schraeder visited downtown Woodburn on Monday, May 16. Arranged by your Chamber office at his request, he stopped first at Chemeketa Community College to discuss the value of education with School President Cheryl Roberts and local campus Director Elias Villegas. Dan Quinones, Training Specialist for Worksource Woodburn Center then discussed their efforts to find employment for local residents. Tom Flomer, third generation owner of Flomer Furniture (celebrating 70 years in business!) talked about small business, and learned he may be eligible for a federal tax credit under the new health insurance law for providing this benefit to his employees. Woodburn Independent publisher Nikki DeBuse and Editor Jason Horton briefly interviewed the Congressman, who expressed his support for the downtown renovation currently underway in Woodburn, led by Downtown Woodburn Unidos (DWU) utilizing the Main Street® model. Finally, he met for coffee at Luis's Restaurant, where co-owner Lourdes Samaniega pointed out her picture with candidate (now President) Barack Obama, and our Congressman chatted with Chamber board and DWU members about their activities.

Economic development and representing your business to local and national government is part of what your Chamber investment does for you. If you have any questions about this visit, or we can help you contact government officials, please let us know!



**Dan Quinones, Elias Villegas Director Woodburn Campus, Congressman Schraeder and Cheryl Roberts, President of Chemeketa Community College**

Picture Courtesy of Chemeketa Community College



**Congressman Schraeder talks with a Chemeketa Community College student**

Picture Courtesy of Chemeketa Community College

## MEMBER DUES INVESTMENT CHANGES

On Friday, May 27 at a special meeting of the membership of the Chamber called for this purpose, with the ten days notice per our by-laws, more than the required two-thirds present at this meeting approved an amendment to our by-laws eliminating the provision in ARTICLE IV, Section 3 Dues that "Annual dues are payable on the anniversary of membership acceptance."

Prior to this meeting, at their May 18 regular meeting the Board of Directors, if this amendment was passed by the general membership, approved moving all member dues investment to be payable in January, to eliminate the considerable staff time spent billing and re-billing all during the year, and which this policy is consistent with other similarly-sized chambers.

Currently 62% of our members' investments are already due in January. Those who have already paid this year will be billed in December for a partial amount for 2012. Those whose investment is due in July through September will be billed to the end of this year based on the monthly schedule below. Those due in October through December of this year will be billed for the remainder of 2011 plus their annual 2012 dues:

	<b>Current</b>	<b>New</b>	<b>Per month</b>
1-10 Employees	350	300	25
11-20 Employees	450	420	35
21-30 Employees	550	540	45
31-40 Employees	650	660	55
41-50 Employees	750	780	65
Government, Schools, Utilities	550	540	45
Individuals	175	80	7
Non-profit	200	150	13

The procedure for this annual billing at year-end will be as follows:

December 1	1 <sup>st</sup> Notice of investment that is due by January 31
January 1	2 <sup>nd</sup> reminder notice of investment due
February 1	3 <sup>rd</sup> notice - membership is now past due!
March 1	Final notice - membership will be terminated March 15!

If you have any questions about this please contact me at the office.



Picture courtesy of Al's Garden Center

## JUNE FORUM AND FALL SCHEDULE

Our own Tourism Coordinator **Kristin Graybeal**, along with **Kevin Wright** of **Travel Oregon** and **Greg Leo** from **The Leo Company** will discuss Tourism's positive impact on your business at the June 8 Forum Lunch at Wellspring. With over 5 million visitors a year to the **Woodburn Company Stores, Woodburn Dragstrip, Tulip Festival, Harvest Festivals**, and other attractions tourism is a huge contributor to our local economy. Please RSVP to the office or via e-mail to confirm your attendance.

"Marketing 101" will be the topic of our September 14 Forum with **Shannon Lynn** of **OSU Federal Credit Union**. With experience including owning her own marketing firm, Shannon will provide an overview of the many marketing options for small business. Chamber media members in marketing, Internet, newspaper, print, radio, and television are invited to have booths to promote their services.

October will feature our **State Attorney General John Kroger** discussing the Oregon business climate. In November, **Dana Pethia** of **Constant Contact** will present ideas on social media marketing (You may have noticed that we are now using this program for our weekly e-mails). **Love Santa** and the **Aware Food Bank** will be our December program, January will be the traditional State of the City by our **Mayor Kathy Figley**, and the **County Commissioners** will present the State of the County in February. **Barb Iverson** of the **Wooden Shoe Tulip Farm** will discuss the Tulip Festival in March. If you have ideas for April through June let me know!

## FROM THE PRESIDENT!

I recently read a book by author Mac Anderson called "212 Degree Service". The theme and premise of the book is simple:

"At 211 degrees, water is just hot. At 212 degrees, it boils. With boiling water, comes steam. And steam can power a locomotive. And...it's that 'one extra degree' that makes all the difference!"



That concept got me thinking about our Chamber and the challenges we've met and conquered over the last year or so. As Chamber President, I've had extraordinary opportunities to meet with many of our community business leaders to witness that "one extra degree" that creates the steam to move our community forward. It's not news to anyone that we face economic challenges. Every business in the Woodburn area has had to find what it takes to make the changes necessary to meet the economic challenges presented to them. My experience has shown me that a positive focused attitude is more than half the battle. And that is why I enjoy meeting our Chamber members in this area. I could name names, but there's not room in this Newsletter! If you need a shot in the arm or a word of encouragement, attend any Chamber function and you'll leave charged with that "extra degree" --- enough to get your locomotive going full steam ahead! I especially like our weekly Greeters function! I always leave fired-up and ready to end the week on a high note. I thank all of you for your support and together we can continue to make the Woodburn area the best in the state!

I'm here to help and to serve. If I can help you or your business in anyway, please let me know!

Thank you,

**Ferren Taylor**

AVP/Woodburn West Manager **West Coast Bank** and Chamber Board President

# Got Fruit? Got Veg? Got Fun? Get 'Em Here!

Buy fresh locally grown fruits and vegetables. Select local handcrafted items. Enjoy a day of family friendly activities (including inflatable structures, story time, face painting, temporary tattoos, healthy snacks), and more at Woodburn's farmer's market! Accepting WIC, FDNP, SNAP/EBT/Oregon Trail, Debit/Credit.

**SATURDAYS, JUNE–SEPTEMBER  
10 A.M.–2 P.M.  
AT WELLSRING**



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## 2011 SCHEDULE

**JUNE 4 / FAMILY PLAY DAY** Opening day with opportunities for people of all ages to play games and celebrate the arrival of summer. Woodburn School District will start and end their 3rd Family Wellness Walk & Stroll from the parking lot. Participants receive a free yogurt parfait.

### JUNE 11 / REGULAR FARMER'S MARKET

**JUNE 18 / FOOD IS ART DAY** Calling all artists! It's a market day about finding ways to play with food and celebrate June as National Fresh Fruit and Vegetables Month. Artists are encouraged to bring photos, drawings, sculptures, etc. of food or farming for display. View kids' coloring contest entries.

### JUNE 25 / REGULAR FARMER'S MARKET

### JULY 2 / NO MARKET IN HONOR OF INDEPENDENCE DAY

### JULY 9 / REGULAR FARMER'S MARKET

**JULY 16 / ICE CREAM SOCIAL DAY** You gotta love July as National Ice Cream Month. Come enjoy a few licks. Ice cream provided by Spring Valley Dairy. Just \$1 per scoop and a portion of proceeds benefit the Woodburn AWARE Food Bank. Sponsored by Edward Jones.

**JULY 23 / SENIOR DAY** A day about honoring the wisdom and grace within our older community. Participate in health screenings, bingo and more.

**JULY 30 / BBQ BATTLE** Vitality Bistro's chefs will be on hand grilling up some yummy treats. Taste delicious items hot from the grill, including meats, vegetables, fruits, cheeses, breads and more.

### AUGUST 6 / REGULAR FARMER'S MARKET

**AUGUST 13 / COMMUNITY GARAGE SALE** Clean out your garage/storage space and bring your wares to sell in one location; you pay a small booth fee (of which a portion will be donated to Woodburn Boys & Girls Club), but the profits from sales are yours to keep.

### AUGUST 20 / 2<sup>ND</sup> ANNUAL CAR SHOW & SHINE

Join us for a pancake breakfast, then stay to vote on People's Choice at the car show and shine to benefit Silverton Fly Wheels Car Club. Sponsored by Hubbard Chevrolet and Les Schwab Tires.

### AUGUST 27 / WOODBURN COMMUNITY APPRECIATION DAY

A day to honor the many cultures and traditions in our Woodburn community. Taste delicious cultural dishes. See beautiful and traditional dances. Enjoy your fellow community members.

### SEPTEMBER 3 / NO MARKET IN HONOR OF LABOR DAY

### SEPTEMBER 10 / REGULAR FARMER'S MARKET

### SEPTEMBER 17 / 2<sup>ND</sup> ANNUAL AGRICULTURE DAY

Celebrate the bounty in the Willamette Valley. Catch rodeo/roping demonstrations and explore tractor equipment of all shapes and sizes.

### SEPTEMBER 24 / 3<sup>RD</sup> ANNUAL CHILI COOKOFF DAY

Bring your taste buds and join in on the taste test and voting to crown the third annual chili cookoff champion. Sponsored by US Bank.

## FLOWER BASKETS ARE UP!



Woodburn Area Tourism (WAT) announces that the flower baskets are up and ready to beautify the city for the summer. Not only are the flower baskets supporting Woodburn Area Tourism programs this year but they also are supporting local community organizations.

"We were really excited about the opportunity to engage local service clubs and organizations with the flower basket program this year," said Kristin Graybeal, Tourism Coordinator for WAT. The clubs and organizations helped sell baskets and in return received a percentage of the sales, which amounted to nearly \$500 this year. Organizations such as The Boys & Girls Club of Woodburn, AWARE Food Bank, Business & Professional Women, Rotary, Woodburn Proud and Kiwanis to name a few all received support from the program.

This year 54 baskets were purchased, which is fewer than last year. "I think a big reason less baskets were purchased is the impact local businesses have felt from the economy. We're confident that the community sees the value in the flower basket program and we're looking forward to continuing the program in future years," Graybeal stated.

The flower baskets went up Tuesday May 24<sup>th</sup> and will be up through mid-September. To learn more about the flower basket program, contact Kristin Graybeal at 503-982-8221.

Thank you to all of the 2011 Flower Baskets Supporters!:

A+ Self Storage  
Abby's Pizza  
Allied Waste  
Beatrice Groshong  
Bratton & Associates  
Brown Insurance Agency  
Cascade at 214  
City of Woodburn  
Connie Bonn Jewelry  
Cornwell Colonial Chapel  
Doyle & Barbara Barnes  
E.A. Rillver  
Ed & Edna Murphy  
First Presbyterian Church  
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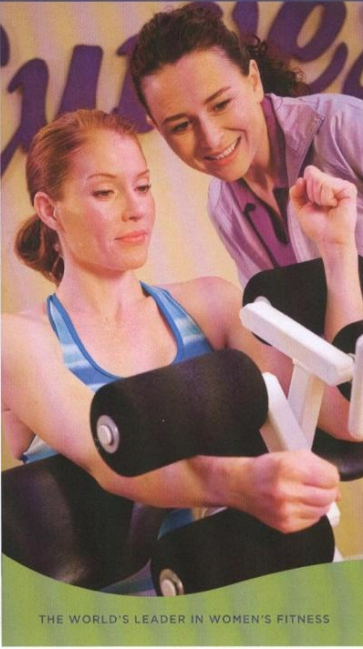
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Life's Really Sizzling At Silver Creek Assisted Living Community!

**You're Invited**

You and your guests are cordially invited to a summer barbecue fundraiser.

Come enjoy a sizzling day with all the fixings and great friendships! Donations will be taken for the Alonso Family Fund with 100% of the donations going to the Alonso family.

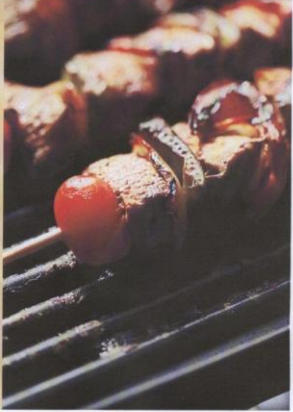
Saturday, June 4th  
11:30-2:00 p.m.

Please R.S.V.P.  
Seating Is Limited

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## ECONOMIC DEVELOPMENT NEWS

**Alan Fox**, manager of **ODOT's** I-5 Interchange project, said they are still on schedule to break ground in 2013 with at least a two year construction period. They have completed the subsurface utility mapping so they can complete the design work, which at this point may not impact **Senior Estates**. By next month he will have completed the Traffic Control Plan for the construction period, and will then meet one-on-one with businesses that will be affected.

The consultants preparing the 99E Corridor Plan presented five options to a public meeting of area businesses on May 24. These ranged from "continuous sidewalk and bicycle lanes the entire length of the corridor," minimizing private property impacts with narrower travel and bike lanes, two options to enhance the Young Street "gateway" to downtown through a "Mixed Use Village," and to "enhance pedestrian safety by widening the right-of-way throughout the corridor." These options will be presented to the Planning Commission at a public meeting on May 26. The proposed safety improvements to the Young Street/99E intersection will be consistent with the eventual overall design adopted. Those interested in this process who are unable to attend may view the documents on their website [www.woodburn99e.com](http://www.woodburn99e.com).

## **OWN A SMALL BUSINESS? CONSIDER THESE RETIREMENT PLANS**

For a variety of reasons, many people, particularly those in the baby boom generation, are considering retiring later than they might have originally planned. If you're in this group, you'll want to take full advantage of those extra working years by contributing as much as you can to a retirement plan that can help you build resources, defer taxes and, ultimately, maximize income. And if you own a small business, you've got some attractive plans from which to choose. Let's look at two of these retirement plans — the "owner-only" 401(k) and the defined benefit plan.

If you have no employees other than your spouse or a partner, you can establish an "owner-only" 401(k), also known as an individual 401(k). This plan offers many of the same advantages of a traditional 401(k): a range of investment options, tax-deductible contributions and the opportunity for tax-deferred earnings growth. You may even be able to choose a Roth option for your 401(k), which allows you to make after-tax contributions that have the opportunity to grow tax free.

Your owner-only 401(k) contributions consist of two parts: salary deferral and profit sharing. In 2011, you can defer up to \$16,500 of income, or \$22,000 if you're 50 or older. The amount of your profit-sharing contribution is based on your earnings. The sum of your employer contribution and your salary deferral contributions can't exceed \$49,000 in 2011 (or \$54,500 if you're 50 or older). Keep in mind that if your spouse is employed by your business, you each can contribute the maximum amount allowed.

You've got considerable flexibility in funding your owner-only 401(k). Both the salary deferral and the profit-sharing contributions are discretionary, so you can change them at any time based on your business's profitability.

Now, let's move on to the defined benefit plan, which might be appropriate for you if you are highly compensated and have no other employees. By establishing a defined benefit plan, you'll be providing yourself with a monthly payment (or "benefit") for life, beginning at the retirement age specified by your plan. In 2011, the yearly benefit limit is \$195,000.

The amount you can contribute to your defined benefit plan each year is based on several variables, including your current age, your compensation level and your retirement age. But you'll certainly be able to contribute large amounts: A defined benefit plan is the only retirement account that allows contributions in excess of the limits placed on 401(k)s and other defined contribution plans. Generally speaking, the closer you get to retirement, the larger your maximum yearly contributions will be. (This is because you'll have fewer years left in which to fund your defined benefit.) And since your defined benefit contributions are tax-deductible, you are, in effect, getting a big boost from the government to fund a generous retirement plan.

Here's one more benefit to owner-only 401(k) and defined benefit plans: You can contribute to both of them at the same time. But before you choose either or both of them, consult with your tax and financial advisors. After all, you work hard to help provide for a comfortable retirement tomorrow — so you'll want a retirement plan working hard for you today.

This article was written by Edward Jones for use by your local Edward Jones Financial Advisor. See Brent Glogau or Joe Elsasser at (503) 981-1798 or Marty Anderson (503) 981-7040 for more information.

## 2011 Woodburn Area Chamber of Commerce Board of Directors and Staff:

### **President**

Ferren Taylor  
West Coast Bank

### **Past President**

Ken Hector  
Silverton Hospital Network

### **President Elect**

Jason Horton  
Woodburn Independent

### **Vice-President of Tourism**

Darcy Ruef  
Al's Garden Center

### **Treasurer**

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Teri Sunderland  
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Ruby Wolfer  
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### **Executive Director**

Don Judson  
don@woodburnchamber.org

### **Chamber Executive Assistant**

Rhonda Judson  
[welcome@woodburnchamber.org](mailto:welcome@woodburnchamber.org)

### **Tourism Coordinator**

Kristin Graybeal  
[tourism@woodburnchamber.org](mailto:tourism@woodburnchamber.org)

### **VIC Volunteer Coordinator**

Earlene Soderlund

### **VIC Assistant**

Heather Russell

### **Leadership Woodburn Program Coordinator**

Rosemarie Tevlin  
[leadershipwoodburn@woodburnchamber.org](mailto:leadershipwoodburn@woodburnchamber.org)

