



March 2011, Volume 49, Edition 3  
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### WALGREENS OPENS MARCH 4!

The new Walgreen's Store in Woodburn near the I-5 Interchange will officially open this Friday, March 4, according to store manager Jeff Biesenthal. Our Ambassadors Group has scheduled a ribbon cutting for 10 am this Friday to welcome them to our community!



### DSA HONORS BEST OF AREA

The 59<sup>th</sup> Annual Distinguished Service Awards Banquet will be Friday, March 4, sponsored by the **Silverton Hospital Network** and **Wellspring**. Senior First Citizen **Ruby Wolfer**, Manager of the **West Coast Bank East Branch**, has been described as the heart of our community. In addition to her many activities with the Chamber including past Board President, current board member, co-creator of the Greeters program, catalyst and ongoing chairperson of the Chamber's 9 year old Crystal Apple Awards, she is active in her church, chairing the Thanksgiving dinner among her many other activities.

Officer **Rick Puente** of the **Woodburn Police Department** is more than just the "official" representative to the Chamber; he has become our gregarious friend that enlivens any meeting he attends. He is the liaison officer to the High School serving as their protector and role model, spearheads the successful Business and Citizen Police Academy, helps promote our positive downtown, and is also active in his church leading a bi-lingual worship service.

Two years ago, Officer **Robert Prinslow** of the **Woodburn Police Department** stepped up to lead the Love Santa program, helping bring happier holidays to thousands of local residents. **Silverton Hospital** CEO **Bill Winter's** vision brought needed medical facilities to our area, including the amazing Wellspring facility with specialty medical services and health management programs, along with a fitness center, spa, boutique, a restaurant and conference center. **Ken and Lori Stott** epitomize a loving family and committed community volunteers to the Gervais area for activities such as the French Prairie Community Progress Team, SOLV, Mystery Theater Night, established the first community garden, and are active in the Gervais Sports League.

Please join us in honoring these outstanding citizens. Tickets are \$35 and available at the Chamber office. **If you haven't RSVP'd by Monday February 28, we can try to save you a place!**

### 99E PROPERTY AND BUSINESS OWNERS MEETING

The **City of Woodburn** and the Chamber are co-hosting a second meeting of interested 99E partners on Thursday, March 3 to share their ideas with the consultants developing the 99E Corridor Plan. The session will run from 8:30 am to 10 am in the Community Room of the **West Coast Bank East Branch**, and all are welcome to attend!

## WOODBURN DOWNTOWN UNIDOS

The downtown business owners and residents, who are organizing under the Main Street program to revitalize our historic downtown, have chosen the name: “**Downtown Woodburn Unidos**” (DWU). This wording reflects both the location of their focus and the unique bi-cultural nature of our downtown. Now begins the process of filing for a 501c(3) designation, opening a checking account, and raising funds! Their next board meeting will be Thursday, March 24 from 8:30 am to 10 am at **Lupita’s Restaurant**, and all are invited!

Their Organization committee is charged with publicizing DWU activities by developing a website and speaking to the City Council and local civic organizations. Their next meeting is Thursday, March 10 at noon in the Public Works building. If you are interested in scheduling their presentation to your group please, contact **Lisa Ellsworth** at (503) 981-4096.

The Promotions committee has developed a list of fifteen positive attributes of downtown, which can form the basis for a marketing strategy and image campaign. Upcoming projects include working with the Organization committee to develop a logo and website, creating a downtown booklet including a map to promote the area, providing material for the Chamber’s Annual Community Guide and Business Directory in the special section on downtown, and an annual event calendar that reflects the number of celebrations the group can support. Their next meeting is Tuesday, March 8, beginning at 8:30 am Lupita’s Restaurant. For more information contact **Nikki DeBuse** at (503) 981-3441.

The Events subcommittee is co-hosting with the **City of Woodburn** a May Day Event on Sunday, May 1, from noon to 8 pm. This will be the first of many events in the Downtown Plaza to invite residents to enjoy the unique flavor and experience of the heart of Woodburn. Their next meeting was Tuesday, March 1, beginning at 8:30 am **Lupita’s Restaurant**. For more information on future meetings and events please contact **Robyn Stowers** at (503) 470-0124.

Reviewing current ordinances is the focus of the Design committee, to assure innovative conformity of renovations and new developments with the historic nature of our downtown. For more information contact **Merri Berlin** at (503) 981-0011.

The Economic Restructuring committee is committed to helping existing businesses and attracting new and diverse businesses that compliment our downtown. They meet on the third Wednesday, at 5 pm at **Flomer Furniture and Appliance**. For more information contact **Tom Flomer** at (503) 981-7291.

The DWU and the **City of Woodburn** are hosting bi-lingual informational meetings on the City’s new Grant and Loan Program for property and business owners in the downtown core area. Grants of up to \$5,000 for interior renovations and up to \$10,000 for exterior projects are available – essentially a “1/2 price sale” for improvements to downtown buildings! Loans are available up to \$25,000 at a very low interest rate. The meetings to explain this program are Thursday March 10 at 8:30 to 9:30 am and 5:30 to 6:30 pm in the City Council Chambers. For more information contact **Jim Hendryx** at (503) 982-5246.

## RECOVERING FROM STRESS

On March 9 our own **Ewart Brown** will discuss how you can tell if you or your staff is suffering stress, and how to personally and professionally recover. If you RSVP by **Friday** at noon, the cost is only \$13; \$15 at the door for Chamber members and \$20 for non-members. April will be the graduation of our 3<sup>rd</sup> **Leadership Woodburn** class, May is the State of Marion County from our County Commissioners, and June will feature our own **Kristin Graybeal** discussing tourism and the Fiesta Mexicana.

## WOODBURN POLICE HOST COMMUNITY RESOURCE MEETING



The **Woodburn Police Department** will host a community meeting on Thursday, March 10, from 7 pm to 9 pm at **Woodburn Foursquare Church**, 1175 E Lincoln Street. This will be an informational session to communicate the goals and actions of the police department, and begin to establish an ongoing communication network to discuss future improvements. For more information, please contact **Captain Doug Garrett** at (503) 982-2345.

## FREE TICKETS TO “GET MOTIVATED!”

The Chamber has free tickets to the “Get Motivated” all-day seminar at the Rose Garden Arena in Portland on Monday, May 14, from 8 am to 5 pm. Speakers include General Colin Powell, Bill Cosby, Steve Forbes, and Laura Bush. Contact us at the office if you would like these free admission passes.

## HUNGER QUIZ

Here is a quiz for you about hunger in our area:

1. What percent of children in the **Woodburn School District** are eligible for free or reduced school lunches? 75% 80% 85% 90% 95%
2. How many locations in Woodburn receive food from the **Marion-Polk Food Share**? 2 3 5 7
3. The total value of food provided in 2010 from the Marion-Polk Food Share to these sites? \$750,000 \$1,000,000 \$1,500,000 \$2,000,000



If you do or do not know the answers, this should motivate you to get involved in addressing this critical issue in our own backyard by contacting **Sarah Perryman** at (503) 581-3855.

## 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, Woodburn 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](mailto:tourism@woodburnchamber.org).



## STATE FARM TO SPONSOR FIESTA SOCCER TOURNAMENT

The Woodburn Fiesta Mexicana is excited to announce that **State Farm Insurance** will be the Title Sponsor of the 2011 Fiesta Mexicana Soccer Tournament. Last year, over 30 teams and several hundred people participated in four divisions of youth, men's over 40, and men's division 1 and 2. Soccer has been an integral part of the Fiesta since its inception 47 years ago by the Chamber. The 2011 Fiesta is scheduled for Friday through Sunday, August 5-7 in Legion Park in Woodburn.

"We are very excited to be a part of it this year," said **Rechele Heath**, Pacific Northwest Multicultural Marketing Analyst for State Farm, "and look forward to our local agents being involved in the planning of the event."



Woodburn State Farm agent and active Chamber member **Justin Stearns** was the catalyst for this sponsorship, and said he is thrilled to help present State Farm's insurance services to this unique celebration of our local culture.

Over 12,000 people attended last year's family-friendly event. This year's planned attractions include an expanded Kid's Zone with bounce houses, a rock climbing wall, face painting by the Gilbert House Museum, and a massive display by the Coast Guard Auxilliary, a car show, the Princess Court and Queen Coronation, the downtown parade on Saturday, entertainment daily on the family stage and evening on the main stage, and of course delicious authentic Mexican food from local vendors.



For their sponsorship State Farm will have their logo on all information about the tournament, listing on the Fiesta website [woodburnfiestamexicana.com](http://woodburnfiestamexicana.com), a mentioning in the Fiesta Program, a 10' by 20' booth to distribute information about their company,

signage at the Fiesta, and will award the prizes to the winning teams on Sunday August 7. More information on sponsorships is available by calling Don Judson at (503) 982-8221.

## WOODBURN COMPANY STORES TO CO-SPONSOR FIESTA COURT

The **Woodburn Company Stores** will be a co-sponsor of the Woodburn Fiesta Mexicana Fiesta Court. One of the most visible parts of the Fiesta, the princesses and the Queen represent the Fiesta at area service clubs and gatherings to publicize the event.

"When we think of the professional appearance we would like for our court we first turn to **Teri Sunderland, Kristy Kummer-Pred**, and the wonderful clothing stores at the Woodburn Company Stores," said Fiesta co-chair Kristin Graybeal, "and we are excited to have their participation in this event."



"As part of our sponsorship we will promote the Fiesta on our new LED sign in August during the event," said General Manager Teri Sunderland, "and assist with approaching select outlet stores that could sponsor a court wardrobe, facilitate an opportunity for the court to volunteer at a Woodburn signature event such as Strike a Pose model search or the Shopping Extravaganza, and provide a presentation on Dress for Success."

More information on sponsorships is available by calling Don Judson at (503) 982-8221.

## 'IT JUST TAKES ONE CAMPAIGN' BEGINS IN APRIL

The Woodburn Branch of the **Boys & Girls Club of Salem, Marion and Polk Counties** is conducting an "It Just Takes One" fundraising campaign during the month of April. Area businesses are encouraged to support their after school activities one of three ways: a straight cash donation, profit sharing a portion of a specific product or service, or give customers the opportunity to add a donation to their purchase. Local volunteers will be contacting Chamber members and others during March to solicit their support of this campaign.



The Boys and Girls Club focuses on academic success and health lifestyles to promote character and leadership. In 2010 the Club served over 10,000 youth in eight locations throughout the two counties. In Woodburn they operate the Teen Center at 400 Settlemier Avenue and the after school location at Washington Elementary School. Current programs include a young writers club, power hour, and daily tutoring for academic success; workouts courtesy of **Diesel Fitness**, a running club, and culinary classes for healthy lifestyles; and the Keystone Club for Woodburn Power Teens, community service projects, college field trips, supporting local leadership groups, and mentoring younger students for character and leadership development. The non-school days at **Foursquare Church** are only \$1 per day and provide 60+ K-5<sup>th</sup> graders with a safe environment, hourly activities, and a snack and lunch. For more information on the local activities please contact **Alison Weaver** at (503) 980-2428 or [aweaver@bgc-salem.org](mailto:aweaver@bgc-salem.org).

If you would like to participate in the It Just Takes One Campaign please contact the co-chairs Pastor **David Morelli** of the **First Presbyterian Church** (503) 981-9121 [woodburnpresbyterianchurch@gmail.com](mailto:woodburnpresbyterianchurch@gmail.com) or Don Judson at the Chamber office.

## 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](http://www.curves.com), [www.zumba.com](http://www.zumba.com)

## 2010 Woodburn Area Chamber of Commerce Board of Directors and Staff:

### **President**

Ken Hector  
Silverton Hospital Network

### **Past President**

Rick Hensel  
Gervais School District

### **President Elect.**

Ferren Taylor  
West Coast Bank

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

Darcy Ruef  
Al's Garden Center

### **Treasurer**

Mike Wilson  
Woodburn Armory

### **Secretary**

Jason Horton  
Woodburn Independent

### **Directors**

Scott Derickson  
City of Woodburn

John Hoffmann  
Gervais Telephone/DataVision

Karla Hunt  
French Prairie Nursing and Rehab

Richard Jennings  
Woodburn Community Access Television

Cindy Ledesma  
MaPS Credit Union

Greg Lundeen  
Wolfer's Heating and Air Conditioning

Jenipher Miller  
OSU Federal Credit Union

Bob Rhoades  
Legacy Financial Management

Angelo Seminary  
DePaul Staffing

Mike Sumner  
Case Automotive

Teri Sunderland  
Woodburn Company Stores

Ruby Wolfer  
West Coast Bank

### **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)

