

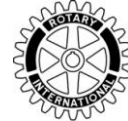


July 2011, Volume 49, Edition 7
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ANOTHER MEMORABLE GOLF EVENT!



Eagles, birdies, mulligans, and string flew around the beautiful **OGA Golf Course** in Woodburn on Tuesday, June 28, as over 90 exceptional golfers braved overcast weather for a day of fun! **Hillyer's Mid-City Ford** sponsored the golf carts, and **Food Services of America** picked up all thirteen 150 yard signs to give our drives a great target. Our title sponsor **Walmart** again brought numerous raffle prizes, along with **Do It Best, Coca Cola, Northwest Natural Gas, Beautiful America Publishing, Curves, First American Title, Hubbard Chevrolet, The Killers, Leonardo's Barber and Style, the OGA Course, PGE, Woodburn Vision Source and Coldwell Banker Blue Rose Properties**, (hope I didn't forget anyone!). With all these raffle prizes and the wonderful barbecue lunch sponsored by **Key Bank** the post-round celebration was memorable even if your golf wasn't!



FOOD SERVICES
OF AMERICA



For the 9th consecutive year **Dick Hammond** led his team of **Tyler Saries, Don Meher, and Tom Patterson** to a one stroke victory for low gross, winning the coveted Mayor's Cup. "Four Guys Playing Together" **Jon Myhre, Vanndy Yem, Glen Hubbard, and John Quisenberry** took low net, and **Piper's Jewelry of Charlie Piper, Steve Gaugham, Andy Westlund, and Roger Bowman** edged out **Silverton hospital** in a scorecard playoff for 2nd Low Net.

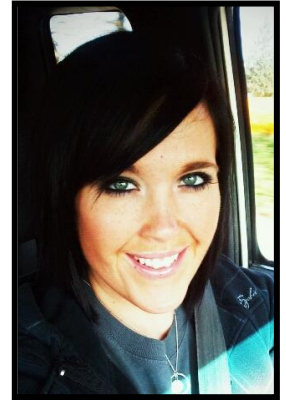
Hole and Tee Sponsors were Brown Insurance, Coca Cola, Coldwell Banker/Blue Rose Properties, DePaul Staffing, Do It Best Corp, Hubbard Chevrolet, The Killers, Klein, Hand & Ledesma, Legacy Financial, Long Bros. Building Supply, Mid-Valley Family Dental, NW Natural, Silver Creek Assisted Living, Sterling Savings Bank, Webb Chiropractic, Woodburn Vision Source, YES Graphics, WAVE Broadband

Many thanks to the volunteers who made this happen: Committee co-chairs **Matt Geiger** and **Ken Hector**, and members **Phil Hand, Jason Horton, Greg Lundeen, Angelo Seminary, and Ferren Taylor** who worked tirelessly to recruit sponsors and teams. The day of the tournament the great associates at Walmart and Chamber members **Connie Bonn, Kisa Kilpatrick, Kellie Lemings, Val Lemings, Jenipher Miller, Bill Szabo, and Ruby Wolfer** came early and stayed late to make sure everything ran smoothly. **Susan Brenner** of **Silverton Hospital** led us in pre-round stretching. We also can't say enough about **Jason Schloss** and **Julie Wells** and the OGA staff for their incredible effort, in not the best weather conditions, to help create a great event. Thanks to all!

KELLIE LEMINGS HEADS WOODBURN AREA TOURISM

Kellie Lemings is the new Tourism Coordinator for **Woodburn Area Tourism (WAT)**, replacing **Kristin Graybeal**, who has accepted the position as manager of the **Woodburn Aquatic Center**. During Kristin's 18 months as Tourism Coordinator, she took WAT from a good idea to *the* Destination Marketing Organization in the North Willamette Valley, with improvements to our website, creating a Facebook page, booths at area festivals, a video promoting our area (thank you Evan!), growth in WAT members, and many other achievements.

Kellie brings a wealth of experience in customer service and sales, knowledge gained from living in our area, and a noticeable enthusiasm for picking up where Kristin left off and further improving WAT. She started her new position on Friday June 24, to spend a few days reviewing Kristin's remaining to-do list, and reviewing potential goals for the July 2011 to June 2012 WAT year with Don Judson. Next, she will be visiting with key people and WAT members to find out their desires for WAT in order to refine these goals and continue to provide leadership for our area's 5 million visitor tourism industry. Welcome, Kellie, to our Chamber family, and we wish Kristin the best of luck in her future endeavors!



NEW MEMBER PROFILE



Woodburn Computers located at 1585 N Pacific Hwy, Suite A, Woodburn, OR 97071 is our newest Chamber member. Owners Frank Vedack and Curt Jones can make your computer run as fast as the day you bought it. They also do virus removals, repairs, upgrades, rebuilds, tune-ups, and data recovery/backup for laptop and desktop computers and sell used computers. [Woodburn Computers'](#) office hours are 10:30 am to 6:30 pm Monday through Friday, so give them a call at 503-951-4799.

LES SCHWAB BATTLES LOCAL HUNGER

Several area businesses are conducting food drives to battle local hunger in the summer, which is traditionally a difficult time to collect donations. The Woodburn Les Schwab Tire Store is participating in the "Retire Hunger" drive, July 17-30. A donation of three cans of food at any location including our store at 1140 N. Pacific Highway (99E) enters the giver into a drawing for a \$500 gift certificate which may be redeemed for tire center merchandise in Salem, Silverton, Woodburn, Dallas and Independence. The store drawings will take place on July 30 in conjunction with special events planned at each Les Schwab location. Go to <http://www.lesschwab.com/locator.asp> for store locations.



"We are thrilled to have these hunger-fighting partners pitching in during summer when donations of food and funds tend to decline," said Phil McCorkle, Marion-Polk Food Share vice president of development. "Contrary to some misconceptions, hunger doesn't lessen during summer. It is a year-round condition that we and our hunger-relief partners are committed to addressing." Community members are invited to contribute to the average 150,000 pounds of food a week that is distributed to 97 partner agencies throughout the MPFS two-county service area by participating in these local drives.



Marion-Polk Food Share, the regional food bank serving Marion and Polk counties, is a nonprofit charity that supplies the bulk of the emergency food supply for a network of 97 local member partner charities. Last year, MPFS distributed 6.9 million pounds of food to its partners. This year, MPFS is on track to distribute 7.6 million pounds of food to food pantries and meal sites in its two-county service area.

UPDATED YOUR CHAMBER WEB PAGE YET?

Have you updated your member webpage on our new enhanced ChamberMaster® website at woodburnchamber.org? Many members have followed the recent e-mail containing their personal log-in and password to modify their business information with hours of operation, products and services, “hot deals” for customers, key search words, upcoming events, and job postings. We can now track referrals to your business and directed links to your website, and put you on Facebook! If you have questions about this new service, please contact the office at (503) 982-8221.

MEMBER DUES INVESTMENT CHANGES

Beginning July 1, most Chamber investment amounts have been reduced, significantly for individuals and 1-10 employees. All Chamber member investments will be moving toward a common payable date in January, where currently 62% of our members’ are already due. Those whose investment is due in July through September of this year will be billed through the end of 2011, based on the monthly schedule below. Those due in October through December will be billed for the remainder of 2011 plus their annual 2012 dues. Those who have already paid this year will be billed in December for a partial amount for 2012:

	Current	New	Per month
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 1st Notice of investment that is due by January 31
- January 1 2nd reminder notice of investment due if not yet paid
- February 1 3rd 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 Don at the office.

CHANGE AT SILVERTON HOSPITAL

William Winter recently announced his retirement as president of **Silverton Hospital Network**, effective July 1. He will continue to serve as president emeritus and a consultant to the Network.

Under Winter's leadership, the once struggling community hospital has grown into a successful independent network with nine clinics in Silverton, Mt. Angel and Woodburn, including Wellspring, one of the first wellness centers in the Mid-Willamette Valley that is anchored by an up-to-date, high-tech community hospital. In 2007, the Network developed its successful Business Health Services program which serves more than 220 area businesses.

During his tenure, Silverton Hospital received its first Joint Commission accreditation and numerous national awards, including the Press Ganey Summit Award for patient satisfaction (reaching and



SILVERTON HOSPITAL

maintaining the top 95 percentile of customer satisfaction for three or more consecutive years), JD Power and Associates for service excellence, Top 100 Hospitals in the nation, and *Consumer Reports'* top ranking in Oregon for patient satisfaction.

"I've been blessed to work with a board, physicians and staff that shared a vision of keeping healthcare close to home," said Winter. "This has meant providing services, specialists and wellness programs that are rare in communities our size. Being

part of Silverton Hospital and the Network, and having the opportunity to lead such a wonderful group of individuals for over 20 years has been one of the greatest joys of my life."

The Network's board of directors has named Silverton Hospital Administrator and Vice President, **Rick Cagen**, as Winter's successor. According to **Gary Simon**, board chairman, Cagen will continue in his role as Administrator of the hospital while serving as president of Silverton Hospital Network. "We look forward to sustained growth and success from Rick in his new role," said Simon.

Cagen has more than 30 years of experience as a top-level health care executive and as a dedicated community leader. Cagen is well known throughout Oregon, as well as nationally, for his in-depth knowledge of current health care issues and for his strong commitment to serving the community. He was named the hospital's administrator in October after an extensive search.

Silverton Hospital has provided care to the Mid-Willamette Valley as an independent community hospital for more than 90 years. Located just 20 minutes from Woodburn, the award-winning hospital serves as the flagship of a growing network with clinics in Silverton, Mt. Angel and Woodburn, including Wellspring and Wellspring Immediate Care.

Then & Now

	1918	1990	2011
Number of Medical Staff	11	15	180
Number of Specialists	--	3	130
Number of Healthcare Facilities (i.e. hospital, clinics, wellness center)	1	1	9
Number of Employees		125	900

FROM THE PRESIDENT!

I believe most of our fine Chamber members are of the “retail” kind of business and interact with customers of all kinds, day-in and day-out. My line of work in the banking world is no different. I’m constantly looking for ways to improve my business and as I do, it all comes back to treating people - individually, one at a time - with utmost respect. We have to have the mindset that we need to earn the customers business during each transaction each and every day.



Here are some steps I learned from a book called “Walk the Talk” that my friends in the Woodburn Area Chamber may be able to appreciate as they contemplate their own businesses and how to improve. I hope they will help!

Top 10 Service Phrases You Should Know:

- 10) The 10 most important words: I apologize for our mistake. Let me make it right.
- 9) The 9 most important words: Thank you for your business. Please come back again.
- 8) The 8 most important words: I’m not sure, but I will find out.
- 7) The 7 most important words: What else can I do for you?
- 6) The 6 most important words: What is most convenient for you?
- 5) The 5 most important words: How may I help you?
- 4) The 4 most important words: How did we do?
- 3) The 3 most important words: Glad you’re here!
- 2) The 2 most important words: Thank you!
- 1) The MOST important word: YES!

Thank you,

Ferren Taylor; AVP

Woodburn West Branch Manager, West Coast Bank

Office: 503-981-0100, 503-981-8343

IT'S NEARLY FIESTA TIME!

National, regional, and local businesses are stepping up to sponsor events and participate in the 48th **Woodburn Fiesta Mexicana** scheduled for Friday August 5 through Sunday August 7.

State Farm Insurance is the title sponsor of the Soccer Tournament, which last year attracted over 30 teams and several hundred participants. The **Portland Timbers** organization will be there to give to the winning teams’ free tickets for their game against the LA Galaxy.

Cheryl Roberts, President of **Chemeketa Community College** will be on hand Friday night to award a one year unlimited free tuition to the Queen of the Fiesta Court, who will be chosen on this first evening of the Fiesta. The first runner up will receive a one semester scholarship, the **Woodburn Company Stores** will award additional scholarships, and their tenants the **Dress Barn** and **Bass** have provided clothing for the princesses.

The Family Stage which presents singers, dancers, and live entertainment all three days of the Fiesta is sponsored by the **University of Oregon** under a three year contract. **PGE** will sponsor Senior Day

on Friday August 5, with \$2 off coupons available on their website community events page and at their community offices. **Pepsi** will be the exclusive cola sponsor for the Fiesta, and **Verizon Wireless** will sponsor the parade through downtown Woodburn on Saturday, August 6. **H&R Block** will sponsor the **Gilbert House** Craft tent for all three days of the Fiesta.

In-kind contributions include garbage services by **Allied Waste**, all the tents by **Northwest Natural Gas**, 150 television spots by **WAVE Broadband**, the on-site ATM by **West Coast Bank**, and the website by **YG Media**.

So far 12 vendors have signed up for great authentic Mexican food, hamburgers, corn dogs, curly fries, kettle corn, elephant ears, old fashioned ice cream, and Chinese food. Two toy vendors and three clothing providers are ready, including one that specializes in custom airbrush shirts and posters.

This year the original creator of this event, the Woodburn Area Chamber of Commerce, is once again taking the lead in organizing "Oregon's Best Cultural Event in 2010." For more information on sponsorships please contact Don Judson at the Chamber office, 124 W. Lincoln, in downtown Woodburn, (503) 982-8221, or don@woodburnchamber.org. Vendors should contact Robyn Stowers at (503) 982-5228 ext 485.

LIKE TO MAKE YOUR BUSINESS A "DESTINATION"?

We had the privilege of hearing **Jon Schallert** at the statewide **Main Street** Convention. He is returning to Oregon and conducting a one-day regional workshop in McMinnville on Thursday, July 14, titled "Creating Economic Opportunity: Building Destination Businesses". This workshop is sponsored by the Oregon Main Street Program.

In this workshop, he will be covering how any business or marketplace can be dramatically improved with his proprietary, 14-step Destination Business strategy that he developed over 25 years. Attendees will come away with over 70+ tools to increase customer traffic, sales, and profits in any business that wants to attract more consumer dollars, regardless of their location and despite today's struggling economy.

His Destination process can work for any business; it helps the business draw consumers from well outside its marketplace and keep locals shopping at home. Retail stores, restaurants, service businesses, and professional practices can all benefit from this workshop.

Anyone attending will learn these specifics:

- His 14-step Destination strategy that he's learned over 25 years, including 10 years with greeting card giant Hallmark Cards.
- Over 50 concrete advertising and marketing tactics that drive customer traffic, increase sales, and target top customers that are free or low cost.
- The best product differentiation techniques, even if your competitors carry the same product, can undercut your business on price, or that same product is carried online.
- How to use the 8 newest social networking tools (way beyond Facebook)
- 6 time-saving, low-cost techniques that allow even the busiest owner to use social networking, without spending their whole day doing it
- 3 little-known, free tactics that allow any owner to connect with journalists and gain free publicity for their business, even if they don't have any knowledge of public relations

- How to bond a customer to your business in 7 seconds by altering 6 critical areas of your business environment, so when they walk in your door, they want to buy from you
- The 9 "Must-Have" priorities of every website that most owners neglect to create
- Simple techniques to take a ho-hum, boring advertisement and change it into marketing "artwork" that customers hold onto

You can read more about this conference and register online by going to www.DestinationConference.com. Early bird registration pricing is only available through Thursday, July 7, and limited seating is available.

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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

Mike Wilson
 Woodburn Armory

Secretary

Jenipher Miller
 OSU Federal Credit Union

Directors

Scott Derickson
 City of Woodburn

John Hoffmann
 Gervais Telephone/DataVision

Karla Hunt
 French Prairie Nursing and Rehab

Richard Jennings
 Woodburn Community Access Television

Greg Lundeen
 Wolfer's Heating and Air Conditioning

Javier Navarro
 Revista El Gallo Magazine

Cindy Quintanilla
 MaPS 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

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Chamber Executive Assistant

Rhonda Judson
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Tourism Coordinator

Kellie Lemings
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VIC Volunteer Coordinator

Earlene Soderlund

VIC Assistant

Heather Russell

Leadership Woodburn Program Coordinator

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