



September 2011, Volume 49, Edition 9
PO Box 194, 124 W Lincoln St, Woodburn, OR 97071
503-982-8221, Fax 503-982-8410

welcome@woodburnchamber.org
www.woodburnchamber.org, www.alwaysfreshdiscoveries.com

48th FIESTA - A ROUSING GOOD TIME!



The 48th annual Woodburn Fiesta Mexicana was a great weekend of family fun, thanks to the **City of Woodburn** and the many volunteers who made it happen! First and foremost was our Master Organizer Co-Chair **Kristin Graybeal**, Manager of the **Woodburn Aquatic Center**.

She orchestrated this event from start to finish, establishing and running the innumerable meetings, intensely following up with individuals and their assignments between meetings, assuring that everything and everyone would perform to the utmost, and riding herd on all of us to create a successful event. Without Kristin, we're not sure how we'd have pulled this off!

Co-Chair **Elida Sifuentez** organized the parade sponsored by **Verizon Wireless**, which some said was the best ever! A Mariachi band, numerous cars, floats, horses, and dignitaries in an old fire engine (who were those people?) made for a fun two hours on Saturday afternoon. Elida was ever present at the Fiesta, working at the gate or helping pick up trash. At the end, as someone who has been part of this event for many years, she said it was gratifying to see the *whole* community involved in the Fiesta.



A celebration of this magnitude would not be possible without the logistical support provided by the **City of Woodburn** and the "Energizer Twins" of **Jim Row** and **Stu Spence**. Jim oversaw the immense challenge of setup, operation, and take down of tents, vendors, entertainment stages, signage, power, garbage collection, fencing, security, and too many more things to name. The **City Public Works Department** put in yeoman hours to show off our community to the many residents and visitors who attended.



Stu was likewise ever present, and took on the Soccer Tournament, sponsored by **State Farm Insurance**, which provided an exciting, overtime shoot out final. He was there from start to finish doing whatever was necessary to assure a smooth operation; we couldn't have done this without these two stalwarts!

We doubled the number of vendors to 60 this year under the leadership of **Robyn Stowers** of the **City of Woodburn**. Coordinating this diverse group, keeping them informed, organizing their booth spaces and needs, and keeping them happy during the Fiesta is an immense and sometimes thankless job which she performed with her usual calm demeanor. When she wasn't schmoozing vendors she was working in other areas of the Fiesta, too; what a trooper!



Our new Woodburn Area Tourism Coordinator **Kellie Lemings** took on supervising the Kid's Zone, jointly sponsored by **Silverton Health/Wellspring** and **Walmart**.





Organizing the numerous volunteers required to oversee the bounce houses and other attraction was an enormous effort, which she did with an ever present smile on her face. **H&R Block** sponsored the **AC Gilbert House Museum** which provided fun craft activities for children.

These volunteers were recruited and managed by **Jan Dawson**. From staffing the gate to picking up trash to working the Kid's Zone, gathering, scheduling, instructing, and directing these many helpers was an enormous undertaking for which we are eternally grateful. Chamber Board Member **Ruby Wolfer** took charge of finances, making sure the gate was staffed, counting the money with her partner and fellow Board Member and City Manager **Scott Derickson**, and assuring we had an accurate count of the many attendees.

On Friday PGE sponsored our first ever "Senior Day" providing a \$2 discount to those of us mature citizens 55 and older. We had a great time with entertainment just for us, and the food was magnificent.

One of the biggest attractions of the Fiesta is always the great entertainment, which this year was organized by **Manuel Villanueva** of **El Forastero**. Thousands filled the soccer stadium for the evening entertainment all three nights on the Main Stage, which made for a joyous celebration. During the days on the Family Stage, sponsored by the **University of Oregon**, a variety of entertainers from bands to dancers brought enjoyment to enthusiastic crowds.

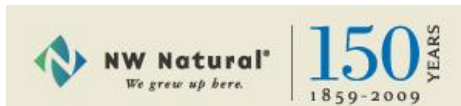


Cindy Quintanilla of **MaPS Credit Union** organized a fantastic Princess Court, culminating with the crowning of the Queen on Friday night. **Elias Villegas**, Director of the Woodburn **Chemeketa Community College** was on hand to award her a one year unlimited free tuition. The first runner up received a one semester scholarship, the **Woodburn Company Stores** awarded additional scholarships, and their tenants, the **Dress Barn** and **Bass**, provided clothing for the princesses.



Mike Sumner of **Case Automotive** organized a car show featuring over 30 great rides. Many also participated in the parade which made it even more festive.

In-kind contributions included 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 Fiesta website and Youtube videos by **YG Media**.



While all these were part of a great Fiesta, for me the lasting memory was the little girl on Sunday afternoon, who, when I stamped her hand during admission, looked up at me with a smile that would light up the whole stadium! She was so tickled to be going to *her* Fiesta – that's why we worked so hard these last 12 months. Plans are already underway for the 49th Fiesta Mexicana August 3-5, 2012 under the leadership of Kellie Lemings. If you would like to help show off our area to 15,000+ visitors please contact the office – we need your help!



GREETERS BACK IN ACTION!

Our enormously popular Friday morning Greeters program is back! This is a golden opportunity for you to network with over 50 of our area's most active people, talk up your business, and bring in more customers! If you can't make a meeting, send an associate so we can get to know all of your great employees!

September 9	Thelma's Place	Canby
September 16	First Presbyterian Church	Woodburn
September 23	Your Hometown Magazine	Woodburn Bowl
September 30	City of Woodburn	Transit Center

Would you like to host a Greeters? You only need provide the venue and drinks, snacks, etc. (Coffee Stop is a great source!) and we'll bring the fun! Call the office at (503) 982-8221 and show off your business this year!

UPDATED YOUR CHAMBER WEB PAGE YET?

Have you updated your member webpage on our new enhanced ChamberMaster® at woodburnchamber.org website? 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.

FORUM LUNCH SEPTEMBER 14

Are you perplexed by all the marketing opportunities available in our area? **Shannon Lynn**, Marketing Director for **OSU Federal Credit Union** and previously owner of her own marketing firm, will review "Marketing 101" at the Wednesday, September 14 Forum Lunch beginning at noon at Wellspring. She will cover all the basics, and we're inviting representatives of area media sources – newspaper, radio, television, print, etc. to be there to answer your questions and make appointments! We hope you will take advantage of this centralized opportunity to improve your marketing for 2012! Please call the office to reserve your space as it is only \$13 for members who pre-register, but \$15 at the door ('cause we have to pay more!).



EMPLOYEE HEALTH AND SAFETY FOCUS OF BUSINESS HEALTH SERVICES CONFERENCE

Motivating your workforce and creating a safe and healthy work environment will be key topics of discussion when the fourth annual Business Health Services conference convenes at **Wellspring** in Woodburn Wednesday, October 5.

Marilyn Trinkle, client services manager for the **Silverton Health (note new name for Silverton Hospital Network)**, has assembled a panel of experts for this year's conference, which is expected to draw directors of human resources, operations, and occupational safety professionals from around the state.

The conference, which runs from 7:30 a.m. – 3:30 p.m., is free to BHS preferred members. There is a \$50 registration fee for non-members. A continental breakfast and lunch will be provided. For more information or to register, contact Marilyn Trinkle at 971.983.5256 or mtrinkle@silvhosp.org. *This event has been pre-approved by the HR Recertification Institute.*

FROM THE PRESIDENT

I wanted to highlight a couple events I participated in recently. The first one was the recent **Fiesta Mexicana** held during the beginning of August. Wow! What an amazing event! There were so many people involved in making that event a success I can't begin to name names! I do know this: if it hadn't been for many people from the City of Woodburn and our volunteer network from the community, it just would not have been successful. There were a lot of "moving parts" in that whole event --- it was mind boggling! The hours of effort --- over the last year --- that went into making this happen is staggering. My hats off to any and all that were involved. I spent the better part of three days at the event and toured the facility as it was going on and could see the GREAT turnout we had. I'm sure all who attended felt like it was time well spent. We are looking forward to next year's Fiesta and are excited as a Chamber to be associated with its presentation. As we approach the 50th year of the Fiesta, I can only imagine the excitement that will be generated during that celebration. But, once again, many thanks to all who helped make this year's Fiesta a raving success!



The other event I attended a week prior to the Fiesta was our own City of **Gervais' 2nd annual Chalk Festival**. I attended the event last year too, but could readily see that it's definitely picking up steam! If you weren't able to make it this year, mark your calendar for next year's event. You won't be disappointed! The family fun there is impressive! The music was GREAT! And the choice of food is out of this world! You won't go away hungry ---- that's a promise! And to see the handiwork of our "chalk artists" is something to behold. There were many sponsors to this event, but the moving force behind this event was Harry Lee Kwai and John Hoffmann (and crew) at Gervais Telephone. Many thanks gentlemen for your vision! I'll be there next year too!

Ferren Taylor

AVP Manager of **West Coast Bank** West Branch
President, Woodburn Area Chamber Board of Directors



POLICE HOLDING COMMUNITY MEETINGS

For police patrol purposes, the **Woodburn Police** has defined three districts within the city where assigned officers will routinely respond to calls for service and investigate crimes. This concept allows the district police officers to become familiar with the specific problems in those districts and can determine what course of action to take to help prevent and solve crime in their assigned district.

Join your neighbors as we talk about issues in the District you live and how the police can serve your needs. If you are unsure if you're residence or business lies within the boundaries check the yellow portion of the map. <http://www.ci.woodburn.or.us/Docs/CityMaps/PoliceDistricts11x17-SF1400.pdf>.

The District meetings are right around the corner! The next District 2 meeting will be held on September 28, 2011, at the Woodburn City Hall Council Chambers at 6:00 p.m. If you know anyone with an interest please tell them about the meeting and be sure to watch the Woodburn police website for upcoming district meeting locations.

Sgt Nick Wilson

Patrol Sgt/SWAT/TSU, Woodburn Police
1060 Mt Hood Ave, Woodburn, Or 97071
Main: 503-982-2345, Desk: 503-980-2457



GREAT CHIROPRACTIC CARE

Several years ago, with pain in my lower back, I went to **Dr. Chris Beardall, Beardall Chiropractic**, who I met through the **Networking Club of Woodburn**, and he recommended acupuncture! Now I'm not generally afraid of needles, even so it was with some trepidation that I lay down on the table and he went to work. Amazingly, I didn't feel a thing, and it is gratifying to me that this alternative medicine is available right here in Woodburn.

In late June, pain in my right hip intensified, perhaps from too much golf (is that possible?). After a week of complaining, to Rhonda's consternation, I finally made an appointment with fellow **Woodburn Rotarian Dr. Ronny Webb at Webb Chiropractic**. After a few minutes consultation he tweaked me back into shape – he is strong for a wiry guy! Since then, I've not had any recurring pain, and my golf is better too! He suggested regular visits to avoid problems, so maybe our car isn't the only thing that gets a 3,000 golf balls or 3 month tune-up!

At their booth at the Fiesta Mexicana (thank you), I won a free consultation with **Northwood Health Center**. After meeting with founder **Dr. Steve DeShaw**, he introduced me to **Dr. Daniel Miller**, who took me through a comprehensive series of tests on a machine that measured my "neuro-spinal function." This included algometry – pain mapping along my spine, range of motion, surface tension, thermal scan, and a pulse wave profiler to determine my overall ability to adapt to the environment. At the conclusion they provided an overall score and map of stressed areas for further treatment. Amazing science, just down the street!

Last year, Rhonda had pain in her shoulder that was restricting arm movement, therefore restricting golf movement (yikes!). After getting to know **Dr. Tim Driscoll of Club Chiro** at Greeters, she made an appointment for consultation and treatment. After 3 treatments and recommendation of massage therapy (thank you, **Theresa of Webb Chiropractic**), pain and restriction were gone and she's back on the golf course.

UPCOMING EVENTS



Tuesday, September 6

The Secrets of My Success - Jose Gonzalez of Tu Casa Real Estate, \$0 ([details](#))

MERIT Program Orientation -\$0 ([details](#))

Tuesday, September 13 - October 4

Social Media Marketing Series -\$35 each class or \$120 for the series ([details](#))

Wednesday, September 14

Worker Classification - Employee vs Independent Contractor, \$0 ([details](#))

Wednesday, September 21

The Art and Science of Effective Selling - \$35 ([details](#))

Thursday, September 22 & 29

Making QuickBooks Work for You I and II, \$99 each class ([details](#))

Thursday, September 29

Before Your Sign - Things to Know about Commercial Leases, \$25 ([details](#))

See the complete list of business classes this fall <http://blogs.chemeketa.edu/sbdc/current-classes/>
To Register Call 503.399.5088 Today!

OREGON SMALL BUSINESS FAIR OFFERS FREE TOOLS FOR SMALL-BUSINESS SUCCESS

Individuals who have always dreamed of starting their own business (but didn't know how to get started) can find help at the 18th annual Oregon Small Business Fair on Saturday, Sept. 24, in Portland. The fair, a free event for small-business owners and those thinking about becoming small-business owners, is at a new location this year. The fair will be from 8:30 a.m. to 4:30 p.m. at the Ambridge Event Center, 1333 NE Martin Luther King Jr. Blvd.

Sponsored by local, state, and federal agencies, and nonprofit organizations, the fair provides information that will help businesses comply with laws and regulations as well as initiative marketing and sales efforts. Attendees will be able to get free consultations and attend seminars on critical topics that are taught by agency and business experts, attorneys, and CPAs.

Some of the most popular classes offered include:

- Understanding business licenses
- Essential recordkeeping
- Smart marketing
- Social media networking

Attendees can also learn about small-business loans, and local businesses, government representatives, and exhibitors will be staffing various information booths.

Another free fair, Rogue Valley Business Resource Fair, will be held on Saturday, Oct. 22, from 9 a.m. to 2 p.m. at Rogue Community College, 101 Bartlett St., in Medford.

For more information about the Oregon Small Business Fair, call 503-329-4260 or visit www.oregonbizfair.org.

The Department of Consumer and Business Services is Oregon's largest business regulatory and consumer protection agency. For more information, visit www.dcbs.oregon.gov

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
Community Member

Executive Director

Don Judson
don@woodburnchamber.org

Chamber Executive Assistant

Rhonda Judson
welcome@woodburnchamber.org

Tourism Coordinator

Kellie Lemings
tourism@woodburnchamber.org

VIC Volunteer Coordinator

Earlene Soderlund

VIC Assistant

Heather Russell

Leadership Woodburn Program Coordinator

Rosemarie Tevlin
leadershipwoodburn@woodburnchamber.org

