



April 2012, Volume 50, Edition 4
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THE ESTATES GOLF & COUNTRY CLUB CELEBRATES 50 YEARS!

On July 24, 1962, Oregon Governor Mark Hatfield joined 700 people attending the groundbreaking day for a new idea in housing – senior living around a golf course! Started on 220 acres near Woodburn High School (currently Lincoln and French Prairie schools), the developers invested \$100,000 to build a nine hole golf course and install utilities. The initial model, a one bedroom home, cost \$5,500 (no, that is not a typo), and was available to those 62 years of age or better. 100 homes were in the initial plan, but over the years 9 more golf holes were added, a tunnel was created under Highway 214 to reach the back nine, and a beautiful clubhouse built to house the many activities for the now over 1,500 homeowners at the formerly “Senior” Estates. They created the cornerstone for the Woodburn area’s burgeoning mature living economy – Cascade Park, Country Meadows, Emerald Gardens, French Prairie Nursing and Rehab, Silver Creek Assisted Living, and Thelma’s Place.

This year to celebrate their 50 year anniversary, The Estates Golf & Country Club is reaching out to the community and planning many events open to the public. Check out the calendar on the Chamber website for specific dates and times: www.woodburnchamber.org

CHAMBER GOLF SET FOR JUNE 26

The Annual Chamber Golf Tournament, sponsored by **Walmart**, is scheduled for Tuesday, June 26, with an 8 am shotgun start at the **OGA Golf Course**. **KeyBank** will once again sponsor the delicious lunch, and tournament chairperson **Ken Hector** of **Silverton Health** is leading the team to create another fabulous event.



WALMART

The cost to participate is \$400 per team, which includes 18 holes of scramble golf on the OGA’s Audubon-certified championship course, power cart, unlimited range balls, a pre-round golf clinic, tee prize of a sleeve of Titleist ProV! Or Nike 20Xi golf balls, or a Nike Extreme glove, or a collegiate tool kit, team prize of Low Gross = Mayor’s Cup and net by flight using 5% of total team handicap, individual prizes for long drive and closest to pin for men, women, and seniors, and of course a great lunch at the end with dozens of raffle prizes. Registration forms are available on the website or from the Chamber office.

Sponsor opportunities include the power carts, 150 yard signs, hole signs, and providing a table at your hole to demonstrate your products or services. For more information, contact me at don@woodburnchamber.org.

NEW CHAMBER MEMBERS & TITLE SPONSORS ANNOUNCED

Over 250 members have renewed their 2012 investment in the Woodburn Area Chamber of Commerce, as we transition to one annual billing due in January. While we lost a few due to the economy, we have added 10 members in the first three months – mostly new businesses to our area! As we receive information from these new friends we'll profile them in our newsletter so we can begin patronizing these exciting new additions to our community:

Capstone Counseling, LLC

Johnnie Burt

PO Box 32, 354 N Pacific Hwy
Woodburn, OR 97071
503-980-5322

www.capstonecounseling.net

Elmer's

Eric Olson

255 N Arney Rd
Woodburn, OR 97071
503-982-2255

www.eatatElmers.com

Emerald Gardens of Woodburn

Myrna Brewer, Owner/CEO

Princess Grace Oster, Executive Director

1890 Newberg Hwy
Woodburn, OR 97071
503-982-4000

www.eqwoodburn.com

Hammelman's Dried Floral

Bernadette Hammelman

14477 Dominic Rd NE
Mt Angel, OR 97362
503-845-6234

www.hammelmans.com

Leisure Time Day Spa

Ilene Kraxberger

564 Ray J Glatt Circle
Woodburn, OR 97071
503-982-6581

www.leisuretimedayspa.com

Maurice's

Jacqueline Sterrett

1001 Arney Rd, #711, Woodburn
(Temporary mailing:
6427 Castle Lake Ct N
Keizer, OR 97303
208-880-8214

www.maurices.com

Salem Health

Tamara Heinlein, Marketing

PO Box 14001
698 12th St, Suite 100
Salem, OR 97301
503-561-5269

www.salemhealth.org

Take Shape For Life

Joseph Steininger

PO Box 79
Molalla, OR 97038
503-780-8043

Topaz Bistro

Mitche and Tami Graf

21668 S Hwy 99E, Aurora 97002
Mailing: 17171 NE Fairview Dr, Dundee, 97115
503-678-7770

www.topaz-bistro.com

Woodburn Foursquare Church

Pastor Luis Molina

PO Box 69
1175 E Lincoln St
Woodburn, OR 97071
503-981-5581

www.woodburnfoursquare.org



All of the Chamber's major events in 2012 now have Title Sponsors. **Silverton Health** sponsored the DSA Banquet in March; **Walmart** is again the Title Sponsor for the June 26 Annual Golf Tournament, with **Key Bank** as the Lunch Sponsor; the **Woodburn Independent** once again for the Community Auction on October 13, **MaPS Credit Union** is the new Title Sponsor for the Crystal Apple Awards in

November, and **West Coast Bank** is our Forum Lunch sponsor. Thank you to these businesses for stepping up and supporting your Chamber!

FIESTA ANNOUNCES MEDIA PARTNERS

The 49th Annual Woodburn Fiesta Mexicana, August 3-5, will have a much broader marketing outreach, as we have finalized agreements with four media partners to provide nearly \$250,000 in advertising for the event. The La Pantera radio group headquartered in Woodburn, and comprising of KWBV, KCKX, AND KSND, will be the official radio station of the Fiesta. Their support includes thousands of dollars in advertising promoting the Fiesta, its sponsors, and the entertainment, including 6 hours of remote broadcasting each day of the Fiesta.



El Hispanic News is the official newspaper of the Fiesta, and will feature stories about the event, color print and web advertisements, use social media to promote the Fiesta, and distribute posters to over 500 locations.

For the first time, the Fiesta will be on television courtesy of Estrella TV. They will also provide significant advertisements, social media, listing on the KGW.com event calendar, and give away 50 tickets on air prior to the event. Schedule permitting, they will film the Queen's coronation on Friday night.

Rounding out the partners is El Rey Radio group covering the Portland to Salem market. In addition to providing hundreds of advertising spots, mentions on air by their radio personalities, and social media, Sunday will be "El Rey Day" with remote broadcasting featuring their clients.

One of the Chamber's goals in taking back this now family-friendly event was to grow it far beyond our local area, and we are well on our way!

CHAMBER SEEKING MARKETING HELP

The Chamber has a number of marketing projects that need volunteers: contacting members to help them upgrade their ChamberMaster webpage on our website, interviewing members and writing articles for the newsletter, creating a revised New Member Brochure, updating our Restaurant and Lodging Guide, etc. If you know someone with these skills, or a student that would like accomplishments for their resume, please contact the office.

METHODIST CHURCH TO FIGHT HUNGER

The **Woodburn United Methodist Church** is donating all the funds collected during its Easter service to fight hunger here in Woodburn and in Africa. One half will go to the A.W.A.R.E. Food Bank in Woodburn, and the other half to the Meru/Ruiri Water Project in Kenya.



The A.W.A.R.E. Food Bank feeds over 3,300 adults and children each month, a figure that continues to increase during these difficult economic times. In 2010 this amounted to nearly \$1 million in food for our area. While contributions traditionally peak during the Christmas holidays, hunger knows no off season.

The Meru/Ruiri region in Kenya suffers from the drought impacting all of the Horn of Africa. Funds from this campaign will drill wells and install a distribution system for thousands of people, providing clean water for drinking and cooking, critical crop irrigation, and allow children to attend school rather than be the primary water carrier for their family.

WUMC's current pastor, Jim Monroe, is leaving in June to work full time in the area. Until then he can be reached at the church at (503) 982-2891.

Contributions to **Hunger Bites** can be dropped off at: the Woodburn United Methodist Church at 700 N. Cascade Dr., Woodburn, OR office hours Monday through Friday 9 am to noon and Monday through Wednesday 1 pm to 3 pm, phone number (503)982-2891 and website www.woodburn-umc.org, or the Woodburn Chamber of Commerce Office, 979 Young Street Suite A., Woodburn, with office hours Tuesday through Thursday 9 am to noon.

MAPS CREDIT UNION WINS AWARD FOR "BUY LOCAL" PROGRAM

Maps Credit Union accepted a Best Practices award for its Buy Local program from the Credit Union National Association Marketing and Business Development Council.

The awards recognize outstanding new marketing and business development approaches with potential for universal application across the credit union movement. A panel of judges selected winners based on strategy, process, application and results.



"The credit union staff worked to create the Buy Local program to help our local small businesses thrive in unstable economic conditions," said VP of Development **Jill Nowacki**. "For so long, there has been a belief that for fine dining, good shopping, better entertainment, and competitive prices, people must leave town. Unfortunately, that means we often ignore the many options available to us locally." The award is particularly meaningful, said Nowacki, because Maps' Buy Local program was selected from a pool of credit unions nationwide. "More than 5,000 credit unions are eligible to enter this competition," Nowacki continued, "so the fact that our Buy Local program was chosen to receive the award is a testament to the level of support it provides to our local business community and to our members."

When businesses become part of the Maps Credit Union Buy Local program, they enter into a joint marketing agreement that allows the credit union to publicize special offers on the Maps website, through social media channels and in printed materials, including the quarterly newsletter. Ongoing discounts are available to Maps members and help the credit union show the distinct benefits of credit union membership. In addition, many businesses participate in a Featured Partner period. The credit union features two businesses per month on their home page, and each business offers a freebie to anyone who brings in the coupon they have downloaded from the website -- both members and non-members may participate in the featured partner giveaways. At the end of the featured period, the credit union reimburses the business for the giveaways.

"The Featured Partner giveaway truly sets this program apart from other local shopping programs because the credit union -- not the local business -- accepts the cost associated with these giveaways," Nowacki said. "For the small businesses Maps is working to support, this willingness to 'put our money where our mouths are' is significant. It makes a difference to the business' bottom line -- sometimes to the tune of 100 additional sales over two weeks -- and proves the credit union's level of engagement with this partnership: It is not just about the business giving something away; it is also about the credit union investing in local business."

Since launching the program in January 2011, Business Development Officer **Jamie Young** has signed up more than 30 businesses, and she continues to add new partners. Participating businesses run the gamut of the local area's offerings, including restaurants, personal services such as massage therapists and acupuncturists, golf courses, retail establishments and local attractions such as the Salem Riverfront Carousel and the Willamette Heritage Center.

Young was on hand to receive the award. She was thrilled to represent the credit union and receive the national recognition for the program she has overseen since its launch, but the most rewarding part for her has been "meeting so many of our local businesspeople through our Buy Local program. Each and every business person we have partnered with shares a love of their product and the interaction they get with their customers."

Maps Credit Union has come a long way since a group of 17 volunteers joined together in 1935, running the credit union out of kitchens and living rooms in homes throughout Marion County. Today, Maps serves more than 41,000 members in Marion, Polk, Yamhill, Linn, Benton, Clackamas, Washington and Multnomah counties. The credit union has nine branches located in east, west, south and central Salem; Keizer; the Willamette University campus; Monmouth; Woodburn; and Silverton. The credit union also instructs students and operates three non-profit student branches as school-to-work labs for high school business courses at North Salem, West Salem and McKay

OSU AND WOODBURN SCHOOL DISTRICT PARTNER ON SUMMER PROGRAM TO INCREASE DIVERSITY IN VETERINARY MEDICAL FIELD



The **Woodburn School District** is partnering with the **Oregon State University** College of Veterinary Medicine (OSU CVM) on a summer program aimed at increasing diversity in the field of veterinary medicine. OSU CVM and the Department of Biomedical Sciences will sponsor 10 students from the Woodburn area to attend the Summer Veterinary Experience from August 12-

17, 2012 on the university campus.

OSU CVM and the Association of American Veterinary Medical Colleges share a policy of "increasing diversity through recruitment and retention of underrepresented persons as students...and ultimately fostering their success in veterinary medicine." In the 2010-2011 academic year 11 percent of students attending OSU CVM were from minority populations. Statewide, minorities represent 23 percent of the population. By contrast, 86 percent of students in the Woodburn School District come from minority populations.

"Woodburn schools are producing high academic achievers, who are bilingual," said **Dr. Susan Tornquist**, Associate Dean for Student and Academic Affairs. "We hope this partnership will help outreach to students who might not originally think of pursuing a medical degree."

"This is a great opportunity for students who have an interest in science to see if they would like to pursue a career in this field," said Superintendent **David Bautista**. "We are grateful to OSU for the opportunity this provides our students."

Selected students will learn about all aspects of the veterinary medicine field, including hands-on time in research and anatomy labs and clinical settings. They will have the chance to meet with the faculty and be assigned a mentor during their time on campus, who is a student at OSU CVM. Students will live and eat in the university dormitories, as well as learn about admission requirements and financial aid opportunities available.

"It's important that students start thinking now about what they need to do in the future to be able to attend college," said Superintendent Bautista.

The program is open to sophomores and juniors with an interest in science. Applications for the Summer Veterinary Experience can be found on line at <http://oregonstate.edu/vetmed/content/youth-summer-program>. Students in Woodburn schools may also contact their High School Counselor or Career Specialist for a copy. The application deadline is May 15, 2012.

Dr. Tornquist wants students to know that pursuing a degree in veterinary medicine doesn't just mean working in a clinical setting with animals. Veterinary medicine is considered a "comparative medicine", she said, in that one learns the medicine of different species of animals. Many with a degree pursue careers in public health, food safety, infectious disease control, and biomedical research.

"We have a saying in veterinary college. Medical students learn to treat humans; veterinary students learn to treat everything else!"

Dr. Tornquist and Superintendent Bautista hope the program will be a starting point to attract students from under-represented populations to pursue a career in the medical field. If the program is successful, there are plans to expand it to the middle schools as well.

The Oregon State University College of Veterinary Medicine, located in Corvallis, serves the needs of Oregon, the nation, and the world by training the next generation of practice-ready veterinarians, providing state-of-the-art diagnostic and clinical services, and supporting the continuing education of veterinary practitioners. Biomedical research conducted at the college increasingly expands the scope of veterinary medicine to address both animal health issues and the relevance of animal diseases to public health. For more information about OSU CVM, visit <http://oregonstate.edu/vetmed/>.

Woodburn School District provides a world class education to 5,525 students in grades K-12 across four elementary, two middle and five small high schools. Woodburn has rigorous academic programs such as all-day kindergarten, bilingual curriculum in Russian and Spanish, and the International Baccalaureate Diploma. For more information about Woodburn School District, visit www.woodburn.k12.or.us.

GOLFAPALOOZA COMING TO OGA GOLF COURSE

Looking for a way to promote your business to hundreds of people with disposable income? Golfapalooza – a joint vendor/demo day at the **OGA Golf Course** partnering with the Woodburn Area Chamber, Nike Golf, and **Silverton Health**, will be Saturday, June 9 from 10 am to 8 pm. Any and all Chamber members are invited to have a *free* booth in their courtyard to promote their products and services to an estimated 400 people on that day. Golf vendors confirmed are Titleist, Taylor Made, Ping, Carnahan Golf, Cleveland Golf, Cobra Golf, First Tee of Portland, Oregon PGA, Fitness Together, and OGA Associate Clubs. For more information contact OGA Golf Course Head Professional John Grothe at (503) 981-4653 x107 or JGrothe@ogagolfcourse.com.



CHAMBER FORUM LUNCH SCHEDULE

If you've recently heard a dynamic presenter, or there is a topic you think would be of interest to our members, please let me know.

April 10 - Are you comfortable with your knowledge on avoiding employee claims on wages, discrimination, retaliation, and the regulations on employee Internet and e-mail usage? **Attorney Shane**

Swilley of the firm **Cosgrave Vergeer Kester LLP** will provide an overview of common areas that cause problems, effective strategies for dealing with complaints, and what employers can and can't do in monitoring and restricting Internet and e-mail usage. You will leave this Forum Lunch much better informed and prepared to properly manage your employees!



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