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### MESSAGE FROM OUR NEW CHAMBER PRESIDENT

As we begin 2012, I am excited to see what this year will bring to our chamber. We offer a lot of various events for our membership and one of my goals this year is to make those events even more memorable than before. We need to get more people out to our events — whether that is for our Distinguished Service Awards banquet or Crystal Apple Awards or our annual Community Auction. It is our job to get people there with great themed-events, thoughtful speakers and amazing food and entertainment. We don't necessarily need to be starting up new events — what we need to do is make the great events we already do, better, by showcasing them to more of our community.

Obviously, increasing our membership is a priority — it is for every chamber, big and small. But with a chamber nearing 300, and an active volunteer base around 25 to 30, we need to bring in more members that have fresh ideas. I believe we are well on our way with six new board members who come from a variety of backgrounds. These new individuals have already invigorated me to change the way I look at things. Oftentimes we can get settled into a nice routine and that routine becomes the norm. Last year we, as a board, adopted a fiscally conservative budget. Not because we wanted to, but because we had to. In working through that process, one thing became clear: trim the fat and stop wasting our resources, namely our time.

What does that mean? It means we need to stop worrying about doing things that nobody else wants to do. If the Chamber doesn't want to have an economic development committee, then we shouldn't have one. If the membership doesn't care about Downtown Woodburn, then we should refocus to what they are interested in. If it means changing the way we do our forum lunch series, so be it. If it means not having meetings to discuss things that are of no interest to our membership, that's even better. It means not doing something "just because we've done it before."

So, the question begs, "How do we get there?" First, we need to keep the faith that our membership will continue to grow. We are an inviting Chamber. People are amazed after they attend Greeters for the first time. They are treated warmly when they call the office. And most importantly, they see real value after they get involved.

Secondly, we need to expand our horizons with Facebook, ChamberMaster and maybe even Twitter. In today's market these tools are being used every single minute and we must find a way to incorporate them into our Chamber. Our membership is getting younger and more dependent on technology than ever before. Let's embrace it!

I am excited to be your president this year. When I look through the directory of our membership, there are many that I haven't met or even knew existed. I am looking forward to putting a face to those names and helping lead the chamber through a successful year.



Jason Horton, Woodburn Independent

## REMINDER: 2012 MEMBER INVESTMENT DEADLINE FEBRUARY 29

All 2012 Chamber investments are due in full to the *NEW* Chamber office at 979 Young Street, Suite A (PO Box 194 is still the mailing address) by Wednesday, February 29. Those members not current on that date will be dropped from the roster, the website listing, and will no longer receive referrals from the staff or e-mails of upcoming events. If you have questions about your invoice please contact the office.

## ALWAYS FRESH DISCOVERIES?

Why is the Chamber tag line “Always Fresh Discoveries” and what does that have to do with your business?

In 2005 the Chamber, with City of Woodburn support, contracted with Bill Baker of Total Destination Management to develop a “destination brand” for our area. Think: “What happens in Vegas stays in Vegas.” By surveying and interviewing hundreds of visitors and residents, he came up with several things that they believe distinguish the Woodburn area:

- Oregon’s only Tulip Festival
- Authentic Mexican restaurants
- Very popular Mexican Fiesta
- Oregon’s largest outlet mall and a top visitor destination
- Oregon’s premier drag strip
- Home to the Oregon Golf Association’s championship course
- One of Oregon’s largest concentration of award-winning nurseries

This research into our basic principles and characteristics led to the development of our “Destination Promise:”

**“Woodburn is a welcoming, affordable, and diverse community set in rich farmland where visitors can participate in enriching and rewarding escapes from the everyday.”**

Our three “Core Identity Themes” express what a visitor can expect:

1. **Discovery** – “In just a few hours in the Woodburn area a visitor can learn, feel, taste, smell, and see many unexpected and rewarding escapes from the everyday.”
2. **Enrichment** – “Woodburn’s fresh discoveries provide enrichment for visitors who want to know more about some of their favorite pastimes such as gardening, flowers, hot rods, golf, and shopping.”
3. **Welcoming** – Our city “prides itself on welcoming newcomers, whether they are new residents, businesses, or visitors.”



This “Brand Essence” is captured in our tagline ***Always Fresh Discoveries*** along with our 3 tulips Logo. Key words like enjoy, enrich, discover, savor and enchant appear in all of our Chamber media, but that is not enough! We have over 5 million visitors per year to our area, and while we greet 20,000 at our Visitor Center the other 4,980,000 are talking to you! When you adopt the “Always Fresh Discoveries” essence in your employee and marketing activities, you reinforce the contribution that tourism makes to our local economy.

Is the signage in your area adequate to direct visitors? When they eat at your restaurant, shop in your store, or fill up with gas will they be treated like they’re golden? Are you, your neighbors, and your employees knowledgeable about all the unique advantages of Woodburn listed above? How

about the events happening in our community? Do you have the Woodburn Brand logo prominently displayed in your business, on your website, and on your letterhead?



Successful branding is more than just the *Chamber* visibly using the logo, tagline, etc. We *all* should strive to better manage visitors from their first contact by Internet or phone, to booking their stay, to every point of contact they have with our communities. Are you going to be part of the solution to enhancing our economic development, or sit on the sidelines and hope it happens? The Chamber thinks it's time to get in the game!

### CHAMBER CELEBRATES AT ANNUAL MEETING

**Al's Garden Center** and **Legacy Financial** were chosen as Businesses of the Year for their outstanding support of the Chamber in 2011. Al's is instrumental in our beautiful Flower Basket program, while Legacy sponsored the DSA banquet and other events. Member of the Year was Board Member *Greg Lundeen* of **Wolfer's Heating**, who worked diligently on the Golf Tournament. *Bill Szabo* of **Bill's Bits n'Bytes** was the Ambassador of the Year for his tireless work at all of our events, and *Angelo Seminary* of **DePaul Staffing** was awarded the Woodburn Proud Blue Ribbon Award for Outstanding Service for recruiting new members and golf sponsors. The coveted Holy Flyin' Heifer Award for leadership outside of your comfort zone went to *Rick Puente* for helping emcee our Greeters program.

Outgoing President *Ferren Taylor* was recognized for successfully addressing the Chamber's challenges, and finishing the year in a much stronger financial position. He passed the traditional gavel to new President *Jason Horton*, which was humorously inscribed by former Board President Doug Templeton "To all future Chamber presidents; may God have mercy on your souls!" It was a great way to celebrate a successful 2011, and set the stage for even more achievements in 2012.

### CONGRESSMAN SCHRAEDER SAYS "GO BIG"

5<sup>th</sup> District Congressman Kurt Schraeder presented "Federal Budget 101" to a town hall meeting on February 10. 62% of the \$3.6 trillion federal budget is "mandatory" – contractually obligated payments for social security, Medicare, Medicaid, interest on the national debt, etc. Thus "only" 38 % is discretionary and may be more easily changed during any fiscal year – defense is 20% and all other non-defense is 18%. In 2011 the federal government will borrow \$1.4 trillion or about 39% of the budgeted expenses.

"Going Big" means looking at both taxes and discretionary and mandatory expenditures. The Joint Committee on Taxation says there is \$1 trillion in "tax expenditures" each year, the so-called loopholes that make the tax code more complicated, less efficient, and thus force overall higher tax rates. 64% of these tax expenditures go to the top quartile of earners; 27% to the top 1%. In addition, the tax cuts in 2001, 2003, and 2010 lowered revenue without a corresponding reduction in expenditures.

Entitlement spending will increase dramatically with the aging baby boomers (mea culpa) increasing the senior population from the current 47 million to 88 million by 2040. Without changes the social security trust fund will be drawn down to zero around 2036.

Congress has made some progress in fiscal reform, reducing spending by \$917 billion over 10 years split between security and non-security spending. The failure of the Super Committee triggers an

automatic across-the-board cut of \$1.2 trillion in 2013, split evenly between the Department of Defense and domestic programs, and the “Bush” tax cuts will expire at the end of this year.

Congressman Schraeder is working with about 80 Congressman and Senators from both parties to reduce our deficit by \$3.7 to \$4 trillion over 10 years with:

- Domestic discretionary cuts
- Defense spending cuts
- Health care cost containment
- Social Security reform
- Tax reform and tax expenditure cuts
- Budget process reform

The sooner we act, the less it will cost to close this fiscal gap. If you would like to comment on this project contact his office:

Trevor Sleeman, Office of Congressman Kurt Schrader (OR-05)  
494 State Street, Suite 210, Salem, OR 97301  
P: 503.588.4054 F: 503.588.5517



Picture provided by  
The Woodburn Independent

### EMERALD GARDENS

**Emerald Gardens**, started with a vision to create a home-like supportive environment for seniors. Their community offers forty-seven spacious apartments and common areas on two floors, with views of their courtyard and well-manicured grounds.

Their registered nurse on staff provides oversight, including managing diabetes with insulin injections. They offer a full range of assisted living services including medication management, chef-prepared meals and snacks, housekeeping, laundry, and a wide range of well planned social, cultural, and educational activities. If you or someone you care about is looking for a comfortable, caring living environment they are located at 1890 Newberg Highway.

### WEST COAST BANK SPONSORS FORUM LUNCH

West Coast Bank is the Title Sponsor to our Forum Lunch series in 2012. Please RSVP by Tuesday at noon so we know how much food to order! Upcoming programs are:



February 8	State of the County	Marion County Commissioners
March 7	Tulip Festival	Barb Iverson
April 11	Business Electronic Communication Issues	Shane Swilley Cosgrave, Vergeer, Kester, LLP
May 9	Business Disaster Planning & Recovery	Harvey G. Lopez American Red Cross
June 13	Relay for Life	



Picture of beautiful orchid provided by Al's Garden Center

## 2012 Woodburn Area Chamber of Commerce Board of Directors and Staff:

### **President**

Jason Horton  
Woodburn Independent

### **Past President**

Ferren Taylor  
West Coast Bank

### **President Elect**

Ruby Wolfer  
Community Member

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

Darcy Ruef  
Al's Garden Center

### **Treasurer**

Richard Jennings  
Woodburn Community Access Television

### **Secretary**

Jenipher Miller  
OSU Federal Credit Union

### **Directors**

Scott Derickson  
City of Woodburn

Brent Glogau  
Edward Jones Investments

Ken Hector  
Silverton Hospital Network

Karla Hunt  
French Prairie Nursing and Rehab

Paul Iverson  
Woodburn Fire District

Kisa Kilpatrick  
Cleanright Distribution

Pastor Luis Molina  
Woodburn Foursquare Church

Dale Nelson  
Nelson financial & Estate Planning

Bob Rhoades  
Legacy Financial Management

Mike Sumner  
Case Automotive

Teri Sunderland  
Woodburn Company Stores

Elias Vellegas  
Chemeketa Community College

### **Executive Director**

Don Judson  
[don@woodburnchamber.org](mailto:don@woodburnchamber.org)

### **Executive Assistant**

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

### **Tourism Coordinator**

Kellie Lemings  
[tourism@woodburnchamber.org](mailto:tourism@woodburnchamber.org)

### **VIC Volunteer Coordinator**

Earlene Soderlund

### **Tourism Assistant**

Heather Russell

