



January 2012, Volume 50, Edition 1
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2012 MEMBER INVESTMENT DUE JANUARY 31

In early December, current Chamber members received an e-mail with their invoice for their 2012 Chamber investment, which is **due in full by January 31, 2012**, based on the following schedule:

Individual (no business affiliation)	\$ 80
1-3 Employees or Non-profit organization	\$150
4-10 Employees	\$300
11-20 Employees	\$420
21-30 Employees	\$540
31-40 Employees	\$660
41-50 Employees	\$780

Payment received after January 31 is subject to a 5% late fee. Unless other arrangements have been made with the Chamber office, if all dues and other investments – Crystal Apple Awards, dinners etc. are not paid in full by February 28, the member will be immediately dropped from the membership roster, the Chamber website, etc. If you have any questions please call me Tuesday through Thursday, 9 am to noon, at (503) 982-8221 or e-mail to don@woodburnchamber.org. We appreciate your continued involvement in our dynamic organization and the benefits we provide.

Those who made an annual investment in February through June of 2011 will be invoiced later this year for the pro-rated remainder due for 2012.

MaPS TO SPONSOR 2012 CRYSTAL APPLE

MaPS Credit Union has agreed to sponsor the Crystal Apple Awards Banquet in November of 2012. They are replacing long-time sponsor **West Coast Bank**, which has opted to sponsor our Forum Lunch series in 2012.

Jill Nowacki, Vice President of Development for MaPS, said "MaPS Credit Union is proud to be the title sponsor for the year's Crystal Apple Awards. We have been a long-time supporter of the program, and we are happy to move into a stronger partnership this year. MaPS believes strongly in the importance of highlighting excellence in education, which is why we have continued to sponsor the Crystal Apple Awards."

Local MaPS Branch Manager **Karon Springstead** was instrumental in securing this sponsorship, and said "In my years with MaPS, I have seen the link between great teachers and opportunity for our kids. I am so happy that MaPS can continue to support the excellent teachers here in Woodburn by sponsoring the Crystal Apple Awards. At MaPS we value education so highly. It comes from our background as a teacher's credit union, and we keep that focus alive now that we have expanded to offer our financial services to everyone in our community."

THE YEAR IN REVIEW

During an economically challenging year, your Chamber, under the leadership of Board President **Ferren Taylor** of **West Coast Bank**, finished the year with an improved financial position, stronger membership, even better programs, and added the Fiesta Mexicana to our community event sponsorships!

The Chamber Board of Directors adopted 5 Goals, containing 21 Objectives for 2011, 18 of which were achieved during the year. Our **FINANCIAL** Goal was to *develop a sustainable business plan*, the two objectives of which were the adoption of a **Business Plan** at the November 2010 meeting, and the appointment of the Board Executive Committee as the official **Financial Sub-committee** of the Board.

Our **MEMBERSHIP** Goal was to *increase the value to our members*, especially those who are unable to attend our many networking events and programs. We completed a **member survey** to see what you valued and prioritized for our Chamber, and **surveyed other similar-sized Chambers** to see how we could improve our overall programs. We hosted a **new member orientation breakfast** to better acquaint them with all the benefits of their Chamber investment.

A major project was the implementation of the **ChamberMaster** program in May, which **enhanced our webpage** by providing each member an individual page on our website with a map to their location, their hours of operation, a listing of their products and services, key words for Internet searches, special offers for their customers, and even job postings. We can now **track referrals** and e-mail members when we're sending someone their way! We published the **Annual Community Guide and Business Directory** in November, distributed to over 10,000 business locations and residences in our area. We continued to publicize and operate our hugely successful Friday morning **Greeters**, and organized another informative **Forum Lunch** series. To accommodate reduced staff time, we lessened the preparation required for the **monthly newsletter**, and implemented the **Constant Contact** program for our weekly e-mails. We provided a **2010 Annual Report** to the membership in January of 2011, and conducted a **new member drive** in the fall.

Our **EVENTS** Goal was to *better define our purpose and objectives*, which was completed by a **Cost/Benefit Analysis** of each event and program, listing its purpose, financial impact, benefits, and caveats for future years. This allowed the Board to **determine the maximum number of events** and programs we can accomplish with our current staff and volunteers, **partnering** with other community groups when necessary, assuring that **all events are financially sustainable**, and **establishing our event reach beyond our immediate area**.

The **BOARD** Goal to *improve board performance* was achieved by **establishing board committees**, holding a session on **board governance practices**, and **recruiting for diversity and needed skills** for the Fall 2011 elections for the 2012 Board.

Our **ECONOMIC DEVELOPMENT** Goal to partner with other entities for planning was not achieved, but will be a higher priority for 2012.

These achievements would not have been possible without the active involvement of our Board of Directors, six of whom ended their service in 2011. **Rick Hensel**, Superintendent of the **Gervais School District**, was Board President in 2009, and enhanced the turnaround that is so evident this year. **Mike Wilson** from the **Oregon Military Department** served as Board Treasurer with a needed focus on our financials. **John Hoffman** as Manager of **Gervais Telephone/DataVision Communications** has a demanding job but still managed to serve two terms on our Board. **Javier Navarro**, owner of **El Gallo Magazine**, gave us a needed perspective for Hispanic-oriented businesses. **Cindy Quantanilla** from **MaPS Credit Union** led our Leadership Woodburn and Fiesta Court programs. **Angelo Seminary** of **DePaul Staffing** did yeoman's work both recruiting new

Chamber members and obtaining sponsorships for our Golf Tournament, and his straightforward counsel will be missed.

At mid-year, our talented Tourism Coordinator **Kristin Graybeal** accepted a position as the new manager of the **Woodburn Aquatic Center**. During her 18 months, she took Woodburn Area Tourism to new heights, growing membership, increasing our support of visitor events and celebrations, and co-chaired the 2011 Fiesta Mexicana (more about that later). We were extremely fortunate to find **Kellie Lemmings** to take her place, and she brings her own unique flair to this critical position. Kellie has continued to grow WAT membership, working hard with our events and celebrations, recruiting new tours to our area, and also agreed to chair the 2012 Fiesta!

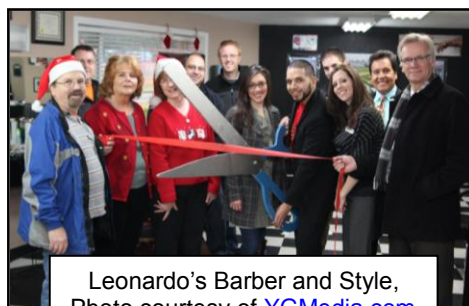


Love, INC Ribbon Cutting

Our Friday morning **Greeters**, held at various member host locations during the year, remained our most popular program in 2011. We're proud of our success in promoting member businesses, especially those new to our Chamber. If you've not yet attended, you're missing one of the most enjoyable celebrations you'll ever experience – people from other Chambers comment on our convivial atmosphere! Averaging over 50 attendees, it is *the* primary opportunity for our

Our **Forum Lunch** series held on the second Wednesday at **Woodburn Health** (Wellspring) featured City and County officials updating us on important matters affecting our members. We also had speakers on marketing basics for small business, social media marketing, and energy savings for your business.

Our active **Ambassadors** Group organized our first “**Super Bowl**” on January 13 at Woodburn Bowl. A full house enjoyed pizza, drinks, and occasional good bowling and a great time by all participants. We had so much fun we did it again on April 14!



Leonardo's Barber and Style,
Photo courtesy of YGMedia.com

We held our **Annual Meeting** at our January 14 Greeters at **Woodburn Health**. 2010 Board President **Ken Hector** from **Silverton Health** reviewed the accomplishments for the year. The **City of Woodburn** was chosen as the Chamber's 2010 “Large Business of the Year” for their role in saving the Fiesta Mexicana. “The City was the only local organization with the resources to maintain this cultural icon in 2010,” Ken said, “and their willingness with Chamber help to keep this celebration alive earned them this well-deserved recognition.” **Jim Row**, Director of Parks and Recreation for the City, brilliantly chaired this event, earning him the “Holy Flyin’ Heifer” award for leadership outside of his comfort zone. **Don Coss** and **La Pantera** radio won the “Woodburn Proud Leadership Award” for stepping forward to organize all of the entertainment for this successful, family-friendly event.

The 2010 “Small Business of the Year” went to **Nikki DeBuse** of the **Woodburn Independent**, which stepped up as title sponsor to create our first Community Auction to benefit the **Woodburn Proud Foundation** and the Chamber. Chamber Board Member **Greg Lundeen** of **Wolfer's Heating** was the Member of the Year for his dependable support of our organization, and **Ruby Wolfer**, also a Chamber Board Member, was the Ambassador of the Year for her tireless work on all of our events. Incoming Board President **Ferren Taylor** of **West Coast Bank** then outlined the five primary goals for 2011: develop a sustainable business plan, increase value to our membership, partner with others for economic development, define the purpose and objective of all events, and improve board performance.

March 4th was the **59th Annual Distinguished Service Awards Banquet** held once again at **Woodburn Health**, our Title Sponsor. **Ruby Wolfer** was honored as our Senior First Citizen for her many community activities. Officer **Rick Puente** of the **Woodburn Police Department** was our Junior First Citizen for his numerous actions to bring our community together. Honored for Special

Awards was Officer **Robert Prinslow** also with the **Woodburn Police Department** for his leadership of **Love Santa**, Silverton Health CEO **Bill Winter** for his successful vision to bring quality health care to Woodburn, and **Ken and Lori Stott** for their many community activities in Gervais.

In April, we kicked off our **Flower Basket Program** led by then Tourism Coordinator **Kristin Graybeal**, to beautify our area from Memorial Day through Oktoberfest. Title Sponsor **Woodburn Company Stores**, the beautiful baskets purchased at cost from **Al's Garden Center**, and the installation of brackets and hanging of baskets by the **City of Woodburn Public Works Department** added spectacular floral displays to our streets.

In May, we began implementing the new **ChamberMaster** program to bring value to our members unable to attend our networking events. Each member now has their own webpage on the Chamber website including a map to their location, with a secure portal to update their information in the online business directory, list their hours of operation, products and services offered, key words for Internet searches, and posting of special deals for customers and job openings. We also have a master Community Calendar on our website.

Walmart again was the title sponsor of our **Annual Golf Tournament** on June 28 at the beautiful **OGA Golf Course**. **KeyBank** hosted the delicious lunch, **Hillyer's Mid-City Ford** supported the golf carts, **Food Services of America** purchased all thirteen 150 yard signs to give our players a great target, and **Silverton Health** provided the hole-in-one incentives. The list of hole, tee, raffle and other sponsors was extensive, and it was another great day of fun for our Chamber.

The **Woodburn Fiesta Mexicana** was started by the Chamber way back in 1964 to thank our migrant farm workers for the harvest. In 2010, City Administrator and Chamber board member **Scott Derickson** was unwilling to let this event lapse due to the performance of the current organizers, and encouraged the **City of Woodburn** to take over the 2010 event. The Chamber, recognizing this as a signature event for our area, volunteered to assist wherever possible, and our then Tourism Coordinator **Kristin Graybeal** worked closely with City Parks and Recreation Director **Jim Row** to organize the 2010 event.

During the City Budget Committee meeting in March of 2010, Scott suggested the Chamber consider taking the lead on the Fiesta for 2011. This led the Chamber Board to encourage greater participation by directors and staff in the 2010 event to determine the commitment involved. From this experience, and after negotiations with the **City of Woodburn**, in September of 2010 the Chamber signed a three year contract with the City to be the "lead organizer" of the Fiesta, with specific and extensive logistical support from the City.

Led by co-chairs **Kristin Graybeal** and **Elida Sifuentez**, the 2011 Fiesta was a resounding success! Attendance and sponsorships were up significantly, due partially to outstanding entertainment recruited by **Manuel Villanueva**. This allowed us to retain over \$7,000 for next year's event, a matching amount for Chamber operations, and nearly \$4,000 to area community organizations for their worthy projects.

The second **Community Auction**, co-sponsored by the **Woodburn Proud Foundation** and the Chamber, was held October 22 at **Woodburn Health**. Title Sponsor the **Woodburn Independent**, innumerable donations from Chamber members and the community, and enthusiastic bidding from our attendees created another entertaining event.

Our **10th Annual Crystal Apple Awards Banquet** was held at **Woodburn Health** on November 3. Title Sponsor **West Coast Bank**, over sixty nominees, and many friends and family made for a festive occasion honoring excellence in local area education.

In August of 2007, the Chamber owed \$30,000 to a local bank, had \$15,000 in past due bills, and another \$18,000 in expenses due by year end, offset by only \$5,000 in cash on hand and \$7,300 in accounts receivable. The Chamber Board hired Don and Rhonda Judson to redress this situation, with their compensation deferred until the Chamber could afford it. Over the past four years exceptional board leadership, strong member support, and staff sacrifices allowed us to reduce paid personnel hours and compensation, cut other costs wherever practicable, and improve event fundraising, including adding the Fiesta Mexicana in 2011. We can now report that by the end of January, 2012 our total outstanding debt will be the remainder of our deferred compensation of \$3,000!

One of these cost reductions has been our five years leasing our current downtown Woodburn location. Tom Flomer of Flomer Furniture has been more than generous with our accommodations. With our current lease expiring in January of 2012, and when the opportunity arose to reduce our rent by an additional 1/3, the Board exercised its fiduciary duty to our members and chose to move to 979 Young Street Suite A on January 28 of 2012. We thank Tom for his extraordinary support these past five years!

At year end 2011, we had 270 dues-paying members, the same as at year-end 2010.

This progress would not have been possible without the continuing reinvestment of our members in their Chamber, their recruiting of new businesses to our organization, and their support of our many community and fundraising events; We are proud that your Chamber continues to grow in membership and move toward financial stability, and we look forward to an even brighter future in 2012.

THANK YOU!

WOODBURN FOURSQUARE CHURCH JOINS CHAMBER

Woodburn Foursquare Church, whose motto is “Restoring our Community One Soul at a Time,” has rejoined the Chamber. Pastor Luis Molina, a new member of the Chamber Board, says “We believe that we exist to promote and share the love, hope, and salvation we can find in Jesus Christ.” Their Chamber membership is because they “believe that we’re here to impact our community by offering physical, emotional, and spiritual restorations.” Their Sunday Worship Service begins at 10:45 am.

GRADUATION RATES IMPROVE FOR WOODBURN SCHOOLS

Ninety-one percent (91%!) of Woodburn students are graduating from high school, a dramatic improvement from the 80% in 2010. The dropout rate has also improved, declining from 4.9% to 1.9%.

Woodburn School Superintendent David Bautista credits three factors for this improvement: the vision of the School Board through its Strategic Plan; the dedication of district staff; and the commitment of the students.

“Research has shown that bilingual programs help students succeed academically,” said Bautista. “These numbers indicate that what we are doing is working for all our students.”

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’s student body is the most diverse in the State with 77% Hispanic, 14% Caucasian, 7% Russian, and a steady influx of Somali students. Woodburn has rigorous academic programs such as all-day kindergarten, bilingual

curriculum in Russian and Spanish, and the International Baccalaureate Diploma. For more information visit their website at www.woodburn.k12.or.us.

GREETERS FILLING UP!

Have you signed up to host Greeters yet? We only have five spots left in April, May, and June for our 2011-2012 season. You provide the venue and drinks, snacks, etc. (Coffee Stop is a great source!) and we'll bring the fun! If you want to show off your business and location, call the office now at 982-8221!

WEST COAST BANK SPONSORS FORUM LUNCH

West Coast Bank is the Title Sponsor to our Forum Lunch series in 2012. Past Chamber Board President and West Coast Bank West Branch Manager Ferren Taylor said they are excited to be a part of these educational offerings to our members. The schedule begins on January 10 with Woodburn Mayor Kathy Figley presenting her annual State of the City address, which will give you a preview of what to expect 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	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	

WOMEN: "TAKE CHARGE OF YOUR HEALTH"

Silverton Health is sponsoring a fitness and nutrition series for women on the go. The first session free to the public is Wednesday, January 18 with registration beginning at 5:30 and the program starting at 6 pm at Silverton Hospital, 342 Fairview in Silverton, second floor Family Birth Center. They will address fitness and nutrition habits that easily fit into the active lifestyle – exercises for the office, quick easy family meals, etc. You can register online at silvertonhealth.org/takecharge, or call 971 983 5351.

FRENCH PRAIRIE HOLDS CAREER FAIR

French Prairie Middle School is holding a Career Fair on Friday, January 20th, from 2:15 pm to 3:30 pm in their gymnasium. During the fair, students will contact at least five professionals to find out more about potential careers. If you are interested in participating, please contact Erica Guevara, 503 981 2650 or eguevara@woodburnsd.org.

WOODBURN PROUD CRAFT DAY AT WOODBURN ART CENTER

Woodburn Proud is holding an all day event at the **Woodburn Art Center** for you to complete that long-awaited craft project! From 9am to 9pm on Saturday, January 21, you can sew, knit, scrapbook, paint, or whatever! The cost is only \$35 per person which includes breakfast, lunch, and dinner. For more information and to register please contact Kelly Long-Howard 503-981--321 or Cami Russell 503-544-2386, or woodburnproud@gmail.com

DIESEL FITNESS LOOKING FOR BIGGEST LOSER

Registration for the Biggest Loser competition begins this month. **Diesel Fitness** is offering a special 4 month membership plus entry to this contest for \$200. If this is the year you do something serious about your health, combine this with the Silverton Health programs for men and women and get going!

LADIES NIGHT OUT AT LONG BROTHERS

Long Bros. Building Supply is sponsoring a Valentine's Ladies Night Out on February 9 from 6 pm to 9pm. Features will include door prizes, a chocolate bar, paint info booth and demo, homemade laundry soap demo, cast iron cooking demo, and bio-kleen information booth. The admission is two cans of food to the AWARE Food Bank, enjoy tasty treats and receive special savings all night long!

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

Chamber Executive Assistant

Rhonda Judson
welcome@woodburnchamber.org

Tourism Coordinator

Kellie Lemings
tourism@woodburnchamber.org

VIC Volunteer Coordinator

Earlene Soderlund

VIC Assistant

Heather Russell

