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macc IN Business

February 2011
Volume 22, Number 2

Partnering to Build Your Business!

Beginning soon, a weekly "Chamber Spotlight" in the News-Register will feature McMinnville Area Chamber of Commerce members. It's part of a three-way marketing program involving the Chamber, the News-Register and the 2011 "Shop Local" campaign.

Three Chamber members, plus a list of Chamber events, will be featured each week. In return, the Chamber is encouraging our members to participate in the 2011 Shop Local campaign being organized by the News-Register, which has been running "Shop at Home" and "Shop Local" campaigns since 1991.

There is no cost to the Chamber, or to members, for the "Chamber Spotlight." Each Spotlight will display a headline, descriptive copy block, business logo and, if desired, an image. A lottery drawing will select each week's Spotlight members. Contact Mary King for information about participating in "Chamber Spotlight" at 503-472-6196 or mking@mcminnville.org.

SHOP LOCAL: In 2009-10, Chamber President Wayne Bailey named "Shop Local" one of three Chamber focus areas for the year. This year, with "Chamber Spotlight" and "Shop Local"

Spotlight, contd. on Page 15

Are you getting the MOST from YOUR Membership Level?

There are so many ways your Chamber Membership will benefit your business, but there is just one obstacle. Members may not remember to USE them. Included in the membership invoice this year is a two page list of membership benefits for your level. It makes it easy to check off the many benefit entitlements as you use them and ensure you get the most out of your membership.

A few benefits ALL members should be using are as follows:

- **Submit Events and News Items to Community Section of the Chamber Newsletter at NO Cost**
Submit your business events and news to the Chamber by the 15th of the month and have it blasted out to over

1000 business people in the community.

- **Add Events to Community Calendar on Chamber Website at NO Cost**
Upload events to the community calendar on the Chamber website. Call the Chamber for instructions or send email to Chamber and they will post it.
- **Add a description of your business, business hours and key search words under Business Directory on our website**
Log into your profile site on www.mcminnville.org to edit your information or ask the Chamber staff for help.

Benefits, contd. on Page 15



save the date...

Business After Hours
Thursday, Feb. 10
5:15 - 7:00 PM
US Bank
335 NE 3rd St.

Women in Business
Tuesday, Feb. 15
5:30 - 7:00 PM
R. Stuart Wine Bar
528 NE 3rd St.

Business Marketing Workshop
Wednesday, Feb. 23
8:00 - 9:30 AM
News-Register
611 NE 3rd St.

www.mcminnville.org

Three Steps to a Powerful Marketing Strategy

THE **HINMON** AGENCY
ADVERTISING | MARKETING | PR | DESIGN

By Dan Hinmon, principal, Hinmon Agency

Everything you do to promote and market your business should be based on sound strategy. If you haven't taken the time to think through your strategy, or it's been awhile, carve out some time and do it. Establishing a sound marketing strategy will pay huge dividends.

Your Message

First, determine your key message. I don't mean what you're going to say about your upcoming promotion. Your message is a clear definition of what you do and your purpose for being in business.

Your message should help distinguish you from all your other competition. Ask yourself, "Why should my customer buy from me and not from anybody else?" Take that key market advantage and say it in 30 words or less. Test it on your staff or peers and see if it really resonates.

Your Market

Next, identify who you want to reach. Specifically, list gender, age, income, education, location, and other critical factors.

Develop a customer persona. Write a lifestyle description of your ideal customer. Give her or him a name. Where does she shop for groceries? What are his favorite television programs? How many children do they have? Where does she work? What do they do in their leisure time? What magazines does he like to read? You get the idea.

You may find that you want to target more than one customer niche, so you would write a separate customer persona for each customer type. But limit this to three or fewer, or the exercise won't be helpful.

Your Media

Now that you know what you want to say, and who you want to say it to, identify the very best media to get that message to that person. Is it a newspaper advertisement? Direct mail? An e-newsletter? A Facebook page? A Twitter campaign? Now prioritize them. You've identified the best use of your marketing dollars.

Apply these three steps and you can be confident that you're sending the right message, to the right people, through the right media.

Visit their website for additional details and services...
www.hinmon.com

Get Ready to Play...

SAVE THE DATE!
Friday, March 4th!



The McMinnville Grand Ballroom will be the stage for the Chamber's Jeopardy Show and the chosen contestants are even now studying hard to be ready for the challenge ahead of them. Executive Director, Francine Fiore of Juliette's House, guarantees this episode of Jeopardy will be like no other. She promises FUN will be at the center of this production and some surprises might even be thrown in for our studio audience. So get ready to have a great time, be entertained and even learn a little more about how to make the most of your Chamber benefits and watch your business grow.

Calendar of Events - February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Government Affairs Council 12:00 PM Civic Hall	2	3	4 GREETERS 8:15-9:00 AM Parkland Senior Community 3121 NE Cumulus Ave.	5
6	7	8	9 Leadership MAC 8:00 AM - 5:00 PM Meet at Cascade Steel 3200 NE Hwy 99W Firefighter's Appreciation Dinner 6:00 - 9:00 PM Community Center	10 Ambassador Committee 9:30 AM Chamber Center Program & Events Committee 2:30 PM Chamber Center Business After Hours 5:15 - 7:00 PM US Bank 335 NE 3rd St.	11 GREETERS 8:15-9:00 AM Meineke Car Care & Ribbon Cutting 2175 NE 27th St.	12
13	14 Happy Valentine's Day! Hope it's Special! Exec. Committee 12:00 PM Chamber Center	15 Board Meeting 7:30 - 9:00 AM Golden Valley Women in Business 5:30 - 7:00 PM R. Stuart Wine Bar 528 NE 3rd St.	16 Business-Education Committee 12:30 PM Chamber Center	17 Leadership MAC Advisory 8:15 - 9:15 AM Chamber Center	18 GREETERS 8:15-9:00 AM McMinnville Crossfit & McMinnville Cycle & Sport 800 NE 8th St. #10	19
20	21 President's Day Chamber Center Closed	22	23 Business Marketing Workshop 8:00 - 9:30 AM News-Register 611 NE 3rd St.	24 Marketing Committee 8:00 - 9:00 AM Chamber Center	25 GREETERS 8:15-9:00 AM Osprey Court Memory Care 320 SW Hill Rd.	26
27 Exec. Committee 12:00 PM Chamber Center	28					

Top Floor Members:



Fourth Floor Members:

Cascade Steel
 Chuck Colvin Auto Center
 Freelin-Wade
 Les Schwab Tires
 Meggitt Polymers and Composites
 Ticor Title
 West Coast Bank

MACC Welcomes New Members! *Let's Do Business!*

McMinnville Cycle and Sport

Tara Bomberger
800 NE 8th St., #10
971.237.7495



www.mcminnvillecycleandsport.com

Tara Bomberger has been involved in athletics her entire life. After training in Oregon and Washington and completing her certification through Schwinn as an indoor cycling instructor, she decided her next step was to open her own studio.

As a result, McMinnville Cycle and Sport is now open as a brand new indoor cycling studio that offers a heart-thumping, mind-changing, sweat producing hour of invigorating exercise! Their simple online reservation system is available to secure your bike for each class. Childcare is also offered for morning and evening workouts. See more details about this great exercise program and Tara on their website!

Humlie School of Music

Joshua Humlie
225 NW Ash St.
503.857.5951

www.humlieschoolofmusic.com

The Humlie School of Music is a local, private school of music education for students of all ages. They are very family oriented and encourage dialogue between students, parents and teachers.

The Humlie family including parents George and Kelly along with their three children Joshua, Bethany and Manny provide amazing talents to this school. Lessons for piano, drums, base, and guitar may all be provided by appointment only. Joshua has experience working with Grammy award winning musicians and had the honor of having his own Young Composers Composition Competition piece played by the Oregon Symphony in 2006. It's never too late to learn, contact Joshua today!

Life Improvement Coaching

Heather Moll
619 NE 3rd St., #C5
503.435.8865



As a Life Improvement Coach, Heather Moll's goal is to be an inspirational guide for people going through the doorways of change. She finds that her task is to help those who are experiencing the difficulties brought on by not understanding or using basic tools, and through coaching help individuals to achieve greater happiness and relief from stress and an improvement in this game of life.

Heather has a Bachelor of Arts in Sociology along with years of experience in public speaking, education, personal consulting and as a midwife to over 18,000 individuals. She started her business in 2005 as a Life Coach and shares that she can talk with someone for about ten minutes and be able to predict their future or the future of their relationships.

Bravo Battery 2nd Battalion, 218th Field Artillery "Governor's Own" - Army National Guard
SFC Verner Buxton
333 SE Armory Way
503.472.5449

This local battery has been around for over 100 years! They are a part of the Oregon Army National Guard and support the community in various ways, including static displays, Howitzer Salutes and Flag Postings. Their office is usually open Monday through Friday, 8 AM - 5 PM and some weekends.

Xerox-OfficeCraft

Chris Anderson
695 Commercial Street SE,
Suite 2, Salem, OR
503.540.7667



www.officecraft.com

Xerox-OfficeCraft representatives promote the Xerox product line with enthusiasm and professionalism, which is exactly what Chris is here for. He started in the printing industry back in 1988 and is here to assist and help improve your businesses. Chris offers free office assessments which will allow you to know exactly how much you are printing and copying. If he can save you money or improve your workflow he will do so with the highest level of customer service available. Chris would love to visit your place of business in the near future to do your complimentary assessment!

Do you have any last minute changes
for the 2011 Directory?
If your business has any contact
information updates contact the
Chamber TODAY!

MILLER TECHNOLOGIES

- Technical Repair
- Networking/Wireless
- Business Phone Systems
- Telco Install/Repair
- IT Consulting
- Web Design
- Web Hosting
- Flash Animation
- Computer Systems
- Software Development
- Database Development
- Mechanical Design & Drafting

503.474.4724 • www.millertech.biz
p.o. box 1308 • 105 NE 8th Street
McMinnville, OR 9712

Get the Publicity Your Business Deserves!



A workshop conducted by Gail Oberst, business editor, News-Register
Sponsored by the McMinnville Area Chamber of Commerce

When:

8 to 9:30 a.m.,
Wednesday, Feb. 23

Location:

News Register
611 N.E. Third St.

Cost:

\$5 Chamber members,
\$10 non-members

*Coffee, fruit and muffins
will be served.*

Unsure how to promote your business or non-profit organization? Get tips from Gail Oberst, a business writer and editor for more than 20 years, on getting your news into the News-Register, and into other media—both social and traditional. Come with some ideas and get tips on turning that good idea into a good story that promotes your business.

Included in the workshop:

- What is news?
- Write a news release that can't be ignored.
- See how business news decisions are made.
- Meet the people who make news decisions.

Pre-registration required by Feb. 21, 2011.

Call the Chamber at 503-472-6196 or
e-mail chamberinfo@mcminnville.org



Yamhill Valley
News-Register

Business - Education Partnership

A Closer Look at the Natural Resource Systems at McMinnville High School

NATURAL RESOURCE MANAGEMENT



The year is off to a great start with many exciting activities and experiences for our students. The Introduction to Outdoor Research students attended the

6th Annual "In the Woods Show" in Clatskanie. This was a great opportunity to watch current logging technology working in a forest. The students enjoyed their time and learned a lot about the future of logging in our great state. You can see our students highlighted on the video at <http://www.pacificforestfoundation.org/>. In our fisheries class students are learning about the form and function of fish. They attended the annual Salmon Watch field trip in November and will perform a full fish dissection.

HORTICULTURE

Horticulture 1 students are currently working in our school greenhouse, learning about plant lifecycles, seed treatments and germination, grape production and plant identification. Table grape production is an up and coming business in Oregon and students sampled over 25 seedless varieties in the process of learning about grape production.

The Nursery Plant Production and Landscaping class, known as Hort 2, is caring for woody and herbaceous perennial plants that will be marketed at our famous

yearly FFA plant sale in the spring. These students are currently producing semi-hardwood cuttings and perennial seed crops. Landscape plant identification and care is their focus this year and soon they will be visiting the Portland Japanese Gardens to view landscape design and maintenance principles at work. In addition, students visited a Nursery Production facility and collected evergreen boughs for their holiday floral design unit and wreath, candle arrangement and swag sale. All products are handmade and proceeds pay for FFA events and activities throughout the year.

Horticulture 3 students focus on greenhouse crop production and marketing. Currently they are propagating plants for our new program called Plant of the Month Club, or POM. Students will be producing plants and possibly floral items for customers that pay for a "subscription" to the club. These students are also busy propagating plants for the annual FFA plant sale, freshmen careers presentations, known as PAWS. Hort 3 students will be attending a field trip to F & B Farms, a commercial greenhouse facility as well as visiting the Portland Wholesale Flower Market.



All of these students may participate in upcoming FFA Horticulture contests held in Vancouver, WA. FFA is a student organization that promotes leadership, personal growth and career success. FFA is the largest youth organization in the United States and MHS student membership is open to students that are enrolled in MHS Horticulture classes.



SIGN-UP BY FEBRUARY 15TH!

Career Fair open from 9 AM - 4 PM,
booth registration and set-up is from 8 - 8:45 AM
Registration Information - Limited to the first 65 Vendors

Only \$75 for booth vendor space

Mock Interviews are from 9 AM - 12 PM,
volunteer registration is from 8 - 8:30 AM

Hospitality suite available for all volunteers
and lunch available at 12 PM for \$10

Contact Leslie at the Chamber to register or find all registration forms on the Chamber website.

www.mcminnville.org-503.472.6196
- ibanke@mcminnville.org



HILLSIDE RETIREMENT COMMUNITY

MYTH: You Can't Move Into a Retirement
Community Before You Sell a Home.

Elderlife Financial Educational Event

February 22, 2011
10:30 AM

Hillside Retirement Community welcomes you and your family to join us for an informative event by Elderlife Financial.

Karen Nelson Crolius, Senior Vice President of Elderlife Financial Services will share how you can bridge the financial gap of funding all or part of the entrance fee in a continuing care retirement community while you work on selling your home. It's a customized, secured "bridge loan" that removes both the worry and the wait.

Hillside Retirement Community, an Emeritus Senior Living community offers a wide range of services from independent living, assisted living and memory care. Whether you are looking for a new place to call home without the hassles of daily living or you have a loved one who requires a little extra care such as dressing, bathing and medication management, Emeritus Senior Living is committed to helping you and your family find the right fit.

Call Nikki or Nancy to RSVP.

Our Family is Committed to Yours.

Call today to schedule a free tour and learn more about the options we have to offer.

(503) 472-9534

Hillside Retirement Community

900 NW Hill Road
McMinnville, Oregon 97128



HILLSIDE

Retirement Community



www.Emeritus.com

Celebrate Valentine's Day

with these special offers from your Chamber businesses...

R. Stuart & Co.

Paper Hearts & Pinot

February 10

Design your Valentine while enjoying a lovely glass of Pinot Noir! Art Supplies provided!

Regular Tasting Fees apply

Spa Bliss Spa & Salon

Give Instant Relaxation!

All Month!

Pamper your Valentine with an instant gift certificate to Spa Bliss's Luxury Day Spa!

www.spablissoregon.com

Red Ridge Farms

Honest Euphoria

February 12 & 13 - 11 am - 4 pm

Euphoria Chocolate Company, Honest Chocolates alongside Durant Vineyards & Matello Winery!

\$10 tasting fee - visit: www.durantvineyards.com

McMenamins - Hotel Oregon

Special Overnight Valentine Package

February 12 - 7 pm - \$245/couple (21+ older)

Guestroom for 2 (with special Valentine amenities)

Includes 4-Course Gourmet Dinner & Breakfast in the

Pub - One night only!

Poseyland Florist

Flowers & Chocolates

February 14

With Valentine's just around the corner don't forget to order your beautiful arrangement early because...

Flowers say it better!

NW Food & Gifts

Custom Valentine Gift Baskets

Starting at \$25

Create a custom gift basket for that special someone
Wine, chocolates, jewelry, and much more!

Gifts from the heart!

Youngberg Hill Vineyards & Inn

3rd Annual Not Your

Mamma's Chocolate

February 12 - 11 am - 5 pm

Chocolate & Wine Pairings

\$15/person

Parkland Senior Community

Sweethearts Dance

February 12 - 2 - 5 pm

Music, Food, Prizes & Fun!

RSVP at 503-435-1499

Happy Valentine's Day!

Coelho Winery

The Perfect Aphrodisiac

February 12-13

Aphrodisiac & Wine Pairings - \$15

"Love Songs" Jazz Concert by Vintage Voices

February 13 - 3 pm - Donations accepted

Enjoy the sounds and tastes of romance at Coelho!

Oregon Stationers/Copy Cabana

Cards - Gifts - Chocolates

Aim High this Valentines Day!

We've got you covered!

217 NE 3rd St. - 503.472.5181

Urbanbliss Luxury Salon

Queen for a Day

Chocolate Decadence Specialty Pedicure

Includes Hot Scotch Cocoa & chocolate scrub, mousse, lotion

Urbanbliss Deluxe package

60 min massage, Spa Pedicure, and Relaxation Service

Mya's Salon

February Treats

60 min. massage, 60 min. facial, 45 min. pedicure
and free product - \$130

30 min. massage, 30 min. facial, 30 min. pedicure
and free product - \$60

A place to relax and unwind

MACC Member & Community News

Chamber members are welcome to submit items for this column. Please email your news items to Leslie (lbanke@mcminnville.org) by the 20th of the month prior to publication.

"2010 Wine Person of the Year" goes to...



The Oregon Wine Press has named Dave and Deolinda Coelho as the "2010 Wine Person of the Year." They are being honored for their focus on community, family and making world-class wine in

the revitalizing town of Amity. Only 100 businesses in Oregon were nominated this year and the Coehlos were one of two finalists in the micro-business category, which encompassed businesses with nine or fewer employees.

Travel Yamhill Valley Member Showcase

Join fellow members and guests for an enjoyable progressive evening of Art, Wine, Martini's & Delicious Food in Downtown Newberg.



Hosts for the event are Art Elements, Loni Parish; Natalie's Estate Vineyard, Boyd and Cassandra Teegarden; and VooDoo Martini, Alex Arthur & Cal Erath. This wonderful evening will take place on Monday, February 7, 2011 from 5:30 - 8:00 PM. Cost is \$20 for members and \$30 for non-members. RSVP to Meri Kerekanich by February 4th, 503.336.6666 or meri@thekellygroup.net.

"Center of Gravity" fundraiser for Habitat for Humanity



Join us as we activate, ease, and celebrate "Stability-in-Motion!" presented by Ability Physical Therapy & Fitness. Strengthen your core body area with Pilates, calm your core with foot massage or ignite your core with Salsa. The presenters are Nora Collins, M.S.P.T, Sharon Medicis Michaud, LMT and Meredith Michaud, M.A., with Miko Cardenas. No experience is necessary but wear comfortable clothing and socks. Ability Physical Therapy & Fitness provides this event at no charge. Suggested donation is \$30 for Women Build, Habitat for Humanity. For more info see www.abilityphysicaltherapy.com. Class size is limited so please call the clinic to register.

2011 brings New products to Pacific Frame & Gallery



Not only is Pacific Frame & Gallery having their Annual Spring Custom Framing Sale (ask for details) but they are showing off new personalized frames made from beautiful alder wood. Customize your frame to fit your special occasion. Pacific Frame has also expanded their readymade frames in quantity and size. Shop locally at Pacific Frame & Gallery and visit their website for additional details: www.pacificframeandgallery.com.

WorkSource Oregon provides updated employment numbers from December 2010

In Yamhill County, the seasonally adjusted jobless rate decreased to 10.3 percent in December from November's revised rate of 11.0 percent. Yamhill County's unemployment rate was lower than the statewide seasonally adjusted rate, which was 10.6 percent in December. Yamhill County's unemployment rate of 10.3 percent in December was lower than the rate 12 months earlier when the county's rate was 10.8 percent. Statewide, the seasonally adjusted unemployment rate of 10.6 percent matched its rate in December 2009.

"Mobbed up for Murder"

Hope on the Hill, a local non-profit, in association with the Church on the Hill, is presenting a murder mystery dinner theatre, February 11th and 12th. This community fundraiser will begin at 6 PM on Friday and 5 PM on Saturday. Feel free to come in costume and join the madness for a fun evening of 1920's mobsters, murder and mayhem. A catered dinner is included. Tickets are \$25/person or \$20/seniors (65+). Call 503.472.8476 to reserve your spot today!

Annual "Rubies and Roses" benefit ball for Chehalem Youth & Family Services



CYFS is pleased to announce the Rubies and Roses Ball, an elegant benefit supporting the youth and families of our communities. Rubies and Roses will be held on Saturday, February 26th at the Tualatin Country Club. Festivities begin at 6p.m. The price of admission is only \$40. To make reservations or purchase tickets, please contact Julie at 503.538.4874, Ext 106 or email events@cyfs.net. Tickets are limited, so reserve quickly!

"A Wine Country Christmas" CD a Big Success!



As a result of the sale of the Chamber's "A Wine Country Christmas CD," Chair-Elect Steve Patterson presented a check for \$1366 to Julie Stiepmann, Vice President of the McMinnville Education Foundation.

Meet the Chamber

Ambassadors



Ambassadors Are Heart of the Chamber

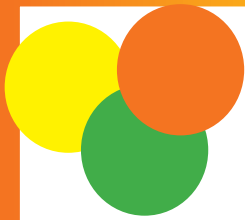
Have you noticed the friendly folks in the "pinot" vests at Greeters, Ribbon Cuttings and other Chamber events? They are our very dedicated Chamber Ambassadors! Each Ambassador has agreed to give of their own time to ensure NEW members feel welcome, SEASONED members know they are valued and PROSPECTIVE members see the worth of joining the Chamber family. Did you know they...

- ... call each new member and invite them to upcoming events and offer to meet them and introduce them to other members?
- ...Call members on anniversary dates to let them know how much they are valued and solicit ways that the Chamber can better serve them?
- ...Represent the Chamber through attending Ribbon Cuttings, Grand Openings and Official City Functions?
- ...Volunteer to emcee and check in members at Greeters and other functions?
- ...Assist the Chamber by actively contacting and prospecting for new members?

They provide the personal contact with members and all of us thank you for all you do to enhance the McMinnville Area Chamber of Commerce. If you would like more information on joining this group, contact the Chamber.

Rhonda Pope, Co-Chair News-Register	Rhonda Fabreth Henderson House	Vaughn Monagon Pacific Residential Mortgage
James Tate, Co-Chair NW Food & Gifts	Beth Faylor Brookdale Senior Living	Cheri Strawn Sienna Graphics
Chris Anderson OfficeCraft/Xerox	Jon Gross Pacific Residential Mortgage	Leslie "LV" VanBlaricom OnPoint Community Credit Union
Tim Ciulla Ticor Title	Arlen Pounds Duckett Realty	
Leslie Clemmer EZ Carpet & Upholstry Clearning	Crystal Marks First American Title Co.	

Don't miss the Meineke Ribbon Cutting on February 11th at Greeters - 8:15 - 9:00 AM!



Leadership Mac!

PUBLIC SAFETY - AN INSIDE LOOK!



Leadership Mac participants spent a full day last month focused on Public Safety, a subject most agreed we too often take for granted. The morning began at the Yamhill County Jail with a

presentation from Sheriff Jack Crabtree and an informative tour of the Jail and Yamhill County's Juvenile Detention facilities. A short walk to the McMinnville Community Center was followed by informative presentations from Yamhill County District Attorney Brad Berry and from representatives of Yamhill County Corrections respectively. Following lunch, the group divided the rest of their day with welcoming introductions and tours of the McMinnville Police Department (Chief Ron Noble) and McMinnville Fire Department (Chief Rich Leipfert).



Grandhaven Elementary School. She's an animal lover who also enjoys camping and ATV riding in Florence.

Melissa Wiedeman is a buyer at Freelin-Wade, facilitating the purchase of items needed to keep production running and fill customer orders in a timely manner. She fell in love with this area and moved here 5 years ago. Melissa is an active community volunteer who's personal interests include baking, gardening, reading and volunteering. Her dream is to someday open a vegan, gluten-free restaurant and bakery in McMinnville.



Christine Vogel is a Quality Assurance Auditor at BASI Northwest Laboratory, responsible for reviewing final data and reports of bioanalytical research. A college

friend introduced her to this area and she quickly fell in love with it, so she left her job as a forensic specialist with L.A.P.D. and moved here with her family in 2004. Christine volunteers with St. James School and enjoys making cards and spending time with family and friends.



The Focus for February's Leadership Mac session will be "Business & Industry."

Now, continuing with our introduction of participants from this year's Leadership Mac class, please join us in recognizing

(left to right - center photo above):

Alicia Martin manages order processing at Freelin-Wade Company. Marriage brought her to the community from Forest Grove in 1999 and she enjoys being close to her family.

With two young sons (ages 7 & 2), Alicia helps with PTA activities at



Not Pictured. Connie Pullen is Chief Nursing Officer



at Willamette Valley Medical Center. She's worked at the Hospital for 15 years, but moved to McMinnville three years ago because she enjoyed the community environment.

Connie volunteers for the Willamette Valley Cancer Foundation. Personal interests include salt water reef keeping, gardening, antiques, and restoring her older home.

Small Business Finance Resource

The Mid-Willamette Valley Council of Governments (MWVCOG) provides assistance to businesses with all of the commonly used government finance programs. These federal, state and local financial programs are designed to help local companies expand and start new ventures by making low interest loans or loan guarantees. John Safstrom is our local program manager for these programs including the rarely used Yamhill County Revolving Loan Fund (used for land, equipment, construction and working capital). He can help identify the right program for a business. His services include loan packaging and assistance with obtaining financing from private sector lenders. The initial consultations are free. If you are interested, please contact John at jsafstrom@mwvcog.org or 503.588.6177.

Other Business information & resources

- BizTools (from Oregon's SBDC's) - www.bizcenter.org
- Small Business School - www.smallbusinessschool.org
- Entrepreneur's Resource Center - www.lowe.org
- My Own Business - www.myownbusiness.org

Jody Christensen, MEDP Executive Director
503.474.0544 - info@mcminnvilleedp.com - www.mcminnvilleedp.com



YOU'VE SEEN OUR PHOTOGRAPHY



20% DISCOUNT

FOR ALL NEW CLIENT BUSINESS BOOKED BY DECEMBER 31, 2010
WORK MUST BE COMPLETED NOT LATER THAN MARCH 31, 2011

10% OFF ALL BUSINESS

BOOKED BY FEBRUARY 28, 2011 - COMPLETED BY MARCH 31, 2011

BUT MAYBE DIDN'T KNOW WHO WE ARE

WE CAN DO THE SAME GREAT WORK FOR YOUR ADVERTISING - CATALOG - WEBSITE



allegory - commercial photography

McMinnville, OR

971.237.2513 - allegory-photo@comcast.net - www.allegory-photo.com



Stop in Today for a wonderful homemade lunch!

Tuesday - Thursday Friday & Saturday Sunday
11:30 am to 7:30 pm 11:30 am to 10:00 pm Noon to 7:30 pm

Soup Menu

Cup - \$5.95 Bowl - \$6.95

Soup made fresh daily and served with either a scoop of Cascade Glacier Ice Cream or one of our homemade cookies for dessert. Each soup is also served with a big warm piece of corn bread with real butter and honey.

Thursday and Fridays we also have baguette made by Red Fox Bakery!

Fresh Baked Cookies: Oatmeal White Chocolate Craisin, Chocolate Chip, Peanut Butter or Mocha Chip

Ice Cream: Choose one of our 24 classic or seasonal flavors

Available EVERY Day:

White Bean Chicken Chili—A hearty soup filled with great white northern beans, big chunks of grilled chicken, and just the right amount of vegetables and spice, all together in a creamy base. Comfort food at its best!

Monday and Tuesday:

Zesty Tomato Bacon Chowder—A creamy tomato base with sautéed bacon, corn and green onions with just a touch of spice!

Wednesday:

Vegetarian Black Bean—A light vegetable broth, black beans, carrots, celery, onion and red and green bell peppers along with the perfect blend of spices. A great choice for those seeking all the flavor and none of the fat!

Thursday and Friday:

Clam Chowder—Our clam chowder is a favorite of many! It's a rich creamy base with big pieces of ocean clams, sautéed bacon, onion, carrots, leeks, celery and spices. You won't be disappointed!

Saturday and Sunday:

Chicken Tortilla Soup—A broth base with big chunks of chicken, corn, beans, salsa and spices. What makes this soup amazing is the way we serve it: a little bit of tortilla chips in the bottom, add the soup and top with shredded cheese and fresh avocado slices with fresh lime on the side. Served with warm tortilla chips and delicious salsa!

It pays to Shop Local! Clip these coupons and save!

McMinnville Chamber
Member Special!



Buy One Soup
Special and
Get One for FREE!
(Of Equal or
Lesser Value)

Please use by
May 30, 2011

McMinnville Chamber
Member Special!



Buy One Soup
Special and save
\$3.00

Please use by
May 30, 2011

We're here to help you make the right decision about a loved one with Alzheimer's.



EMERITUS SENIOR LIVING
Our Family is Committed to Yours.

You and your loved one share a lifetime of memories. But sometimes it's more important to plan for the future. Because they may now need more time and help than you can possibly give them.

We understand that each family's experience in caring for someone with memory loss or Alzheimer's is unique. Our goal is to foster a relationship where we get to know you and your family, allowing us to provide support and solutions for each individual situation.

Our innovative approach for Alzheimer's and Memory Care, Join Their Journey® encompasses many components that provide us the ability to meet each resident's and family's needs at each stage of the disease process.

Come visit our inviting memory care community
where Our Family is Committed to Yours!



OSPREY COURT
Memory Care Community

(503) 472-3509

320 SW Hill Rd, McMinnville • www.Emeritus.com



MC McMINNVILLE AREA
CHAMBER of COMMERCE

*Women in
Business*



"Women are like teabags. We don't know our true strength until we are in hot water!"

~ Eleanor Roosevelt

You are cordially invited to our 2nd monthly **Women in Business** event on **February 15th** from **5:30 to 7:00 pm** at **R. Stuart Wine Bar**, 528 NE 3rd St., Downtown McMinnville.

A successful business woman will share informally with the group at each meeting and we will have a wonderful well known local individual sharing with us again this month, watch for our who it will be!

This Women In Business Group is a supportive, fun, social organization structured to help you achieve your goals.

Spotlight, contd. from Page 1

combined into an ongoing campaign, all Chamber members can help promote the important Shop Local message.

The News-Register is organizing memberships for the 2011 campaign at levels of \$10, \$25 and \$50 per month, as determined by participants. Campaign member fees will be credited 100 percent toward individual member advertising in the campaign, with the newspaper adding promotional space to feature Shop Local images and messages.

For more information about the 2011 Shop Local campaign, contact Mary King at the Chamber, or Christy Nielsen at the News-Register, (503) 687-1234 or cnelsen@newsregister.com.



Benefits, contd. from Page 1

- **Does the Chamber have your marketing Materials in the Lobby?**
Bring brochures or informational cards to the Chamber for promotional racks. They have lots of traffic through their doors.
- **Second Floor and Higher Levels have one Greeters each year included with their membership**
Have you scheduled a date to showcase your business to over 60 businesspeople? If your business location isn't large, the Chamber will help you find a member spot to hold your event.

Take advantage of more Chamber tools this year and watch your business soar!

Copies of the benefits checklist for each Membership Level can be found on the Chamber website, www.mcminnville.org under Member Resources/Advertising and Promotion.

Look for the 2011 McMinnville and Yamhill County Map as well as the 2011 Community Guide and Business Directory out in MARCH!

McMinnville Area Chamber of Commerce Vision & Mission Statement

Vision:

A thriving, sustainable, connected community...IN McMinnville!

Mission:

To be the premier resource for business programs, services, advocacy and networking in the greater McMinnville area.



McMINNVILLE AREA
CHAMBER of COMMERCE

Chamber Staff & Officers...

CHAMBER STAFF

Phil Hutchinson..... President/CEO
Doug Anderson..... Office Mgr/Bookkeeper
Mary King..... Communication & Events
Leslie Banke Membership/Information

EXECUTIVE COMMITTEE

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Matt Lazzeri News-Register/OLI
Past Chair
Wayne Bailey Youngberg Hill
Chair-Elect
Steve Patterson Oregon Mutual Insurance
Treasurer
Rene Bittle First Federal

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Cal Kearns C&D Landscape Co.
Kelly McDonald Granary District
Lori Payne BASI Northwest Labs
Maryalice Russell McMinnville Schools
Kent Taylor City of McMinnville
Wes Thomas McMinnville Water & Light
Stevie Whited Express Employment Pros.
Leslie VanBlaricom ... OnPoint Community
Credit Union

Contact Information...

417 NW Adams Street
McMinnville, OR 97128
503.472.6196
FAX 503.472.6198
www.mcminnville.org
chamberinfo@mcminnville.org

Business After Hours

WHERE: US BANK

335 NE Third Street

WHEN: Thursday, February 10

TIME: 5:15 to 7:00 PM

COST: \$5 for Members

**RSVP Appreciated - Call 503.472.6196 or
email chamberInfo@mcminnville.org**



Savings Today And Rewards Tomorrow™

S.T.A.R.T. makes it simple for you to "start" a savings plan that's right for you, stay on track to meet your savings goals and earn rewards along the way.



McMinnville Area Chamber of Commerce
417 NW Adams Street
McMinnville, OR 97128

Happy Valentine's Day! Enjoy a treat from us!

