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macc

IN Business

January 2011
Volume 22, Number 1

Looking Ahead to the New Year! A word from Matt...



First things first; let me give a heartfelt thank you to our staff at the Chamber. Phil, Leslie, Doug and Mary have done a terrific job this year.

Like any business, our Chamber is not immune to financial pressures and business pressures. I'm impressed with how much our staff does, and the spirit with which they do it, so to the chamber staff, thank you for a great job in 2010!

Please indulge me this reference to my employer's business column in the December 29th News Register. I feel it deserves mention for some good local news Gail Oberst reported on significant recent expansion and hiring opportunities at several local businesses, as well as resources available to all businesses from our regional workforce consortium, Job Growers, Inc.

What I really appreciated was the sentiment Gail expressed that despite all the negative economic news of late, there is

NEW YEAR, contd. on Page 15

Upcoming County-wide Expo You Won't Want to Miss!

How would you like an opportunity to make your business visible to hundreds of community members, as well as



participate and support an event that serves over 600 Yamhill County High School Juniors, all at one time?

Join us on Tuesday, March 15, for our

2nd annual Yamhill County Career and College Expo, to be held at the Event Center at Church on the Hill.

We know your time is precious, so we have brought our annual Job Fair, our high school mock interview event (JIFFY), and the traditional career fair together into one large event that will reach even more people. The second annual Expo is being presented by the McMinnville Area Chamber in partnership with the Willamette Education Service District, Job Growers Inc., WorkSource Oregon—Yamhill Center, and all of the Yamhill County school districts.

The event includes a morning session (9 am to 12 pm) dedicated to High School Juniors from all over Yamhill County. That session will feature keynote speaker Chuck Pattishall of McMinnville, a variety of career breakout sessions, mock

EXPO, contd. on Page 15



save the date...

Member Orientation Breakfast
Thursday, Jan. 6
7:30 - 9:00 AM
1301 NW Michelbook Ln.

Women in Business
Tuesday, Jan. 18
5:45 - 7:00 PM
R. Stuart Wine Bar
528 NE 3rd St.

Business After Hours
Thursday, Jan. 20
5:15 - 7:00 PM
News-Register
611 NE 3rd St.

www.mcminnville.org



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 help us launch this new group on **January 18th** 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 have asked Rene' Bittle, VP and Chief Savings Officer at First Federal and Program & Events Committee Co-Chair, to be the first "successful business woman" to share her insights with us.

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

find us...

On your favorite social media websites:



facebook
"McMinnville Area Chamber of Commerce"
(Fan Page)



linked in
"McMinnville Area Chamber of Commerce"
(Group)



twitter
"MacChamber"

and....

www.mcminnville.org

Every big business started as a small business... where will yours end up?

An article by Donald Cooper, MBA

Every big business starts as a small business. Then, somewhere along the line, the owner(s) get restless and see a greater possibility. And, they're prepared to take the risk and do the work to keep getting better...because you can't get bigger without first getting "better".

Canada's iconic Tim Horton's chain of coffee, donut and fast food shops, with over 3500 locations, started in 1964 with one location in Hamilton, Ontario. MacDonald's, Wendy's, Domino's Pizza and Baskin Robbins all started as one location.

UPS (United Parcel Service), now a huge global enterprise, was started by James Casey in 1907 when he borrowed \$100 from a friend to create the American Messenger Company.

In 1950 Sam Walton opened Walton's "5 & 10" in Bentonville, Arkansas, a town of 2900 people. Today Walmart is the largest business, by dollar sales, and the largest employer in the world.

Founded in 1947 as a small trailer rental company in Calgary, ATCO Group has grown into a global organization with assets of approximately \$9.9 billion and more than 7,500 employees.

So, if you own a small business, where might it be in 10, 20 or 30 years? What's your vision for the future? Are you prepared to do the work and to grow yourself, so that you can grow the business? There are two kinds of future. The future that will happen...and the future that you can choose to proactively create.

2010 McMinnville Chamber Website Statistics
Unique Visitors - 45,287 & Hits - 563,815

Calendar of Events - January

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 HAPPY NEW YEAR!
2	3	4 Government Affairs Council 12:00 PM Civic Hall	5	6 Member Orientation Breakfast 7:30 - 9:00 AM Michelbook Country Club	7 GREETERS 8:15-9:00 AM CYFS Youth Opportunity Program 448 NE 3rd St., Suite M	8
9	10 Exec. Committee 12:00 PM Chamber Center	11 Ambassador Committee 9:30 AM Chamber Center	12 Leadership MAC 8:00 AM - 5:00 PM Meet at Yamhill County Jail 615 NE 6th St.	13 Program & Events Committee 2:30 PM Chamber Center	14 GREETERS 8:15-9:00 AM Mayor's Charity Ball Harvest Fresh 251 NE 3rd St.	15
16	17	18 Board Meeting 7:30 - 9:00 AM Golden Valley Women in Business 5:45 - 7:00 PM R. Stuart Wine Bar 528 NE 3rd St.	19 Business-Education Committee 12:30 PM Chamber Center	20 Leadership MAC Advisory 8:15 - 9:15 AM Chamber Center Business After Hours 5:15 - 7:00 PM News-Register 611 NE 3rd St.	21 GREETERS 8:15-9:00 AM George Chiropractic 1316 N Hwy 99W	22
23	24 Exec. Committee 12:00 PM Chamber Center	25	26	27 Marketing Committee 8:00 AM Chamber Center	28 GREETERS 8:15-9:00 AM Columbia State Bank 723 N Baker St.	29
30	31					

Top Floor Members:



Fourth Floor Members:

Cascade Steel
 Chuck Colvin Auto Center
 Freelin-Wade
 Les Schwab Tires
 NW Food & Gifts
 Ticor Title
 West Coast Bank

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

Hidden Treasures Gallery

Sandi Colvin, Partner

503.883.0353

www.hiddentreasuresgallery.com

Sandi and Jenny are not only sisters but together they are hard at work in their hometown of McMinnville. Sandi is an active participant in several organizations including McMinnville Noon Kiwanis and the McMinnville Downtown Association. Jenny, married to Don Hutchinson, helps keep the gallery running while Sandi stays busy networking.



Hidden Treasures Gallery offers custom framing and giclee printing (art reproduction) along with their art gallery of over 30 talented artists and a gift shop. They are open Tuesday - Friday, 10:00 AM - 5:30 PM and Saturday, 11:00 AM - 4:00 PM. Visit their website for more information.

Carlton Gardner House

Lincoln & Angela Gardner, Owners

422 N 4th St., Carlton, OR 97111

503.717.3311

www.carltongardnerhouse.com

The Carlton Gardner House is a cozy 3 bedroom house within walking distance of historic downtown Carlton. It provides great lodging for up to six of your friends or family coming to visit the area. The house can be rented on a nightly, weekly or monthly basis.

Owners, Lincoln and Angela Gardner, love making sure that your stay is as comfortable as possible. They have turned this beautiful house into a wonderful home stocked full of all of the amenities you could ask for.

Visit their website for pictures, details of amenities and pricing information.

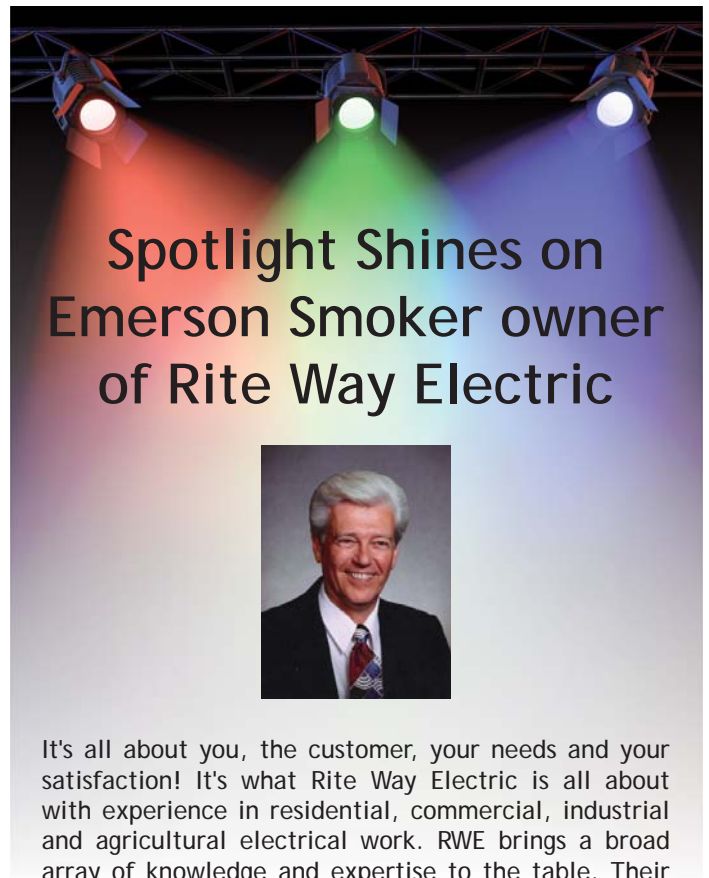
McMinnville Area Chamber of Commerce Vision & Mission Statement

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.



Spotlight Shines on Emerson Smoker owner of Rite Way Electric



It's all about you, the customer, your needs and your satisfaction! It's what Rite Way Electric is all about with experience in residential, commercial, industrial and agricultural electrical work. RWE brings a broad array of knowledge and expertise to the table. Their work ethic and friendly staff are here to assist you in every way. That is why RWE has earned and maintains the reputation of doing business with a handshake philosophy.

Their licensed and bonded staff, with many years experience, includes professional journeymen, supervisors and a knowledgeable office staff that can tackle any of your needs. Rite Way Electric is here to serve you by solving your electrical needs with integrity, honesty and superb workmanship.

When they are performing work at your home or business, they treat it like it's your castle... because it is!

"Rite Way Electric has been very timely and professional in their response to our needs. Their people and support are great. I would highly recommend them to anyone."

- Jim Richards, Owner of Fisher Farm & Lawn -

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MACC Member & Community News

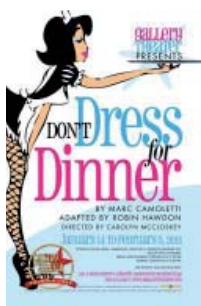
Chamber members are welcome to submit items for this column. Please email your news items to Leslie (lbanke@mcminnville.org) by the 20th of the month prior to publication.

MERIT to offer FREE class to Entrepreneurs

People who are considering self-employment are invited to attend a free information session to learn how MERIT can help them get their businesses up and running. The information session will be held January 27, 2011 at the Housing Authority of Yamhill County, 135 NE Dunn Place in McMinnville. MERIT is a not-for-profit organization that provides training, advice, access to capital, and access to market data to people starting new businesses. More information about registering for the MERIT program is available by calling 503-399-5088 or by visiting the MERIT website: www.merit-microenterprise.org.

McMinnville Granary District Properties Looking For Franchisee

Have you heard of "Real Deals" home furnishing stores? They are popping up all over the country - locally they are in Salem & Corvallis. They are extremely interested in opening a store in McMinnville but are looking for a Franchisee. The Granary District has the spot if you know anyone interested. Check them out at www.realdeals.net and contact Kelly McDonald for more information at 503-209-9591 or kelly@granarydistrict.com.



Don't Miss "Don't Dress for Dinner"

Gallery Theater presents their new production *Don't Dress for Dinner* beginning January 14th and running through February 5th. *Don't Dress for Dinner* is set in the present day in a country house some distance from Paris. Curtains open Friday and Saturday at 7:30 PM and Sunday at 3:00 PM. TICKETS ARE ON SALE NOW! \$14

General Admission, \$12 Students/Seniors. Gallery's box office is open Tuesday through Friday from 12 to 6 PM. Call 503-472-2227 for tickets. For further information go to www.gallerytheater.org.

Local American Cancer Society Fundraiser Kick-Off Event January 4th

A kick-off event for the American Cancer Society's fundraiser, Relay for Life, in McMinnville will be held from 7 to 8 PM Tuesday, January 4th, at the Church on the Hill, 700 N Hill Rd., McMinnville. Canned food donations will be collected. For more information contact, Jami Bellwood, Event Co-Chair, at 971-241-8287.

McMinnville City Club's January meeting on Oregon's Weather

Oregon's weather patterns will be the topic at the McMinnville City Club meeting on Tuesday, January 11th, in the McMinnville Community Center, 600 NE Evans St. The buffet opens at 11:45 AM; the program begins at noon. Lunch

cost \$15 (\$12 for members). Reservations are needed no later than noon the Friday before the meeting to Cassie Sollars at 503-687-1233 or www.maccityclub.org.

Historic Downtown's Art & Wine Walk



The McMinnville Downtown Association holds an Art & Wine Walk from 4 to 8 PM on the third Saturday of each month. Over 10 of our local Chamber Members are included hosting local artists and offering wine-tasting along NE Third Street. For more information, call 503-472-3605 or visit www.downtownmcminnville.com.



The "See Ya Later" Foundation Sends Many Thanks!

We want to thank the McMinnville Area Chamber Members who so generously donated various Gift Cards to The Giving Tree campaign organized by the "See Ya Later" Foundation. Over \$3,500 worth of Gift Cards were collected from 15 locations around McMinnville. Gift Cards were divided and delivered to four local non-profits before Christmas: Henderson House, Juliette's House, Give a Little Foundation and the "See Ya Later" Foundation. The agencies were extremely appreciative and blessed! Now, they can all help families who need it most! *Way to go everyone!* Special thanks to the following Chamber Members: Albertsons, Golden Valley Brewery, Great Harvest Bread Co., Grocery Outlet, Harvest Fresh Grocery & Deli, McMinnville Area Chamber of Commerce, Oly's Wrap Shack, Pacific Frame and Gallery, Urbanbliss Luxury Salon, Western States Benefit Planning & Western Title & Escrow.

Argentine Tango comes to McMinnville!

Did you know that Portland is home to one of the largest Argentine Tango festivals in North America? It is no wonder that this romantic and thoughtful dance has changed the lives of thousands of people around the world. 2 Left Feet Dance Studio is offering to you a four week class at the McMinnville Grand Ballroom. In this workshop, we will explore Argentine Tango fundamentals (such as frame, timing, and the line of dance) as well as progress to slightly more complicated movements. Come find out why Tango has taken the world by storm. This four week class is at 7 PM, starting Wednesday, January 5th, for \$35. Call to register at 971-237-3931 or email arcogswell@hotmail.com.

Hotel Oregon turns 106!

McMinnville's own McMenamins - Hotel Oregon will be having their 106th Birthday on January 15th. Come out for beer and food specials, kids' entertainment, live music and more. This full day of activities will begin at 11 AM and is welcome to all ages. Don't forget to drop in and wish McMenamins a Happy Birthday!



Membership Orientation Offered on Jan. 6

Are you new to the Chamber?
Or, are you thinking about joining the Chamber?
Or, are you new to your company that is a Chamber member and you want to know more about fully utilizing your Chamber benefits?

If any of these apply to you, then please join us for the Member Orientation Breakfast. This quarterly event will be held on Thursday, Jan. 6, at 7:30 AM, at Michelbook Country Club.

After a delicious breakfast from Michelbook, Chamber staff will provide a thorough overview of Chamber programs, services and opportunities. This is also a great networking opportunity.

There is no cost to attend this event, but we do need your RSVPs. Please call the Chamber (503.472.6196) by Tuesday, Jan. 4, if you would like to attend.

This event is generously sponsored each quarter by our friends at:



The Chamber sends a HUGE THANK YOU!



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McMinnville, OR

Business - Education Partnership

A Closer Look at the Business Management Pathway at McMinnville High School

MARKETING

Students in the marketing pathway are off to an exciting start! Twenty-five students from the Sports Marketing class went to the Nike Campus on October 19th to attend the "Jordan Brand Experience" Event. Students listened to speakers including Dwayne Edwards, a Jordan Brand shoe designer, and Will Steinberg, the Jordan Brand Director of Apparel. The students also took a campus tour and participated in a shoe design competition/workshop.

Introduction to Business classes are learning about the foundations of business in a free-enterprise system. Groups are looking into business-related careers and trying to find professionals within their chosen field to come in and speak to the class. (Interested? Contact Ms. Breyer)

The student-run store, the Action Corner, is going through some changes. Students are busy creating new designs for our apparel department and are planning a Grand Opening for our new AC Café. In addition, students in Marketing 3-4 and Advanced Marketing are proud members of our first DECA chapter! They will be attending competitions to participate in events related to topics such as Buying



and Merchandising, Accounting Applications, Marketing Management, Sports and Entertainment Marketing, and even a DECA Quiz Bowl.

FINANCE



Students enrolled in the "Bank of the Bear" class have been trained in the operation of the bank and are looking forward to serving our students and staff. The Bank of the Bear is a branch of Wells Fargo and is operated by MHS finance students. Students and staff can visit the bank to complete withdrawals and deposits to their

Wells Fargo account or cash a check. The bank is open every "A" day and is located in the food court during first lunch and in the commons during second lunch. Stop by and let us take care of your banking needs!

The accounting class has been busy learning about the basics of accounting - from assets, liabilities, owner's equity, to debits and credits. In addition, the accounting class is going green; we are now using online working papers instead of workbooks. Students are adjusting to this and seem to enjoy receiving immediate feedback when submitting their assignments. Some of the advantages of using the online working papers are that they are available from the Internet, it gives immediate feedback, allows us to move at a quicker pace and students seem to enjoy it!

ASPIRE! - Local Students Need YOUR Help!

The Oregon Student Assistance Commission (OSAC) started ASPIRE in 1998 to encourage post-secondary education and help students find funds to meet the increasing cost of post-secondary education. Through ASPIRE and OSAC, Oregon offers high school students an array of tools for helping with questions such as, "What would be a good career for me?" "What college is best for me?" "Where can I find an apprenticeship?" "Am I smart enough to go to college?" or "How can I afford to go to school?"

ASPIRE staff, along with trained community volunteers, provide students and families with access to information and mentoring resources to assist students with organizing information; keeping track of key deadlines; talking through concerns; checking admissions requirements; discussing ideas for essays; proofreading; interpreting scholarship letters; using the state-administered electronic application to apply for any of the 400 scholarships in the OSAC database; and working with FAFSA staff to resolve any issues identified after FAFSA submission.

High schools in Amity, Dayton, McMinnville, Sheridan and Yamhill-Carlton have ASPIRE programs. To get started in ASPIRE, a student need only fill out an application and get a parent's signed permission. While ASPIRE mentoring is most urgent for seniors, freshmen, sophomores, and juniors are encouraged to sign up. This gives them a jumpstart on their plan for a successful future.

We need and would love to grow our volunteer ranks at all five ASPIRE programs in Yamhill County. ASPIRE volunteers can be effective donating as little as three hours per month. It's a rewarding way to support your community and have a positive impact on our youth and young adults. We require a background check to meet school guidelines; we supply training and materials. Please contact your local ASPIRE Program coordinator to investigate becoming an ASPIRE volunteer.

Sarah Shipley, ASPIRE Program Coordinator
McMinnville High School
503.565.4271

Marketing Mistake: Different generations don't matter



An article by Jennifer Larson-Morrow of Creative Company, Inc.

The mistake: Communicating from your own perspective when your target audience is from a different generation

Fact:

If you're a baby boomer (aged 46 to 64) and your primary target audience is Millennials in their teens or twenties, you must understand what's important to them and how and where they communicate in order to be successful.

We all inherently know the generations are different, have different perspectives and communication styles. It's often called the Generation Gap. But how does that impact your marketing strategy and program?

Start by understanding the generations

The Silent Generation, born 1925 to 1945, went through the Depression and grew up before television was in every home. They lean towards traditional values, expect respect and are

happy to read the daily paper. Computers, the internet and cell phones often create confusion.

The Boomer Generation, born 1946 to 1964, is currently driving our economy. Boomers live busy, time-starved lives in which time is worth more than money. Boomers are career-focused and often in the midst of intense transitions, beginning second careers, reinventing retirement or in a second marriage.

Gen X, born 1965 to 1977, is the first generation of latch-key children, learning at an early age to be independent and self-reliant. They seek straight talk, demand you earn their confidence and are more results-oriented and less process-oriented. Tech savvy, comfortable with the internet and e-mail, they still seek a sense of belonging.

Gen Y, also called Millennials and born between 1978 to 2000, live in an instant-access, electronic world. They grew up with computers, the internet and cell phones. They multi-task, are easily bored, take in quick nuggets of information and will not be found reading long text.

Millennials are the first generation to be raised with online media. As young adults, ages 18 to 34, these digital natives quickly embrace new technologies, then adapt them to fit their lifestyles. If something that suits them better comes along, they are quick to move on. Indeed, 24% of respondents in this age group chose 'technology use' as the trait that sets them apart from previous generations, according to the

MARKETING, contd. on Page 12

Big Thanks to ALL Who Attended our Ugly Sweater Holiday Open House Party!



Congratulations to Tiffany Best, Western Title & Escrow, who won the Ugliest Sweater Contest and to Rhonda Fabreth, Henderson House, who won a beautiful flower arrangement from Poseyland Florist!



Special Thanks to All who Donated...

Youngberg Hill Vineyards

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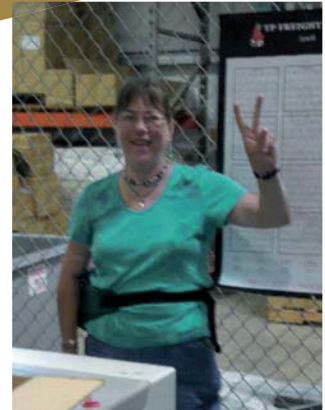
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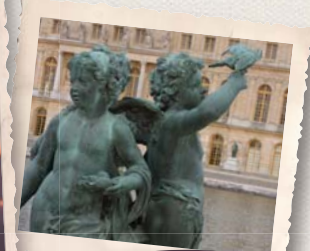
For More Information Please Call -
Ed Wanner, 971-241-4031 or Sandi Mullan, 503-474-8980

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This Evening Includes...

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{6:30 - 9:00} "In the Mood" {9:30 - 12:30} "Big Night Out"

*A très bien buffet featuring French & Northwest-inspired offerings,
special selections of local wine and beer, souvenir wine glass, and opportunities
to support Kids on the Block through scholarship donations,
purchase of raffle tickets, and at the Silent Auction tables.*

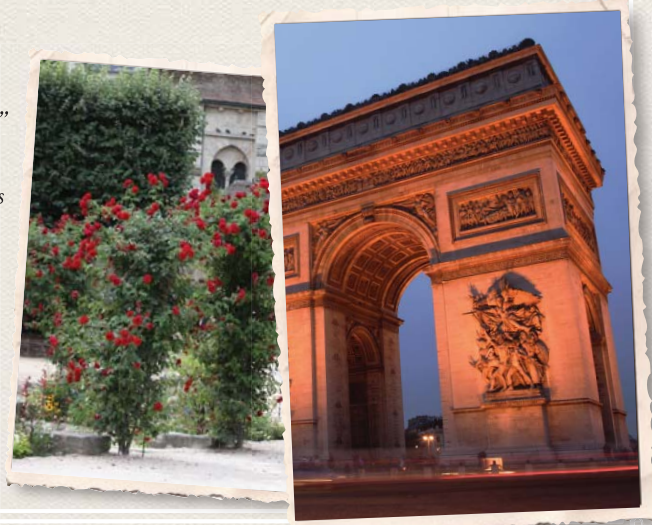


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Leadership Mac!

“HUMAN SERVICES” PROVIDES DECEMBER FOCUS FOR LEADERSHIP MAC

Another information-packed day awaited Leadership Mac participants as they arrived for the 4th of their 9 class sessions last month.

With a focus on “Human Services,” the morning began with presentations from Yamhill County CASA (Court Appointed Special Advocate - Making a Difference for Children), Henderson House (Guiding People to a Life Free of Violence), and Habitat for Humanity (Providing Affordable Housing Opportunities in McMinnville). A short bus ride brought the class to the doorstep of Juliette’s House (A Child Abuse Assessment Facility), where they got a brief tour and learned about the program. Next stop was the Willamette Valley Cancer Foundation (Fostering Hope through the Support of Cancer Patients, Education, & Prevention) where the group learned about the work of the Foundation and was shown state-of-the-art equipment used at Willamette Valley Medical Center to treat cancer patients.

During lunch at St. Barnabas Soup Kitchen (Feeding the Hungry in Mind, Body, & Spirit) the leadership class was introduced to the Yamhill County Gospel Mission and the Soup Kitchen, where following lunch participants rolled up their sleeves to tackle a variety of cleaning and minor housekeeping projects under the guidance of Soup Kitchen Director, Howie Harkema. Then on to the Yamhill Community Action Partnership (Many Needs . . . Many Services) facility to learn about the variety of services YCAP provides for those in need throughout Yamhill County.

And finally, as this long day ended, participants took an opportunity to begin planning “Mac Attack,” a series of class projects you’ll be hearing more about in coming months.

Now it’s time to meet several more members of Leadership Mac 2011. From left to right are:

Julie Bacon is a Customer Service Representative (CSR) at First Federal. The McMinnville area was a vacation destination spot until 2006 when Julie fell in love with the area and moved here permanently. She volunteers for Habitat for Humanity and the American Cancer Society and her hobbies include reading, beading, sewing, gardening, hiking, biking, camping, walking, crafts, and traveling.



Patti Reid is a CSR Lead at First Federal, responsible for ordering cash, sending wires, filling in where needed and keeping the office running smoothly. She moved to this area in 1967 from New Mexico’s desert to the mountains and trees of Oregon and the Yamhill Valley, where there are 4 seasons and the heat is bearable. Patti’s hobbies include camping, reading, gardening,

and remodeling.

Marci Humlie is a Resource Specialist at McMinnville Water & Light. Duties include supervising MW&L’s backflow program, working on water and environmental projects such as water rights, stream measurement, and water conservation. Marci and her husband moved to the area in 1991. She spends time involved in activities with her three children and she also likes to read and work in the yard.

Jaime Phillips is a Financial Analyst for McMinnville Water & Light. Her work includes cost of service/rate design analysis and assisting the Power Resource Manager. Jaime moved to this area with her family in 1990. In her spare time, she enjoys horseback riding, rodeo, skiing, fishing, camping, hiking, and traveling.

Special Thanks to all of our Speakers!



McMinnville Economic Development Partnership

VALUABLE RESOURCES FOR START THE NEW YEAR

The McMinnville Economic Development Partnership looks for valuable resources for business owners. Here are a few great websites filled with a wealth of information in areas such as HR, marketing, business planning and sales.

- Entrepreneur.com, www.entrepreneur.com, has a useful information and best practice advice.
- Entrepreneurship.org, www.entrepreneurship.org, has a resource center with helpful tools including information on accounting, operations, HR, marketing and sales.
- My Own Business, www.myownbusiness.org, is a FREE online course for anyone starting a business. There is a charge for the course textbook.
- SCORE, www.score.org, is filled with templates and FAQs.
- Small Business Administration (SBA), www.sba.gov, has helpful resources including grant and loan information.

Please feel free to contact Jody Christensen if you have any questions or would like to share one of your favorite resources - jody@mcminvilleedp.com or 503.474.0544.



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MARKETING, contd. from Page 8

Pew Research Center. ... it is not only ingrained behavior but practically part of their DNA." eMarketer, September 7, 2010

How do you sort through the options and choose the best one?

You've seen communication technology change rapidly in the last five to ten years—from the internet as a primary source of information to the rapid growth of social media to the now ever-present mobile media on smart phones and devices like the iPad. It can be overwhelming!

First get clear about your target audience—who are they? What is their generational perspective? What are their chosen communication methods? Local newspapers will still reach an older audience, but a twenty-something will never see an ad in the paper. And a student looking for information about a potential college will look first at the website and then participate in social media to make connections and discover the inside story.

You don't need to cover all the bases, just choose the channels your audience chooses.

So in summary,

First get clear about your target audience—who are they? What is their generational perspective? What are their chosen communication methods?

**PAST
SPEAKERS
INCLUDE:**

John Maxwell

*Best-selling author &
leadership expert*

Jim Collins

*Best-selling author,
Built to Last*

Tony Blair

*Former Prime Minister
of the United Kingdom*

Linda Kaplan Thaler

*Best-selling author,
The Power of Nice*

Jack Nicklaus

*Winner of 18 major
golf championships*

Connie Podesta

*Psychologist and
leadership expert*

Patrick Lencioni

*Best-selling author,
The Five Dysfunctions
of a Team*

Tony Dungy

*Former head coach,
Indianapolis Colts*

Ed Bastian

*President,
Delta Air Lines*

*...and many
others.*


LEADERCAST

**SAVE THE DATE:
MAY 6, 2011**

**It's inspiring. It's challenging.
It energizes and impacts lives.**

It's the Chick-fil-A Leadercast 2011, and it's your chance to attend the year's premier event featuring world-renowned leaders speaking about the issues that matter most.



Don't miss this opportunity, coming straight to our city on May 6, 2011.

LOCATION: TBA

FOR MORE INFO, CONTACT:

Leslie Banke - 503.472.6196

The economy may be uncertain but our commitment to you is strong.

Financial Partners and Solutions-

At Emeritus Senior Living, we help seniors meet their financial needs by partnering with several senior financial solution providers and by developing special programs

EMERITUS SENIOR LIVING

For more details on any of these programs, please contact your local community.

Elderlife Financial (ELF):

Elderlife is a lending institution that provides loans for seniors.

Life Care Funding Group:

The Life Care Funding Group helps seniors raise funds to pay for senior housing through the sale of an in-force life insurance policy.

Veterans Program - Aid & Attendance:

Federal benefit provided through the Department of Veteran Affairs. Veterans can receive up to \$1800.00 per month.

Credit Card Payments:

- Move-in fees
- Help pay for rent while waiting for VA Aid and Attendance benefits
- Short-term stays



Our Family is Committed to Yours.

Call today to come experience our family's commitment to yours.

(503) 472-9534

(503)472-9534

Hillside Retirement Community

300 NW Hillside Park Way
McMinnville, OR 97128



www.Emeritus.com



HILLSIDE

Retirement Community

NEW YEAR, contd. from Page 1

still a lot of good news to celebrate about what's working for local employers and why.

There are many resources out there to help businesses succeed and it seems to me that's why a business joins a chamber of commerce. It's an investment in success. It's not a guarantee, but getting to know member businesses who can count their record of success over decades of economic ups and downs has strong appeal. Likewise, the network of organizations associated with our chamber who support and foster best practices are an invaluable membership benefit. We'll do our best to demonstrate how that can work for you. You have the right to expect no less.

Looking ahead to 2011, I wish all of our members a positive and successful year. These past few years have been - without exaggeration - the economic and business challenge of a generation, yet we see positive signs ahead.

Thank you for being with the Chamber! With your continued support, and what we hope will be the support of many new members in 2011, we will strive to provide a positive return on your membership investment in 2011 and beyond.



EXPO, contd. from Page 1

interviews, and a business/college trade show.

The afternoon session (1-4 pm) will feature the business/college trade show, job fair, mock interviews and educational workshops for job-seekers of all ages. This session is open to the public.

So how can you get involved? There are several ways...

This event would not have been a huge success in 2010 without our wonderful supporters and this year you could be one of them. Sponsorships start at just \$100 and we all know that every little bit counts. Not only will your business receive excellent publicity but you would be supporting an event that could help influence the decisions these students make after high school.

Join us for a whole or half day as a Vendor in the business and college trade show. Vendor spaces are just \$75, and limited to the first 75 vendors—openings are filling fast so don't delay!

We will also need at least 150 Volunteers to help provide short mock job interviews with each of the students involved in the morning session. This is also a great way to practice your interviewing skills!

For more information about the Expo, or to register as a Sponsor, Vendor or Volunteer, contact Leslie by phone (503.472.6196) or email (lbanke@mcmminville.org).

2010 Member Page Views with New Chamber Website

35,581

(May - December 2010)

Top Dates-

July 13th - 805

December 22nd - 531

September 28th - 416



**M^CMINNVILLE AREA
CHAMBER of COMMERCE**

Chamber Staff & Officers...

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

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Matt Lazzeri News-Register/OLI
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Credit Union

Contact Information...

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McMinnville, OR 97128
503.472.6196
FAX 503.472.6198
www.mcmminville.org
chamberinfo@mcmminville.org

Business *After Hours*

WHERE: News Register
611 NE Third Street

WHEN: Thursday, January 20

TIME: 5:15 to 7:00 PM

COST: \$5 for Members

News-Register
KEEPING YOU CONNECTED

The Official newspaper of McMinnville. Features the latest information on news events, sports, politics, and entertainment for the Yamhill County area. On the web at www.newsregister.com.

RSVP Appreciated - Call 503.472.6196 or email chamberinfo@mcminnville.org

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



Happy 2011! It's going to be a GREAT Year!