



BAY AREA CHAMBER OF COMMERCE

August
2015

Chamber News

A momentous movie, to some of my generation, was Smokey and the Bandit. It introduced us to the Pontiac Trans Am. For over 25 years following that movie, I collected articles, pictures and books on the TA. I watched its styles change, horsepower decrease and increase, and mileage go down. Finally, I found a late model in perfect shape, low miles and a great price. To everyone's surprise, I brought it. At long last, a dream realized.

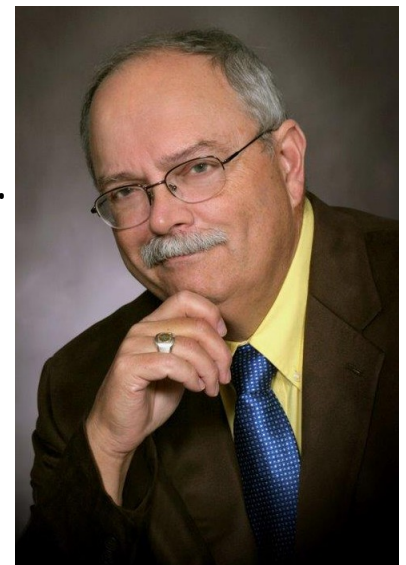
Over the years, your Chamber has been the source of many dreams realized. The Tourism committee began with a focus to extend the seasons people come to visit us. They also believed tourism could become a significant part of our local economy. Their success has proved them right. Leadership Coos was formed to educate community members to the many facets of our area. It also had a goal to help produce the next set of community leaders. Today you find its graduates leading local business, government and agencies. Last year the Business Development & Support committee was re-energized and focused. It engaged the Chambers throughout the County in our common purpose of economic development. It began a second meeting a month to deal with the impact of the Jordan Cove

Energy project construction. Also they facilitated dialogue between our cities and contractors to improve doing business.

So who will be the next "Business Development & Support", the new dream realized, of this Chamber year? Our community has many needs and opportunities that you, as a chamber member connected with like-minded people, can make happen. Set some timelines on your dream and make it a goal. I'm sure your success will come much quicker than my car did.

Timm Slater

Executive Director of Bay
Area Chamber of Commerce



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Presidents Letter-Chamber Connection

Welcome Chamber Members

There are a lot of very exciting things happening in the next few months. The first is our annual election for Board of Directors. I have appointed Jayson Wartnik as chair person to form a nomination committee. The committee will nominate candidates for each directorship to be filled. Potential candidates will have until the end of August to decide if they would like to run for one of the vacated positions. Please contact Jayson if you would like to serve on the board. This Chamber likes to have fun and the next couple of items are all about that! On August 27th, it is time for "Taking Care of Business" at North Bend Lanes. This annual event has already sold out! Members can dress their team up in wild costumes if they want to win a prize and show us their stuff. There will be raffles, door prizes and trophies for the winners. Then the Chamber will be holding its second annual Golf Tournament Fund Raiser at Watson Ranch on September 12th. We still have slots open for your team. Come join us for this "Fun Raiser". The event is a scramble and will start off with a free breakfast for all participants, followed by a free lunch, raffle items, and fabulous prizes for the top three winners. Please contact Pam Cottrell at the Chamber office to sign

up for the event. While the Chamber likes to have fun they are also serious about helping business, like supporting the Jordan Cove Energy Project. Currently the North Bend Planning Commission is reviewing the CUP (Conditional Use Permit) application for the work force housing project on the old Al Pierce property under the McCullough Bridge. Our support of the permitting process has been invaluable and must continue. The Chamber is also supportive of the Coos Bay/North Bend proposed gas tax. Several representatives of the Chamber have been involved in the City of Coos Bay Streets Task Force over the last 18 months and have been present at city council meetings and Open House presentations. Another item we have been working on is the Elliot State Forest management proposal. The Oregon Department of State Lands has been holding several stake holder workshops over the last year trying to overcome the FMP (Forest Management Plan and the HCP (Habitat Conservation Plan. The State Land Board is directed by Oregon's Constitution to manage the Common School

Trust lands received from the federal government--- also known as "Admission Act" lands---for K-12 public education. The mandate for these lands places a trust obligation on the Board to maximize revenue to benefit multiple generations of K-12 students and requires obtaining fair market value for any disposition of the Admission Act lands. Given that Common Schools trust lands are currently operating at a net loss to the Common Schools Fund (over 4 million since 2013), the future projections show the potential for this loss to increase. It raises the question as to whether or not continuing to hold these lands as part of the Common Schools Fund land asset portfolio is consistent with the legal mandates the Board is required to meet. More to come, as our business is helping your business, Your 2015 President, Rick Skinner



**2015 President
Rick Skinner
Knife River Materials**

**MISSION:
POSSIBLE**

Check out the Mission Possible Video at www.oregonsbayarea.org

Business After Hours at Hough, MacAdam, Wartnik, Fisher & Gorman LLC



Directors Quote:

“You miss 100% of the shots you never take.”

Meet our Directors & Business Partner



Name: **Diane Crawford**

Business: **Prudential Seaboard Properties, Real Estate Agent**

Present chamber committees: **Marketing, Education & Business Development**

Community Service Organizations: **Served as the program chair for Zonta, also served on the Zonta Board as well as the Foundation Committee. Was chair of the dress your best event to benefit the women at the shelter from 2012- 2013. A member of Kiwanis Coos Bay & North Bend. Past president of the Coos County Board of realtors and voted realtor of the year 2002 for Coos County. A member of the Certified Residential Council and the South Coast representative for that organization. Voted the crs of the year for 2013 in Oregon.**



Serve as the Realtor Multiple Listing service rep for the south coast

Why are you involved with the Chamber: **I am involved with the chamber because I recognize the benefit of each business owner in our area being a part of an organization that strives to make this community one that attracts new business plus helps with established business growth. Working together we can make our community one to be proud to call home.**



Name: **Tim Huntley**

Business: **Knife River Materials**

I serve on the following Chamber Committees:

Transportation, Natural Resources, Education

Other Community Service Organizations: **Involved with the BACAPA Steering Committee; supporter of BASA, Star of Hope, Maslow Project. Volunteer help for South Coast Family Harbor.**

Why are you involved with the Chamber: **I am involved in the Chamber because I want to see business grow in our community and better our education for our kids.**



Southwestern Oregon Community College Small Business Development Center (SBDC)

Services offered:

- Free confidential one-on-one business advising
- Low cost training programs with a discount for chamber members
- LivePlan online business plan template free for one month
- GrowthWheel, a business decision making framework
- Market research
- ReferenceUSA database search of over 24 million U.S. businesses
- Bizminer, a tool for financial analysis of a business
- Referrals to other business services
- Assistance preparing for financing or exporting
- ...and much more

The chamber provides a voice for the business community and partnering with this organization allows the SBDC to work closer with the membership to strengthen the economy of the area.

Arlene M. Soto, Small Business Development Center Director, 2455 Maple Leaf, North Bend, OR 97459, 541-756-6445, asoto@socc.edu, www.BizCenter.org.



- President**
Rick Skinner
Knife River Materials
- President-Elect**
Barry Winters
Barrett Business Services, Inc.
- Past President**
Pam Plummer
Umpqua Bank
- Vice President**
Jessica Engelke
SOCC
- Jayson Wartnik
Hough, MacAdam, Wartnik,
Fisher & Gorman, CPA's
- Secretary**
Deena Gisholt
Oregon Pacific Bank
- Treasurer**
Michele Hampton
Banner Bank
- Ambassador President**
Jessica Chavez
Cardinal Services Inc
- 2015 Board of Directors**
Melissa Cribbins
Board of Commissioners
- Diane Crawford
Prudential Seaboard Properties
- Beth Gipson
Gipson Insurance Agency
- Pam de Jong
Edward Jones Investments
- Jon Hanson
South Coast Office Supply
- Mark Wall
Roseburg Resources
- Deborah Rudd
South Slough Reserve
- Kyle Daniels
Clean Cut Landscape
- Michael Hinrichs
Jordan Cove Project
- Tim Huntley
Knife River Materials
- Tom Burdett
BnT Promotional Products
- Erin Johnson
Edward Jones Investments
- Spencer Gordon
Bay Area Enterprises
- Dr. Todd Landsberg
South Coast Hearing Center
- Community at Large**
Brooke Walton
Oregon Int. Port of Coos Bay
- Theresa Haga
CCD Business Development Corp
- Rob Schab
Coos Bay-North Bend Water Board
- Theresa Cook
Southwest OR Regional Airport
- Connie Stopher
SCDC
- EX-Officio**
Patty Scott
Southwestern Oregon
Community College
- Rodger Craddock
City of Coos Bay
- Terence O'Connor
City of North Bend
- Barbara Bauder
Bay Area Hospital
- Dawn Rae Granger
School Dist #9
- Bill Yester
School Dist # 13
- Tenneal Wetherell
South Coast ESD

Ribbon Cuttings in July



La Costa

Yellow Cab Co.



Yellow Cab and Dick Leshley have been such a blessing to our community and has done many wonderful things. We had the privilege to help welcome Yellow Cab into their new location.



We helped celebrate La Costa's 9 year Anniversary and their expansion of the restaurant, a beautiful new banquet room. Thank you for asking us to be apart of this special day and thank you to everyone who made it.

BACC Day at the Fair!



Chamber Investors-Renewing Members

24 year member-1991

*Industrial Steel & Supply
Co, Inc.*

19 year member-1996

Bayside Terrace

14 year member-2001

BACAPA Park

13 year member-2002

*Oregon Satellite Home
Entertainment*

8 year member-2007

Sunset Bay Golf Course

6 year members-2009

*Just Kids Early Learning
Center*

Super 8 Bayshore Inn

*The Human Bean– Coos
Bay*

*The Human Bean– North
Bend*

5 year member-2010

*Tom's Bulldog
Automotive Inc*

3 year members-2012

*Springleaf Financial
Services*

Coos Bay Boat

*Building Supply Co,
Inc*

2 year member-2013

*Coos Health &
Wellness*

1 year members-2014

*South Coast Hearing
Center*

RHR Heating Co.

*Thank
You*

July Jubilee



Executive Director Timm Slater & Bobetta Slater drive their yellow Trans AM with Treasurer Michele Hampton & Past President Pam Plummer during North Bends July Jubilee Parade. Representing the Bay Area Chamber of Commerce and all of our Chamber Members.

Welcome New Member

Douglas medical
Equipment Supply
Ben Woodruff
2674 Broadway Ave
North Bend
541-756-9016
dmes@abct.com

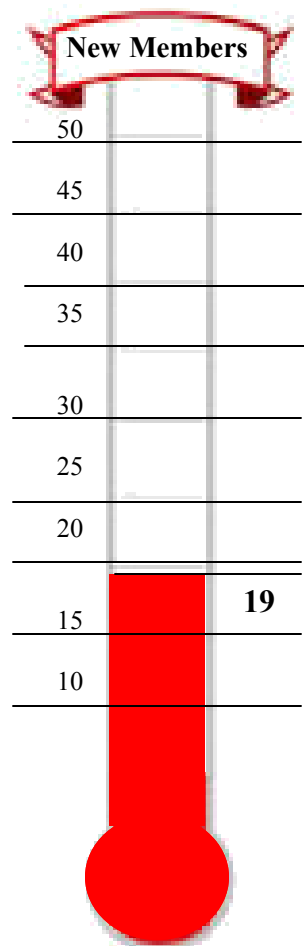
www.douglasmedicalequipment.com

Douglas Medical Equipment Supply is a locally owned and operated business, featuring home healthcare products and supplies.



2015 Membership Drive!

The Chamber knows how important it is for businesses in our community to thrive. That's why we are asking that all Chamber Members help spread the word and let others know why you are a Chamber Member and get them to join! The Member who recruits the most new members will win a Travel Oregon Package! Winner will be announced at 2016 Chamber Awards Banquet! Stop in and get your invite packets today, we'll have them ready for you. 145 Central Ave Coos Bay.



46 New Members is the Goal!

Community Information

DATE: July, 2015
TO: Regional Photographers
FROM: Barbara Bauder
SUBJECT: Photography Call for Entries

You are invited to participate in our photography call for entries. Bay Area Hospital is committed to integrating art into our newly updated Rapid Evaluation Unit on the second floor. The art will enhance the patient, staff and visitor experience; will be of the highest quality and will connect people to each other and their environment. We successfully completed a similar project in the 3rd and 4th floor patient rooms that has been met with great enthusiasm.

We are seeking donated high quality resolution images of regional photos that will be framed by Bay Area Hospital for our unit.

The Guiding Principles for art selection are noted below and are 'creative directions' to inform the way art is selected. Photo entries will be selected by our arts committee comprised of local artists and community members.

- Enhance the healing environment.
- Be suitable for a hospital environment.
- Reduce stress and anxiety.
- Provide a positive distraction.
- Create a sense of familiarity (Coos Bay, Southern Oregon, and Coastal) and connect with the community and the region.
- Reference nature and promote a calm, peaceful, and serene quality.
- Bring forth smiles, pleasure, comfort, and a joy of life.
- Work with the architectural space and highlight the presence of light, color, and materials.
- Compliment and complete the interior design.

Please submit a flash drive with your letter of interest by September 8, 2015 with a maximum of five images or print 4x6 photos for submission. You will be recognized with a donor sign. If you have any questions, please do not hesitate to contact me at 541-269-8543 or via email at barbara.bauder@bayareahospital.org.

Sincerely,



Barbara Bauder
Chief Development Officer

Bay Area Hospital
1775 Thompson Road, Coos Bay, OR 97420

A Message from Connie Stopher, Executive Director of South Coast Development Center...

Greetings,

I want to start by thanking Frontier Communications. Frontier is a major sponsor of the America's Best Communities grant that we applied for earlier this year. After we did not move on to the next round, Kelley Carson with Frontier contacted us to let us know that they would be awarding us \$5,000 in recognition of the hard work we put in on a very competitive application. We have already decided that we will be donating \$1,000 of that award to the Small Business Development Center's New Business Challenge Grant. We couldn't have done that without Frontier, and we really want to thank them for their support!



I keep hearing I should be using social media to advertise my business but I don't know what that means. How does a business use social media effectively?

Social media is the term used to identify the many online networking tools available. Most people have heard of Facebook, Twitter, YouTube and LinkedIn but many more options exist. IBM's 2012 survey of 1700 CEOs across the globe shows that as of the survey date only 16% of customer interaction was through social media but that was expected to grow to 57% in 3-5 years. Only 12% of the CEOs surveyed felt they were effective users of social media at that time.

Many business owners see using social media as an overwhelming time commitment so they don't start. Others just don't know how to get started. Based on the abundant proof in the marketplace that social media marketing produces financial returns and the cost of using this tool is relatively low it makes sense to learn more. As with all business initiatives it makes sense to start with a marketing strategy and education in using this business tool. The Oregon Small Business Development Center Network website www.BizCenter.org is a good place to get a low cost introductory course called "Social Media Basics".

Business owners often jump to embrace the latest and most talked about marketing tools without developing a solid marketing strategy then give up when the tools don't work for them the way they thought they would. The marketing strategy identifies:

- Goals – how many leads or customer contacts do you expect to create? How will each of these be followed up on? How many sales will result?
 - Costs – even though a Twitter, LinkedIn or Facebook profile is low in dollar cost, there is a time commitment to maintain information and develop the messages that will be sent to prospects.
 - Action steps – what tasks need to be completed to make social media or any online marketing work for your company?
 - Timeline – when will tasks need to be completed?
 - Responsible parties – who in the company will be responsible for the social media marketing initiative?
- How will success be measured? How will leads and sales be tracked?

Social media marketing is the new wave in reaching customers but it is changing every day. Start slow, find one social media site to get started and build on what is learned from that. Select the site based on the potential customers using that tool already. Statistics from Harvard Business Review Analytics Services and SAS show that over 90% of people in the U.S. under the age of 30 use social networking and social networking accounts for 22% of all online activity. Also, 58% of companies are using social media marketing so don't overlook the tools for business to business sales.

The SBDC is a partnership of the U.S. Small Business Administration, the Oregon Small Business Development Center Network, the Oregon Business Development Department and Southwestern Oregon Community College. Arlene M. Soto has been the Director of the Southwestern Small Business Development Center since July 2007. To ask a question call 541-756-6445, e-mail asoto@socc.edu, or write 2455 Maple Leaf, North Bend, OR 97459. Additional help is available at the OSBDCN Web page www.bizcenter.org.

Like us on Facebook and Send us your Stories!



facebook

<https://www.facebook.com/BayAreaChamber>

THROWBACK THURSDAY!

We all love looking at old pictures and hearing stories of yesteryear. This is your opportunity to share **YOUR BUSINESS STORY!** The Bay Area Chamber of Commerce is looking for stories and pictures for **THROWBACK THURSDAY** on our Chamber Facebook page! Here's the scoop...

- 100 words or less, tell us your story highlighting **THEN** and **NOW!**
- 1-2 pictures to share
- Send to bayareachamberofcommerce@oregonsbayareachamber.org

Watch for **THROWBACK THURSDAY'S** on our Facebook page starting in July!

Bay Area Chamber of Commerce "Like" Campaign



Not friends with the Chamber yet? Here's how to Like us!

1. Open the Facebook App
2. In the search field at top type: Bay Area Chamber of Commerce
3. Select "Search"
4. You will see the Chamber logo and Chamber Name on a banner below
5. Select the Chamber Banner to open the Chamber Facebook page
6. Once on the Chamber Facebook page, click the "like" button



You are now connected & have access to the latest Chamber events, news and Chamber Member information!

Now it's time to **SHARE** with friends!

1. While on the Chamber Facebook page, select the "Invite friends to like this Page" banner.
2. Your list of friends (those that aren't already a fan of the Bay Area Chamber of Commerce Page) will be shown.
3. Scroll through your friends list and Select "invite" next to each name. An invite will be sent to each friend.
4. As friends like the page, you will receive notification on your Notifications page.



Now **LIKE** and **SHARE** and watch our visibility grow!

BACC Upcoming Events:

August

- 27th - Taking Care of Business Bowling Fundraiser.
- Look forward to a visit from Debbie Webb she will be by to discuss Directory Ad Sales with you, as we gear up for the 2016 Directories.

September

- 2nd, 9th, 16th, 23rd, & 30th - Wednesday Business Connection (WBC) is back! Join us Every Wednesday from 11:30-1 at the Mill Casino in the Salmon Room.
- 8th - First day of Leadership Coos Program
- 12th - 2nd Annual Golf Tournament to take place at Watson Ranch Golf. Get your foursomes ready today and give us a call - 541-266-0868

Music Corner on the Water
CBDA The World
Live Music! Fourth & Anderson - Coos Bay

| | | |
|---|---------|---|
| Fridays | July 10 | Gold Coast Chorus & Sea Breeze Harmony Chorus |
| Noon - 1 | July 17 | Lab Band |
| | July 24 | Rhy & Jackie Thornton |
| | July 31 | Contra Swings |
| Bring a picnic, bring a friend & come downtown Coos Bay | | |
| | Aug. 7 | Swing Jazz Project |
| | Aug. 14 | Finavarra |
| | Aug. 21 | Oregon Oldtime Fiddlers |
| & a little extra music 1-2 pm | Aug. 28 | Dale Inskeep with Bill Bartels Followed by Kenny, Rob & Bob |