

“Building Our Community By Making Business Strong”

Breakfast for Champions Announces 2015 Schedule

The Chehalem Valley Chamber is pleased to announce the 2015 Breakfast for Champions series. Please take a moment to reserve the following training opportunities for you and someone else in your business. In collaboration with PCC Newberg Center and the PCC Climb Center, the Chehalem Valley Chamber is able to provide world-class speakers in Newberg. Tickets are only \$10 for Chamber Members and include breakfast. Non-members may attend for \$20. All events are held at PCC Newberg Center located at 135 Werth Blvd. Breakfast is at 7:30 a.m. and the program is from 8 a.m. to 9 a.m. Call the Chamber at 503-538-2014 for information or to register.



Portland General Electric

how to get the most out of your Social Media efforts.

Colleen Wright is an Internet marketing strategist and trainer with over 20 years of general marketing experience and over 15 years of experience working on the web. From 2007 to 2012, Colleen taught Digital Marketing Strategies as an owner/trainer for Search Engine Academy NW, a global training firm.

Colleen has helped hundreds of companies over the years improve their online marketing efforts. As one who teaches Internet marketing, Ms. Wright stays current on the ever-changing landscape that is digital marketing.

March 25, 2015

Topic: Daily Marketing Activities that Matter to Your Business

Jackie will cover two pillars of marketing; Message and Target Marketing from a “surgical” approach.

Learn the daily marketing activities that matter.

Jacqueline (Jackie) B. Peterson has over 35 years of experience as a teacher, consultant, business coach and former CPA. Currently Jackie is a strategic advisor at the Portland Community College SBDC and heads their Encore Entrepreneur program. Jackie is the author of the book “Better, Smarter, Richer, 7 Business Principles for Encore, Creative and Solo Entrepreneurs” which focuses on the needs of solopreneurs, the fastest-growing business model for the 21st Century.

June 17, 2015

Topic: “Social Media Marketing for Small Businesses”

Learn how to create a Social Media Marketing Plan and

September 9, 2015

Topic: Practical Business & Marketing Plan Development

A goal without a plan is wishful thinking. If you don’t have a solid business and marketing plan down on paper, you may be missing out on:

- a potent fund-raising and recruiting tool
- an operational check and balance
- a “partner” for motivation, growth and momentum

Wendi Butler is an adjunct faculty member at Marylhurst University, facilitating graduate courses in sustainable business. She is also a lead faculty and Area Chair for the University of Phoenix’s Oregon campus. She has been a business owner, General Manager for a medical equipment manufacturer, and has held management positions in sales and marketing for area technology businesses.

December 16, 2015

Topic: TBA



5 to 7 p.m.

Tuesday, Jan. 13, 2015

Chehalem Valley Brewing Co.

2515 B Portland Rd., Newberg

R.S.V.P. by Friday, Jan. 9

503-538-2014

5 to 7 p.m.

Tuesday, Feb. 10, 2015

Zenith Travel

at the Chehalem Cultural Center

415 E. Sheridan St., Newberg

R.S.V.P. by Friday, Feb. 6

503-538-2014

Cost: \$5 members

\$10 general public

Mark your calendar now for these Wine on Tuesday events in January and February. These popular events feature wine, appetizers and door prizes. \$5 per glass of wine for members and \$10 for non-members. (There will be a \$5 entrance fee if you do not RSVP.)

Chehalem Valley Chamber of Commerce

115 N. College St., Suite #2

Newberg, OR 97132

503.538.2014

TITLE SPONSORS

The Chehalem Valley Chamber of Commerce would like to acknowledge the special investment of the following Title Sponsors of our events throughout 2015:

Leadership Newberg,
Community Awards Banquet



Columbia Bank
Wine Education Center



Breakfast for Champions



Portland General Electric



Portland Community College

Brews & BBQs



"We have many great opportunities for improvements in the Chehalem Valley business climate."

CHAIRMAN'S MESSAGE



Carr Biggerstaff
Board Chair

2014 was a year of organizing for positive business climate changes here in the Valley. Along with all of the fun seasonal events that the Chamber sponsors or supports such as Brews & BBQ, Tunes on Tuesday, and the Golf Tournament, the Chamber team was busy behind the scenes working to make improvements in some of the core services that affect our local businesses.

Economic Development Task Force

Under the leadership of board member John Kerekanich, the Chamber created an Economic Development Task Force that met with dozens of local businesses to identify ways to make it easier to establish a new business and expand an existing one. The result of this effort provided information that the City can use to simplify and expedite planning and building processes and came at a critical time with the hiring of our new City Manager, Jacque Betz. The task force will continue to work with Jacque and her team to make improvements and to expand the Valley's economic development capabilities.

Leadership Newberg

With help from former Leadership Newberg alumnus Heath Cornick and Linda Sandberg, the Chamber updated and revamped this important pro-

Chairman's Message
continued on page 7.

Chamber News

Chamber Seeks Award Nominations

The Chehalem Valley Chamber has scheduled the 2015 Community Awards Banquet for Friday, March 20, 2015 at the Chehalem Cultural Center. Nominating forms are available at the Chamber Office. Deadline for nominations is Jan. 23, 2015

2014 Citizen of the Year

NOMINATION CRITERIA:

Recipient must be a citizen who has done more than his/her part in making our community realize its "inherent potentialities."

Neither nominees nor their employers need to be members of the Chehalem Valley Chamber of Commerce

Recipient must have demonstrated leadership in improving the vitality of our community.

Recipient should be a resident of Newberg or

Dundee – however their overall contributions to the community trumps zip code. Primary consideration should be exemplary service (including volunteer work) to the local/county community in single or multiple initiatives

Service rewarded should be beyond that contained in the individual's job description.

2014 Edward Stevens Distinguished Service Award*

NOMINATION CRITERIA:

Recipient must be a citizen who has done more than his/her part in making our community realize its "inherent potentialities." Neither nominees nor their employers need to be members of the Chehalem Valley Chamber of Commerce

Primary consideration should be exemplary service (including volunteer work) to the local/county community in single or multiple initiatives

Unlike the Citizen of the Year this award recognizes exemplary service to the Newberg and/or Dundee communities through the course of their day-to-day employment.

*The first award recipient was Edward Stevens, the president of George Fox University, who was recognized in 1999 for exemplary contributions to the community through his

role at George Fox.

2014 Community Volunteer of the Year

NOMINATION CRITERIA:

This award is given to an individual who has demonstrated involvement and enthusiasm by giving time and service to a variety of organizations and events to support the community. Neither nominees nor their employers need to be members of the Chehalem Valley Chamber of Commerce.

Primary consideration should be exemplary volunteer service to the local/county community in single or multiple initiatives.

The individual shows commitment and volunteerism in community projects.

Is a role model and mentor to others

Demonstrates compassion, humility and nondiscrimination

2014 Business Person of the Year

This award is given to an individual in business that offers high-quality products or services, demonstrates strong ethical standards, exhibits leadership with their employees and clients and within their industry and is active in the community.

The business that is nominated must be a chamber member in good standing and must have been in business in the area for a minimum of five years.

Primary consideration should be their exemplary reputation in the business community. However, the award also recognizes their demonstrated involvement in the general community.

2014 New Business of the Year

Apply the same criteria as in Business Person of the Year. However, they must be in business in the area for LESS than five years.

2014 Junior Citizen of the Year

(Must request separate nomination form) Nominations will be accepted for this award through March 1.

Note that nominations may be made by anyone but the final selection is determined by a committee made up of previous winners.



2013 Citizen of the Year, Dave Haugeberg accepts a Congressional Award from US Representative Suzanne Bonamici.



First Federal
MEMBER FDIC

Rosita F. Seibel
Branch Manager
rseibel@firstfedweb.com
NMLS ID# 795586

121 N Edwards Street • PO Box 688
Newberg, OR 97132
(503) 538-9449 • fax (503) 537-0498

We're Here

Chamber News

Request for Photography

The Chehalem Valley Chamber is seeking the submission of photographic images, taken within Newberg, Dundee, Dayton and surrounding areas, featuring the resources and venues of our area. Image content may include attractions, gardens, nature, recreation, dining, shopping, events, wine tasting or any image that helps tell the story of our wonderful Chehalem Valley.

A picture does say a thousand words and we speak volumes every day with high-quality images from many talented photographers. Photographs help develop the first impression a visitor has of our area. Images are used in our print, online and social media marketing platforms. If you would like the Chehalem Valley Chamber to consider your photographic images, please review the following criteria:

- Photos must be high resolution and a minimum of 300 dpi
- Photos should be experiential and include people when possible.
- Photos with people must have a "model release" included that gives permission to use images.

If you have images that meet the criteria, please send them to: Sheryl@chehalemvalley.org

Yamhill County Announces Two Grant Opportunities for Local Businesses

The Strategic Investment Fund

The purpose of this grant is to provide an opportunity for strategic capital infusion that will support new job creation and business growth. The funding amount varies each year depending on the nature of the project and the amount of funds available. The next application deadline is March 1, 2015.

This is a unique opportunity for businesses within Yamhill County to request funds which will directly support business growth, efforts in job creation, business retention, relocation or expansion or equipment purchases that directly create jobs. Download an application at <http://www.growyamhillcounty.com/wp-content/uploads/2014/10/Strategic-Investment-Fund-Grant-Application.pdf>

Economic Development Small Grant Program

The purpose of this fund is to support on-going operations or projects of local businesses, organizations, government entities and educational institutions that seek to create an economic benefit within Yamhill County. The kind of economic benefit should pertain to economic development, job creation and/or business expansion.

Businesses, organizations, government entities and educational institutions within Yamhill County are eligible to apply.

Applicants must demonstrate how their activities will spur economic development, job creation and business expansion within Yamhill County.

- Application period January 1 – March 1 of each year
- Applicants must complete an application and submit it to the Board of Commissioners office
- Applications considered during April Commissioners Budget Meetings
- Funding is limited to \$10,000 per applicant, or less
- Grants funds are dispersed in November of each year

Download an application at <http://www.growyamhillcounty.com/wp-content/uploads/2014/10/Economic-Development-Small-Grant-Fund-Application.pdf>

If you have any questions please contact: Laura Tschabold; tschabold@co.yamhill.or.us or 503-434-7501.

TOOLS FOR BUSINESS SUCCESS



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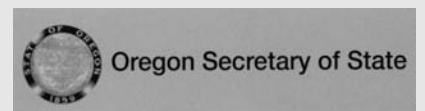


We can help you:

- Start a business
- Find permit and license information
- Learn about employer requirements
- Finance your business
- Relocate or expand your business
- Understand taxes and regulations
- Contract with government
- Find training
- And much more ...



Get started at:
www.business.oregon.gov



Wine on Tuesday Announces 2015 Schedule

The Chehalem Valley Chamber is pleased to announce that all hosts for the 2015 Wine on Tuesday have been secured. Wine on Tuesday features wine, appetizers, music and door prizes from 5 to 7 p.m. on the second Tuesday of each month. The popular social event is relaxing and enjoyable, offering an effective way to network and make connections to strengthen your business.

January 13	Chehalem Valley Brewing Company	June 9	Pulp & Circumstance
February 10	Zenith Travel at the Chehalem Cultural Center	July & August	Tunes on Tuesday
March 10	Archer Vineyards	September 8	Cathedral Ridge
April 14	Oregon Massage Clinic	October 13	Rain Dance Marketplace
May 12	Rallison Cellars	November 10	Valley Wine Merchants
		December 8	Chamber Christmas Party at The Purple Cow

Greeters is a continental breakfast for members and guests that offers visibility, education and support.

GREETERS — JANUARY

8 to 9 a.m.

All locations in Newberg unless otherwise noted.

**Friday, January 2
NO GREETERS**

**Friday, January 9
Synergistic Direct Care**
at the Dundee Fire Station,
759 Hwy. 99W
Host: Dr. Michael Jaczko
Phone: 503-662-8051

**Friday, January 16
Newberg High School**
Deborah Road Entrance
Host: Vicki Peterson
Phone: 503-554-4439

**Friday, January 23
Newberg Kids' Dentist**
710 D Foothills Dr.
Host: Dr. Tim Richardson
Phone: 971-281-2601

**Friday, January 30
Oregon Massage Clinic**
408 E. First St.
Host: Janet Olin
Phone: 503-538-0100

If you would like to host Greeters in 2015 please contact Patty at the Chamber Office at 503-538-2014.

Member News & Events

Oregon Symphony

CARLOS KALMAR, MUSIC DIRECTOR

**The Oregon Symphony will be performing a pops concert:
“Clarinet Swing Kings” – Conducted by Jeff Tyzik
Bauman Auditorium, George Fox University, Friday, Jan. 16, 2015, 8 p.m.**

A limited amount of free tickets will be available to the public through the Chamber on January 9, 2015.

Welcome New Members

Morris Accounting LLC, Megan Morris, CPA

Owner: Megan Morris

Hours: Mon.-Thurs., 9 a.m. - 4 p.m.

Location: Everything is done remotely and in the cloud. However, I like to meet with my clients face to face on a regular basis either at their place of business or a coffee shop of their choosing.

Phone: 971-264-1350

Email: megan@morrisaccountingllc.com

Web Site: www.morrisaccountingllc.com

Business History

How Old Is Your Business? I have been working in accounting for nearly a decade and decided to branch out on my own by launching Morris Accounting LLC on Oct. 1, 2014.

Number Of Years In This Area? My husband and I have lived in Newberg for just over five years.

What Is Your Company's Mission Statement/Philosophy?

Simplifying accounting. The financial side of a business is one area where there shouldn't be any ambiguity. Business owners should have accurate and reliable information available to them at all times. Clients of Morris Accounting LLC will have a CPA who is a financial mentor and a partner with them in their business.

Please Describe Your Business/Service: Morris Accounting LLC provides user-friendly cloud-based accounting services to small- and medium-sized businesses and individuals. I learn about you and your business and can provide a wide range of services depending on what your business needs. Morris Accounting LLC also provides tax consulting and preparation for individuals, S-Corps and LLC's.

How Does Your Business/Service Stand Out In The

Industry? There is a new generation of business owners who are used to having access to information at the click of a button. They are used to working from anywhere and having apps for their smartphones. This new breed of business owner also needs the ability to immediately access up-to-date and reliable financial data which allows them to make informed business decisions. Morris Accounting LLC serves these clients with modern tools that they need while providing them with a CPA who will partner with them in their business. The goal is to get to know you, your goals and your business' goals and to partner with you in reaching those goals. This is a more holistic approach to accounting.

Do You Have Any Stories To Share About Customers' Reactions to Your Business/Service?

My clients really seem to like having a soup-to-nuts solution available for their accounting needs. They don't have to keep track of who's doing their payroll, who's paying their bills, who's reconciling their accounts, or who's doing their tax work ... it's all taken care of under one roof. And we include all of it in a flat monthly rate which allows them to accurately predict their costs in that area.

Additionally, they don't have to worry about how many times they need to call, or how many hours it's going to take us to complete an engagement – it's much simpler for them. It also allows us to do tax planning throughout the year, or recommend crucial adjustments that need to be made mid-year to make tax season as painless as possible. Oftentimes, we may not have otherwise been able to capitalize on different strategies if we didn't see their financials until preparing the tax return.

Are There Any Misconceptions About Your Business/Service?

Even though we offer tax preparation and consulting services, we aren't a traditional CPA firm by any means. We take a much more comprehensive approach, and really value relationships with our clients that are continuous throughout the year – not just at tax time. We may not always be the cheapest option, but our clients have definitely realized the value of having a CPA in their passenger seat. There are also some hesitations amongst some people in switching to a cloud-based solution, and there's a lot of misconceptions out there about what “the cloud” entails. We're here to educate our clients, and take the stress out of the transition. Most businesses that switch can't believe the difference, and wish they would have done it sooner.

Please Share Any Hurdles/Challenges/Funny Stories Involved In Operating/Starting Your Business.

Before opening my own practice, I worked for a firm in Lake Oswego as the Director of Operations for their virtual accounting division. Since opening in Newberg just about every person I've run into has said, “You're back!” even though I lived here the whole time. I really appreciate the sentiment, and am certainly glad to once again be working in the community that I live in. And it's been great to be able to get more involved in community events. Boy, do we live in a great town!



Welcome New Members

Mode du Jour Medical Aesthetics Spa and Salon

Owner & Stylist: Erienne Paquette Minnieweather

Hours: Tues.-Fri. 9 a.m.-5 p.m., Mon. and Sat. 10 a.m.-5 p.m. or by appointment

Location: 207 N. Meridian St., Newberg

Phone: 503-538-8323

Email: erienne@newbergspa.com

Web Site: www.newbergspa.com

Business History

How Old Is Business? Mode will be five years old on Feb. 5, 2015! Come celebrate with us on the Feb. 6 ARTWalk!

Number Of Years In This Area? We have been in the same location for the last five years.

What Is Your Company's Mission Statement/Philosophy?

Mission statement: Distinctive and stunning therapeutics for your hair, skin, body, and mind.

Our philosophy: To be in the forefront of style, science, and sophistication. Ongoing education is a priority; we are regularly refining our knowledge and expanding the palette of services offered to our clients. We take pride in maintaining your confidentiality in a family friendly setting.

Please Describe Your Business/Product/Service.

Mode du Jour is a full-service salon and medical spa. The salon specializes in color, cuts, and eyelash extensions. We also offer waxing, facials, and electrolysis. Our medical spa offers the latest in cutting edge technology and focuses on wellness, injectables, skin care, and permanent makeup. Our hair and skin care products are top quality – natural and effective.

How Does Your Business/Product/Service Stand Out In The Industry?

Our salon emphasizes continuing education, which allows us to keep up with the most current styles and technology for men and women. Our salon and medi spa's comfortable environment assures top-of-the-line services and creates a worthwhile experience. All of these elements make Mode du Jour a top choice for many people in the Yamhill County area.

Do You Have Any Stories To Share About Customers' Reactions to Your Business/Product/Service?

We carry Kevin Murphy products. Time and time again, clients will comment on how the product has dramatically improved their hair. (It is so important to invest in products since you are investing in the haircut and especially the color.) This is a positive reaction I love hearing from clients!

Are There Any Misconceptions About Your Business/Product/Service? Occasionally, people assume our salon is out of their price range due to the exterior of the building. However, we have many different stylists and our prices vary. It is easy to find someone to fit your schedule and budget that will still offer high-quality services. We are all independent contractors at Mode, so if you schedule ahead we can get you in outside of regular business hours. You don't need to worry about driving to Portland to get a great haircut or color!



Another misconception is that this is a women's only salon and spa. In reality, we offer great men's hair services. A few of our stylists are even licensed barbers. The med spa has a range of services for men as well!

Lastly, people sometimes think my parents are part owners of Mode. However, they actually rent space from me and we enjoy getting to see each other on a regular basis!

If Your Business Has An Unusual Name, Please Explain.

"Mode du Jour" means style of the day. This can define any style from hair and makeup to fashion, jewelry, etc. I chose this name to emphasize how important staying up to date on the latest styles and trends are for this business. When you come to Mode, you can count on getting the best quality and modern looks.

Please Share Any Hurdles/Challenges/Funny Stories Involved In Operating/Starting Your Business.

In the first three years, we remodeled three times! We have finally found the best style and design for our business. The business originally was a salon and started out as a partnership. Today, it is a salon and medical spa and I am the sole owner. Currently, we are housing seven amazing independent contractors!

Newberg Urgent Care
& MEDICAL CENTER

~ Friendly Health Care for the Whole Family ~

Augustine Gonzales
Administrator

2880 Hayes Street • Newberg, OR 97132 • 503-537-9600
www.newbergurgentcare.com

Greeters is a continental breakfast for members and guests that offers visibility, education and support.

GREETERS — FEBRUARY

8 to 9 a.m.

All locations in Newberg unless otherwise noted.

Friday, February 6

Ruddick/Wood

720 E. First St.

Host: Kyle Lattimer

Phone: 503-487-6133

Friday, February 13

Chehalem Youth & Family Services

504 Villa Road, Suite 3

Host: John Danese

Phone: 503-487-7551

Friday, February 20

Marquis Newberg Post-Acute Rehab

441 Werth Ave.

Host: Ian Strand

Phone: 503-538-9436

Friday, February 27

Soroptimists

Meeting at Key Bank

1815 Portland Road

Host: Jackie Lane

Phone: 503-538-3232

If you would like to host Greeters in 2015 please contact Patty at the Chamber Office at 503-538-2014.

Get
involved –
join a
Chamber
committee.

JANUARY MEETINGS & EVENTS

- 2 No Greeters – Happy New Year!
- 5 Leadership Steering Committee
Noon, CVCC Office
- 6 Board of Directors
7 a.m., GFU, Hoover Building,
Room 104
- 9 Greeters
8 a.m., Synergistic Direct Care
at the Dundee Fire Station
- 13 Wine on Tuesday
5-7 p.m. at Chehalem Valley Brewing
Co.
- 16 Greeters
8 a.m., Newberg High School,
School to Business Program
- 20 Leadership Newberg
8 a.m., Business & Industry Day
- 22 Ambassador Meeting
12:30 p.m., CVCC Office
- 23 Greeters
8 a.m., Newberg Kids Dentist
- 27 Executive/Finance Committee
12 p.m., CVCC Office
- 28 8 @ 8 Focus Group
8 a.m., CVCC Office
- 30 Government Affairs Committee
9 a.m., CVCC Office
- 30 Greeters
8 a.m., Oregon Massage Clinic

Meeting Locations

(All locations in Newberg unless otherwise noted)

Chehalem Valley Brewing Co.,

2515 B Portland Road

CVCC Office, 115 N. College St.

Dundee Fire Station,

759 Hwy. 99W, Dundee

George Fox University,

414 N. Meridian St.

Newberg Kids Dentist,

710 D Foothills Dr.

Newberg High School,

Deborah Road Entrance

Oregon Massage Clinic,

408 E. First St.

Welcome New Members

Deception Brewing Co.

Owner/Brewmaster: Brian Wheatley

Owner/Head Brewer: Ben Hoffman

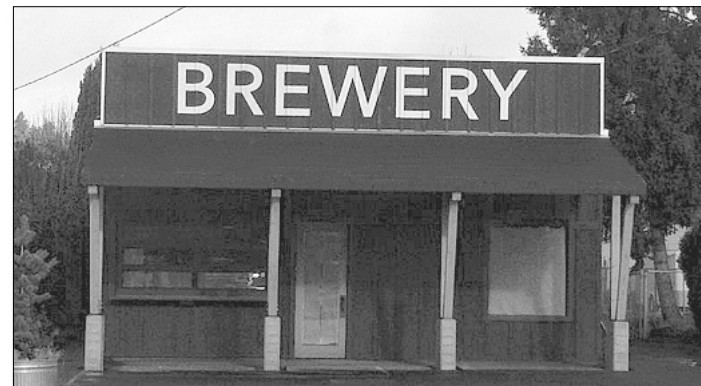
Hours: Mon. 6-9 p.m., Tues.-Wed. closed,
Thurs. 5-9 p.m., Fri. 5-11 p.m., Sat. 12-11
p.m., Sun. 12-9 p.m.

Location: 1174 SW Hwy. 99W, Dundee

Phone/Fax: 971-832-8054

Email: deceptionbrewingco@gmail.com

Web Site: www.deceptionbrewingco.com



Business History

How Old Is Business? Six months

Number of Years In This Area Six months

Franchise or Chain? No

Family Business? Number of Generations? Two childhood friends

What Is Your Company's Mission Statement/Philosophy? Deception Brewing Co's mission is to provide a relaxed and inviting atmosphere where beer lovers from all over can enjoy high-quality craft beer brewed on site.

Please Describe Your Business/Product/Service: Deception Brewing Co. is a nano-brewery located in the heart of Oregon's wine country. At Deception Brewing Co. we pride ourselves on producing high-quality handcrafted ales that any seasoned or novice beer lover can appreciate.

How Does Your Business/Product/Service Stand Out In The Industry? As one of just a handful of breweries located within Yamhill County, Deception Brewing is quickly gaining a reputation for producing a high-quality product.

Do You Have Any Stories To Share About Customers' Reactions To Your Business/Product/Service? Since we opened our doors in June of 2014, Deception Brewing has developed a pretty healthy following of local customers, along with travelers who pass through the area on a regular basis. We are also really proud to say that only three months

after opening, we won our first award as the "best beer" during a blind taste test from a panel of judges at one of Oregon's largest summertime beer festivals.

Are There Any Misconceptions About Your Business/Product/Service? One of the biggest misconceptions or challenges surrounding the craft beer industry as a whole, is convincing Johnny Six-Pack to give up his light lager brewed by one of the big macro breweries and devoid of any flavor, and try a hand-crafted ale full of complexities and flavor. But luckily here in the Northwest, and Oregon in particular, that's not a hard feat to overcome. Oregon is known as "Beervana" after all.

Please Share Any Hurdles/Challenges/Funny Stories Involved In Operating/Starting Your Business: Just like most businesses that are starting up, Deception Brewing faced many hurdles and challenges. I think our biggest challenge, at first, was scraping together the funds. Starting a brewery isn't cheap. Our next biggest hurdle was cutting through all the government red tape, and getting all the required permits and licenses. We added it up, and just to operate Deception Brewing has seven different licenses. Our last major hurdle was finding a space to do business in. We wanted to stay in Dundee, but it's such a small community there wasn't a whole lot of options when it came to buildings that could meet our requirements. Luckily, after a couple of deals fell through, and thinking we would never find a space, we found the spot we currently occupy.



Ed Howard
SVP, Commercial Banking Officer

Newberg Branch
3500 Portland Rd
Newberg, OR 97132

p 503-279-3176
c 503-899-2335
f 503-538-0370
ehoward@columbiabank.com



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a virtually bigger staff when you need one

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helping businesses make the most of their resources

carr@biggerstaffvba.com

503.680.1780

Welcome New Members

ABOVE the press

Owner & Designer:

Lauren Wylie

Hours:

Available by appointment

Location:

Oregon Wine Country

Phone/Fax: 503-989-7589

Email/Web Site:

lauren@abovethepress.com,

abovethepress.com,

OregonWineCountry.travel

Business History

How Old Is Business? 1.5 years

Number Of Years In This Area? Born & raised in St. Paul, live/worked in Newberg since 2006

What Is Your Company's Mission Statement/Philosophy?

To increase sales for my clients by developing fresh, creative and visually compelling marketing strategies.

Describe Your Business/Service

- Graphic design: Custom graphics of all sizes for print and web
- Printing Resource: Provide print examples and cost structures for various printers
- Photography: Commercial photography for print and web use
- Videography: Structure concepts and produce video to distribute online
- Podcasts: Audible stories and sales tools for individual products and businesses to add to online storefronts



- Websites & E-commerce: Small business web development and e-commerce solutions
- Editorial Strategies: Evaluating all current content to restructure a consistent voice and message on all platforms
- Social Media: Create, schedule and promote concise messages for all social media platforms

How Does Your Business/Service Stand Out In The Industry?

We provide creative solutions seamlessly across all media platforms. That, paired with our in-depth local knowledge of our community and the tourism industry has established a successful track record for non-profits, small businesses and tourism agencies.

Do You Have Any Stories To Share About Customers' Reactions to Your Business/Service?

The best reactions I receive are when my customer reports a boost in sales or customers outside of their expected growth. I'm looking forward to hearing the reactions from the community and tourism industry for a new campaign I developed called, "Rain or Shine." Every year there is an off season in Oregon Wine Country. To help boost revenue for the tourism industry I developed an overarching off-season campaign for all of the Northern Willamette Valley that partners with local businesses and statewide tourism platforms.

If Your Business Has An Unusual Name, Please Explain.

I think above what everyone else is doing.

Please Share Any Hurdles/Challenges/Funny Stories Involved In Operating/Starting Your Business.

Owning, running and operating a business is like working two full jobs. I truly admire the sheer will of small business owners in the area. I heard someone say last year, "I want to work for myself so I can go on vacation whenever I want and work whenever I want." I got a pretty good chuckle after hearing that.

Chairman's Message continued from page 2

gram. As a challenge course facilitator Linda has had the opportunity to work with a number of Chamber sponsored leadership programs in the Willamette Valley. From this experience she was able to share best practices to add to what was already being offered. Heath has stepped into a Leadership Advisory role. And now serves as an additional resource for the Leadership Planning committee to tap as they navigate their way through planning each Leadership Day.

Workforce Development Task Force

The Chamber has been concerned with building ongoing relationships with our local educational institutions and the business community to ensure that students are prepared to successfully enter the workforce. To that end, the Chamber initiated a Workforce Development Task Force to determine how best to engage Newberg High School, PCC and George Fox with the local business community. With help from Jeff Vandenhout and Dr. Alan Kluge, George Fox provided two teams of students to conduct initial surveys focused on work-

force development. One team surveyed businesses and the other surveyed educators and students, both providing analysis, information and recommendations that will help us take the next step in this important initiative. Special thanks to our student surveyors: Lacey Caulfield, Zach Rapacz, Louise Toohey, Silviu Tulbya, Anthony Verdugo and Boris Xu.

America's Best Communities Contest

On Sept. 10, Frontier Communications and Dish Networks announced the America's Best Communities contest, a \$10 million prize competition to stimulate growth and revitalization in small cities across Frontier's 27-state footprint. The announcement for the western region was made here in the Chehalem Cultural Center and all indications are that Newberg-Dundee has what it takes to successfully compete. The Chamber is sponsoring both cities in the application process and has assembled a team of public and private representatives to complete the application including both cities, the Downtown Coalition, Climax, A-dec, Austin Industries,

Chairman's Message continued on page 8.

Get
involved –
join a
Chamber
committee.

FEBRUARY MEETINGS & EVENTS

- 2 Leadership Newberg Steering Committee**
12 p.m., Chamber Office
- 3 Board of Directors**
7 a.m., GFU, Hoover Building, Room 104
- 6 Greeters**
8 a.m., Ruddick/Wood
- 10 Wine on Tuesday – Zenith Travel**
5 p.m.
- 13 Greeters**
8 a.m., Chehalem Youth and Family Services
- 17 Leadership Newberg**
8 a.m., State Government Day
- 20 Greeters**
8 a.m., Marquis Post-Acute Rehab
- 24 Executive/Finance Meeting**
12 p.m., CVCC Office
- 26 Government Affairs Committee**
9 a.m., CVCC Office
- 26 Ambassadors Committee**
12:30 p.m., CVCC
- 27 Greeters**
8 a.m., Soroptomists at Key Bank

Meeting Locations

(All locations in Newberg unless otherwise noted)

Chehalem Youth and Family Services,
504 Villa Road, Suite 3

George Fox University,
414 N. Meridian St.

Marquis Post-Acute Rehab,
441 Werth Blvd.

Ruddick/Wood, 720 E. First St.

Soroptomists,

at Key Bank, 1815 Portland Road

Zenith Travel, at Chehalem Cultural Center, 415 E. Sheridan St.

We Make Business Stronger

Weekly Member News Email, 1,000

Monthly Member Newsletter, 5,500

Member Directory, 7,000

Weekly Releases To Media

COMMUNICATE

Chehalem Valley Chamber of Commerce

115 N. College St., Suite 2
Newberg, Oregon 97132
503-538-2014
Fax: 503-538-2463
Web: www.chehalemvalley.org

Staff

Sheryl Kelsh,
President/CEO
sheryl@chehalemvalley.org
Patty Musick,
Operations Manager
patty@chehalemvalley.org

Executive Committee

Board Chair: Carr Biggerstaff, Biggerstaff VBA
503-537-9034
Immediate Past Chair: Terry Emery, Want &
Emery CPAs PC
503-538-5023
Secretary: Betty Vergets, Newberg Ace Hardware
503-538-5460
Treasurer: Teri Council, A-dec
503-537-2892

Board Of Directors

Sharon Freeman, Wine Country Catering
503-317-2494
John Kerkanich, Newberg Ford
503-538-2171
Denny Lawrence, Bon Appétit Mgmt. Co.
503-554-2500
Ashley Lippard, Ashley Lippard Design
971-226-1685
Dr. Randy Morgan, Newberg Family Dental
503-538-7717
John Nunn, Half-Price Networks
503-487-3511
Linda Sandberg, Tilikum Retreat Center
503-538-4646
Francisco Stoller, The Kelly Group
503-554-0417
Emily Weichold, The Four Graces Winery
503-554-8000
Ron Wolfe, Premier Community Bank
503-682-9292
Lorie Wolff, One Horse Studio
studio@onehorsestudio.net

Ex-Officio Representatives

Jacque Betz, Newberg City Manager
503-537-1201
Don Clements, Chehalem Park and Recreation
503-537-4165
David Russ, Dundee Mayor
503-551-9442
Robby Larson, George Fox University
503-554-2130
Dr. Kym LeBlanc-Esparza, Newberg School District
503-554-5042
Lynn Montoya Quinn, Portland Community College
971-722-8601

Spotlight on Business

Impact Performance

Often we establish ourselves in life, settled in our careers, focused on success and pursuing happiness in life and family which if left unbalanced can result in the loss of exercise and attention to health. Then we attend the annual office picnic and engage in a sports activity only to find ourselves straining or spraining muscles or joints from the rigorous activity we are no longer accustomed to. Or how about the occasional gathering where we dust off the ping pong table and find ourselves stretching for that fast spin return which results in a tweaked back which equates to pain and suffering. With a New Year upon us, many will resolve with the “New Year Resolution” and new commitment to health. We will discuss getting back to the gym or getting in shape but I have to ask the question “What does it mean to be fit or in good shape?” This month we will take a closer look at a fitness center with a unique approach to fitness as we explore the world of Dewey Nielsen’s Impact Performance Training.

Dewey is a Newberg resident who spent his early years studying Bruce Lee and his approach to fitness and the martial arts. Early on he realized the importance of balance between joint movement and muscle development. With a passion for fitness, he soon realized that an overemphasis on muscular development encumbered a greater need for flexibility and motion. In his mid-twenties he upgraded his passion to an obsession as he began traveling the world and consulting with the leading experts of Kinesiology and Functional Anatomy. He has studied under Dr. Andreo Spina, a world-renowned author and publisher in the field of Kinesiology and Human Anatomy.

Dewey opened Impact Performance Training in Newberg in 2005, and today he has paved his way as a top authority on the topic of performance training for Mixed Martial Arts and is a contributing writer for Strengthcoach.com and Fitnessanywhere.com (Creators of the TRX Suspension trainer). He now lectures his peers and professors often teaming up with Dr. Spina to lecture at many of his Sports Performance Centers globally and holds special clinics for sports teams such as soccer’s The Manchester United, baseball’s San Diego Padres, and the Seattle Mariners. In January, Impact Performance will be hosting the largest clinic ever for Functional Range Conditioning. This clinic is sold out with a long waiting list.

We are blessed to have such a facility in Newberg and equally blessed to be able to tap into the talent and resources that he and his staff provide. His love and passion for strength and conditioning sets him apart from many in the industry, which mirrors results in the success of his clients. Dewey has worked with everyone from the general public to high level athletes. He also coaches mixed mar-

tial arts and Brazilian jiu-jitsu and is a Black Belt in BJJ.

Everyone has their own unique starting point when it comes to beginning the process of “getting in shape.” My take away from this interview was that “getting in shape” starts from the inside and out. It begins with an assessment of where you are from a core joint movement functionality standpoint. Once you’ve identified your starting point, and EVERYONE is different, you work to optimize your ability for movement from the core of the joint outward to the supporting muscle tissue, tendons and sinews. By maximizing your ability and flexibility you’ll optimize the ability for strength training and “getting in shape.” Dewey takes the time to evaluate each new client to determine their start point and then develops a training program to maximize their potential. Whether you’re a high level athlete, a weekend warrior, recovering from an injury, suffering a disability or just wanting to gain a new lease on health, Impact Performance Training is here to enhance your quality of life and maximize your ability to function in all areas. People often injure themselves by overdoing it in the gym without the proper stretching and warm-ups. Remember, we are what we do, anyone can learn to lift weight and build a muscle, but building muscle mass while maintaining motion and flexibility is paramount to a successful healthy lifestyle. Go by and visit their facility, it may be a life changing experience for you.

Lastly, while visiting Dewey and learning of all his success in working with NIKE and professional athletes, I asked what his greatest accomplishment has ever been . . . his reply, “Helping a stroke victim to regain movement in the left side of their body.” Wow, what an insight into the heart and mind of this successful man, not to mention this was in comparison to working with the world class athlete who shaved .2 of a second off his world class speed.

In closing maybe you’ve neglected yourself to the point where some of what used to be the ordinary functions of life have become challenging, treat yourself with a visit to Dewey and see how you, too, can regain a healthy functional new you! Happy New Year!

Impact Performance Training

2751 E. 9th St., Suite B, Newberg, 503-317-9786

DeweyNielsen@gmail.com www.impactnewberg.com

— *Contributed by Allyn Edwards*



Chairman’s Message continued from page 7

George Fox, Providence, CPRD, and students from our local academic institutions.

If our application is accepted, we will join 49 other applicants receiving \$35,000 of seed money to develop and submit a growth/revitalization plan. If our plan is selected, we will join seven other finalists and receive \$100,000 to implement our plan. And if successfully implemented, we could join two other

prize winners and receive up to \$3 million for our community, to be awarded in October 2017. This is a big, long-term commitment for all involved.

Most importantly, win, place or show, this is the perfect time for us to develop the vision, strategy and plans to take the Valley to the next level. With new City management, the first phase of the Bypass underway, an improving economy and a caring, connected community, we are poised for great things.