

The Gateway to Oregon Wine Country



# BUSINESS NEWS

March-April 2015

*"Building Our Community By Making Business Strong"*



**WINE**  
ON *Tuesday*

5 to 7 p.m.

Tuesday, March 10, 2015

*Archer Vineyard*

32230 NE Old Parrett Mt. Road  
R.S.V.P. by Friday, March 6  
503-538-2014

5 to 7 p.m.

Tuesday, April 14, 2015

*Oregon Massage Clinic*

408 E. First St.

R.S.V.P. by Friday, April 10  
503-538-2014

Cost: \$5 members  
\$10 general public

Mark your calendar now for these Wine on Tuesday events in March and April. 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

The Chehalem Valley Chamber of Commerce

## 2015 COMMUNITY AWARDS BANQUET

You'll have a  
"nifty" time!



Thank you, sponsors!



You're Invited to the Annual Chehalem Valley  
COMMUNITY AWARDS BANQUET

*Friday, March 20, 2015 at  
The Chehalem Cultural Center*

5:30-6:30pm: Speakeasy Cocktail Hour  
and Glamorous Five-Dollar Photo Booth

Dinner at 7:00pm; Program Begins at 7:15pm

**Tickets: \$40**

TICKETS AFTER MARCH 10, 2015: \$45

*The roaring 1920's circa 2015*

### 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



Guild Mortgage Golf Tournament



Breakfast for Champions



Portland General Electric



Portland Community College

Brews & BBQS



## *“What We’re Learned From You”*

### **CHAIRMAN’S MESSAGE**



**Carr Biggerstaff**  
Board Chair

Every two years the Chehalem Valley Chamber of Commerce surveys you, its members. The 2014 survey results provided some interesting information about our business community. Out of 400+ chamber members, we had a 25% response rate.

- The economy is improving: in 2012, nearly 60% of you ranked the economy as your biggest challenge. In 2014, it fell to 23%, overtaken by Competition at 24%.

- 32% of you ranked profitability and growth as your second biggest challenge.

- The survey asked: “What resources do you turn to for business help?” 44% responded with Peers/ Professionals followed by the Chamber and Industry Organizations at 21% each. The good news for the Chamber is that our service level improved by 9% from 2012.

- On a 1-5 scale, our members felt generally favorable toward the Chamber with a ranking of 4. But, on a scale of 1-9, the Chamber ranked 6 as “relevant” and “beneficial” to helping its members with their businesses.

- Responding to the question: “What is the main purpose of the Chamber,” 73% said: “to promote business growth”.

Chairman’s Message  
continued on page 3.

## Chamber News

### Winery Shipments Explode in Oregon, Increasing 45% in 2014

Our local wine business is booming. This comes as no surprise to residents of the Chehalem Valley, as we’ve personally watched our wine country transform into an international sensation. The Willamette Valley made headlines this January, with the publication of the 2015 Direct to Consumer Shipping Report, published by ShipCompliant and Wines & Vines, and presented at the DTC Wine Symposium in Concord, Calif.

Direct to Consumer (DTC) sales occur directly between customers and a winery, either through a tasting room, or by joining a wine club. These purchases are often shipped back to the customer’s home, as many buyers are out-of-state tourists. The 2015 report deals with these shipments specifically. DTC shipments legally bypass the “three-tier system” found at restaurants and retailers, where a bottle must be first purchased by a distributor, and then by an account, before it can be purchased by a consumer. The number of regular wine consumers in America is growing, and there are many reasons why they prefer DTC transactions. DTC sales compliment wine tourism, another growing industry: customers form personal connections with wineries they visit while on vacation, and will then order their wines for years to come. DTC offers better margins to wineries, which sometimes translate into savings for buyers. Finally, many wineries are too small to navigate the three-tier system, which is dominated by a handful of industrial-sized producers, and consumers appreciate the wider selection of domestic wineries, varietals and styles they encounter when buying direct.

The 2015 report supports recent observations concerning last year’s surge in business. The value of the DTC transactions reached \$1.82 billion in 2014 alone, more than 15%

above the 2013 total. In comparison, domestic table wine sales in retail grew by 4.3% since 2013, according to Nielsen. Small wineries, producing between 5,000 to 50,000 cases a year, were the biggest winners, accounting for almost half of DTC shipments.

While DTC sales are expanding nationally, the Chehalem Valley has special reason to celebrate. Oregon direct shipments increased by 45% in volume and 53% in value in 2014. Pinot Noir, Oregon’s signature varietal, surpassed Cabernet Sauvignon as the most-shipped varietal in several states, including megalithic California, which constitutes a third of national DTC shipments. Pinot Noir enjoyed a 22% growth in shipments, and a 9% increase in price per bottle. The report describes “of the \$224 million additional dollars that were spent on shipped wine in 2014, \$82 million, or a third of that increase, was accounted for by new Pinot Noir shipments.” Plus, the majority of our local wineries fit the “small” category, which experienced the most growth.

Wine consumption continues to rise in the United States, a fact that also benefits our many retailers and restaurateurs in the Chehalem Valley as well. It is more than likely that the wine business will continue skyrocketing through 2015, as January DTC figures are already 7% higher than they were in 2014. As social media technologies revolutionize how people order food, clothing, and transportation, the simple, personalized and direct nature of DTC shipments will attract millennials and baby boomers alike. Still, the report points out that DTC sales account for an estimated 1.13% of domestic production, and 2% of off-premise (including retail) sales. “The ceiling for winery-to-consumer shipments is unknown,” yet “the shipping channel continues to represent a growing factor in most US wineries’ success.”



### **Celebrating the New Location of Premier Community Bank**

**Premier Community Bank cuts the ribbon at their new location at 901 N. Brutscher Road, Suite 101.**

# Member News & Events

## A Bright Idea: Oregon Energy Trust Subsidizes Small Business Sustainable Lighting

Have you long dreamt of a lighting upgrade for your small business? Perhaps not just for bulbs that burn longer, but more brightly? For a more sophisticated fixture? This may be your chance: the Oregon Energy Trust now offers the Small Business Direct Install program to the Newberg area. This new program offers energy efficient lighting upgrades to qualifying businesses, at only 20% of the actual cost.

Don't wait to hear the catch, because there isn't one. Small business owners do their community, the environment, and utility companies a huge service by switching to more sustainable lighting. Utility companies have put the Small Business Direct Install Program into effect so as to motivate businesses to switch over sooner rather than later.

Incentives are also available to larger businesses that might not qualify for the Small Business program. The traditional Energy Trust program offers incentives as high as 50% of total

installed costs. All of these investment capital improvement projects have a return on investment as high as 40%, and a simple payback period of less than five years. Any business considering a lighting upgrade should seriously consider this opportunity to have up



to 80% of their upgrade subsidized.

If you would like to hear more about the Oregon Energy Trust and the Small Business Direct Install program, there will be an upcoming information session this spring. It will be hosted by Cox Electric, and the date, time and location will be announced in a coming Chamber email newsletter. Cox Electric, of Woodburn, Ore., switched to LED last year. Owner Zandi Cox will be ready to delve into the nitty-gritty of the program, as well as present the benefits of transitioning to more sustainable lighting. Cox remarks, "We appreciate the investment every month when we get our super low electric bill, and no light bulb changes required. For years, we had an ongoing inside joke around here relating to how many electricians it takes to get a light bulb changed!" Snacks and refreshments will be provided.

For more information, please contact Sheryl@chehalemvalley.org

## Community Shred Day at First Federal, Newberg Saturday, April 11, 9 a.m. – 1 p.m.

Protect your identity by cross-shred your unneeded documents! First Federal contracts with Iron Mountain to provide quick, complimentary and confidential cross-shredding services. Shredding takes place onsite at First Federal's parking lot, 121 N. Edwards St., Newberg. Watch as your confidential documents are destroyed. There is no need to remove staples or paper clips - the shred truck can process these materials. For more information, call Pam Watts, Community Relations Officer, at 503-435-3214. [www.firstfedweb.com](http://www.firstfedweb.com)

## Ignite the Light Youth Art Exhibition, Newberg

Chehalem Youth & Family Services (CYFS) is proud to present the first annual Ignite the Light Youth Art Exhibition from 5-7 p.m. March 6. This exhibition is dedicated to showcasing the

artistic talent and self-expression of 15 amazing youth connected with CYFS. This collection of artwork, created using a mono-printing press and organized around the theme "...Every Child Matters," reflects the imagination of youth working towards a better and brighter future. The purpose of this exhibition is to give local youth an opportunity to showcase their artistic talent and work in a gallery exhibition, and foster an appreciation for the arts.

CYFS strives to encourage and empower youth and their families to grow mentally, emotionally, and spiritually and to reach their highest potential through training, counseling and treatment.

## Rain or Shine Wine Country Passports: March-April 2015

Looking for a fun way to enjoy the tastes of the Oregon Wine Country this spring? Pick up a Rain or Shine passport, which will give you and another access

to special wine tastings, bottles and cases of wine at over 45 different wineries, and over 30 retailers, in the North Willamette Valley, between March and April. Passports start at \$25, and include 37 or more tasting discounts for two people, as well as 70+ bottle, case and retail discounts. The Sophisticated Fox, at \$100, includes 23 free wine tastings for two, as well as over a hundred discount opportunities at local stores and wineries. Wine tasting fees can add up — what better way to tour local wineries than with this handy (and cost-saving) guide? Rain or Shine is sponsored by the Chehalem Valley Chamber of Commerce, Oregon Wine Country Concierge, and Oregon Wine Country Travel. Passports are available online, or at local retailers, including Valley Wine Merchants here in Newberg. The Rain or Shine website also features fantastic lodging and touring packages at their website: <http://rainorshine.oregonwinecountry.travel>

## CHAIRMAN'S MESSAGE

(continued from page 2)

- The top 5 Chamber services in order of ranking were: 1) Networking, 2) Tourism Promotion, 3) Business Referrals, 4) Seminars and Workshops, and 5) Community Development.

- Greeters, Tunes on Tuesday, the Community Awards Banquet, and Business Training were the top four most beneficial events with Wine on Tuesday and Ribbon Cuttings tied for fifth and sixth.

- You gave the Chamber passing grades on Representing Business Interests with Government, Promoting the Community, Providing Networking Opportunities and Political Action.

- When asked the single most important service to provide to you, 46% said "Creating a Strong Local Economy" followed by 36% "Promoting the Community."

So the good news is that the economy and business climate is improving and your Chamber is here to help you with your challenges. The rest of the news is that we have room to improve in terms of providing the specific services and resources that you need to succeed and we should be focused on promoting the community and a strong local economy for business growth.

Remember, it's YOUR Chamber of Commerce. We are here to serve you. So keep the pressure on for us to provide what you need.

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

## **GREETERS — MARCH**

**8 to 9 a.m.**

All locations in Newberg unless otherwise noted.

**Friday, March 6**  
**Valley Repertory Theatre**  
415 E. Sheridan St.  
**Host:** Caleb Thurston  
**Phone:** 971-832-9202

**Friday, March 13**  
**Norman's Interiors**  
900 Industrial Parkway  
**Host:** Jared Norman  
**Phone:** 503-538-8242

**Friday, March 20**  
**Premier Community Bank**  
901 N. Brutscher #101  
**Host:** Ron Wolfe  
**Phone:** 971-281-8002

**Friday, March 27**  
**Intrepid Self Defense/ A  
Personal Touch**  
2303D Portland Road  
**Hosts:** Steve Miller and Julie Black  
**Phone:** 971-832-9039

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

# Welcome New Members



## **Franziska Haus Bed & Breakfast**

**Owner/Innkeeper:** Brigitte Hoss

**Location:** 10305 N.E. Fox Farm Road, Dundee, OR 97115

**Phone/Fax:** 503-887-0879

**Email:** franziskahausdundee@gmail.com

**Web:** franziskahaus.com

**Hours:** All hours / All days

### **Business History**

**How Old Is Business?** First guests April 2014.

**Franchise Or Chain?** No.

**Family Business? Number Of Generations?** Family business/operated by two generations / Named after family matriarch: "Franziska," Brigitte's grandmother.

### **What Is Your Company's Mission Statement/Philosophy?**

Our goal is simple: To emulate the gracious hospitality of Franziska (our grandmother), who lovingly served many guests and travelers in Europe some 50 years ago – first on the family's Serbian farm and vineyard, and later as chef in an Austrian Gasthaus (small inn).

**Please Describe Your Business/Service.** We are a three-suite bed & breakfast (soon to be four), located in the heart



of the Dundee AVA, in a country setting with views of vineyards, orchards, grazing sheep, the Chehalem Hills, yet only 2-3 minutes from downtown Dundee and Newberg eateries/business establishments.

**How Does Your Business/Service Stand Out In The Industry?** The Franziska Haus Bed & Breakfast exists within a newly built, grand log lodge structure with 29-foot-high ceilings and a 29-foot-high large stone fireplace. The rustic nature is contrasted by elegant, Old World accents which makes it truly unique. Suites are well appointed, extra large (for example, Katharina's Cottage is 1000 square feet), all with in-suite luxury bathrooms. Our first year has earned us consistent 5 star reviews.

**Do You Have Any Stories To Share About Customers' Reactions To Your Business/Service?** When most guests enter they are taken aback at the "grandness" of the great room and the warmth of the all-natural pinewood architectural structure. Mornings guests comment on their wonderful night's sleep, the peaceful setting and the incredible comfort of the beds. We have made multiple copies of our mattress purchase receipts as we are repeatedly asked to share that information!

**If Your Business Has An Unusual Name, Please Explain.** "Franziska" is our grandmother and family matriarch (described above).



# Welcome New Members



## Laurel Ridge Winery

**Owner:** Susan E. Teppola

**Location:** 13301 N.E. Kuehne Road, Carlton, OR 97111

**Phone:** 503-852-7050

**Fax:** 503-852-7404

**Web Site:** [www.laurelridgewinery.com](http://www.laurelridgewinery.com)

**Hours:** From April 15 to December 15, we are open daily: 11 a.m.-5 p.m. weekends and 12-5 p.m. weekdays. From December 11 to April 14, we are open Wednesday through Sunday, weekends 11 a.m.-5 p.m., weekdays 12-5 p.m.

### Business History

**How Old Is Business?** We incorporated on July 17, 1986.

**Number Of Years In This Area?** We have lived on our farm since 1974.

**Franchise Or Chain?** No.

**Family Business? Number Of Generations?** My daughter is now involved, so that makes three.

**What Is Your Company's Mission Statement/Philosophy?** We value family, community, stewardship of our land and have great pride in bringing great, hand-crafted products to our customers' tables

**Please Describe Your Business/Product/Service.** We are a winery that specializes in producing a wide variety of products. We are one of the oldest producers of sparkling wine in Oregon. We make red and white still wines. We also make dessert wines and port.



**How Does Your Business/Product/Service Stand Out In The Industry?** We stand out because we have a farm and vineyard, a production facility and a full-service tasting room. We are not a "virtual winery." We have a complete package from top to bottom.

**Do You Have Any Stories To Share About Customers' Reactions To Your Business/Product/Service?** We get many multi-generational family visitors. They come to Laurel Ridge because they know that everyone in their group, regardless of age or wine drinking experience, will find a wine that they enjoy in our tasting room.

**Are There Any Misconceptions About Your Business/Product/Service?** When you make hand-crafted wines in small batches, the wine varies by vintage and the location where the grapes are grown. People may expect a standard product, but that is simply not possible with the wines that we make. We strive to make the best wine possible from the fruit we are given, but no two vintages are the same.

**If Your Business Has An Unusual Name, Please Explain.** Although we have always owned this farm, we began our winery production on leased premises outside of Forest Grove. The soil type there is Laurel Loam. We are named after that soil type. Hence: Laurel Ridge Winery!

**Please Share Any Hurdles/Challenges/Funny Stories Involved In Operating/Starting Your Business.** We have faced many, many challenges over the years. We were severely undercapitalized when we started. There were originally three families involved in the company. The early financial difficulties caused two families to give up and be bought out with the repayment of their original investments. We had a 50-acre vineyard that died due to the root louse, phyloxera. My husband, David Teppola, died of colon cancer in 2006. His full-time job at the winery then became my second full-time job as I was already employed full time by the State of Oregon. But we have thrived and expanded every year and this year we have the privilege of replanting a new 17-acre vineyard. We are proud of making it over hurdles to get to where we are and look forward to our future.

(Photos by Crystal Genes Photography)

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

## GREETERS — APRIL

**8 to 9 a.m.**

All locations in Newberg unless otherwise noted.

**Friday, April 3**

**Zenith Travel**

Location TBA

**Host:** Corinne Waterbury

**Phone:** 503-538-2748

**Friday, April 10**

**Newberg Camellia Festival**

at the Chehalem Cultural Center,  
415 E. Sheridan St.

**Host:** Brian Stewart

**Phone:** 971-832-2344

**Friday, April 17**

**Advocare**

at the Chehalem Valley Chamber of Commerce,  
115 N. College St., Suite #2

**Host:** Bree Salewski

**Phone:** 503-475-5214

**Friday, April 24**

**American Family Insurance**

814 E. First St.

**Host:** Angie Stevens

**Phone:** 503-538-765

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.

## MARCH MEETINGS & EVENTS

- 2 **Leadership Newberg Steering Committee**  
12 p.m., CVCC
- 3 **Board of Directors**  
7 a.m., GFU, Hoover Building, Room 104
- 6 **Greeters**  
8 a.m., Valley Repertory Theatre
- 10 **Wine on Tuesday**  
5-7 p.m., Archer Vineyards
- 13 **Greeters**  
8 a.m., Norman's Interiors
- 17 **Leadership Newberg**  
8 a.m., Natural Resources Day
- 20 **Greeters**  
8 a.m., Premier Community Bank
- 20 **Community Awards Banquet**  
5:30 p.m., The Chehalem Cultural Center
- 24 **Executive Finance Committee**  
12 p.m., CVCC
- 25 **Breakfast for Champions**  
7:30 a.m., PCC Newberg Center
- 26 **Government Affairs Committee**  
9 a.m., CVCC
- 26 **Ambassadors Committee**  
12:30 p.m., CVCC
- 27 **Greeters**  
8 a.m., Intrepid Self-Defense/A Personal Touch

### Meeting Locations

(All locations in Newberg unless otherwise noted)

**Archer Vineyards,**  
32230 N.E. Old Parrett Mtn. Road  
**Chehalem Cultural Center,**  
415 E. Sheridan St.  
**Chehalem Valley Chamber of Commerce (CVCC),**  
115 N. College St.  
**George Fox University (GFU),**  
414 N. Meridian St.  
**Norman's Interiors,**  
900 Industrial Parkway  
**PCC Newberg Center,**  
135 Werth Blvd.  
**Premier Community Bank,**  
901 N. Brutscher #101  
**Valley Repertory Theatre,**  
415 E. Sheridan St.

# Welcome New Members

## Valley Repertory Theatre (aka Valley Rep)

Caleb Thurston, executive director

**Location:** Currently perform at Newberg Masonic Lodge (402 E. Sheridan St., Newberg); we're moving into the newly-renovated black box theater at the Chehalem Cultural Center (415 E. Sheridan St, Newberg) later this spring

**Phone/Fax:** 971-832-9202

**Email:** tickets@valleyrep.org

**Web:** www.valleyrep.org

### Business History

**How Old Is Business?** This is our fourth season (founded in 2011).

**Number Of Years In This Area?** Four.

**Franchise Or Chain?** Non-profit, 501c3.

### What Is Your Company's Mission Statement/Philosophy?

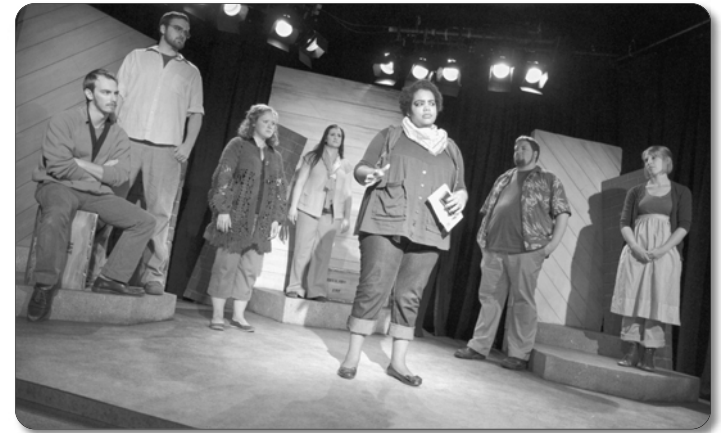
Our mission is to provide Newberg with high-quality, relevant theatre productions that promote the personal growth of both the artist and the audience.

**Please Describe Your Business.** We describe ourselves as "scrappy" theatre artists committed to the vibrant, creative well-being of Newberg. We offer four live theatre productions during our September-May season. These shows vary from comedies to dramas, from original pieces to reimagined classics. Recent shows include contemporary plays such as "The Whipping Man" and long-time audience favorites such as "The Glass Menagerie" and "Barefoot in the Park."

Our current production of Arthur Miller's great American drama, "All My Sons," runs Feb. 27-March 15 at the Newberg Masonic Lodge. Our final production of the season is "The Importance of Being Earnest" by Oscar Wilde. It will run for three weekends, May 8-24.

We also offer opportunities for professional and volunteer artists to be involved in a variety of onstage and offstage roles. All of our shows are cast through open auditions; all are welcome to audition.

An important part of the product we offer is the intimate



nature of our performances. We most often perform in small venues with seating for under 50 people. This allows us to offer a unique connection between the actors and the audience that is not possible in a more-traditional, large theatre hall. Many Valley Rep audience members leave raving about this warm and memorable experience.

### How Does Your Business Stand Out In The Industry?

One unique project we undertake each season is our Stories of Newberg project. This is an original play that we write in a collaborative environment, based on interviews and research of local people. Past iterations include "Walk a Mile," "A Break in the Clouds," "In the Family of Things," and most recently an original musical titled, "O Little Town." We are honored to annually tell true stories of our neighbors, representing the inspiring and challenging tales of both well-known personalities as well as often-overlooked individuals from our community.

### Are There Any Misconceptions About Your Business?

There is a misconception that theatre-goers have to go to Portland or Ashland to experience quality productions. Valley Rep strives to offer a high-quality experience right here in your backyard. We hire professional actors from around the region as well as local novices you might recognize!

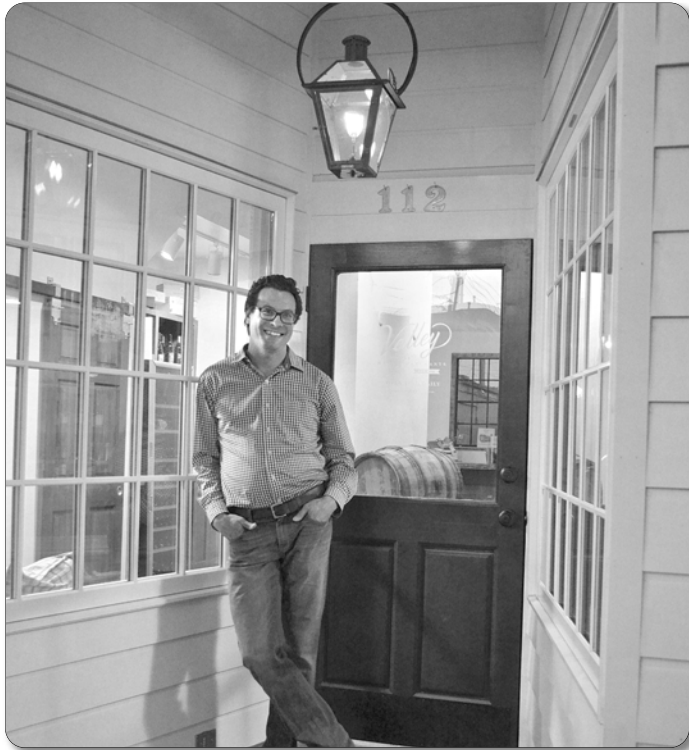
Additionally, there is a misconception about the type of person that goes to see theatre. We strive to offer a diverse range of shows, including dramas and comedies, from original pieces to reimagined classics. We offer a welcoming atmosphere that can be enjoyed by people from a variety of backgrounds.

### If Your Business Has An Unusual Name, Please Explain.

Our name reflects the fertile creative environment of our community. This valley produces great artists as well as a healthy environment for telling meaningful stories.

**Please Share Any Hurdles/Challenges/Funny Stories Involved In Operating/Starting Your Business.** More than we have time or space for. There are myriad challenges when you are producing theatre, often in spaces that are not designed to be performing space.

# Welcome New Members



## Valley Wine Merchants

**Proprietor:** Andrew Turner

**Location:** 112 S. College St. in downtown Newberg

**Phone/Fax:** 503-538-5388

**Web:** [www.valleywinemerchants.com](http://www.valleywinemerchants.com)

**Hours:** 11-6 daily, closed Wednesdays October through April

### Business History

**How Old Is Business?** Almost 10 months old.

**Number Of Years In This Area?** 12.

### **What Is Your Company's Mission Statement/**

**Philosophy?** We pride ourselves on old-fashioned service. We get to know our clients and recommend wines that fit their preferences, budget, likes and dislikes. Whether it's a \$12 bottle of wine for dinner tonight, or a special bottle from the cellar, to us there's no difference. They both have to exceed expectations and deliver a great experience!

**Please Describe Your Business/Product/Service.** The focal point of the business is a wine retail shop (over 500 wines on our shelves) with the added bonus of being able to taste rare, often older vintage wines from our cellar. Every bottle has been tasted, so we're able to curate the selection to first-time visitors or longtime clients alike. The first question we ask is if someone has a list of favorite producers, vintages, vineyards and/or specific bottlings. This tells us a lot about their preferred style of wine and we're then able to hone in on bottles that they'll love.

**How Does Your Business/Product/Service Stand Out In The Industry?** I'd like to think that one of the main ways we stand out is the level in which we take care of our clients. We

love to support established brands as well as the hot-shot up-and-comers. It's such an exciting time to be in the Willamette Valley, with so many new producers launching onto the scene.

**Do You Have Any Stories To Share About Customers' Reactions To Your Business/Product/Service?** So far the reaction to the space has been very positive. It has a lot of character and some fun stories that go along with key elements in the shop. New clients are pretty amazed at the level of service that we provide, and the follow through to the point that their wine is in their hands. For us, it's not so much about the sale as much as it is about an on-going relationship and conversation.

**Are There Any Misconceptions About Your Business/Product/Service?** Not that I can think of. One of the unique aspects about our tasting bar is that we do not offer tasting 'flights' as most tasting rooms do. We always have five to six wines available to taste on any given day that are priced per taste. One to two older wines and other small production, rare wines that aren't necessarily open anywhere else. So due to the rarity factor, those tastes tend to be a bit more expensive than at a traditional tasting room. Last summer, for example, we were pouring Grand Cru white and red Burgundies that were stunning wines. Those are the sorts of things we like to offer as a unique experience!

### **If Your Business Has An Unusual Name, Please Explain.**

Well, I would say two things. The word 'Valley' in that it's a bit open ended. Of course our focal point is wines from this valley, however, we also have a wide selection of wines from other great wine producing regions (valleys) around the world. There are many wine industry folks who love to explore wines from elsewhere on their off time, as do I. Champagne, Loire, Burgundy, Rhone, and even wines from the state to our south are all huge interest points to locals.

### **Please Share Any Hurdles/Challenges/Funny Stories**

**Involved In Operating/Starting Your Business.** As they say, you never how it's going to look and feel until you're up and running. The Newberg community has been so kind and welcoming, it's really humbling. I feel very fortunate to be where I am with so many kind colleagues at wineries, bed and breakfasts, and restaurants. Their excitement for Valley Wine Merchants has been incredible. As with any business, the biggest challenge is delivering a concept that the community wants and dare I say needs while staying true to the original vision. That's the fun part too, though!



*Get  
involved –  
join a  
Chamber  
committee.*

## APRIL MEETINGS & EVENTS

- 3 Greeters**  
8 a.m., Zenith Travel
- 7 Board of Directors**  
7 a.m., GFU, Hoover Building, Room 104
- 10 Greeters**  
8 a.m., Newberg Camellia Festival at the Chehalem Cultural Center
- 14 Leadership Newberg**  
8 a.m., History and Tourism Day
- 14 Wine on Tuesday**  
5-7 p.m., Oregon Massage Clinic
- 17 Greeters**  
8 a.m., Advocare
- 24 Greeters**  
8 a.m., American Family Insurance
- 28 Executive Finance Committee**  
12 p.m., CVCC
- 30 Government Affairs Committee**  
9 a.m., CVCC
- 30 Ambassadors Committee**  
12:30 p.m., CVCC

### MEETING LOCATIONS

(All locations in Newberg unless otherwise noted.)

**Advocare,**  
at the Chehalem Valley Chamber of Commerce, 115 N. College St.  
**American Family Insurance,**  
814 E. First St.  
**Chehalem Valley Chamber of Commerce (CVCC),**  
115 N. College St.  
**George Fox University (GFU),**  
414 N. Meridian St.  
**Newberg Camellia Festival,**  
at the Chehalem Cultural Center, 415 E. Sheridan St.  
**Oregon Massage Clinic,**  
408 E. First St.  
**Zenith Travel,**  
Location TBA

*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](http://www.chehalemvalley.org)

### *Staff*

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Membership & Wine Education Center Manager  
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Emery CPAs PC  
503-538-5023  
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503-538-5460  
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Ashley Lippard, Ashley Lippard Design  
971-226-1685  
Dr. Randy Morgan, Newberg Family Dental  
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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  
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### *Ex-Officio Representatives*

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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



Everyone has an associated memory with money from their childhood. Did you realize that particular memories or an association probably has had a part in developing your perception, habits and views of money today? Often the early experiences in life help to shape who we become as adults and it's no different with money and finances. Do you know your money personality? How has this shaped your views and habits with money today?

Today we take a look at Edwards & Associates Financial Services, Inc. and how they use a unique process in helping you discover your money personality and then educating you on how to build a financial plan to address your future goals and objectives. The company, established in 2000, is licensed and serving clients in multiple states including WA, OR, ID, CA, AZ, VA and FL.

Wealth Manager Diane Edwards has been in the financial and/or insurance industry since 1988 and has developed a unique style of working with clients in helping them to first understand their money personality and how this affects their perception regarding saving, spending and planning. She states, "I love to demystify the world of finance through understanding first one's relationship with money and then their dreams, goals and disciplines." Through this process, she helps them to understand their personal money language, to establish their risk profile, and analyzes their finances to develop a unique plan to steer them towards their personalized financial goals and objectives.

This firm enjoys taking the stress out of finance and prides themselves on building lifelong relationships with each client. As Firm President & Wealth Manager Allyn Edwards states, "We are here to serve and educate our clients. We enjoy helping them to organize their plans and make investment and finance easy to understand. Our greatest pleasure as a firm is watching our clients relax and de-stress regarding finances and future plans. A happy client is our base of success and reason for gratitude."

Danielle Holbrook is the

firm Administrator and she takes customer service to heart as she manages client relationships on an ongoing basis and shares an equal passion for client satisfaction.

The firm offers an array of services including fee based planning and wealth management, commissioned based services including investments, insurance based products and retirement plans for businesses. As an independent firm, they are not bound by proprietary offerings or corporate mandates, but are free to advise and represent a wide array of products and offerings. Advisory accounts use multiple investment types including but not limited to stocks, bonds, mutual funds, ETF's and REIT's. Mr. Edwards further stated: "We manage accounts from a value based tactical approach using fundamental analysis. Our non-retirement accounts are structured to be tax sensitive and often consist of municipals, bond funds, REIT's and other tax favored securities along with a mix of stocks and dividend yielding instruments where applicable. The investment objective will dictate our advice for the management style and basis. We embrace an advisory team approach and welcome the opportunity to meet and strategize with our client's tax and legal teams."

Do you understand your money personality, do you know what it will take to retire comfortably, do you understand what your retirement will really look like, what is your number and how much should you be putting away in order to accomplish your goals? If you can't answer the preceding questions it's time to sit down with your financial advisor and have this discussion.

Edwards & Associates Financial Services, Inc. offers a free initial consultation to explore the opportunity of partnering with you and addressing your financial goals. You are invited to contact them today.

Edwards & Associates Financial Services, Inc.

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