

YOUR CHAMBER AT WORK

New priorities for 2010

Focus will be on making sure area is well positioned for economic recovery

By Marvin Re'voal

Whether we are providing networking opportunities for our members, advancing responsible economic development projects or advocating for business-friendly public policy, the Eugene Area Chamber of Commerce is resolute in helping business to succeed. Given today's economic context, we are more committed than ever to bringing vision, energy and leadership to our priorities of 2010, to help ensure our region is well positioned for economic recovery.

Economic development: building on our strengths

We are excited by the progress in 2009 of implementing a comprehensive regional strategy for economic prosperity. Our Chamber is committed to actively working on the identification and growth of economic clusters through coordination and resource linkages, and especially in fostering economic development collaborations with the University of Oregon. By doing so, we are actively promoting and enhancing an environment that supports innovation and entrepreneurship.

Livability: the power of place

Among the region's greatest assets is its unmatched livability. We will work to advance projects that will make our community a destination for the creative class. Through our work with Downtown Eugene, Inc. we will cultivate partnerships that promote a vibrant, safe and diverse downtown. Through our work with the Arts and Business Alliance of Eugene, we

will actively promote arts and business partnerships to support mutual economic and community interests and provide advocacy in support of arts and culture.

Business advocacy: a responsible voice for progress

This Chamber is a proactive, positive force in influencing public

policy for business and the community. We will work to advance issues important to a strong and sustainable economy. At the top of our list of issues are the shortage of commercial and industrial land in our region; public safety concerns; and development of transportation infrastructure that supports a vibrant economy.

Your Chamber understands it is time for business. And we are prepared to provide the vision, leadership and energy to make positive things happen for business and the community.

Marvin Re'voal is senior principal of Pacific Benefit Planners and chair-elect of the Eugene Area Chamber of Commerce.



Left to right:
Marvin
Re'voal, Sheryl
Balthrop, Eric
Forrest.

BUSINESS/COMMUNITY LEADERS GUIDE CHAMBER EFFORTS

An elected volunteer Board of Directors governs the work of the Eugene Area Chamber of Commerce. The group convenes regularly to act on policy recommendations made by Chamber committees and staff, reviews current initiatives, oversees and directs the financial standing of the organization and generally establishes and guides the strategic direction of the organization whose mission focuses on promoting a healthy local economy. The 2010 board of directors includes:

CHAIR: Eric Forrest, Co-President, Pepsi-Cola Bottling of Eugene (Chair)

CHAIR-ELECT: Marvin Re'voal, CIC, President, Pacific Benefit Planners (Chair-elect)

TREASURER: Ann Marie Mehlum, President & CEO, Summit Bank (Treasurer)

IMMEDIATE PAST CHAIR: Kartar Singh Khalsa, CEO, Golden Temple, Inc. (Immediate Past Chair)

■ Irene Alltucker, Executive Director, Relief Nursery, Inc.

■ Sheryl Balthrop, Vice President, Gaydos, Churnside & Balthrop PC

■ Tim Campbell, Broker, Campbell Commercial Real Estate

■ Harriet Cherry, AIA, Principal, PIVOT Architecture PC

■ Arthur J. Clark, Partner, Hershner Hunter LLP

■ Linda Dagg, Director, Enterprise Rent-A-Car Contact Center

■ Marcia Edwards, Vice President/Southern Region, Prudential Real Estate Professionals

■ Thomas Herrmann, Partner, Gleaves Swearingen Potter & Scott LLP

■ Rod Miles, President, Cappelli Miles [spring]

■ Sabrina Parsons, CEO, Palo Alto Software

■ Phil Speers, Owner, Sheppard Motors Ltd.

■ Kathy Smith, Owner, KJ Smith Associates Marketing & Business Development

■ Ronald Tyree, President, Tyree Oil, Inc.

■ Pat Walsh, President & CEO, The Ulum Group

In addition, ex-officio members of the Chamber Board include:

■ Mayor Kitty Piercy

■ City Manager Jon Ruiz

■ Lane Community College President Mary Splide

■ University of Oregon Vice President for Research and Graduate Studies Richard Linton

■ 4J School Superintendent George Russell

CHAMBER ACTIVITIES AND EVENTS

Providing value to members

The work of the Eugene Area Chamber of Commerce to strengthen the local economy and to provide value to its membership encompasses a growing number of activities and events. Listed below is a summary of some of the current offerings. Contact the Eugene Chamber at (541) 484-1314 for more information.

Ambassadors – Chamber Ambassadors conduct local business grand openings, ribbon cutting ceremonies and serve as the official welcoming group at many Chamber events.

Business After Hours – Business After Hours is an informal social event co-sponsored by the Eugene Area Chamber of Commerce and a Chamber member firm. It regularly draws over 300 business people who enjoy business-to-business networking in a fun and relaxed mixer.

Business-to-Business Expo – The Business-to-Business Expo and After Hours is the area’s leading business-to-business trade show featuring the products and services of over 150 local business exhibitors and over 1,200 business people in attendance.

Celebration of Business – The Celebration of Business has become one of the premier business events in our community with over 600 of Eugene and Springfield’s business and community leaders in attendance each year. We celebrate the business community, honor key community and business leaders and share the Chamber’s goals for the year ahead.

Connect For Lunch – Connect For Lunch provides members the opportunity to sit down to lunch with three different Chamber members, all in different professions, allowing everyone to get to know each other and their businesses. The Connect For Lunch program takes care of everything: lunch partners and the restaurant are selected and the reservations are made for you.

Economic Forecast – A high profile, regional symposium where Oregon’s leading economists, along with local experts, offer insights and predictions on the economic future of Lane County and Oregon each year.

Emerald Awards – The Emerald Awards is a popular program designed to acknowledge the mutually beneficial relationship between community and commerce, and to further inspire the “business of community”.

Greeters – Greeters is a committee of the Chamber whose mission is to promote networking opportunities, new business



Professionals under the age of 40 enjoy the monthly Young Professionals Network events.

and connections with chambers throughout the state. Each week 70-90 Greeters gather to hear about new businesses to the area, listen to engaging speakers from the business community and join in informal networking.

Latino Business Network – Latino business owners and managers can connect at the Latino Business Network (LBN). LBN provides Latino/Hispanic owned and/or managed businesses the opportunity to gain information through peer networking and custom programs. Latino friendly businesses also welcome.

Young Professionals Network – The mission of the Young Professionals Network is to provide young business professionals with networking opportunities and relevant personal and professional development topics.

Women Business Leaders – Promotes the success of businesses owned, managed and/or operated by women. Women Business Leaders is a group where accomplished women in a leadership position in their firm can advise, support and mentor one another.

CHAMBER PROGRAMS AND EVENTS

Sponsorship packages available

Corporate sponsorship plays a vital role in the quality and quantity of programs, events, and publications made available by the Chamber. Sponsorship packages provide an excellent way to increase name recognition for your business as well as promoting your support of the Chamber. If you are interested in sponsorship opportunities for your organization, please make sure to call the Chamber at (541) 484-1314. Thank you to these Chamber members for their sponsorship of events/programs in 2009.

A Champion in Education Awards (ACE)

- Oregon Community Credit Union
- Pacific Source Heath Plans
- SELCO Community Credit Union
- Sacred Heart Medical Center
- All Academic, Inc.
- KMTR NewsSource 16
- On Point Community Credit Union

Business After Hours

- January: Golden Temple with Jordan Schnitzer Museum of Art
- February: Sheppard Motors
- March: Oregon Motorcoach Center
- April: McIntyre Construction
- May: Greeters Showcase

Title Sponsors

- Harrang Long Gary & Rudnick PC
- Hilton Eugene & Conference Center

Aisle Sponsors

- Comcast
- Identity by Sew On
- Umpqua Dairy
- West Coast Bank
- Worthington Business Services
- June: Arlie & Company
- July: Holiday Inn-Springfield with Eugene Rotary Club
- September: The District with Parties To Go
- November: Jones & Roth
- December: The Boulevard Grill with Holiday Inn Express & Hotel

Business-to-Business Expo

- SAIF Corporation
- Lane Events Center

Celebration of Business

- KeyBank
- Chambers Productions
- Hilton Eugene & Conference Center
- LaVelle Vineyards
- KVAL-TV

Chamber 101

- Northwest Community Credit Union

Economic Forecast

- Oregon Community Credit Union
- Providence Health Plan
- KVAL-TV
- Hilton Eugene & Conference Center
- The Register-Guard

Emerald Awards

- Bank of America
- Detlefsen Nel & Associates
- Eugene Water & Electric Board
- Isler CPA
- Jones & Roth CPAs & Business Consultants
- Chambers Productions
- All Academic, Inc.

Smart Ups

- Endeavor Law Group
- Palo Alto Software, Inc.
- Moss Adams LLP
- Pacific Continental Bank

Joint Eugene/Springfield Chamber Golf Tournament

- Title Sponsor: Marquis Care of Springfield
- Tee / Green Sponsors: DePaul Staffing, Gleaves Swearingen Potter & Scott, Omlid & Swinney Fire Protection and Security, Qdoba Mexican Grill, Oakshire Brewing

- Feynman Group
- Pepsi-Cola Bottling Company
- Northwest Community Credit Union
- Safeway, Inc.
- West Coast Bank
- Hilton Eugene & Conference Center
- NW Natural
- Pacific Continental Bank
- Jerry’s Home Improvement Center
- Villard Street Pub
- Selectemp Employment Services
- Jones & Roth CPAs & Business Consultants

Southern Willamette Angel Network (SWAN)

- City of Eugene

Women Business Leaders

- Jones & Roth CPAs & Business Consultants
- KeyBank

Latino Business Network

- SELCO Community Credit Union
- Churchill Media

Young Professionals Network

- High Maintenance Salon
- Sweet Waters
- Sheppard Motors
- Shadow Hills Country Club
- Azumano Travel & Courtyard by Marriot
- Oakshire Brewing
- Evergreen Land Title Company
- River Bend Resort
- American Laser Centers
- Davis’ Restaurant
- Mookie’s Northwest Grill

BUSINESS NEWS

PROMOTIONS/NEW HIRES



Casey Foltz has been hired as a business advisor, coach and instructor for the Agricultural Business Management Program at the **LCC Business Development Center**. He will use his business advising experience to assist and coach local agricultural businesses in operational improvement processes. www.laneBDC.com

Bill Miller has been hired by **Tyree Oil, Inc.** as home heating and fleet fueling specialist. He most recently was with Marshalls Oil. www.tyreeoil.com



Jack Roberts, executive director of the **Lane Metro Partnership**, has been appointed to the board of directors for the Oregon Environmental Council. The OEC, founded in 1968 by a group of private citizens, advocates for innovative and collaborative solutions to Oregon's present and future environmental challenges. www.lanemetro.com

Barbra Sides has been promoted to career consultant at **Employment Solutions**. In her new role, she will provide career transition services to unemployed individuals, career changers and employers laying off their workers. www.northwestdm.com/es.html



Congratulations to **Jet Harris**, partner at the Eugene law firm of **SkinnerLopata Harris LLC**, for her recent appointment by the Oregon Supreme Court to the Oregon State Bar's Disciplinary Board. Harris's three-year term began January 1. www.skinnerlopataharris.com

Dana Siebert has been named president of the **Chambers group of companies**, including Chambers Communications Corp., Chambers Productions and Chambers Cable of Sunriver. In addition to his new responsibilities, Siebert retains his current title of chief operating officer for the companies. www.chambersproductions.com



Deb Bean and **Sherri Smith** of **RE/MAX Integrity** have earned the prestigious Certified Distressed Property Expert (CDPE) designation, having completed extensive training in foreclosure avoidance and short sales. **Susan Moore** was recently awarded the Graduate REALTOR® Institute (GRI) designation. www.integrityonline.cc



PIVOT Architecture has hired **Julie Flattery** as marketing director. Flattery recently moved to Eugene from Bellingham, Wash., where she owned for 11 years a marketing firm that focused on the architectural industry. www.pivotarchitecture.com

Charlene Sabini of **redheadDESIGN** received the Volunteer of the Year award from the Oregon State Sheriff's Association and the Jail Command Council. Sabini has helped restructure and maintain the inmate library at the Lane County Jail for more than two years, and supplies inmates with thousands of paperback books and magazines.



Summit Bank promoted **Mike Fletcher** to operations officer. Mike has been with Summit since September 2008. **Ben Casiano** joined Summit Bank as a credit analyst. www.summitbankonline.com



Kernutt Stokes Brandt & Co. LLP would like to announce the addition of **Kristin Dahlin**, CPA to the professional staff. Dahlin came to KSB from Moss Adams. www.ksbc.com

The **Emerald People's Utility District** Board of Directors has elected new officers for 2010: **Bruce Pilling**, president, **Patti Chappel**, vice president and **Katherine Schacht**, treasurer. **Penny Jordan** has stepped down as 2009 board president. www.epud.org



Michelle McKinley, a **University of Oregon** law professor, has been awarded a National Endowment for the Humanities Fellowship. She was awarded just over \$25,000 to work on her book manuscript, "Fractional Freedoms: Slavery, Legal Activism, and Ecclesiastical Courts in Colonial Lima, 1593-1700." www.uoregon.edu



Galen Phipps joined **ShelterCare** as assistant executive director of Programs. Galen is recognized as a state, regional and national organizational consultant for public and private non-profit organizations. www.sheltercare.org



Jones & Roth is pleased to announce it has recently hired **Parker Inabnet** as a financial advisor. Inabnet has more than seven years of wealth management experience. www.jrpca.com

BUSINESS NEWS

The **Holiday Inn Eugene North-Springfield** has received the IHG (InterContinental Hotels Group) 2009 Newcomer Award as one of the best properties to join the system within the last year as either a new development or a conversion property. www.hiexpress.com/eugeneor



Brandi Amatisto, Ab-Original-Iy Yours, specializes in Aboriginal-style art, but does work in several styles. Contact her for affordable, personalized, original art. <http://aboriginallyyours.webs.com>

Committed Partners for Youth, Big Brothers Big Sisters of Lane County (CPY-BBBS) participated in this year's National Mentoring Month of January, in an annual campaign dedicated to recruiting caring adult mentors for at-risk youth, and educating the public about the importance of healthy mentoring relationships for troubled youth. www.committedpartners.org

Northwest Community Credit Union is now offering reverse mortgage services to its members. More than 25 percent of its membership initially qualifies for a reverse mortgage. www.nwcu.com

The Board of Directors of **Citizens Bancorp** declared a cash dividend to be paid to all shareholders of record on December 28. The company declared a cash dividend equal to \$.30 per share to holders of common stock, and \$.32 per share to holders of preferred stock. www.citizensEbank.com

Prevedello Hettick Marketing Company opened in Eugene and Bend, building on the talent of Scott Hettick, John Prevedello and seasoned account managers Sean Leavitt and Liz Gill. The unified agency will continue to handle creative, media and promotion for the Internet, television, radio, print and outdoor advertising for local clients. www.prevedellohettick.com

Green Solutions Printing is pleased to announce it has received Ancient Forest Friendly and B Corporation Certifications in the fourth quarter of 2009. The Ancient Forest Friendly Certification is given to printers and publishers who use a high percentage of high post-consumer waste and FSC-certified paper products. B Corporations are a new type of corporation that uses the power of business to solve social and environmental problems.

Silke Communications has acquired a full-service, developed communications facility that includes a 140-foot communications tower on Buck Mountain, near Mt. Tom. Like Silke's other facilities, Buck Mountain is secured and features power, power back-up and telco. www.silkecom.com

Eugene's **Century Bank** has made the 2010 list of the 100 Best Companies To Work For in Oregon. The annual list is compiled by **Oregon Business** magazine after surveying nearly 20,000 Oregon employees representing more than 300 companies statewide. www.centurybankoregon.com

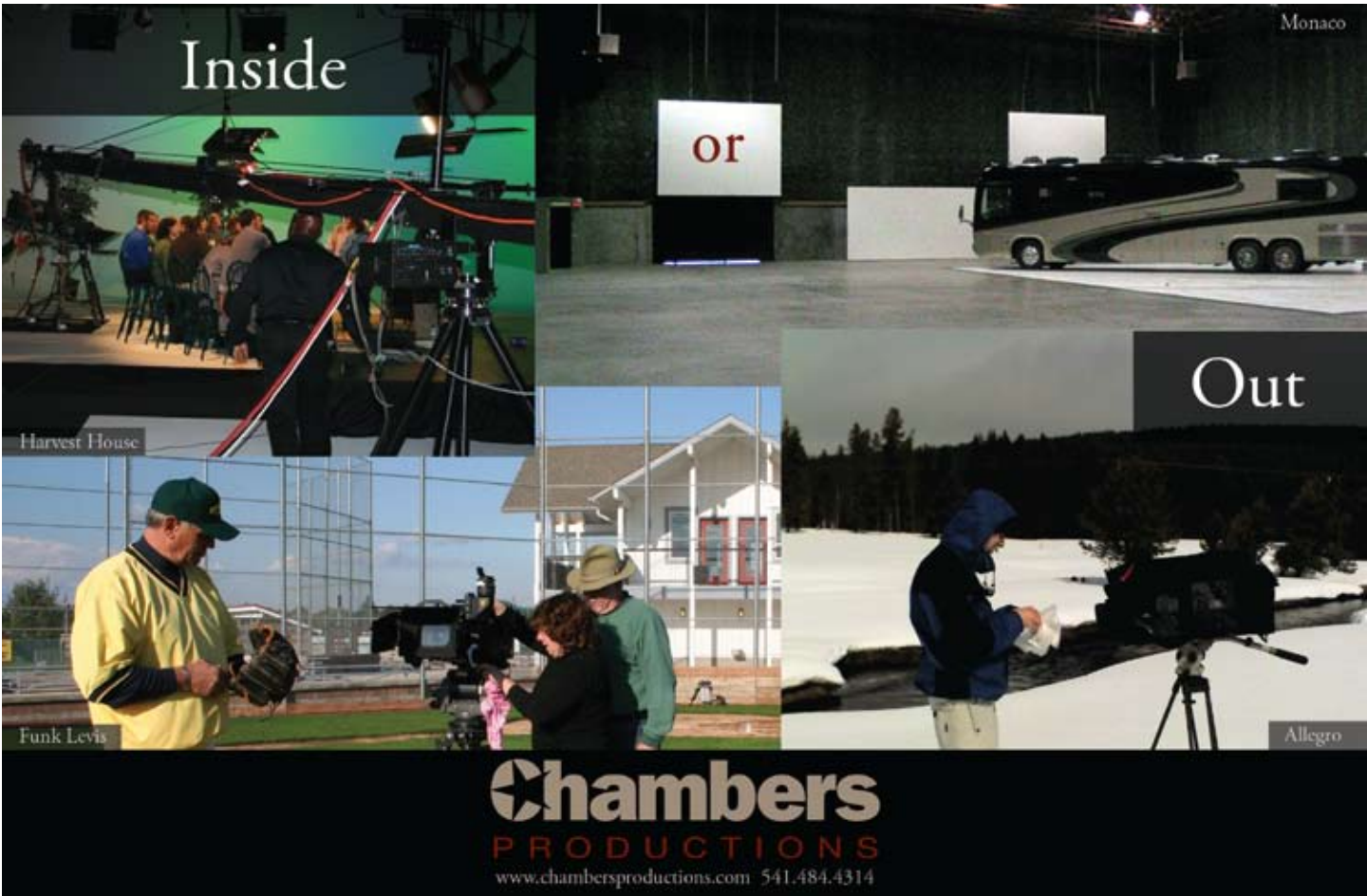
Eugene Public Library was one of only two libraries in the state to receive star ratings from the annual **National Library Journal** assessment of more than 7,000 libraries across the country. Based on measurements of such services as program attendance, Internet use, circulation and library visits per capita, only 258 nationwide received star ratings. www.eugene-or.gov/library

The **Eugene Public Library Foundation** recently celebrated its 25th Anniversary as a non-profit in support of the Eugene Public Library. Since 1984, the Foundation has raised over \$7 million to help build the downtown Library and to support library programs, services and collections. www.eplfoundation.org

KUDOS

Pearl Buck Center Inc., a Eugene-based organization since 1953, has received community funds from the **Weyerhaeuser Company Foundation** for \$12,000 to go toward purchase of a greenhouse in the sensory garden. www.pearlbuckcenter.com www.weyerhaeuser.com

Business News covers promotions, hires, awards, business giving and business news. E-mail items to businessnews@eugenechamber.com.



FOOD FOR THOUGHT

Networking tips from the experts

WHAT TO DO WHEN NETWORKING AND BUILDING BUSINESS CONNECTIONS

1 "Attend (networking events) regularly so people begin to know and trust you."

– Brian Bieghler, Umpqua Dairy

2 "Being positive breathes life – being negative breathes death."

– Kelly Moninger, Pacific Fire & Flood

3 "Be yourself."

– Kevin Rice, New York Life Insurance Company

4 "Ask questions and listen."

– Tom Freitag, Summit Funding, Inc.

5 "Take that scary step out of your comfort zone and introduce yourself to someone you don't know"

– Barbara Newman, Prepaid Legal Services

6 "Keep notes about the person you met on the back of their business card."

– Beverly Andrews, Doncaster Clothing

WHAT NOT TO DO WHEN NETWORKING AND BUILDING CONNECTIONS

1 "Don't try to be something you're not by over-promising."

– Brian Bieghler, Umpqua Dairy



Illustration by Asbury Design

2 "Never bad-mouth another company."

– Kelly Moninger, Pacific Fire & Flood

3 "Don't run out of business cards."

– Kevin Rice, New York Life Insurance Company

4 "Many events offer alcoholic beverages. Know your limit, then stay far below it."

– Kevin Rice, New York Life Insurance Company

5 "Don't talk about yourself. It provides a great excuse to meet again."

– Tom Freitag, Summit Funding, Inc.

6 "Don't assume that people know the benefits of what you do."

– Barbara Newman, Prepaid Legal Services

FLY EASY...

fly **EUG**.com

EUGENE AIRPORT

541-682-5544



Eugene Area
Chamber of
Commerce

PO Box 1107
Eugene, OR 97440-1107

Why should we celebrate 65?



~~65~~

in 1965 The Sound
of Music premiered

65 is the atomic
number of Terbium

65 is the common
speed limit in
many US states

KSB has been in
business for 65 years!

Celebrating
65

Kernutt
Stokes
Brandt
& Co. LLP
Consultants & CPAs

Accountants & Consultants since 1945
For more information about KSB or our services,
please contact Candice Brehm at (541) 687-1170
or visit us at www.ksbc.com.