



WALLOWA COUNTY
CHAMBER OF COMMERCE
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April 2011

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February After Hours Social Hour Program
2010 Wallowa County Economy

Printed Report
Presented by:
Jason Yohannan
Regional Economist
WorkSource Oregon Employment Department

Labor market conditions in Wallowa County in 2010 remained largely unchanged from what prevailed in 2009. Total nonfarm payroll employment averaged 2,360 in 2010, the same number as in 2009.

Four industries – manufacturing, wholesale and retail trade, information, and leisure and hospitality – subtracted an annual average of 10 workers apiece in 2010. For Wallowa County’s manufacturers, it was the fourth consecutive annual job loss.

The professional and business services industry provided the best full-year job gain in 2010, adding an average of 20 workers. Professional and business services, along with financial activities and educational and health services, have yet to record a full-year job loss in Wallowa County since the new industry classification system came into being in 2001.

Government employment was unchanged from 2009 to 2010 at all three levels – federal, state, and local.

Outside of nonfarm payroll employment, Oregon Employment Department estimates of agricultural jobs showed a slight increase for Wallowa County, climbing from an average of 350 workers in 2009 to 360 in 2010.

As for Wallowa County’s overall labor force levels, the total number of employed residents and the total number of unemployed residents both increased in 2010. Revised figures put the county’s annual average unemployment rate at 11.9 percent in 2009 and 12.0 percent in 2010. These are the highest annual jobless rates in Wallowa County since the mid-1980s.

Other figures presented by Yohannan included the Oregon Census Data. Median age in Wallowa County is rising from 44.4 in 2005, to 50.3 in 2010 — compared to Oregon’s median age in 2005 of 37.3. Nearly 4 in 10 households (39.2%) have someone collecting social security, compared to a statewide average of 27.5%.

Self employment, though down, is still vastly important in Wallowa County. Excluding agricultural proprietors, self employment has fallen from 21.5% in 1990 to 15.9% in 2009. Self employment remains above statewide averages of 8.5%.

Springtime Think first Wallowa County, Buy Local!

Are you Wallowa County's Biggest buy local shopper?

Yes...are you a person that believes in keeping your dollars local? Keep tuned in this month as the Chieftain announces a new *buy local* spring program where an individual spending the most can win \$200 and be featured in the Chieftain as the biggest buy local shopper! It's fun and it is all about supporting our local businesses. This program is a partnership between the Chieftain and the Wallowa County Chamber.

Businesses of the Wallowa County Buy Local Campaign—

Where will these shoppers be spending their dollars? In the businesses participating in the *buy local* contest to be held April 28th through May 13th in the WC Chieftain. More information is forthcoming. The chamber encourages businesses supporting the buy local campaign to take advantage of this opportunity and get on board with their local spring advertising!



Forest Service Road 39 — Hells Canyon Scenic Byway UPDATE

The Hells Canyon Scenic By-Way, sometimes referred to as the Wallowa Mountain Loop road or Forest Road 39, is expected to be open for the summer and fall season. Spring weather conditions play a key role in the actual opening of the road to through traffic. Travelers are to expect changes in the surfaces of the two-lane road as there are 13 intermittent gravel areas for approximately 7 miles (between MP 40.8 and 47.3) on the southern portion of the road."



Visitor Report



Where did visitors get info:

Other/Friend	7
Sunset	0
Triple A Via Magazine	0
Travel Oregon Guides	10
Oregonian	0
NW Travel	9
Brochures	0
EOVA	6
Travel Articles	2
Telephone Directory	29
Internet () Letters ()	14
Conference/Reunion/wed	5
Other Chambers	11
Oregon Business	0
Other	125

CENTRALIZED COUNTYWIDE COMMUNITY CALENDAR

Do you want a calendar where you can check on local dates for meetings & events? The Chamber has started such a calendar. The more local information we receive; the more useful this calendar becomes for everyone. Check it out!

Info. Requests	March 2011	February 2011	YTD	March 2010
Walk-In's Visitors/Bus.	244	201	607	158
Visitor Packets Sent	227	39	936	200
Incoming phone/email contacts	316	361	975	417
Relocation packets	2	1	4	10
Total Contacts	789	602	2522	785
Website Visits (not hits)	10,263	13405	33,586	9,640
Member Referrals Made	2603	533	3734	510
JOSEPH BOOTH	N/A	N/A	N/A	N/A

Ribbon Cutting Celebration

Olive Branch Pharmacy & Olive Branch Family Health, Inc.



Left

*Bob Coulter, Pharmacy Owner
Sue Coulter, Pharmacy Owner
Enterprise Mayor Steve Lear
U.S. Representative Greg Walden
Theresa Russell, Clinic Owner
Jim Russell, Clinic Owner
Polly DeVore, Clinic Director*

Below:

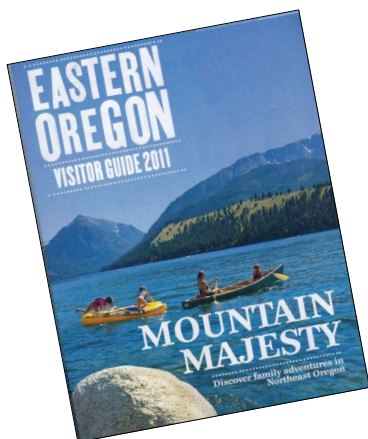
*Scott Lathrop
U.S. Representative Greg Walden
Bob Coulter, Pharmacy Owner*

5:00 pm, March 24, 2011

Ribbon Cutting event included an invitation to Representative Greg Walden to attend, along with nearly 50 individuals celebrating a new business in Enterprise. What a great celebration!

What a fun event. It is a rewarding experience to celebrate new business in Wallowa County. The WC Chamber of Commerce would like to thank everyone who came and made this an outstanding event.

Ribbon Cutting Services Available by the WC Chamber



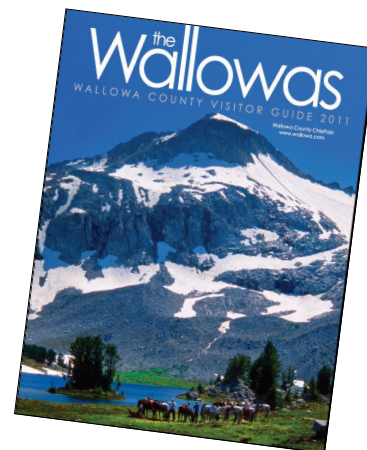
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**Eastern Oregon Visitor Guide
Saga City & Eastern Oregon Visitor Association**

Right

**Wallowa County Visitor Guide,
Wallowa County Chieftain**

Between these two guides, there are 130,000 printed and placed in Oregon visitor centers and Oregon State Welcome Centers. Guides will be available at the PDX Airport and Seaport Air. Eastern Oregon Visitor Association will mail over 15,000 guides to prospective visitors. Over 10,000 readers of Travel Oregon magazine requesting further information on E. Oregon will receive a guide. The Chamber will keep Lewiston/Clarkston and the Tri-Cities visitor centers stocked with guides. Great investment!



Keeping the Dollars

4 Reasons Why You Should Shop Local

- 1 Significantly more money continues to circulate in Wallowa County when purchases are made locally. More money is kept in the community because businesses in our local area often purchase from other local businesses and service providers.
- 2 Nonprofits receive an average of three times greater support from smaller, locally owned businesses than they do from large businesses (there aren't too many local big businesses). They in turn are able to improve the quality of life for all WC residents.
- 3 Most businesses in Wallowa County are owned by people who live in our communities. They are less likely to leave and are more invested in our community's future.
- 4 In a local business, you know the person behind the counter and they know you. They have a deep understanding of the products they sell, and they take the time to serve their customers. Business owners survive by their reputation and repeat business — so shopping local means a higher standard of service.

Creating a Strong Economy Together Please Welcome New Members to the Chamber

Karyl Kolb Photograph

Owner: Karyl Kolb

80923 Reavis Lane
Enterprise, OR 97828
(541) 426-5737
rainierim@aol.com

Description: Photography classes, one-on-one instructions, workshops, weddings, senior portraits, engagement photos, and family reunions.

Olive Branch Pharmacy

Owners: Bob and Sue Coulter

306 West North Street
Enterprise, OR 97828
(541) 426-7455
olivebranchrx@gmail.com

Description: Pharmacists Bob and Sue Coulter are bringing the concept of the community "corner pharmacy" into the 21st century. Olive Branch offers a convenient drive-thru window and a private consultation room so you can talk to a pharmacist confidentially. The Coulters have owned and operated the Red Cross Drug Store in La Grande since 1983 and look forward to serving the people of Wallowa County.

Olive Branch Family Health, Inc.

Owners: Theresa and Jim Russell

306 West North Street
Enterprise, OR 97828 (541) 426-7171
polly@olivebranchfamily.com
theresa@olivebranchfamily.com
www.olivebranchfamily.com

Description: The Olive Branch Family Health strives to provide another choice in WC healthcare. They offer all the comfort of old-fashioned personal care, while utilizing up-to-date modern technology. Family Health recognizes there is a balance between technology and healthcare with heart. They simply will not allow modern advancements to dictate cold and impersonal care. "You're not just a number." Their mission and promise to you is to provide healthcare with compassion, convenience and confidentiality. Theresa Russell said, "It is our pleasure to serve your healthcare needs."

Greater Enterprise Main Street

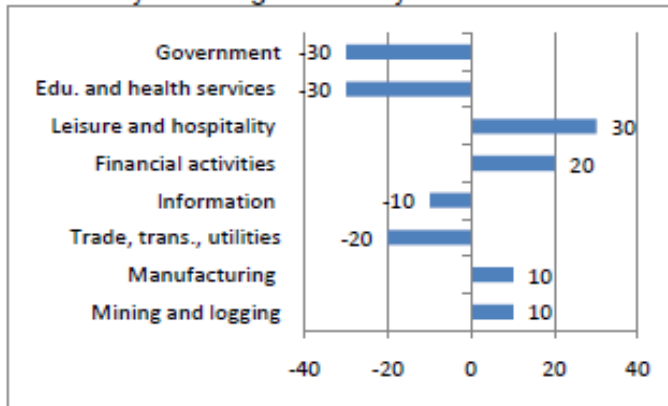
Contact Mary Swanson

PO Box 91
Enterprise, OR 97828
(541) 426-3351

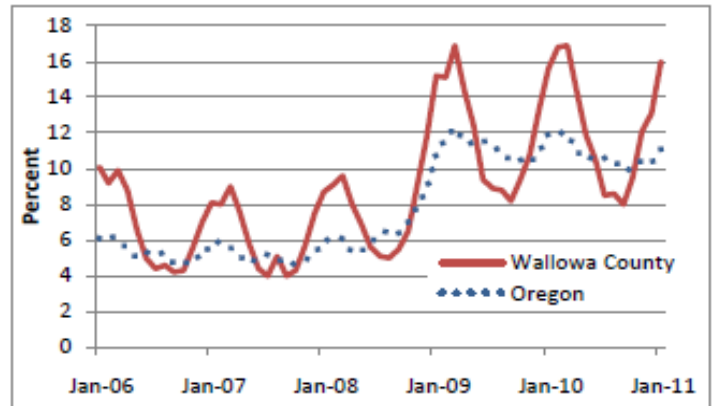
WALLOWA COUNTY – Economic indicators

	January 2011	January 2010	January 2009
Civilian Labor Force	3,740	3,714	3,503
-- Employed	3,143	3,136	2,971
-- Unemployed	597	578	532
--County Non-seasonally Adjusted Unemployment Rate	16.0	15.6	15.2
-- State Non-seasonally Adjusted Unemployment Rate	11.0	12.0	10.8

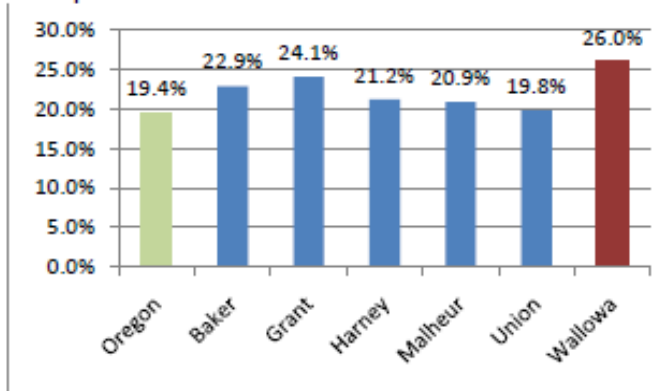
Employment Growth by Industry
 Year-over-year change – January 2011



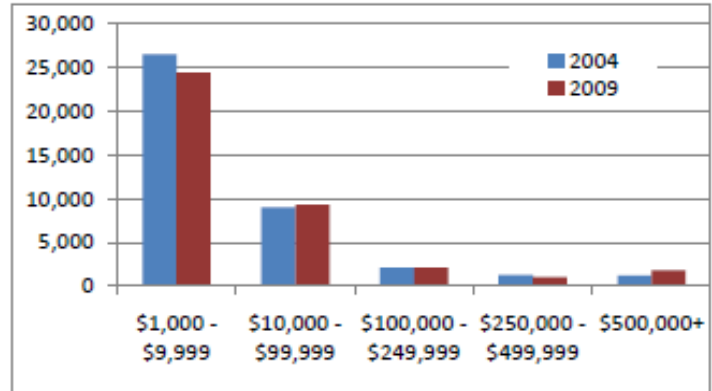
Non-seasonally Adjusted Unemployment Rate



Percent of Employees Age 55 and Over
 First quarter 2010 data



Number of Farms, Grouped by Value
 Statewide data



Source: USDA – National Agricultural Statistics Service

For additional information:

Business Information Center: <http://www.qualityinfo.org/olmisj/BIC>

Eastern Oregon Labor Trends publication: <http://www.qualityinfo.org/olmisj/PubReader?itemid=00000046>

Andrew.R.Crollard@state.or.us

Oregon Employment Dept.; 541-519-0315

Want to be added to the distribution list?

Email me!



PO Box 427
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www.wallowacountychamber.com



Wallowa County Business Facilitation

Free and Confidential Business Coaching!

Every new business idea — no matter how good — faces serious challenges.

The mission of Business Facilitation is to support Wallowa County citizens in bringing their business dreams to reality.

- ◆ If you have a good idea for a new business, but don't know where to begin or
- ◆ If you have an existing business that you would like to expand or fine tune, but don't know how to find the right resources or
- ◆ If your existing business struggling?

Wallowa County Business Facilitation may be your answer. The service is free. Our business facilitator Catherine Matthias helps businesses thrive through sound principles, creativity, and innovation.

Contact WCBF for free and confidential business assistance:
Catherine Matthias, Business Facilitator, PO Box 995, Joseph, OR 97846

Phone 541 426-5858 or
facilitator@wallowacountybusiness.com

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