



WALLOWA COUNTY
 CHAMBER OF COMMERCE
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 Phone: 426-4622
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Wallowa County Business Facilitation Hires New Business Facilitator

The WCBF Board is pleased to announce Catherine Matthias has been selected as the new Wallowa County Business Facilitator. On February 25th board members appeared at the door of Stewart Jones Designs to surprise Catherine singing the WCBF anthem *"There's no business- like Wallowa County business- like no business we know"*....will you get the idea. Congratulations! Was the big news.

After completing two months of recruitment activities and interviewing a host of applicants, the decision was made to award Catherine the WCBF Business Facilitation contract. There were 15 qualified applicants from across the Pacific Northwest that applied, including local applicants.

Catherine was chosen because of her extensive history in the private sector. She has owned and/or managed restaurants, greenhouses, motel, bed & breakfast, and galleries. She, and her husband Stewart, are the current owners of Stewart Jones Designs, and not too long ago, the Indigo Gallery. Catherine is a true entrepreneur.

Catherine impressed the board with her enthusiasm and understanding of the Sirolli Business Facilitation Model. She was a founding board member of WCBF starting in 1999 and served until 2005. In 2001 she took the intensive Sirolli Institute training. Catherine was asked to serve as interim facilitator for the first three months of 2011 while we made a wide search for a permanent facilitator. The board had an opportunity to watch her with clients and to see how they responded to her business coaching.

Catherine's background includes both community and business awards. In 1996 she was presented with the Lake Oswego Chamber of Commerce "Chamber Champion Award" for her work on behalf of the chamber. In 1997, she received the Lake Oswego Chamber of Commerce "Community Leader of the Year Award" for her volunteer work in the community. A year later, Catherine and her husband, Stewart Jones, received the "Dee Denton Small Business of the Year Award" from the chamber for their impact on the community through their volunteer work. In 2009, Stewart Jones Designs received the Wallowa County Chamber's "Business Leader Award".

In 1999, Catherine and Stewart relocated their business to Joseph from Lake Oswego. She immediately joined the Joseph Economic Improvement District for the downtown main street project, becoming responsible for advertising and public relations. Catherine and Stewart co-chaired the Wallowa Valley Festival of Arts in 2000 and 2001. Since 2002 she has served as secretary to the Joseph Chamber Business Association and has recently taken on the position of treasurer. Catherine was also a founding member and Chair of the Wallowa County Cultural Trust from 2003 -2008.

Based on Catherine's knowledge of marketing and general product development, and her dedication to business development and community organizations of the County, she successfully demonstrated the skills and knowledge sought by the WCBF Board

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March 2011

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Free Event Calendars — Where are they? Help us identify websites with free event calendars

Once in awhile we encounter people that are so energized for Wallowa County that they volunteer their time and innovative thinking to the chamber for the purpose of promoting local events and attractions. Pat Adelhardt is such a person and we are grateful for her help. She understands tourism and what it means to the county.

In 2010, Pat began listing Wallowa County events on websites with free calendars. She is back again this spring to do the same. Pat said her purpose is to give upcoming events in Wallowa County more exposure and hopefully attract more visitors to the County. The geographical region is a 250 mile radius of Wallowa County. Do you know of websites that allow free listings in their event calendars?

The following is a list of event calendars Pat has placed Wallowa County events:

- ◆ Oregon Public Broadcasting
- ◆ Northwest Public Radio and Television (Tri-Cities)
- ◆ Idaho Public TV and Radio
- ◆ Spokane Public Radio

Pat is encouraging members to let us know of other “free event calendars” on which she could register events happening in Wallowa County. Please email info@wallowacounty.org and we will look into the website and make it happen!

Great Attendance! Chamber Open House & Social Networking Evening

The chamber would like to thank everyone that attended our open house celebration. There were 49 people that weathered the snowy conditions of the evening and joined the chamber for the open house, 2010 economic reports, and social networking. Presenters of the evening included: Jason Yohannan, Eastern Oregon Regional Economist (OED); John Williams, OSU Extension Office WC, and Lee Daggett, Wallowa Mountain Properties. Great refreshments provided by Chuck Wagon Sisters. The meeting was open to the public.

**Reports will be forth coming as they made available.*



Visitor Report



Where did visitors get info:

Other/Friend	23
Sunset	0
Triple A Via Magazine	2
Oregon Travel Guide	5
Oregonian	1
NW Travel	21
Brochures	4
EOVA	24
Travel Articles	1
Telephone Directory	10
Internet Letters 0)	26
Conference/Reunion/wed	22
Other Chambers	8
Oregon Business	0
Other	3

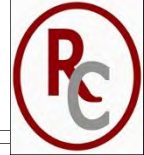
CENTRALIZED COUNTYWIDE COMMUNITY CALENDAR

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	February 2011	January 2011	YTD	February 2010
Walk-In's Visitors/Bus.	201	162	363	145
Visitor Packets Sent	39	670	709	906
Incoming phone/email contacts	361	298	659	182
Relocation packets	1	1	2	1
Total Contacts	602	1131	1733	1215
Website Visits (not hits)	11,826	9918	21744	N/A
Member Referrals Made	533	598	1131	290
JOSEPH BOOTH	N/A	N/A	N/A	N/A



CONGRATULATIONS! 2011 RED CARPET PROGRAM RECIPIENTS



Do you appreciate great customer service? Become a mystery shopper

The chamber is seeking mystery shoppers to identify local businesses that provide exceptional service. This is a great way to serve the business community of Wallowa County.

Let's join together to recognize and thank the businesses that serve us so well.

Contact Doris Woempner, 432-3631



March 2011



Left

Carpet One

Manager: Jarad Bedard
800 South River Street
Enterprise, OR 97828
(541) 426-9228
www.carpetone.com

Mystery Shopper Statement:

"Every time I come to Carpet One the entire staff team gives me all of their attention and I know they are eager to help with my questions. Great business. Goes more than the extra mile."

Thanks for exceptional service!

Above

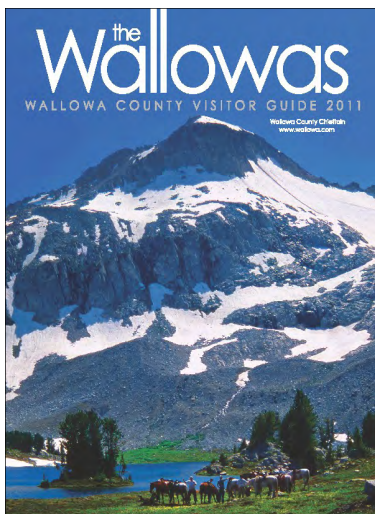
Backyard Gardens

Owner: Beth Gibans
PO Box 463
Joseph, OR 97846
(541) 432-0930

Mystery Shopper Statement:

"Beth is great. She has created a great business. Beth is easy to talk with and she loves talking about her garden and the farmer's market. I think she is a real asset for all of us wanting to get healthy."

Thanks for exceptional service!

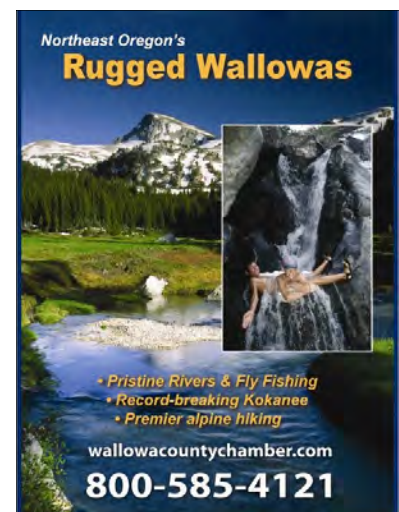


Wallowa County Chieftain Visitor Guide

Doesn't this guide just keep getting better each year? The visitor guide is scheduled to be printed March 24th.

I hope your business had an opportunity to be placed in this guide. If your budget is tight, but you know you need to advertise to get those tourism dollars, this guide is one of the best places to put your marketing dollars.

The Eastern Oregon Trip Planner is expected to be released by mid to late March. Between these two visitor guides, Wallowa County businesses receive substantial marketing coverage for tourism in the Pacific NW and our region.



KARYL KOLB PHOTOGRAPHY

PO Box 025
Joseph, OR 08946-0925
541 426-5737/rainierrim@aol.com

BEGINNING PHOTOGRAPHY CLASS

Cost \$95



Dates: April 6,13,20,27 & May 4
Time & Dates: Wednesdays, 6-9:00 pm
Location: Tomas Conference Room,
309 South River Street
Enterprise, OR

Recommended equipment to bring to class:

- ◆ 35 mm digital camera (not recommended for point & shoot cameras)
- ◆ Circular polarizer for each lens you own.
- ◆ All lenses you own for your camera.
- ◆ Camera manual and note book
- ◆ Tripod if you have one.

** It is recommended that you do not purchase addition equipment until the equipment is discussed in class.*

Tips for Spring Cleaning of Our Websites

The chamber is busy updating information in the visitor center and our website. Spring will arrive and it is important to be prepared and ready for business. Eastern Oregon Economist, Jason Yohannan, is assisting the chamber to get our community and economic profile data up to date. Our website is huge and it is a challenge to keep everything correct.

Please take a few minutes to visit www.wallowacountychamber.com and verify the information about your business or organization is correct on our website. Especially if you know your website, email, or address has changed in the past two years. If you find information that needs to be corrected please send us your changes by email to info@wallowacounty.org.

Posted By: [Louise Rasho](#) on Microsoft Live Small Business

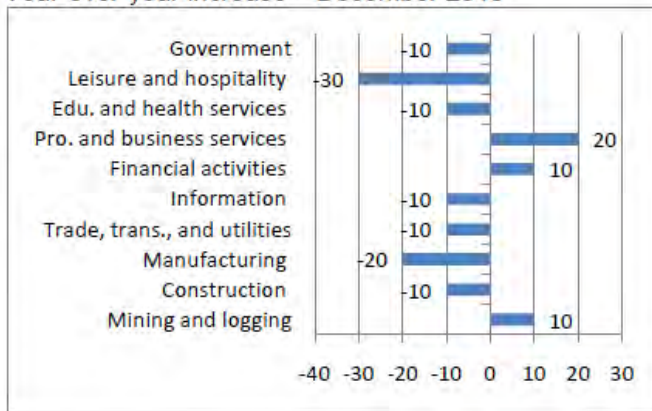
Five cleaning tasks that all site owners should tackle at least once a year.

1. Change your Home page photo(s). Every Home page should sport at least one sharp, compelling image that says something about your business. It's easy to upload a new photo with Office Live Small Business — and it's a change visitors should immediately notice.
2. Refresh outdated copy. Does the basic messaging you created a year ago still make sense today? Or is it conspicuously outdated? That "winter special" promotion really should be gone by April. Get rid of everything that says "I haven't touched my site since sometime in 2008."
3. Whack away wordiness. Most visitors want your Web pages to deliver basic information about your business, not long-winded dissertations. Tidy up those pages overloaded with text. Trim them to 300 words or less. Tuck the detailed educational content that shows off your expertise into a Word or PDF file that a visitor can download.
4. Witness a test drive. Drag your spouse or friend or furnace repair guy over to your computer and ask them to find some important piece of information you know is on your site — like how long you've been in business. See how many clicks it takes them to find the answer. (Don't help them!) This kind of usability testing will tell you how well your navigation works. Restructure and streamline the site navigation, if necessary.
5. Reconsider the doodads. People add visitor counters and local weather reports and animated clip art to their sites because, well, because they can. If you run a small golf course, a weather add-on might be fitting. But on an accounting firm website, it's just kind of weird.

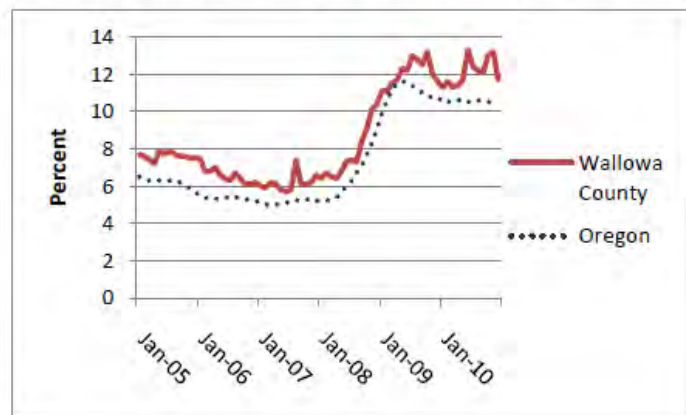
WALLOWA COUNTY – Some numbers

	December 2010	December 2009	December 2008
Civilian Labor Force	3,707	3,662	3,595
-- Employed	3,210	3,176	3,169
-- Unemployed	497	486	426
--County Non-seasonally Adjusted Unemployment Rate	13.4	13.3	11.8
-- State Non-seasonally Adjusted Unemployment Rate	10.4	10.7	8.9

Employment Growth by Industry
 Year-over-year increase – December 2010

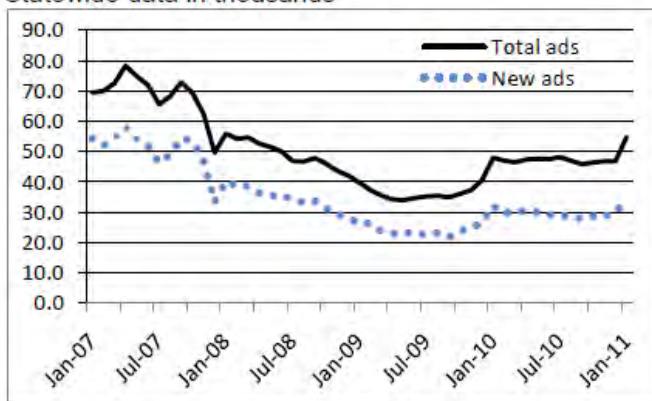


Seasonally Adjusted Unemployment Rate



Online Job Listings

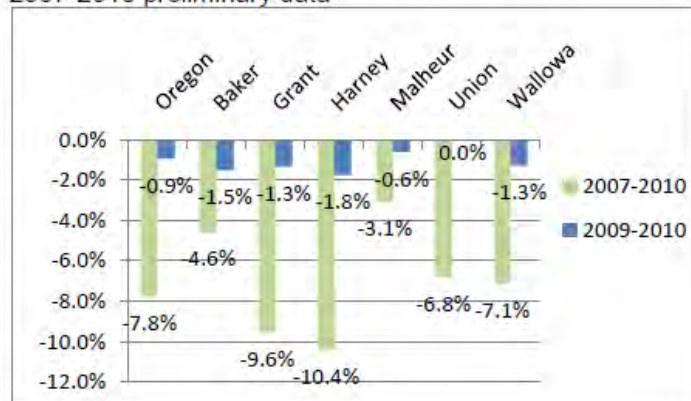
Statewide data in thousands



Source: The Conference Board – Help Wanted OnLine

Change in Nonfarm Employment

2007-2010 preliminary data



For additional information:

Quality Info: <http://www.qualityinfo.org/olmis/BIC>

The Eastern Oregon Labor Trends publication: <http://www.qualityinfo.org/olmis/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
Enterprise, OR 97828

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. 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
Email: facilitator@wallowacountybusiness.org

Area Directors

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Joseph

Ruby Lathrop,
Sterling Savings Bank

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Jim Soares,
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