

## 'Tourism tune-up' coming to aid valley businesses

By BILL MOORE

(Editor's Note: Bill Moore is the business consultant for Illinois Valley Community Development Organization/IVCDO.)

Mixed among the other beautiful rivers that run through our valley, there is another river which often goes unnoticed:

The River of Hwy. 199 flows through the heart of Illinois Valley, carrying travelers and tourists right by our doors, to the tune of more than 200,000 per year.

We are fortunate to have such a bounty of marketing and sales opportunities. Let's cast our net upon the waters. How to weave our net? Some components would certainly include:

\*Nurturing our local pride in who we are and where we live (our beautiful rivers, mountains, wilderness; Oregon's first and most famous national monument and historic Chateau; wineries, thriving arts community, etc).

\*Embracing an excellent customer service attitude by those who meet, greet and serve our guests.

\*Remembering how we like to be treated when we are on vacation, and ensuring that we provide the same level of service and friendliness we would expect.

\*Expanding our knowledge of the goods, services, and things to see and do in I.V., to keep our guests interested.

\*Supporting efforts in the valley to expand educational and marketing opportunities through direct involvement in community projects and programs.

We all want Illinois Valley to be second to none in the quality of service and the friendliness we provide to our guests. The concept is simple -- we are all the customer service representatives of our valley, and we each have a significant effect on the overall impression of the valley that our guests take with them.

We all contribute to the pleasant experiences that our guests share while visiting us. Our guests, in turn, reward us in two ways.

Firstly, they tend to spend more money for goods and services from our local businesses. Business revenues rise, and, in the food service industry, tips become more generous for above-average service.

Secondly, they give us an opportunity to transform our visitors from strangers just passing through into advocates, who wish to return to our valley and bring their friends to share the natural beauty of the landscape and the comfortable atmosphere of the people.

There is no marketing more effective than a happy, satisfied customer telling friends and family what a great time they had in our valley.

Next week, "Illinois Valley News" will carry a curriculum for training sessions in Illinois Valley to support our business and entrepreneurial offerings.

A dedicated group of community service organizations has assembled a terrific series to help the valley businesses prepare for the coming season of tourist treasure. Based on the needs expressed in the IVCDO Business Needs Survey, the series offers supervisory and customer service training, the prestigious "Q" Hospitality Training, local Hospitality business and marketing specialists, and our own special Excellent Service Experts from Illinois Valley.

Be sure to take advantage of the availability, quality, and affordability of this opportunity to boost your seasonal income and "keep 'em coming back for more."

There has never before been anything like this opportunity in Illinois Valley. At the end of the season, we'll be sponsoring a special celebration/gathering to look back on the season and plan for next year.

Watch next week's "I.V. News" for the class schedules, content information, costs, and our special IVCDO and SOVA (Southern Oregon Visitors Association) scholarship programs.

## Walden joins meth battle

U.S. Congressman Greg Walden (R-Ore.) last week became a co-sponsor of additional legislation to advance the fight against methamphetamine.

HR 798, the Methamphetamine Remediation Research Act of 2005, directs the Environmental Protection Agency to establish voluntary guidelines to aid state and local governments in "reclaiming" former meth lab sites.

The bill also calls for various research programs aimed at increasing public knowledge of environmental and property contamination.

Based on his recent seven town hall meetings in Oregon, Walden said, "It is evident that communities are becoming increasingly focused on this scourge.

"Meth is a poison," he added, "that ravages the minds and bodies of its users; threatens public safety; costs taxpayers thousands of dollars' and destroys environments surrounding the clandestine labs in which it is produced."



**CAVES HWY. ACCIDENT - Personnel from Illinois Valley Fire District (IVFD), American Medical Response and Oregon State Police responded to a 2:45 a.m. crash in the 4000 block of Caves Hwy. Saturday, March 19. OSP cited Gary F. Pope, 51, of Cave Junction on charges of driving under the influence of an intoxicant and second-degree criminal mischief after his pickup truck hit a utility pole and rolled. Pope suffered minor injuries. (Photo by Dale & Elaine Sandberg/IVFD photographers)**

## Kerbyville Museum reopening

Kerbyville Museum & History Center's grand reopening for the season will be held Saturday, March 26 from 10 a.m. to 3 p.m.

All military veterans will be admitted free in observance of the 60th anniversary of the end of World War II in 1945, said Dennis Strayer, museum manager.

There are admission fees for adults and children 6 to 12.

Children younger than 6 will be admitted free.

## Fiddler sale remains taut

The U.S. Forest Service last week expanded a closure to encompass 1,631 acres surrounding the Fiddler/Biscuit Salvage Sale near Cave Junction to provide for safer logging after nearly two weeks of incidents involving protesters.

Eight Dollar Road and spur roads to Fiddler units are closed to the public.

There was a report that at least one protester was perched in a tree in the sale site, but it was not immediately known if the person left on his own or was arrested.

Officers arrested 43 protesters during a 10-day period prior to Monday, March 14 on charges that included interfering with an agricultural operation.

(Editor's Note: The following is from Medford "Mail Tribune.")

The long-awaited federal court hearing challenging logging in old-growth reserves in the 2002 Biscuit Fire area was to start Tuesday, March 22.

But the lawsuit might not be settled until May if the case is appealed.

The lawsuit challenges a U.S. Forest Service decision

## Court gains \$

Impound fees of \$4,300 have been collected from July 1 through February by the city of Cave Junction.

In addition, during the same period of the 2004-05 fiscal year, the city has collected \$3,992 in fines through the Cave Junction Municipal Court.

## Clubs and Groups

**The Shining Stars**  
April is poetry month. To celebrate, The Shining Stars will host a "poetry slam" for young poets Friday, April 8 at Blue Moon Café in Downtown Cave Junction during Art Walk.

Contestants will compete in three age groups: elementary (grades 3-5), middle school (6-8) and high school (grades 9-12).

Poems should be the poet's original work, and no

more than three minutes long. Entrants may not use props, costumes or musical instruments.

"Poetry slam" is the competitive art of performance poetry. By putting a dual emphasis on writing and performance, it encourages poets to focus on what they're saying and how they say it.

Those who would like to register or seek more information can phone The Shining Stars' office at 592-2236.

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- Adelle Davis -

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