



CHAMBER NEWS

CHAMBER NEWSLETTER



Note from the Director

Recently, I read an article on Entrepreneur.com that describes a philosophy for conducting business that I couldn’t agree with more. Thank you Bob Duggan for such an articulate example of how I hope all business owners will one day make decisions about the direction of their companies. Bob’s article is below:

Don’t just make a difference. Make a difference for the better.

One thing that has never failed me in my life and in business: doing my best to make a difference for the better. I know this seems too simple, but it has never failed me. When I started my first business mowing lawns, it was my saving grace, and when I took over Pharmacyclics it became the heart of our mission.

Making a difference for the better is different than making a difference. Lots of people can make a difference but can you make a difference for the better? The mission to make a difference for the better has been a game changer for me and my companies. One of my very first real entrepreneurial endeavors was cookies. We made great cookies, and they really made people happy. We sold billions of cookies. The issue for me personally was I didn’t feel like I was making a difference for the better and because that part was missing, I moved on.

As I committed to this simple idea and applied it to how I selected projects, doors to my real potential and winning opportunities opened for me. This is when I really started winning. When I was running Intuitive Surgical the goal was to use robots to make surgery less invasive, create less scar damage, reduce recovery time and make surgery easier for the doctor and the patient by providing more precision operations. Simply put, I was making a difference for the better by using robotics that have perfect memories, eight arms, never tire... well, you get the point. It was the concept of making a

difference for the better that allowed me to see the opportunity. Then when I took over Pharmacyclics I did the same thing. This resulted in a company that was worth less than \$1 per share selling seven years later for \$265 per share.

Making a difference for the better is a simple idea that is very big. And it has become a guiding light for me in my investing criteria, day-to-day operations and my personal life. If it, whatever “it” is, cannot pass the “make a difference for the better” litmus test, I leave it alone.

When I look back over my career, this simple idea has been the one thing that has never failed me. As a teenager, my first business was mowing lawns. My goal as a teenager was not to make the Forbes 400 list but to simply make enough money to get myself through college. When I was mowing lawns I realized when I went that extra mile to make a difference for the better, the property owner wanted to tip me or give me more work. It wasn’t even very difficult. Sometimes it was a simple smile, extra care to make sure a hedge was edged perfectly, or taking the time when I was done to have the owner walk the property with me admiring my work.

Making a difference for the better is my driving force today and it has never let me down. Make sure you add this concept to your existing company or startup. Practice making a difference for the better in how you answer the phone, handle a customer’s complaint, an investor’s question, by taking the time to remind an employee how important they are to you or by picking up that piece of paper on the floor that everyone else seems to walk passed.

If you have an idea for a new business or some action that you know can make a difference for the better, you have the responsibility to make sure you make that happen. You will always win when they win. Whether it is a product, an idea or a simple action; when it can make a difference for the better, you have to do it. Realizing this responsibility will give you an undying purpose, and purpose is the highest form of motivation. Following this responsibility with action will build confidence and you will then be able to realize your true potential.

Ideas and confidence are the bridge to financial success. You cannot bring a product, idea, or dream—no matter how great—to the broadest audience possible without continued confidence of energy, resources, and persistence.

Ideas that truly make a difference for the better, reinforced by the right actions (confidence), and proper resources can create a powerful unseen wavelength that cuts through previously believed barriers

and old, stuck ideas. I look forward to seeing how you make a difference for the better on this planet. I can’t promise it will make you a billionaire, but I can assure you that this common sense piece of advice will allow you to reach your full potential and feel great about who you are and what you have contributed.

~ Bob Duggan – Entrepreneur.com
August 27th 2015
Travis Palmer, Executive Director, Cottage Grove Area Chamber of Commerce

Are you a Business owner or key Decision Maker for your company?

The Cottage Grove Area Chamber of Commerce is taking nominations for the board of director positions that will be opening up at the end of this year. Our board seats have term limits to ensure a regular rotation of energy and perspective from within our membership. If you’d like to become more involved with Cottage Grove’s business community and help guide the direction of the Chamber’s efforts, please contact the Chamber office (541) 942-2411, or one of our dedicated board members for more information. If you’re not quite ready to commit to a board position, we are always seeking new members for various chamber committees such as; Promotions & Events, Tourism, Training, Education & Membership, The Greeters, and more. www.cgchamber.com

Chamber programs Supporting Business

1. “Think Local Shop Cottage Grove”. As a chamber we strive to educate the community of the value of supporting our local merchants. The Gift Certificate program is one way we encourage shopping local. This program makes gift giving easy while supporting local merchants and it promotes “Shop Chamber Members First.” As a chamber member we invite you to participate in the Gift Certificate program by being a participating merchant.
2. Communication is a key element for all businesses. The Chamber supports its members by keeping them up to date through e-mail alerts of upcoming events, legislative matters and fraud concerns.
3. Educational forums are another way that the chamber is supporting local businesses. Through forums your business can receive information on topics that impact businesses. We invite you to learn something new by attending our next forum.

How to go from “throwing spaghetti” to targeted marketing

Sponsored by Banner Bank and Cottage Grove Sentinel

When it comes to marketing, do you simply throw stuff at a wall and hope some of it sticks? This forum will guide you in the transition from spaghetti thrower to targeted marketer. Learn to maximize the return on your marketing budget and stop throwing money away on things that don’t work in our modern marketplace. Join us October 7th from 6-8pm at LCC Cottage Grove Campus for this informative workshop. The workshop is free to Cottage Grove and Creswell Chamber members and \$20 for non-members. Please RSVP to: beth@cgchamber.com

Ribbon Cuttings this month!

It’s exciting to experience the success of our business community with new businesses opening and the relocation, remodel, reinvention, or expansion of existing ones. Three Ribbon Cuttings have been scheduled for September and we hope you’ll join us to check out their digs, have some refreshments, and help us celebrate their successes!!

Thursday, September 10th at 5:30pm – Come celebrate the newest Barbershop in town with Traci Rich and Analog Barbershop, 223 S. 6th Street!

Tuesday, September 15th at 12:00 noon - Learn more about your friendly neighborhood tax consultants, Sheila Zoglman and her staff at Tax Advantage, Inc., 20 N. 5th Street.

Thursday, September 24th at 5:30 pm – Join us for the much anticipated GRAND REOPENING of Anytime Fitness! Kate Price and her staff are excited to show off their big makeover and new location, 1600 E Main (the old Blockbuster). New equipment, new classes, new membership options, great food and, of course, great people! Anytime Fitness is world’s fastest-growing 24 hour fitness club - come experience for yourself what everyone is talking about.



2015 Chamber Board of Directors, Advisors and Staff

Cottage Grove Area Chamber of Commerce

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2015 Chamber Board of Directors: Thank you for your hours upon hours of volunteer time, commitment, and service!

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Cottage Grove Community Acupuncture

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