



CHAMBER NEWSLETTER

CHAMBER NEWS



Note from the Director

Just because you can't assign a numeric value to something, that doesn't mean it is worthless. Showing someone the value of something isn't always easy to do. There are tangible values, and intangible values. Tangibles are usually easier to determine because they can be seen, held, and measured. Intangibles however, are much different. They often aren't seen, they can't be stacked, counted or touched and their value can be affected by emotion, perspective, past experiences, and countless other personal assessments. Still, one should never underestimate the value of the intangibles. After all, another word for value that can't be measured is "priceless."

Chamber of Commerce membership has both tangible and intangible benefits. Directory listings, advertising, discounts, and low cost educational forums are all things that can be measured and valued. But who can determine the value of a referral source? What is "word of mouth advertising" worth? When you meet someone at an event and exchange business cards, how many people will they share it with? These questions are the plight that every chamber across the country must face when trying to show businesses the value of membership. Businesses become members of the Chamber of Commerce for all kinds of reasons. Some want to be listed in our directory, while some join because they want to network with other businesses so they can expand referral sources by building relationships around the community. Some businesses join the chamber simply out of a sense of civic duty because they know that the chamber supports the business community in a number of ways and they want to publicly state their support of those efforts through membership.

Whatever the reason for joining, whether it's the tangible or intangible benefits, the Chamber of Commerce is a membership organization whose purpose is to provide

programs and services that are designed to help the business community thrive. Chambers of commerce provide a collective voice for the business community and help establish visibility and credibility for their members. Chamber advertising, event sponsorships and getting involved in committees like the Chamber Greeters can increase visibility and credibility but ultimately, as with any membership organization, it is up to the members to take advantage of the opportunities that lie within. If you don't invest in the potential of your business, eventually there will be none.

We appreciate and strongly encourage participation from all of our members. Those who want to know more about how to maximize their membership are encouraged to call our office anytime and discuss their situation. Last, if you have an idea for a program or service that would be helpful to your business, please email suggestions to info@cgchamber.com. We are proud to serve the Cottage Grove business community and we hope you'll encourage all of your friends in business to join and support the Cottage Grove Area Chamber of Commerce.

Travis Palmer, Executive Director, Cottage Grove Area Chamber of Commerce

Member Benefit Highlight-

Chamber Membership Directory

We're preparing for the publication of our 2016 Membership Directory & Community Profile. This publication is used to promote your Cottage Grove area business, recruit new businesses, professionals, and attract new residents who appreciate the "Cottage Grove Life Style". 2000 directories are printed and distributed to local businesses, hotels, the Visitor Information Booth and are included in our relocation packets. When someone moves or visits the Cottage Grove area they want to know where to go for goods and services. It is also an excellent reminder to "Shop Chamber Members First".

For those of you who have thought about membership, if you wish to be in next year's directory, now is the time to move ahead with your plans to join the Chamber. Participate in chamber membership and watch your marketing dollars stretch. To those of you who are already members, we thank you and hope you enjoy this great chamber benefit! Please contact the chamber office regarding your intent to join so that we do not miss including your business in the 2016 publication.

Look for your letter in the mail

Letters will be sent to our members requesting that you review the listing information we have on file and make any corrections you want to occur in the new directory. In addition, the directory is another one of the ways we can help our members promote their businesses. As a chamber member you receive a free listing in our directory and have the opportunity to purchase advertising. Travis will be contacting you to discuss a variety of ways you can promote your business through the directory.

Mark Your Calendars Now for Christmas in Cottage Grove!

Plans are under way for this year's Downtown Christmas Tree Lighting which will be held on Saturday, December 5th. Bundle up and join us for some family fun! To kick off the day, have breakfast with Santa at the Fire Station, take advantage of various merchant discounts, participate in a scavenger hunt, have your picture taken with Santa after the tree lighting ceremony, tour Dr. Snapp's House on River Road and find that special gift for someone on your shopping list at their annual bazaar. What a great way to start the Christmas season! Watch for a schedule of all the events in the coming months.

Chamber Programs Supporting Business

1. 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.

2. **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 November forum: **Shoestring Marketing Techniques** - *Sponsored by Banner Bank and the Cottage Grove Sentinel.*

No Money? No Problem. Do more with less, the mantra of today's business world. This class will share marketing strategies and methods that really work and are free or low cost. Marketing budgets are often the first to see cuts, yet are vital to the success of any business. We will help you develop a marketing plan that takes advantage of little known or underutilized marketing strategies. Join us November 4th from 6-8pm at LCC Cottage Grove Campus for this informative forum. This forum is free

to Cottage Grove and Creswell Chamber members and \$20 for non-members. **Please RSVP to beth@cgchamber.com.**

3. **"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. **Purpose:**

1. Promote shopping at CG Chamber Member businesses.

2. Support chamber members with dollars spent in Cottage Grove.

This program makes gift giving easy while supporting local merchants and it promotes **"Shop Chamber Members First."** Participating businesses to date are:

Anytime Fitness
Apothecaria
Bochetto Day Spa
Books on Main
Boyce & Sons, Inc.
Buster's Main Street Café
Cascade Home Center
CG Habitat for Humanity
D & D Automotive
Dirtcheapcopies.com
El Tapatio
Lavender Field Embroidery
Mangiano's Pizzeria
Dirtcheapcopies.com
Pinocchio's Pizza
Rainy Peak Bicycles
Safeway
South Lane Wheels
Territorial Seed Company
The Bookmine
The Espresso Bar'n
The Flower Basket
Universal Trucking
Wal-Mart

October

Business After Hours

Join us at PeaceHealth Cottage Grove Community Medical Center for this month's Business after Hours on Thursday, October 15 from 5:30 - 7:00pm, in the Community Room. The evening will feature a tour of Life Flight, Provider meet & greet, and a fall themed photo shoot. Beer/wine will be served and catering is provided by New Dawn Bakery. Bring your business card to enter the door prize drawing, learn something new, and have some fun! Your attendance reinforces the spirit in which the Chamber provides these monthly activities. We look forward to seeing you there! Many thanks to those who support our efforts by attending this Chamber program.

2015 Chamber Board of Directors, Advisors and Staff

Cottage Grove Area Chamber of Commerce

700 E. Gibbs • Cottage Grove, OR

info@cgchamber.com • www.cgchamber.com

P. (541) 942-2411 • F. 888-832-2045



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

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PeaceHealth Cottage Grove Community Medical Center
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