

Marketing tips for businesses

in eastern Oregon

By Greg Smith

Effective marketing and advertising strategies are an essential part of owning a successful business. While paid advertising certainly has its place and can be very beneficial, many options available to entrepreneurs are low cost or even free.



Greg Smith

business with you if they find your door locked and a sticky note saying, "Be back soon". Posting your hours of operation and sticking to them is essential.

Other common mistakes, especially for those in the service industry, include not returning calls in a timely manner and not showing up to do the job when promised. Of course, professionally completing the job in the timeline and dollar amount promised is also key to ensuring repeat business. Taking the time to return calls in the morning and end of day is something successful business owners do.

While having a presence on social media is considered important in this day and age, in eastern Oregon, print and radio advertising are still viable and worthwhile options. In all cases, consistency is the key. Placing a single ad in the local newspaper or on the radio is ineffective and a waste of money. There are often incentives offered by media outlets for repeat ads and individuals will benefit from the expertise offered by professional advertising representatives.

A Facebook page or an Instagram account that has not been updated for several weeks can send a

message that your business is not thriving and that you are not very serious about obtaining business. Hiring someone to be in charge of updating social media accounts can be a worthwhile investment if it is not something a business owner feels comfortable or experienced doing.

Third party endorsements are one of the most valuable tools for your business. Asking satisfied customers for a quote about their positive experience or perhaps posting a video of them on your website or other social media, can be tremendously beneficial. By the same token, negative word of mouth or bad online reviews may cause serious damage.

There are many other marketing and advertising options available to entrepreneurs depending on dollars and time available. Identifying, budgeting for, executing and evaluating a strategy is important, but nothing replaces first putting an emphasis on providing an exceptional customer experience.

Greg Smith is the Eastern Oregon University Small Business Development Center director. The office is located at 1607 Gekeler Lane #148 in La Grande, OR. He can be reached by calling 541-962-1532 or emailing eousbdc@gmail.com.

SCHOOL BOARD

-Continued from PAGE THREE

Heppner Lady Mustangs State 2A Basketball championship.

-learned from Dirksen that a summer lunch program for students will be instituted, thanks to a donation from MidCo bus and a grant from the Oregon Department of Education.

-heard the annual financial report presentation from a representative of Dickey and Tremper, LLP.

-accepted and appropriated additional unanticipated revenues to Riverside High School in the amount of \$10,000 from the Confederated Tribes of the Umatilla Indian Reservation and \$1,152.90 from the Benevity Community Impact Fund; and to Heppner Elementary School ASB in the amount of \$592.80 from the PGE Giving Campaign.

-heard a report from Dirksen on proposed state funding.

-heard the following enrollment reports for February-A.C. Houghton-258, Sam Boardman Elementary-333, Heppner Elementary-175, Irrigon Elementary-219, Windy River Elementary-287, Heppner Jr./Sr. High-167, Irrigon Jr./Sr. High-372, Riverside Jr./Sr. High-427, Morrow Education Center-50, total-2,288; and March-ACH-259, SBE-337, HES-171, IES-217, WRE-291, HJSH-166, IJSH-367, RJSH-429, MEC-57, total-2294.

-adopted resolutions on supporting education funding's return to the level recommended by the "quality education model," similar to the funding level in 1990, according to Dirksen; the InterMountain ESD local service plan; the PACE joinder to trust agreement, a self-insured property and liability program.

-approved the first reading of rescinded, new or revised policies on the district's federal procurement policy.

December 30: Morrow County Sheriff's Office received a report on I 84 W, Boardman of a live baby deer that was struck by a vehicle and is lying next to the roadway. Unable to locate.

-MCSO received a report on Pheasant Ln, Irrigon that neighbors are shooting from their porch towards Division St.

-MCSO received a report on SE Utah Ave, Irrigon of a red Caliber and a red Ranger that went at a high rate of speed past his res. The red Ranger spun his tires.

-MCSO received a report on SE Utah Ave, Irrigon that an older white Ford Bronco came by his residence at 25 mph. MCSO advised that is the speed limit.

-MCSO received a report on SE Utah Ave, Irrigon that the red pickup and Caliber on California were spinning their tires and making S curves in the road. RP advised MCSO should see what they have done.

-MCSO received a report at Irrigon Shell Station on E Hwy 730, Irrigon that a male is highly intoxicated and is driving, just went inside to buy more alcohol. Unable to locate.

-adopted rescinded, new or revised policies on district purchasing and staff complaints.

-adopted the 2019-2020 budget calendar as follows: Feb. 11-approve budget calendar; March 22-budgets due from superintendent, assistant superintendent, buildings, departments; April 22-publish first notice of budget committee meeting on website; May 1-publish 2nd notice of budget committee meeting; May 13-budget committee meeting 6 p.m., regular board meeting, 7 p.m.; May 20-final budget committee meeting if needed; May 29-publication of notice of budget hearing and summary of budget and funds; June 10-budget hearing, 7 p.m., regular board meeting, adopt budget, make appropriations, levy tax.

-approved the following employment action for March:

-resignations, non-renewals-Clara Beas, SBE ELD teacher, Nicole Bergstrom, HJSHS ed assistant, George Izzett, IJSHS music/computers, Jack Johns, special education director, end of 2018-19 year, Chris Johnson, RJSHS math teacher, end of 2018-19 school year, Tiffany Locey, IJSHS assistant junior high girls' basketball coach, IJSHS head junior high track coach, Michelle Osborne, IJSHS head cook, end of school year, Jacki Paullus, HES ed assistant, Cindy Roberts, IJSHS assistant cook end of 2018-19, Sean Shimer, RJSHS assistant high school volleyball coach, Andy Stelk, HJSHS head baseball coach, Danielle Swanson, IJSHS 5th grade teacher, end of school year.

-retirements-Rosa Norwood, Morrow Education Center behavior technician, end of school year; Melodee Tovey, ACH department secretary/food

service, end of school year.

-employment/promotions/transfers-Tyler Davis, RJSHS advanced math teacher 2019-20, Heidi Garcia, district office student services technician, Jennifer Jaca, HJSHS ed assistant, Sara Wagoner, IES, remainder of 2018-19.

-extra duty contracts-Ken Bailey, HJSHS junior high head wrestling coach, 2018-19, Scott Coe, HJSHS assistant baseball coach, 2018-19, Taylor Davis, IJSHS junior high assistant girls' basketball coach, 2018-19, Marisa Gonzales, IJSHS assistant girls' softball coach 2018-19 and soccer coach 2019-20; Ivan Navarrette, IJSHS head girls' soccer coach 2019-20, junior high head track coach, 2018-19, Hans Rockwell, RJSHS junior high assistant track coach 2018-19, Ken Thompson, IJSHS junior high head wrestling coach, Vera Fredy, IJSHS assistant baseball coach 2018-19, Tim Wilkins, HJSHS head baseball coach 2018-19.

-recommended the following 2018-19 probationary teacher for extension to 2019-20 (Heppner only listed): Chelsea Matheny, first year HES fifth grade.

-heard presentations on the IJSHS art program, the IJSHS wrestling program, the Windy River counseling program, and the Riverside FFA club.

-approved early graduation requests from two MCSO students.

-adopted social studies curriculum.

-received school board recognition.

-heard the following announcements: end of third quarter March 14; spring break March 25-29; make-up snow day April 5, all schools; next board meeting, Monday, April 8, Heppner Jr./Sr. High School.

-MCSO received a report on SE Utah Ave that the gold Caliber just spun its tires and then sped off. Unable to locate.

-MCSO received a report on I 84 E, Boardman that there was an older Ford pickup on the shoulder with its flashers on. Referred to OSP.

-MCSO received a report on I 84 E, Boardman of erratic driver EB. White Toyota Four Runner is not maintaining speed or lane. Vehicle is not using blinkers and slowing and accelerating 65-80 mph. Ernestina Salas De Rodelo was issued citation for VBR 71/55.

Sheriff's Report

The Morrow County Sheriff's Office has released the following information:

December 26 (cont.): Morrow County Sheriff's Office received a report from Century Link of a 911 outage in remote area, unable to advise of exact location.

-MCSO received a report at Baltimore Apartments on NW Baltimore St, Heppner of 66-year-old male not feeling well, anxiety and chest pains. Patient transported to PMH.

December 28: Morrow County Sheriff's Office received a report at First St/Columbia River, Irrigon that someone dumped a kitten and it is now in a tree.

-MCSO received a report at W Hwy 730/W Fourth Rd, Irrigon of garbage in the turn lane. Significant amount. Referred to other agency.

-MCSO received a report on Columbia Ln, Irrigon of a scam run on him. States he had a trailer on Hwy 730 and had people contact him, stated they were sending him a FedEx cashier's check for the amount of \$9,000 and people wanted him to reimburse them for the overpay.

-MCSO received a report at Frederickson Farms on Paterson Ferry Rd, Irrigon of a vehicle parked near a hay stack this morning and is currently behind the cheese plant area of the farm.

-MCSO received a report at Paterson Ferry Shop 9 on Pole Line Rd, Boardman that at 0600 Wednesday a vehicle was stolen, employee saw the vehicle leave that morning.

-MCSO received a report at Mill Zone on Hwy 74, Heppner that there is a pickup parked at the shop across from the mill zone with lights shining towards the road. RP would like it checked out to advise them of the dangerousness of this. Unable to locate.

-MCSO received a report on Mary Ln that her mother is intoxicated and not letting her leave. She has held her down by the arms and legs. MCSO made

contact, parties are separated for the night.

-MCSO received a report at Sinclair Station on W Main St, Lexington that there has been a vehicle driving around the store and revving up their engine, just left towards Heppner. Unable to get description.

December 29: Morrow County Sheriff's Office received a report on E Hwy 730, Irrigon that a silver Honda passed in the center lane at 45 mph. Unable to locate.

-MCSO received a report on SE Utah Ave, Irrigon that again this morning he has had multiple cars run the stop sign by his house. He stated that he now wants to carry a bat for his safety and hit cars as they don't stop. RP was advised not to do that or he would be charged with a crime. He hung up before dispatch could finish a sentence.

-MCSO received a report on NW Gale St, Heppner that he has game cameras around his property and one of his game cams is gone. RP had moved his game camera and forgot about it and has found it. Cancelled.

-MCSO received a report at Irrigon Marina on NE Seventh St, Irrigon that a male with a gray Ford F-250 was filling up a water pump with water from the river. Subjects had a permit for ODFW regarding transport of live fish.

-MCSO received a report on I 84 W, Boardman that RP and her sister got in a verbal disturbance, states she asked her sister not to speak profanities and her sister began getting in a verbal dispute with her. MCSO and BPD responded. Amelia Housden was arrested by MCSO for harassment, menacing, reckless endangering another. Lodged at UCJ on bail of \$35,000.

-MCSO received a report on SE Utah Ave, Irrigon of a motorcycle that is driving up and down the road and is out in the turkey shoots.

following information:

-MCSO received a report that Madras PS arrested Shawn Tracy Adlard on warrant. Lodge at Jefferson Co jail on no bail.

-MCSO received a report on SE Utah Ave, Irrigon of a red Nissan with no lights on. Unable to locate.

-MCSO received a report on Linden Way, Heppner that a deer has been struck and is not deceased.

-MCSO received a report on S First St, Irrigon that RP's father is intoxicated, stated he was causing problems. Refused to give names, but that a deputy would figure it out when he got there. MCSO made contact, parties were separated for the night.

-MCSO received a report at Blakes Ranch on Elk Trail Ln/Blakes Ranch Rd, Heppner that on the south side of the road there is a maroon pickup down in the creek, airbags deployed.

-MCSO received a report on SE Fourth St, Irrigon that neighbors are doing construction and not letting them sleep.

GROWING GENERATIONS TOGETHER

Since 1945, Bank of Eastern Oregon has had roots in eastern Oregon. We believe in the value of a handshake and provide unparalleled and unbiased service because we know you - we are you, your neighbors, and your community members. BEO keeps working hard for you to ensure that our banking services are never difficult.

Visit your local branch & let us help you realize your financial dreams.



Bank of Eastern Oregon

Term Loans • Lines of Credit • Ag & Commercial Real Estate Loans
beobank.com