

# City branding committee represents diverse interests

The city of Hermiston and Chamber of Commerce recently put out a call for volunteers to serve on a committee to help develop a brand that represents our incredible community. Many volunteered, including us. We are part of the committee that now consists of 25 community members with four Hermiston High School students.



Fialka



Walchli

all share an enthusiasm for Hermiston's future and are working hard to develop brand concepts that capture the spirit of Hermiston, and the vast spectrum of what

this community stands for — our people, our businesses, our recreation, and more. It's been very rewarding serving our community in this way, and seeing so many people actively and passionately participating.

While, coming up with a community brand is a process of deep thought, creativity and great responsibility, the committee members are also mindful

of what the community said in the previous survey. In the end, we all share a love for this town, and the bright future Hermiston holds. We want the community to be proud of the work that comes out of the committee because we're representing you.

What you may not know, is your input on a brand is not yet done. The committee will be sending out a survey


to obtain the community's input on two brand concepts (logos and taglines). We want to know which brand concept you believe best embodies the foundation of what the Hermiston community is all about. Following your input, the committee will present an official brand concept for the community.

Until the community-wide survey is available (anticipated in March), we

encourage you to visit [www.HermistonBrand.com](http://www.HermistonBrand.com) for updates and to read the latest news on the community branding effort.


From all members of the Community Brand Committee, thank you for your continued interest and support.

ANN FIALKA  
COMMUNITY VOLUNTEER  
DRU WALCHLI  
HERMISTON HIGH SCHOOL STUDENT



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## Chamber Events

**Hermiston Chamber Business  
Connection on KOHU 1360**  
Nookies Restaurant Hermiston Brewery  
Tuesday's at 8:30 am

**Leadership Hermiston**  
Tuesday, March 8th 7:30 am

**Latino Business Network**  
Tuesday, March 8th 9:00am

**Chamber Ambassadors**  
Wednesday, March 9th 7:15am

**Agricultural Resource Fair**  
Wednesday, March 9th 5:00 pm

**Business to Business Luncheon**  
Tuesday, March 22nd 11:45 am

**Network Hermiston at HERTZ**  
Tuesday, March 22nd 5:30 pm

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