



# Lincoln City Chamber of Commerce

## Trade Winds

February, 2011, Volume 27, Issue 2

### A Message from the Executive Director

#### In This Issue

Message from the Executive Director.....	1
Chamber News.....	2-3
Committee News.....	4
Calendar of Events.....	5
Continuation from page 1.....	6
Linda's Last Lines.....	7

#### Lincoln City Chamber of Commerce Mission Statement

*The Chamber shall strengthen the identity and enhance the image of our business community, enabling businesses to grow and prosper by serving as a unified voice and providing service to its membership.*

#### Business to Business Editorial Policy

The chamber welcomes your news! Submissions should be emailed to [lctradewinds@gmail.com](mailto:lctradewinds@gmail.com) or faxed to (541) 994 – 8339 by the fifth of the month for inclusion in the next month's newsletter.

We reserve the right to edit content or reject submissions due to subject matter or space constraints.

So here I am, once again, facing this front page and remembered that I had started a short series last month about establishing a well rounded business FITNESS ROUTINE. Just like when I start my own physical fitness routine, when I have a break in between, sometimes it's hard to start back up. It takes discipline to get back on track. So let's refocus and get started.

We found out that with:

**AEROBIC FITNESS**—breathing in fresh ideas and eliminating things that aren't working, we are able to rise to and endure unexpected challenges—we perform more efficiently.

**MUSCULAR FITNESS**—a strong support system, utilizing good coaches and spotters, we increase our strength and power while also staving off some unhealthy habits.

The balance of our total routine should include: Stretching to improve range of motion; Core Stability to connect all of the parts, and Balance.

**STRETCHING**—Improving range of motion

*By increasing your range of motion you are less prone to injuries, your circulation will improve, you become more coordinated, you become more focused, and you become more flexible in your movements.*

Flexibility in your business is an important factor as it allows you the ability to correct inefficiencies swiftly and turn plans into strategies—thus improving your range of motion. Because business can be, at times, uncertain, flexibility is needed to quickly address the circumstance.

Try these Stretching/Flexing Exercises for your Business:

- Do a full business stretch from bottom to top and assess all the parts—This should be done often
  - Re-evaluate your business model for optimization and reassess your customer strategies
  - Stretch your market reach with new products or service

*(continued on page 6)*

# Your Lincoln City Chamber of Commerce Chamber News

## 2011 Excellence in Family Business Awards

Nominations are now being accepted for the 2011 Excellence in Family Business Awards through the Austin Family Business Program at OSU. This award recognizes the accomplishments of local family-owned businesses, their growth, and community contributions. Local past recipients include MO'S Enterprises and Gomberg Kite Productions International. Detailed information about the eligibility and videos of prior winners is available at [www.familybusinessonline.org](http://www.familybusinessonline.org)

Nomination forms are also available at the Chamber office.



## A HUGE **THANK YOU**

to Jim Davis, Central Coast Builders, for coming to the Chambers rescue.

We recently put a request out to our construction members asking for some assistance in replacing some rotten boards on our front porch here at the office. And wouldn't you know, Jim called me within minutes, had already arranged for supplies and a crew and the project was done within two hours.

**THANK YOU**  
**THANK YOU**  
**THANK YOU**

for your continued support of the Lincoln City Chamber of Commerce. These partnerships are what we do best!

## *Beware of Credit Card Merchant Scam*

The Chamber office recently received a call from one of our members who had been contacted by a company -

### *MERCHANT SERVICES*

who represented themselves as the Lincoln City Chamber of Commerce and was soliciting them to change their credit card services.

The Chamber has NO affiliation with this company and warns that you be aware that this is circulating through Lincoln City

## *Words of Wisdom...*

**Dali Lama:** In spiritual growth, it is important to avoid imbalances between academic or intellectual learning and practical implementation. Otherwise there is a danger that too much intellectualization will kill the more contemplative practices and too much emphasis on practical implementation without study will kill the understanding. There has got to be a balance.

## *Your Lincoln City Chamber of Commerce*

### **ADVERTISING OPPORTUNITIES**

#### *Trade Winds* Newsletter:

Month-to-Month: \$ 25.00 Per issue

6 Month Subscription: \$130.00

1 Year Subscription: \$250.00

*Reader Board and Banner Pole Usage—Please note change in policy - We will no longer charge a \$10 per day fee for the use of the Reader Board and/or Banner Poles. Charges will only be incurred upon failure to remove the letters or the banner on the agreed upon date at a rate of \$25.00 for the first day and \$5.00 per day for each day afterward. For more info contact the Chamber Office.*

# Your Lincoln City Chamber of Commerce Chamber News



## GREAT OREGON COAST GARAGE SALE

The Lincoln City Chamber of Commerce is pleased to announce we will be sponsoring the community-wide event this year which will take place April 15, 16 and 17. Over 100 individual and organizational garage sales participate in this annual event.

Individual sale fees are \$15, Group sales are \$20. Registration forms may be printed out from our website at [www.lcchamber.com](http://www.lcchamber.com) and submitted with your payment no later than March 8, 2011. Signs are available as well with a sign deposit of \$15. NOTE: Sign deposits must be on a **separate** check which will be held until the sign is returned no later than May 2, 2011 or the deposit forfeited.

All sales will be listed in a map guide which will be distributed to local newspapers one week prior to the sale. This popular event brings in lots of visitors, so now is the time to clean out all those overflowing closets and cubbyholes and turn your gently-used items into cash, and have a good time doing it!

And why not have the **Great Oregon Coast SIDEWALK SALE?** Take advantage of this very popular event which attracts visitors from near & far. **Plan Now!**



### Welcome to New Members

#### FedEx Ground

Wendy McKay  
2615 SE 23rd St.  
Lincoln City, OR 97367  
541-994-5439  
[www.fedex.com](http://www.fedex.com)

#### Let There Be Arts

Suzanne Allen  
PO Box 453  
Lincoln City, OR 97367  
503-812-7813  
[www.lettherebearts.com](http://www.lettherebearts.com)

#### Lincoln County District Attorney's Office

Rob Bovett  
225 W. Olive St., Room 100  
Newport, OR 97365  
541-265-4145  
[www.co.lincoln.or.us/da](http://www.co.lincoln.or.us/da)

#### Lincoln County Sheriff's Office

Sheriff Dennis Dotson  
225 W. Olive Street  
Newport, OR 97365  
541-265-0652  
[www.lincolncountysheriff.net](http://www.lincolncountysheriff.net)

#### Security One Lending

Kathy McDonald  
PO Box 813  
Lincoln City, OR 97367  
541-921-8814  
[www.revmtgconsultant.com](http://www.revmtgconsultant.com)

### Volunteer Buzz

*Did you know* that admission to the North Lincoln County Historical Museum is FREE? The City of Lincoln City, through its Visitors and Convention Bureau (VCB) has awarded a tourism grant of \$8,000 enabling the museum to offer free admission once again in 2011. This is the perfect opportunity to learn about this wonderful place we live. Not only will you leave knowledgeable, but you'll be enriched by the history of how we became who we are.

Why not enlighten your front-line people to encourage our visitors to enjoy this free and interesting entertainment? Just another reason to stay and play in Lincoln City!

*Jeanne Back*

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### The Oregon Employer Council Statewide Conference for Business

will be held at Salishan Resort April 4 and 5, 2011. The agenda, conference speaker information, exhibits, business registration forms, as well as the Oregon Employer Council Newsletter are all available for viewing at:

<http://www.employment.oregon.gov/EMPLOY/OEC/index.shtml>

The Oregon Employer Council is a 30 year-old nonprofit corporation dedicated to fostering a partnership between Oregon employers and the Oregon Employment Department. Teams of volunteer employer representatives serve as advisors to the Oregon Employment Department enabling Oregon employers and the Employment Department to identify and address local, regional, state and national workforce challenges.

# Your Lincoln City Chamber of Commerce Committee News

## Committee News

### Ambassador Committee

The Ambassador Committee is growing. They have recently added two new members, Gary Ellingson, Sandcastle Beachfront Motel and Pati D'Elisio, A Posto Personal Chef Services. What a great opportunity to become part of the growth of this community AND promote your own business. Here is the next event you should NOT miss:

The Lincoln City Chamber Ambassadors want to remind everyone that our Business After Hours will be:

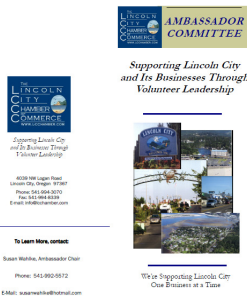
**Thursday, February 17th from 5:30 to 7 pm at Inn at Wecoma, located at 2945 NW Highway 101, in Lincoln City**

Stephen Davis, the general manager, will be offering tours of different room types, and providing sub sandwiches and juice for us. He also has several historical photographs, as well as a video, in the lobby area for us to see.

Business After Hours are fun events that provide an opportunity for networking.

Hope to see you there!!

If you're interested in becoming an Ambassador for the Lincoln City Chamber of Commerce please click on the brochure for a pdf copy.



### Business Development Committee

The Business Development Committee is also on the move. We currently have two sub-committees at work here. The first one is dedicated to a new opportunity for our members:

#### Business Development Roundtable Series

We are putting the final pieces together for this event but be sure to **SAVE THE DATE: MAY 12, 2011**

#### Business Development

The other sub-committee has been hard at work addressing the economic needs of our business community and the growth and sustainability of Lincoln City. They are in the process of gathering information that can be utilized in assessing our current needs and how they can be addressed.

Both of these committees are actively involved in supporting our community in a big way—if you would like to become part of this dynamic effort, please contact the Chamber.

### Education Committee

If you ever wondered how our great speakers come to address our members you can turn to the hard-working Education Committee.

The process they use in selecting our guests includes an invitation to those guests to attend an Education Commit-

tee meeting and present what they intend to deliver to the membership. They ensure that our members receive up-to-date information and tools that they can use to enhance their business.

This is a very important component to our members and if you would like to be a contributor by joining this committee, please contact the Chamber office.

### Government Affairs Committee

I would like to take this spot to honor Ed Kuntz who recently passed away. I acknowledged his passing recently in an email and won't re-post the message but I want to take this opportunity to appreciate Ed's dedication to this community in the form of his public service on City Counsel, as a very active member of BAMA, as a huge supporter of the Backpack Program through Adults Supporting Kids, as a great supporter of the Lincoln City Chamber of Commerce as a business owner of An Exceptional Place to B&B, and a member of our Government Affairs Committee. Ed, you have left very large shoes to fill.

I have recently received several notifications on potential measures, bills, and such that you may want to read more about. I will provide you with links so that you may do so in your own time.

Lincoln County School Bond Measure:  
<http://www.lincoln.k12.or.us/Page.asp?NavID=3232>

Proposed change of Lodging Tax Usage—SB 307  
<http://www.leg.state.or.us/l1/reg/measpdf/sb0300.dir/sb0307.intro.pdf>

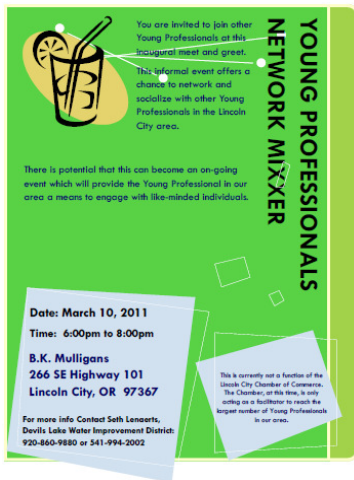
# UPCOMING CALENDAR OF EVENTS

## CURRENT CALENDAR OF EVENTS

Thurs., Feb 17	Business After Hours—Inn at Wecoma, 5:30 pm
Tues., Feb. 22	Chamber Lunch Forum— <b>UPDATE:</b> Surftides/Mist State of the City Address 11:45 am
Wed. Mar. 2	Merchants Appreciation Social—Chinook Winds—5:30pm
Tues., Mar. 8	Chamber Board Meeting—OCCC, 4:30 pm
Wed., Mar. 9	Ambassador Committee—Pig 'n Pancake, 7:45 am
Fri., Mar. 11	Chamber Lunch Forum—LC Cultural Ctr. 11:45 am
Thurs., Mar. 17	Business After Hours—Liberty Inn, 5:30 pm
Tues., Mar. 22	Chamber Lunch Forum—Inn at Spanish Head, 11:45 am
Fri. Mar 25	Education Committee—Hilltop Inn, 7 am

## Committee News

### Young Professionals Network



Although not yet a part of the Lincoln City Chamber of Commerce we are hopeful that it will be in the future.

On Thursday, February 10th beginning at 6:00pm we facilitated an initial meet & greet mixer at Roadhouse 101 for the Young Professionals in our area.

What a great turn out! There were over thirty of the “under 40” age group in attendance all ready to connect with people their own age. I KNEW this was a great idea when several of them came to me and said, “I didn’t know

there were so many of us!” And, what a great group they are. They are actively engaged within their own organizations but just think of the impact they can have on our community as a collective group!

There are plans for another mixer next month, March 10th at 6:00pm at B.K. Mulligans at which point we hope they will begin to organize an actual committee.

This event was a great success in most part to the efforts of Seth Lenoarts, Devils Lake Water Improvement District. Without his organization, vision, and great sense of humor this would not have been such a successful event. Thanks Seth!

## CHAMBER CHAT

Monday mornings 8:30am to 9:00am  
(Now Available on Podcast at [www.kbcham.com](http://www.kbcham.com))

Where else can you get one-half hour of **FREE** air time on the radio promoting your business? We would like to thank (THANK YOU!) **KBCH AM 1400**

for providing this opportunity to the Lincoln City Chamber of Commerce.

Upcoming Guests:

**February 21, 2011**

**Steve Yerger**  
**Servpro**

**February 28, 2011**

**Rev. Ruth Miller**  
**Unity By The Sea**

**March 7, 2011**

**Katelyn Hordichok**  
**United Way**

**March 14, 2011**

**Pati D’Eliseo**  
**A Posto Personal Chef**

CONTACT PAM AT THE  
CHAMBER OFFICE AT  
541-994-3070 OR EMAIL:  
[INFO@LCCHAMBER.COM](mailto:INFO@LCCHAMBER.COM)

# Your Lincoln City Chamber of Commerce

(continued from page 1)

Adopt better forecasting and analytic tools for increased flexibility instead of staff fluctuations

## **CORE STABILITY**—Connecting All of the Parts

*All of our movements are powered by our core. The muscles that make up our core work together that allow us to stand, sit, exercise, move. This is our center of power, so the stronger we are in this area, the easier our lives become.*

Core training in business as in physical fitness must be varied to be effective. Overwork one exercise and you become imbalanced and in some respects may affect your overall strength. By building a strong business core you can maintain clarity and alignment in your business, your team, and your life. Establishing a strong core for your business includes:

- Establish and Exercise Your Core Values
  - What drives you, your business, where is your focus, what do you want people to see in how you do business, what do you believe you can do better than anyone else
  - Develop your Social Strength. It's about people and establishing relationships - with your staff, with your customers, and with your family
  - Exercise trust and accountability to build strong self-sufficiency, inter-dependence, and self-direction

## **BALANCE** —Helping to stay upright

*There are many benefits to obtaining and maintaining good balance. It supports your core stability, makes you more aware of your body, and can help prevent injury.*

Establishing balance may seem like a no brainer, both personally and in business but it takes practice and diligence for both. As we age or as our business ages sometimes we lose our balance and before we know it we are knocked down and not quite sure what happened. If you followed the above FITNESS ROUTINES you will most likely find you have maintained or established a good balance for your business but for many business owners, the real challenge is finding balance between work and family. Here are some symptoms of work/life imbalances (questions taken from the article "Is Your Business Your Valentine" —Barry Moltz):

1. **You think no one will love your business as much as you do**—Probably true, but don't tie up your whole self image in your business. When hard times roll around you will need support from those who surround and love you.
2. **You spend more time with your business than with your spouse or significant other**— Probably true as well and your partner is just along for the ride—not quite knowing where you're going. When you have your own business you need to create an oasis, a place that is removed from your business where work can not enter, that includes your partner.
3. **You sleep with your smart phone next to the bed**—There are better things to dream about than what may be pinging on your phone. Put the phone in another room when you retire for the evening.
4. **You do more for your clients than you do your spouse**—As a business owner you realize that sometimes the only way to compete is to provide excellent customer service but when a partner asks for something we may not be as quick to respond. Set aside some time for non-business tasks that can be mutually beneficial for all.

# Linda's Last Lines

THE LINCOLN CITY CHAMBER OF COMMERCE IS GROWING AND BECOMING STRONGER—AND HERE ARE JUST A COUPLE OF WAYS WE ARE DOING THAT:

## FACILITATING MEMBER TO MEMBER DISCOUNTS



### RESOLUTION #1

#### BETTER HEALTH!

In support of the Lincoln City Chamber of Commerce and its members



Lincoln City Community Center

Have now offered one more benefit to being a Chamber Member

## WORKING OUT JUST GOT A LITTLE EASIER



When you enroll at either facility and say you are a member of the *Lincoln City Chamber of Commerce* you can save anywhere from \$17.00 to over \$250.00 per year depending on the program you select. Remember your full-time employees are also members of the Chamber. What a great benefit you are offering *THEM* as well.

Contact the Chamber for specific details – 541-994-3070 or info@lcchamber.com

## OFFERING RELEVANT EDUCATIONAL OPPORTUNITIES

*Recent Social Networking Classes—FREE to members*

*(Valued at \$180/person for three sessions)*

*The Lincoln City Chamber of Commerce is expanding the reach of the*

## *Trade Winds*

*In the near future we will be distributing our newsletter as an insert in the News-Times as well as continue to send them electronically.*

*This means increased exposure for our members and more outreach to our community.*

### Board Of Directors:

<b>President</b> , Linda Hurley	996-2143
Bank of the West	
<b>Pres. Elect</b> , Bob Scull	996-2535
Mo's Restaurant	
<b>Vice Pres.</b> , Diane Flansburg	994-8430
Individual Member	
<b>Sec./Treas.</b> , Lynn Nelson	994-2111
NW Natural	Ext/8530
<b>Immediate Past Pres.</b> , Teresa Godsey, TLC	994-9889
Pat O'Connor	Ext 600
OCCC	994-4919
Larry Garrison	
Windermere DCP	764-3323
Teresa Simmons	
Chinook Winds Casino	996-5815
Lori Arce-Torres	994-7000
American Family Insurance	

### Committee Chairs:

#### **Ambassadors Chair:**

Susan Andrews, Andrews & Cramer, LLC

#### **Education Committee Co-Chairs:**

John Hurley, West Coast Bank

Dick Plummer, Pacific Retreats Vac. Rntls.

#### **Business Development Committee:**

#### **Government Affairs Committee:**

Jim Hoover, Innovative Construction

#### Staff:

Executive Director: Linda Roy

Office Manager: Pam Bryson

#### Chamber Office Volunteers:

Jeanne Back

Mary Bennett

Judy Cashner

Judy Chilcutt

Angela Foster

Kem Morrow

Carole Snow

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