



# Trade Winds

## Inside

### Chamber News

Payroll Taxes	2
Weekly SCORE update	2
LCSD Board Updates	2
Save Energy	2
Commercial Property Vacancies	3

### Committee News

Ambassadors	4
Business After Hours	4
Ribbon Cuttings	4

### Other News/Information

Board of Directors	5
Volunteer Buzz	5
Calendar of Events	7
Chamber Chat	6
Message from the Executive Director	1

## A Message from the Executive Director

I always consider January as a time for potential members to “Test Drive” the chamber. This is the middle of our fiscal year and we pro-rate membership dues. If you are on the fence about joining the chamber, NOW would be the time to join. Put us to the test!

I was able to reflect on the value of the chamber while preparing to speak at a Rotary meeting at the end of December. I would like to share with you, our current members, and you, our future members the result of that reflection:

#### 2011 Accomplishments/Programs:

**Social Media Classes** – Two rounds, thirty attendees each receiving \$90 worth of education for FREE to our members – a total leveraged amount to the Chamber - \$2,700

**Roundtable Series** – Thirty-five attendees having access to six professional LOCAL business resources – Urban Renewal, VCB, Buy Local, Economic Development Alliance/WorkSource Oregon/Employer Council, SBDC, and the Lincoln City Chamber of Commerce

**Artober Brewfest** – This inaugural fundraising event welcomed approx. 550- attendees, raised close to \$7,000 and created a positive buzz for grown in future years. Also strengthened partnerships with the Lincoln City Cultural Center and the support from the VCC with a generous grant

**Membership Directory** – Partnership with The News Guard, who published the directory, had it printed locally, distributed the directory in their local distribution area as well as provided the chamber with directories to distribute throughout the year, AND provided the Chamber with a \$5,000 check

**Trade Winds Newsletter** – being published by the

News-Times and distributed monthly in their local distribution area as well as providing the chamber with extras for distribution

#### What 2012 Will Bring:

Continuation of successful programs and collaboration with community and civic partners

#### Super Auction II – The Sequel

**Focus on Business Development** – Assessing our community strengths and weaknesses, looking at infrastructure, community enhancement, business and workforce development

I see tremendous growth for our business community in 2012. The lessons learned these past few years have made us better business people. Our businesses are extending their reach while still focusing on our local residents. We have learned that our community needs our businesses for their support. Our businesses support many, many of the local non-profits, our schools, and provide items and services to many fundraisers. Our businesses have also learned that we need the local community for their support and patronage.

If you are still on the fence I’ll give you the top five reasons why businesses join the chamber: Business Exposure, Business Connections, Community Involvement, Credibility, and Civic Responsibility.

If it boils down to dollars let me share with you one of our business members reasoning. For the cost of one your favorite large pizzas per month how can you NOT be part of the Lincoln City Chamber of Commerce.

Happy New Year to All!

Linda Roy

## 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.*

### New Member for Chamber of Commerce: Captain Cook Inn

The Lincoln City Chamber of Commerce is pleased to announce their newest member: Captain Cook Inn. The historic Captain Cook Inn, located on the north side of Lincoln City across from the Dorchester House, welcomed a new management team on December 1st—Gale and Judie Simpson, former residents of Depoe Bay and Seaside.

If you have too many holiday

guests to accommodate in your home, please come by the Inn and help us welcome Gale and Judie. If your guests bring in this (mention hearing about this), they will receive an additional 10% discount on top of our already low prices for the entire length of their stay and when they leave, they will know that they got the best value available. This offer is good through the

end of February.

The Simpsons bring with them a combined 40 years of customer service, most recently working in the Senior Independent Retirement Industry in Austin, Texas, and Carson City, Nevada. Prior to that, Gale was an Automotive Service Manager and Judie managed various retail shops in the Central Oregon Coast area, very recently working at the

Dapper Frog in Salishan.

“We are indeed fortunate to have the Simpson’s managing our Inn,” said Paul Poyfair, owner of Captain Cook Inn since April 2007. “Both have a wealth of experience in hospitality and service-oriented businesses...we are confident that they will not only be excellent hosts for our customers but active contributors to the Lincoln City community

as well.”

The Lincoln City Chamber of Commerce is an organization made up of local business members supporting one another and the community. Their office is located at 4039 NW Logan Rd., Lincoln City. For more information, go to www.lcchamber.com, or call the Chamber office at 541-994-3070 or email info@lcchamber.com.

# Lincoln City Chamber of Commerce News

## Payroll Taxes – State and Federal Laws

“There may be a bit of confusion this year,” said Stephanie Franklin, office manager at Bryan P. Fitzsimmons, CPA in Lincoln City. “Beginning in 2012, employers are required to include the employer’s cost of medical coverage for each employee on W2 forms. This fringe benefit isn’t taxable; the IRS just wants to track it.”

All W2 forms issued for 2011 will show how much an employer contributed toward an employee’s medical coverage. The Internal Revenue Service (IRS) stresses that this is for informational purposes only and is not considered taxable income and will be included in one of the informational boxes of the Form

W2.

Another area of scrutiny continues to be the fine line between who qualifies as an independent contractor and who qualifies as an employee. The IRS will increase scrutiny on businesses this year in regards to this issue.

“While the IRS and ODR (Oregon Department of Revenue) do differ a bit on independent contractors vs. employees, both definitions are substantially the same,” said Franklin. “There are cases, however, that the varying definitions can get an employer into trouble.”

This fine point is particularly important in Lincoln County due to the seasonal nature of much work in the area and the

payroll costs associated with an employee.

“Employers can and have hired people as independent contractors and found out later from the State that they hired an employee instead,” said Franklin. “Even the person who was hired thought they were a contractor, but the government determined them to be an employee and assessed taxes. It can depend on the employer, whose equipment is being used, amount of control and a host of other factors.”

Employers are advised to consult a tax or payroll professional to design a strategy for hiring and to learn the possible legal and financial penalties. Bryan P. Fitzsimmons, CPA

## LCSD Bond Projects Update 12-7-11

Here are some recent highlights at our school improvement projects:

The concrete walls of the new Oceanlake Elementary gymnasium have been erected. Imagine a towering crane lifting 16 different pieces of wall weighing 32 tons each or so. Crews on the ground guide the pieces precisely into place, then secure them with braces. The steel trusses are being delivered today, so the gym will soon have a roof in place!

Students will be enjoying the

new classroom addition at Newport High this next semester. Take a look at the attached update to get an idea of everything that’s happening there.

All of our high school athletic fields are completed! The softball fields and baseball fields at Taft, Toledo, Newport, and the future home of Waldport High have been upgraded with synthetic turf and rubber infill on the infields, and the outfields repaired with new sod, as needed. There’s still a bit of clean up to do and pitcher’s

mounds to build... this will be done over the winter break.

Toledo Elementary’s new classroom wing is taking shape nicely, and Toledo High’s locker room/weight room project is well under way.

Be sure to check out the Bond Projects Photo Album page on our website for a visual progress report! <http://www.lincoln.k12.or.us/Page.asp?NavID=3352>

Mary Jo Kerlin

Communications Coordinator  
Lincoln County School District



## Chamber Luncheon, Friday, December 9th at Salishan Resort.

The Chamber of Commerce Toy Drive for 2011 was a great success! The membership met to celebrate the season and donate their toy offerings to the North Lincoln Fire and Rescue Toy Drive. Jim Kusz of the N. Lincoln Fire and Rescue District #1 sent this message: Thank-you and all the Chamber members, for their generous contribution of toys at today’s luncheon; it almost all didn’t fit in my staff vehicle.

Santa attended the luncheon, too!

Thanks to Salishan for a wonderful meal. And thanks to all who brought raffle prizes and toys.



## Leave Your Comfort Zone

Never accept the idea that this is the way you’ve always done it. Never accept that a new idea or technology could never work for you.

## Plan To Save Energy At Your Business

Now is a great time for businesses to create an energy plan to help reduce energy usage and save money in 2012 and beyond. Pacific Power has included several tips in this article to get started, and businesses can access additional resources on Pacific Power’s free online Business Solutions Toolkit.

A comprehensive energy management plan can help your business significantly reduce energy costs. Here are a few guidelines to follow when creating a plan for 2012 and beyond:

Take inventory. Identify the systems at your facility that impact energy costs. Include all mechanical, electrical and

plumbing systems, as well as the building envelope and other infrastructure.

Review your last three years of energy bills. Identify areas of highest energy use and trends that show increasing energy costs. Three years of bills will help minimize the effects of an excessively hot summer or cold winter.

Account for recent changes. These changes might include building additions, insulation upgrades, lighting upgrades, the addition of new load (such as increased use of computers), employee hires or reductions, etc. Determine if these changes can explain variations in energy

bills.

Consider future expansions. If your business has an energy management system (EMS), can it grow with these changes? If you’re considering a new EMS, will it meet future business requirements?

Develop a maintenance plan. An EMS can quickly become ineffective if control valves, dampers and sensors fail.

Pacific Power’s free online Business Solutions Toolkit has sample energy management plans you can tailor for your business. Visit [pacificpower.net/toolkit](http://pacificpower.net/toolkit).

Source: Pacific Power and Tech Resources Inc.

# Lincoln City Chamber of Commerce News

## 8 Ways to Capture More Customers

Millions of local businesses live or die with their efforts to generate more leads and customers by whatever means they can afford. And customer acquisition in an increasingly web-driven world can be a complicated and confusing task. Here are eight smart moves and best practices to expand your thinking and help you use tools and opportunities that may already be at your disposal:

### Perfect Your Profile

Your online profile – or business description – is a highly visible, easily findable picture of you and your business that can also help you generate leads. So it makes sense to get your profile as close to perfect as possible so customers can find you easily, see what you offer and when you offer it – and choose you over the competition. But many local businesses aren't tapping this free and fruitful opportunity. To check, build or polish your business profile, log in to your DexKnows account and cap-

ture the payoff of having your own power profile seen on leading local search sites and directories.

### Give Your Message More Muscle

No matter which marketing channels you choose, you should make your message as powerful as possible. Everyone in your workplace should know your basic business message and be able to communicate it with clarity and passion. Start with a "rally cry" of some kind — a small, repeatable phrase or slogan that promotes your product, idea or business. Fine-tune all of your messages. Edit, revise and hone each to be as punchy as possible. Coordinate key phrases by using the same language in your print ads, digital listings and mobile messages. For maximum impact, repeat critical messages verbatim whenever you can. Take time to carefully craft a few messages with catchy words. Memorable messages don't usually happen by accident.

### Move Up With Mobile

Mobile is today's fastest-growing internet search trend and is having a major impact on how customers find local businesses – including yours. More than 40% of mobile phone users search for information on their phones and that number grows daily. Making your business profile findable to customers on the go will help you generate more leads and more customers. Learn more here about mobile solutions for your business. To find out what the mobile app offers to consumers, check out these Mobile User FAQs.

### Wake Up Your Website

The competition for getting customers' attention online gets tougher by the day and having a web presence that works for your business is vital. If you want to grow your business, you can't have a website that's dead in the water. Want people to order? Then make them an offer! Many small businesses forget

to include specific offers or a call to action. You could, for example, offer free samples or quotes, a free newsletter, or discounts geared to what your customers need.

### Coordinate Your Channels

A piecemeal approach to acquiring new customers is often ineffective. To achieve better results, make your marketing efforts work together, including online listings, business profiles, print and digital directories, business video and mobile visibility. Working with a core provider that can help you coordinate all these options — saving you time and money — can be a smart move.

### Dig Into Your Data to Understand Customers

Take advantage of 24/7 access to detailed data on the leads that your listings are generating; track visitors to your online profile as well as the calls and emails. Use this information to see where your best leads are coming from and what marketing messages and approaches are working best.

Shift your marketing mix to the channels that are proving to be the most effective for your business.

### Be Cold and Calculating

That's not saying you should be cold to your customers, it's saying you need to look at the cold hard facts. Take advantage of the free tools to estimate the impact of your advertising, see ad message best practices and how your message stacks up, and calculate your marketing program ROI (return on investment).

### Testing ... 1, 2, 3

Try different ways to capture customer attention and generate more sales by changing prices, offering discounts and creating online coupons. And don't assume you know how customers will react to the price changes and discounts. You may be surprised. Testing different offers and tracking the results can be another smart move.

## COMMERCIAL PROPERTY VACANCIES

Trade Winds will be listing vacant commercial properties that are available for sale and/or lease. This is a service to our members only and is in an effort to fill the many empty storefronts here in Lincoln City that you may represent.

To list appropriate properties, contact the Lincoln City Chamber of Commerce at [info@lchamber.com](mailto:info@lchamber.com) with only the following information no later than the last Thursday of each month: Type of Property Available, Property Address, Square Feet, Rent/Sale Price, Contact Name, Contact Phone Number:

Property Type	Address	Sq. Ft.	Rent/Sale Price	Contact Name	Business Name	Phone #
Retail/Office	800 SE Hwy 101	3,000	\$2,500	Bruce Polvi	The Electronic Superstore	541-921-8584
Retail/Office	800 SE Hwy 101	1,000	\$800	Bruce Polvi	The Electronic Superstore	541-921-8584
4 - Office Spaces	800 SE Hwy 101	Varied	\$225-\$350	Bruce Polvi	The Electronic Superstore	541-921-8584
Office Suite	2604 NE Hwy 101	850 m/l	\$725	Mark Neighorn	Real Estate 100, Inc	541-994-2100
Retail	1316 NE Hwy 101	1,625 m/l Plus storage	\$1,500	Mark Neighorn	Real Estate 100, Inc	541-994-2100
Office Suite	2600 NE Hwy 101	2,000	\$2,000	Mark Neighorn	Real Estate 100, Inc	541-994-2100
Office Suite	2600 NE Hwy 101	1,000	\$1,000	Mark Neighorn	Real Estate 100, Inc	541-994-2100
Office Room	2600 NE Hwy 101	200-1000 in combinations	\$250-1,000 neg.	Mark Neighorn	Real Estate 100, Inc	541-994-2100
Office/Retail	1307 NW 15th St.	378	\$49,000	Mike Roy	Lincoln City Realty, LLC	541-992-1683

We appreciate your support of this service. If you have any questions, please contact: Linda Roy, Executive Director, Lincoln City Chamber of Commerce at 541 994-3070 or [director@lchamber.com](mailto:director@lchamber.com)

## Our Committees - Ambassadors Ribbon Cuttings

The Chamber invites you to join the Ambassador Committee. There is a short form to fill out and Chamber membership is required but don't feel like you have to be part of a business - half of our existing Ambassadors are Individual members and participate because they enjoy supporting our business community through volunteer leadership. If you are interested and would like more information please call the Chamber at 541-994-3070.

### December 15th, Tranquil Solutions



## Business After Hours

**Thurs. January 19, 2012**  
**Lakeview Senior Living**  
**5:30 p.m.**

**Thurs. February 16, 2012**  
**Beachtown Coffee & All Ways**  
**Traveling**  
**5:30 p.m.**

## Volunteer Buzz

Happy 2012, everyone! Speaking of which, do you say 'twenty-twelve' or 'two thousand and twelve' ??? Personally, I'm a 'twenty-twelve' person. Just wondering...

The season was filled with parties, events, and above all, our city totally shined in GIVING with food pantry donations, 'warm fuzzies' donations, the Angel's Ball, backpack program, and the fire department toy drive, just to name a few. I am so heartened and proud to be part of such a giving community.

We, as Chamber volunteers, were treated to a holiday luncheon once again, hosted by the Visitor and Convention Bureau. Again, it is a beautiful thing to see so many members of our community who donate their time and skills recognized by the VCB. We actually filled the whole restaurant. Thank you for a wonderful time!

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## FINANCIAL FOCUS

### What Does Investment Landscape Look Like in 2012?

As an investor, you know that 2011 was a somewhat “choppy” year, with the financial markets going through many ups and downs. So what can you expect in 2012?

As baseball Hall of Famer Yogi Berra is quoted as saying: “It’s hard to make predictions — especially about the future.” And these words are certainly applicable for anyone who would like an accurate forecast of the investment climate.

Yet we do know of some factors that may affect your portfolio in the months ahead. Here are a few of them:

- Strong business fundamentals — This past year, all the noise about the debt ceiling debate, the size of the U.S. deficit and the European financial situation tended to drown out some fairly good news: U.S. businesses’ balance sheets were strong for the most part, borrowing costs remained low, and corporate profits were good — and corporate profitability remains a key driver of stock prices. Heading into 2012, these fundamentals continue to look positive, which may bode well for

investors.

- Europe’s debt crisis — Greece’s economic problems made a lot of news in 2011, but they weren’t the end of the story in Europe, as major financial difficulties also face Italy, Spain, Portugal and Ireland. It’s by no means clear how these problems will be resolved, so don’t be surprised to see them lead to intermittent, if short-lived, shocks to the markets.

- Election-year patterns — As you’re well aware, we’re voting for president in 2012. But you might be surprised to learn that the S&P 500 index has shown negative returns in only three of the last 21 presidential election years. Coincidence? No one can say for sure — and at this point, no one can say if this pattern of positive returns will continue during this election year. Still, it’s an interesting phenomenon.

So there you have it: the good, the bad and the quirky. Take them all together, and you still may not be able to foresee what will happen with the markets this year, but you’ll have a lot to think about. But instead of trying

to predict what will happen in 2012, you may be better off following these tried-and-true investment strategies:

- Diversify your holdings. By spreading your money among a wide range of investments, you can reduce the effects of volatility on your portfolio. Keep in mind, though, that diversification, by itself, can’t guarantee profits or protect against loss.

- Don’t ignore your risk tolerance. If you worry excessively about market fluctuations, you may have too much risk in your portfolio, which means you may need to make some changes.

- Always look at the “big picture.” Financial markets will always fluctuate. But if you can keep your focus on your long-term objectives, and make decisions accordingly, you can avoid overreacting to short-term events.

Like other years, 2012 will bring with it periods of both turbulence and smooth sailing. But by making the right investment moves, you can still chart a course that can allow you to move ever closer to your future goals.

Information provided by Edward Jones

## Board Of Directors:

President, Bob Scull	996-2535
Mo’s Restaurant	
Vice Pres., Michael Smith	994-9778
US Bank	
Pres. Elect, Lori Arce-Torres	994-7000
American Family Insurance	
Sec./Treas., Lynn Nelson	994-2111
NW Natural	Ext/8530
Immediate Past Pres., Linda Hurley	
Bank of the West	996-2143
Diane Flansburg	994-8430
Voyager Travel & Cruises	
Larry Garrison	
Windermere DCP	764-3323
Teresa Simmons	
Chinook Winds Casino	996-5815
Don Williams	994-6100
Nelscott Cafe	

## Committee Chairs:

### Ambassadors Chair:

Susan Wahlke, Andrews & Cramer, LLC  
Lori Arce-Torres, American Family Ins. (Board Liaison)

### Education Committee Chair:

Dick Plummer, Pacific Retreats Vac. Rntls.  
Diane Flansburg, Voyager Travel & Cruises (Board Liaison)

### Business Development Committee:

Rosie Sufficool, Roundtable Series  
Joy Wilson, Economic Development  
Bob Scull, Mo’s Restaurant (Board Liaison)

### Government Affairs Committee:

Don Williams, Nelscott Café (Board Liaison)

### Staff:

Executive Director: Linda Roy  
Office Manager: Nonni Augustine

### Chamber Office Volunteers:

Jeanne Back  
Mary Bennett  
Dawn Bredimus  
Judy Chilcutt  
Kem Morrow  
Carole Snow  
Rosalie Smith  
Judith Thompson

### Chamber Office

4039 NW Logan Rd.  
Lincoln City, OR 97367  
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Fax 541-994-8339  
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Website: www.lcchamber.com



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# Lincoln City Chamber of Commerce News

Lincoln City  
Chamber of Commerce  
Presents

## Super Auction II



## The Sequel

Back By Popular Demand Coming to a Digital Screen near you!  
The Super Auction returns! ~ Only slightly altered.  
All live webcast

**MARCH 17 & 18**

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ALL contributors will receive recognition on air, on the web  
and in print. For more information, contact the Chamber office.

## Chamber Chat

**Monday mornings 8:30am to 9:00am**

(Now available on podcast at [www.kbch.com](http://www.kbch.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.

**Mon. January 9**

Captain Cook Inn  
Judie and Gale Simpson

**Mon. January 16**

Bryan Fitzsimmons, CPA

**Mon. January 23**

Interlock Retaining Walls (tentative)

**Mon. January 30**

N. Lincoln Sanitary  
Gretchen Ammerman

**Mon. February 6**

Bank of America  
Chad Ulrich

Contact the Chamber office at 541 994-3070 or email:  
[info@lcchamber.com](mailto:info@lcchamber.com)

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# January 2012

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	
	<i>NO Chamber Chat Holiday</i>	<i>Board of Directors Meeting 4:30 pm OCCC</i>	<i>Roundtable Com. Business Development 4PM OCCC</i>				
8	9	10	11	12	13	14	
	<i>Chamber Chat 8:30 am Captain Cook Inn Gale/Judie Simpson</i>	<i>Ambassador Committee Meeting 7:45 am Beachtown Coffee</i>			<i>Chamber Lunch Forum 11:45 am Salmon-Drift Creek Watershed – Joshua Seeds Mist at Surfides \$10.00 Business Development Committee after lunch forum</i>		
15	16	17	18	19	20	21	
	<i>Chamber Office Closed Chamber Chat 8:30 am Bryan P. Fitzsimmons, CPA</i>			<i>Business After Hours 5:30 Lakeview Senior Living 2690 NE Yacht</i>			
22	23	24	25	26	27	28	
	<i>Chamber Chat 8:30 am Interlocking Retaining Walls, LLC</i>	<i>Chamber Lunch Forum 11:45 am Jean Cowan Salishan \$12.50 Sponsor: Inn at Spanish Head</i>					
29	30	31					
	<i>Chamber Chat 8:30 am N. Lincoln Sanitary</i>						

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