



Trade Winds

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A Message from the Executive Director Getting Back in the Saddle Again...

When all is right in the world, and our lives and our businesses are going strong we, as humans, have a tendency to "not look a gift horse in the mouth". We just smile, accept our good fortune, and take for granted that the status quo today will be so in the future.

And then the horse bucks!

Whoa, hold on there! What just happened?

And, then we are faced with reality. We pick ourselves up off of the ground, dust off the seat of our pants, and we start closely looking at EVERYTHING! Out of necessity we now have to go back through our processes, our policies, our lifestyles, our everything, to find out where we can best use our existing resources. Where do we receive the most value from those resources? And sometimes the value can seem intangible and hard to measure - such as, for some, membership in a local Chamber of Commerce.

Since we are in the period of membership renewals I thought I would share with you some statistics that I presented to participants at our recent Make\$\$ - Save\$\$ Roundtable Forum which was held on May 12th of this year. It addresses the value received for being part of the Lincoln City Chamber of Commerce. The title of my session was, "Do You Want A 230% ROI (Return on Investment)? Now depending on your personal investment the return will vary but every participant at these sessions walked away with a minimum of a 250% ROI and the majority realized greater than a whopping 350% Return On Their Investment. I'll list a few of the immediate benefits you receive if you do nothing

else but invest:

Let's say your membership investment is \$250.00 per year.

Business Listing in the Membership Directory (5,000+ copies): \$350 value

Website Listing with direct link to your website (30,000 visits/yr): \$125 value

Annual listing in Trade Winds Newsletter for renewing: \$ 50 value

Tax deduction for you Membership Dues (consult your tax advisor): \$125 value

Professional staff at the Chamber Office: \$166 value

Total Benefit Amount for your \$250.00 investment: \$816.00. (Return on Investment? Over 326%)

Now, moving beyond those basic numbers I will share just a couple statistics based on research done by The Schapiro Group (www.schapirogroup.com) who was contracted to do a study on the Real Value of Joining a Local Chamber of Commerce. Without going in to all of the results the bottom line is, "...If respondents know that a small business is a member of its local chamber, the business enjoys a 44% increase in its consumer favorability rating, a 51% increase in consumer awareness, a 57% increase in its local reputation, and a 63% increase in the likelihood that consumers will patronize the business in the future."

Now THAT'S worth jumping back on that gifted horse and lead him forward!

- Linda Roy

Welcome to New Members

Ross R. Smith
940 SW 68th St.
Lincoln City, OR 97367
541-996-69232
Email: ross@smithii.com
Website: www.smithii.com

Oregon Certified Inspection Service
Lance Harskjold
5559 NE voyage Ave.
Lincoln City, OR 97367
541-272-2924
Email: lance@ocislc.com
Website: www.ocislc.com

Blue Heron Landing
Noel Walker
4006 W. Devils Lake Rd.
Lincoln City, OR 97367
Email: siriusfeller@gmail.com
Website: www.blueheronlanding.net

Thank You For Your Continued Support Through Your Renewal and Membership 2011/2012

Funk's Window Washing
Starfish Framing

Jerry Warner
Lincoln County MLS

Blue Heron Landing
Jeanne Back

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.

Lincoln City Chamber of Commerce News

WE WON! WE WON! WE WON! WE WON!



*Cham-Bra of Commerce – 1st Place
Business Category*

We are so pleased to announce that the Lincoln City Cham-BRA of Commerce won the Relay for Life Art Bra Contest!

Many thanks to our top supporters who sponsored our winning entry. Thanks to At The Beach Real Estate (\$100); All Ways Traveling (\$10); Yaquina Bay Communications (\$10); and The Dorchester House (\$10). That was a head start of \$130 that goes directly to Relay for Life.

What a fun event and a great way to support the American Cancer Society and its programs. Thank you to Sandy Gruber, Woman of the Year, who diligently and tirelessly worked to put this together and all of the volunteers who sat at the display throughout the week. Oh, and our other entry – Bra-Bra-Bra-Bloom didn't win but provided numerous hours of entertainment on Facebook and even more money raised for this worthwhile cause. Thank you all again for your participation. One more thing, a challenge has been thrown down for next year....so Game On!



Bra-Bra-Bra Bloom!

Acknowledging Excellence

We would like to acknowledge our very own, Guy Faust, Director of the Oregon Coast Community College SBDC for being the recipient of the Small Business Development Center Service Excellence and Innovation Center Award presented by the Small Business Administration Portland on Thursday, May 12, 2011. Guy, after several years in Community Education and then entrepreneurship has spent the past 15 years as the Director of the Small Business Development Center. There,

he helps start, grow, and retain businesses in Lincoln County through one-to-one business advising, training and informational and referral services. He currently serves as the founding President of the Buy Local Lincoln County Association.

"We are very lucky to have Guy as a local resource here in Lincoln Your Lincoln City Chamber of Commerce Chamber News City", states Lincoln City Chamber of Commerce Executive Director, Linda Roy. "He currently sits on our Busi-



ness Development Committee, and most recently participated in the planning of the very successful Make\$\$ - Save\$\$ Roundtable Forum held on the same night he received his award. His commitment to Lincoln County is evident in the continued growth of our business community, even during these past couple of years. He is well deserving of this award from the Small Business Administration."

If you're not quite sure what the SBDC can offer you here is a brief outline of available services:

- Information and Referral Services
- Business Resources and Library Services
- Small Business Management Program

- Contracted Training
- Pre-Venture and Start-Up Support
- Advisory/Advocacy Committee
- Economic Development Micro-Projects

For more information contact the SBDC at 541-994-4166 or go to www.occc.cc.or.us/sbdc.

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Lincoln City Branch

(541) 996-2143

Fax (541) 996-4472

4659 SW hwy 101
Lincoln City, OR 97367

linda.hurley@bankofthewest.com

To advertise Call
541-265-8571

Lincoln City Chamber of Commerce News

COMMERCIAL PROPERTY VACANCIES

New to our members, the 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@lcchamber.com with only the following information no later than the 1st 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 - Offices 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	\$1,775	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	\$59,000	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@lcchamber.com

June 2011 –Pacific Power Business Solutions Toolkit

Online toolkit helps save energy and money

Increasing energy efficiency is an effective way for businesses to trim operating expenses and improve productivity. To help business customers manage energy use and reduce costs, Pacific Power offers its Business Solutions Toolkit, a no-cost, online resource that provides valuable information and data to make key energy decisions.

Toolkit sections include:

- Ask an Expert – Receive answers to energy questions specific to your business, quickly and confidentially, from a team of engineers, technicians and researchers.
- Tools You Can Use – Calculate costs to upgrade lighting, motors and other equipment. Evaluate operating performance, benchmark with other

businesses within an industry and identify recommended options.

- eLibrary – Access a collection of articles, tips and guides categorized by business

segment as well as applicable technology or energy use to make informed buying choices.

“We want to partner with our business customers to help them compete and thrive,” said

Pat Egan, Pacific Power’s vice president of customer and community affairs. “By offering resources such as the Business Solutions Toolkit, we aim to help them save energy and money to improve their bottom line,” he said.

Register or log in at pacificpower.net/toolkit.

(Information provided by Natalie Cooper, 6-2-11)

Lake Oswego, Ore. – May 16, 2011 –

1. Directory Scams – Scammers contact businesses claiming affiliation with Yellow Pages or other directories. Callers or letters request an update on company information in their directory listings. Businesses end up getting billed for an ad or listing they don’t remember agreeing to.

Get details in writing and read fine print.

2. Vanity Awards – Many business owners feel flattered when told they’ve been selected for a business award. Be wary if asked to pay money to receive an award.

3. Office Supply Scams – Swindlers send businesses phony bills, invoices or contracts in hopes that staff will pay for un-ordered office supplies or equipment. Before paying, check the books carefully or consult accounts payable staff.

4. Overpayment Scams –

Businesses selling products and services may be targeted by fake customers trying to lure them into money-wiring schemes. Overpayment scams occur when customers overpay by check or credit card and then ask businesses to wire extra money back to them or to third parties. Avoid wiring money to unknown customers or vendors.

5. Stolen Identity – Schemers pose as representatives of real or closed companies to defraud customers; and potentially damage good businesses’ reputations. Customers ripped off by cons mistakenly blame real companies. If the business’ identity is stolen, publicly notify customers via email, press release or website.

6. Phishing Emails – Most phishing emails, aimed at hacking into computer networks or gaining financial information, use false high urgency notices to scare companies; such as be-

ing audited by the Internal Revenue Service or investigated by a government authority. Other emails claim businesses qualify for awards, grants, or settlement money. Avoid clicking links and opening attachments in suspicious emails; instead, verify authenticity by researching emails and senders.

7. Data Breaches – Due to hackers, employee negligence and other factors, data breaches occur. The outcome is devastating to company security and customer trust. Discover data breach defense with BBB’s free program Data Security – Made Simpler at www.bbb.org/data-security.

BBB offers more small business advice at bbb.org.

Sent to us by Kyle Kavaz, Oregon Public Relations Manager of the Better Business Bureau: 503.212.3002 pr@thebbb.org. Niki Horace, V.P. of Marketing and Public Relations: 503.212.3017

SMALL BUSINESSES: BEWARE OF SCAMS



Edward Jones ranked “Highest in Investor Satisfaction with Full Service Brokerage Firms, Two Years in a Row”

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Office: 541-994-2794 • Fax: 541-994-3984



Our Committees - Ambassadors

Chamber Ambassadors Hard At Work!

The Lincoln City Chamber of Commerce Ambassador Committee is the public relations arm of the Chamber. We have fun planning and participating in lots of fun events. We welcome new members. If you would like to join us, just pick up an application from the Chamber office or stop by any Chamber event and ask an Ambassador about joining the committee.

Business After Hours Nelscott Cafe

Our May Business After Hours was held at the Nelscott Café on May 19th. Don Williams had wonderfully tasty treats from his menu for us to sample. Karen Richards, from Nelscott Wine Shop, had a fun selection of wines and beer for us to enjoy. Thanks to A'Posto Personal Chef Services, Starfish Framing and More, and Roadhouse 101 for bringing raffle prizes.

Nelscott Café is located at 3237 NW Highway 101 and currently serves breakfast and lunch. They can be found on Facebook. For more information call 541-994-6100.



Karen Richards, owner of Nelscott Wine Shop enhanced the great food with a nice variety of wine and beer.



Nelscott Café Owner, Don Williams takes a break from the kitchen during the May 19th Business After Hours.

Business After Hours are usually held on the 3rd Thursday of the month from 5:30 to 7 pm. We are currently scheduling summer and fall locations. The June Business After Hours will be at Aces Bar & Grill at the Chinook Winds Golf Resort on the 16th, and Green Acres Boarding is planning to host a Business After Hours on the 21st of July. This is always a fun time to network with other Chamber members.

Ribbon Cuttings

Our Chamber Ambassadors are the ones who celebrate new and relocating businesses with Ribbon Cutting/Grand Opening ceremonies and proclaiming them Business of the Day with a plaque. These events are often publicized with the local media to assist in welcoming our new business and to invite the public to see what they have to offer.

Rock Your World



Monday, May 30th welcomed the much anticipated Grand Opening of one of our newer members, Rock Your World: Pacific NW Gem & Art Gallery located at 1423 NW Highway 101. If you have yet to enter in to this store – DO NOT WAIT LONG. There is some very fascinating items to be obtained from agates to jewelry to clothing to art, etc....Also present for the celebration was author of Gem Trails of Oregon, Gem Trails of Washington and Rockhounding Idaho, Garret Romaine who graciously autographed his books. You can find out more at www.rockyourworldgems.com or like them on Facebook. For more information call 541-351-8423.



Chamber volunteer, Kem Morrow, gets a gift autographed by author, Garret Romaine.

(The Ambassador Committee meets the 2nd Wednesday of each month at 7:45am at various locations)

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.

Lincoln City Chamber of Commerce Board of Director Candidate Profiles

The Lincoln City Chamber of Commerce announced the candidates for the 2011-2012 Chamber Board of Directors during their Lunch Forum on Tuesday, May 24th at the Inn at Spanish Head. Chamber Board President, Linda Hurley, announced that there are two positions available for three-year terms and the nomination committee came up with three very strong candidates. These candidates are: Marty Cahill, CEO of Samaritan North Lincoln Hospital, Michael Smith, Branch Manager for US Bank, and Don Williams, owner of Nelscott Café. The vacancies are open due to the terms ending for Chamber Immediate Past President, Teresa Godsey, and Chamber Board Member, Pat O'Connor, President of Oregon Coast Community College. Lincoln City Executive Director, Linda Roy states, "We will miss the input and perspective of both Teresa and Pat as they direct their focus in other areas of support for the Chamber. But they won't be very far away!"

"The Lincoln City Chamber of Commerce is very fortunate to have a strong board", Roy continues. "Their leadership and commitment to its members has resulted in tremendous growth over the last few months. We are equally fortunate to have three tremendous candidates to choose from who can provide additional support and resources to our members. This is going to be a phenomenal year for the Lincoln City Chamber of Commerce!"

Ballots will be sent out on May 25th with the deadline for returning the ballots being June 8th. Results of the election will be announced to the membership at the Chamber Lunch Forum on Friday, June 10th at Side Door Cafe.

Any member who has not received a ballot, please contact the Chamber office at 541-994-3070 or email info@lcchamber.com.



Lincoln City Chamber of Commerce

4039 NW Logan Road

Lincoln City, OR 97367

Ph: (541) 994 – 3070

Fax: (541) 994 – 8339

E-mail: info@lcchamber.com

Lincoln City Chamber of Commerce Board of Director's Candidate Profiles 2011-2012



Marty Cahill, Samaritan North Lincoln Hospital

Marty Cahill was named Chief Executive Officer of Samaritan North Lincoln Hospital in January of 2009. Mr. Cahill became acquainted with Samaritan Health Services when he began working in the pharmaceutical industry in 2000. He joined Samaritan in September 2007 as Director of Physician Relations. He holds a Bachelor's degree in Sociology from the University of Oregon and a Master's degree in Business Administration from Marylhurst University. He is very active throughout the community participating with Rotary, Economic Development Alliance, Lincoln Community Health Council, as well as the North Lincoln Hospital Foundation. His ambition for the Chamber is to support a stable and diverse business environment.



Michael Smith, US Bank

Michael Smith, US Bank Branch Manager-Lincoln City, grew up in Seaside, Oregon. Combining his passion for Law Enforcement and Football, Michael attended Western Oregon University receiving a Bachelor of Science degree. Since college he has worked extensively in finance as a Financial Analyst, underwriter, and most recently as Branch Manager here in Lincoln City. Michael has taken a dynamic role in developing community relations through US Bankcorp grant program. He is actively involved with the Chamber through lunch forum participation and is a major advertiser in the Trade Winds Newsletter. His ambition for the Chamber is to create an equally active, effective, and forward-thinking group of local entrepreneurs working together to promote programs for the betterment of the Lincoln City business community.



Don Williams, Nelscott Café

Don Williams, being raised in Portland, has been an Oregonian since 1962. He started living in Lincoln City part time about 9 years ago and began living here full time 2 ½ years ago. Along with his wife Debbie, Don opened the Nelscott Café at the end of 2009. Don's diverse background includes owner of 4 Subway franchises, owner of various properties in and around Lincoln City and Portland, real estate, and Special Educator with children ages 10-18. Don feels his experience in start-ups of small businesses, relating with corporations, and employee and customer relations makes him qualified to serve on the board.

Board Of Directors:

President, Linda Hurley
Bank of the West
 Pres. Elect, Bob Scull
Mo's Restaurant
 Vice Pres., Diane Flansburg
Individual Member
 Sec./Treas., Lynn Nelson
NW Natural
 Pat O'Connor
OCCC
 Larry Garrison
Windermere DCP
 Teresa Simmons
Chinook Winds Casino
 Lori Arce-Torres
American Family Insurance

Committee Chairs:

Ambassadors Chair:

Susan Wahlke,
Andrews & Cramer, LLC

Education Committee

Co-Chairs:

John Hurley,
West Coast Bank
 Dick Plummer,
Pacific Retreats Vac. Rntls.

Business Development Committee:

Bob Scull (Board Liaison),
Mo's Restaurant

Government Affairs Committee:

Jim Hoover,
Innovative Construction

Staff:

Executive Director: Linda Roy

Chamber Office

Volunteers:

Jeanne Back
 Mary Bennett
 Dawn Bredimus
 Judy Cashner
 Judy Chilcutt
 Angela Foster
 Kem Morrow
 Carole Snow

Chamber Office

4039 NW Logan Rd.

Lincoln City, OR 97367

Phone 541-994-3070

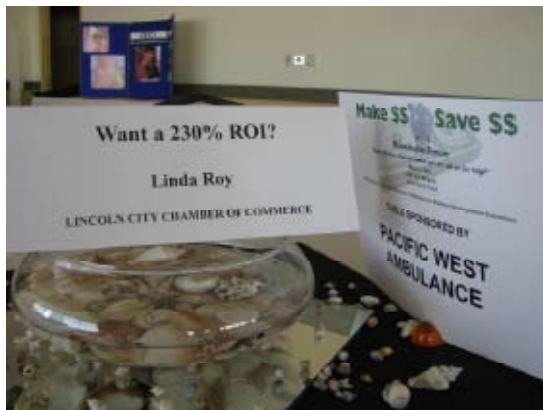
Fax — 541-994-8339

Email: info@lcchamber.com

Website:

www.lcchamber.com

Business Development Committee



One of the six "Roundtables" available for participants to select from.



There were nearly 50 participants at our inaugural "Roundtable" Forum.

WHAT ARE THEY UP TO?

The Business Development Committee is established to research and promote activities that support, enhance or diversifies our area's business community. To support that focus the recent Make\$\$ - Save\$\$ Roundtable Forum held on Thursday, May 12, 2011 at the Inn at Spanish Head certainly addressed many of those objectives – And, with great success!

Each participant was able to sit in on four of the six "Roundtable" topics which included information from local business resources: The Lincoln City Visitor & Convention Bureau, Buy Local Lincoln County, Lincoln City Urban Renewal, Oregon Coast Community College – Small Business Development Center, Oregon Employment Dept/Economic Development Alliance, and the Lincoln City

Chamber of Commerce. Each facilitator presented valuable information within a 30 minute time frame – leaving each participant with further information to obtain more if needed. After each table "session" there was a five minute transition period where everyone moved on to the next topic of their choosing.

What some of our participants had to say:

Good Info ~ Resources I Was Not Aware Of ~ I Learned Some Great Tidbits From EACH One! ~ Really Enjoyed The Networking ~ So Much Valuable Information ~ Fun ~ Not Boring - Met A Lot Of New People

The Business Development Committee has taken the feedback provided by all of our participants and is already in the planning process for the 2nd Roundtable Forum. Look for more information in the near future! If you would like to participate on this exciting committee please contact the Chamber office.

Education Committee Keeping Our Businesses Current

The Lincoln City Chamber of Commerce has established the Education Committee to ensure that the membership is provided with educational and training opportunities to increase the success of the business community of Lincoln City and specifically, the Chamber member businesses. To accomplish this, the Education Committee provides our membership relevant speakers at our lunch forums – such as: Marty Cahill, CEO of Samaritan North Lincoln Hospital, Local Law Enforcement

Leaders – Lincoln County Sheriff, Dennis Dotson, and Lincoln City Police Chief, Steve Bechard, Mayor Dick Anderson with the State of the City Address, County DA Rob Bovett to name a few already this year. This hardworking committee continues to seek out relevancy for our members. Some of our upcoming speakers will be:

Oregon Employment Department, June 10th

Lincoln County School District Superintendent, Tom Rinearson, June 28th

Oregon State Representative, Jean Cowan, July 26th

Lincoln County Commissioner, Terry Thompson, Sept. 9th

(The Education Committee meets the 4th Friday on alternate months at 7:00am at various locations) For more information on the Education Committee or any of the programs they are currently working on, please contact the Chamber office 541-994-3070.

WWW.LCCHAMBER.ORG

AUCTION SITES: BBB SAYS BID WITH CAUTION

Lake Oswego, Ore. – May 18, 2011 – Internet auctions can have big merchandise rewards and big money risks. Better Business Bureau serving Alaska, Oregon and Western Washington warns of common problems with online auctioneers and penny auctions:

- Undelivered or damaged merchandise on successful bids
- Charges for unanticipated upfront enrollment or user fees
- Ambiguous or misleading contracts or agreements

Some complaints are directed at individual sellers or third-party merchants, while others are aimed at specific auction sites.

Wavee Makes Waves: BBB Serving Metro Atlanta, Athens & Northeast Georgia, Inc. urges caution when doing business with Wavee US, LLC. The

Atlanta-based company has an “F” rating due to unanswered and unresolved complaints. Oregonians are among the complainants.

With any online auction, BBB says be vigilant when bidding:

- Research ‘Auctioneers’ at www.bbb.org. Also, look for seller reviews.
- Carefully review user terms, agreements and privacy policies before signing up.
- Understand bidding policies; save a written copy. Most auctions don’t allow returns.
- Shop around. Don’t rely on “lowest price” claims.
- Be cautious of ads for celebrity memorabilia or rare items. Ask for paperwork proving the age of an antique or authenticity of an “original” or autograph. Be skeptical of low minimum bids on desirable items.

- Before bidding, establish a top price and stick to it.
- Clarify costs before buying, including charges for shipping or processing.
- Use a credit card or secure online payment service. Never wire cash.
- Ensure payment pages are secure; look for an “s” in “https” in the web address.
- Don’t be lured away from auction sites when completing transactions.
- Save receipts and order confirmations. Monitor financial statements for unauthorized charges.

For more tips, read the Federal Trade Commission’s guide on Internet Auctions. If misled by an online auction site, file a complaint with the FTC, Internet Crime Complaint Center, and BBB.

Government Affairs Committee Staying Connected With Our Representatives

The focus of the Government Affairs Committee is to observe and report on governmental issues that affect either local businesses or the community in general and disseminate the information to the chamber for distribution to the membership. Information may come from a variety of entities by attending local meetings pertaining to the city’s departments, County Commissioners, ODOT, State representatives, and others that may affect how we continue to conduct business in Lincoln City. For updated information on the current legislative session and where specific bills are in process go to http://www.lcchamber.com/downloads/systemfiles/05_03_2011424.pdf.

For more information on the Government Affairs Committee or any of the programs they are currently working on, please contact the Chamber office 541-994-3070.

Volunteer Buzz

Blissfully, I am sitting here unable to think for all the racket and commotion going on outside my window. I say blissfully, because all that noise and commotion is being made by those wonderful men from LANDSCAPE SERVICES CO. who are darting between raindrops, hedgetrimming and sprucing up your Chamber grounds out of the goodness of their hearts. Many, many thanks to Chamber member, Landscape Services. Your efforts are so very appreciated. Lincoln City Chamber of Commerce is fortunate to have so many active members giving their time and services to make us shine. Thank you ALL! - Jeanne Back

Special Membership Section

Membership Renewals

We are fast approaching that time of year when many things seem to happen all at once: we elect new members to our Board of Directors; we begin membership renewals, and furiously work on the membership directory. This is all due to the fact that our fiscal year ends June 2011.

So here is what you can expect over the next few weeks:

Board Of Director Elections

Ballots have been sent and many have been returned. The deadline to return your ballot is Wednesday, June 8, 2011 by noon. An formal announcement will be made at the Chamber Lunch Forum on Friday, June 10, 2011 at Eden Hall/Side Door Café in Gleneden Beach at 11:45am.

Membership Renewal

The Lincoln City Chamber of Commerce operates on a fiscal year which runs July 1 thru June 30th of each year. As such, we begin the renewal process around the end of May with your investment due by July 1, 2011. Here are a couple of new programs that

the Chamber is implementing this year to enhance your membership and make it even easier to renew your existing membership and become a new member.

On-line Renewal

We will be offering an on-line renewal system where you will be able to update your membership information and pay on-line using PayPal. At this time it will only be available for renewals and not new membership (this will follow at a later date).

Payment Options

In response to the challenges over the past couple of years the Lincoln City Chamber of Commerce will be offering a payment plan option. Here is how the program will work:

Payment Options:

- Members who pay membership dues in full and received by June 30, 2011 shall receive 1 month FREE Advertising in Trade Winds Newsletter (insertion dates will be spread out throughout the year)
- Payment plan to be paid in thirds – Your Lincoln City Chamber of Commerce
 - o First payment due by June 30, 2011 – 1/3 basic dues (rounded

up) plus all FT employees fees/ lodging unit fees AND a \$25.00 processing fee with signed agreement

- o Second 1/3 payment due by September 30, 2011
- o Third/Final payment due by January 31, 2012

Example: Widget Company – Business with 10 employees on payment plan would pay (current dues paid \$300.00):

- June 30, 2011 \$ 84.00 (1/3 of \$250)
- \$ 50.00 (\$5.00 per FT Employee)
- \$ 25.00 Processing Fee
- TOTAL – June: \$159.00

Sept. 30, 2011 \$ 84.00 (1/3 of \$250)

Jan. 31, 2012 \$ 82.00 (remaining balance)

TOTAL Dues: \$325.00
More information will follow as we near the end of May.

Membership Directory

As part of your membership investment your business information is provided in the Chamber Member Directory and Community Guide. We print nearly 5,000 of these directories and they are distributed throughout the year to

visitors to our area as well as distributed through the VCB to large group organizations, dropped off at businesses throughout Lincoln City, mailed to individuals, and taken to conferences, fairs, expos and beyond. And, this year, the publication was awarded to The News Guard.



Edward Jones ranked “Highest in Investor Satisfaction with Full Service Brokerage Firms, Two Years in a Row”

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MAKING SENSE OF INVESTING

More Than Just a Tank of Gas

The importance of customer service today is even more crucial to the success of your business now more than ever before. Our busy season, that time we all wait for all year long, is just around the corner and it's time to brush up and fine tune those important impressions our employees make on our customers, our guests and our visitors

As business owners and managers, you know how important it is that your employees make your customers glad they parted with their hard earned dollars at your establishment rather than elsewhere. The nature of your business is

inconsequential, be it selling a service or a product. It all boils down to repeat business. Our bread and butter. Our livelihood.

Take for example the gas station attendant who filled up my ever-hungry vehicle just this week. He walked up to my window, stood there silently waiting for me to pull out my credit card and tell him to 'fill it up'. He then filled the tank and returned to hand me my receipt without ever saying one word. Not only were any and all pleasantries omitted, but even the simple task of asking me what I wanted was absent,

let alone a 'thank you' or 'goodbye.' I drove off \$80 lighter in the wallet and thinking to myself how dreadful this was. Will I go back to this location, or go down the street for my next wallet lightening experience? What would you do?

Is this your employee? Taking care to select your employees, then motivating and training them clearly so at the barest minimum they make customers feel they are welcome, can not only make or break your business, but project a positive experience in our fair city. And I love our city. Appreciate My Business! ~ **Jeanne Back**

Calendar of Events

June 14

Board of Directors Meeting
4:30 pm
OCCC

June 16

Business After Hours
5:30 pm
Aces Bar & Grill at
Chinook Winds Casino
Golf Resort

June 28

Chamber Lunch Forum
11:45 am
LC Community Center
Speaker
Tom Rinearson,
LCSD Superintendent

Chamber Chat

Monday mornings 8:30am to 9:00am (Now Available on Podcast at 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:

June 13, 2011

Anne Hall
North Lincoln County Historical Museum

June 20, 2011

Wendy McKay
Fed Ex Ground
June 27, 2011
Ann Williams
Alder House III Glass Blowing

July 4, 2011

HAPPY INDEPENDENCE DAY!
No Chamber Chat

July 11, 2011

Deborah Carson
The Dorchester House
CONTACT THE
CHAMBER OFFICE AT
541-994-3070 OR EMAIL:
INFO@LCCHAMBER.COM



PHOTO CONTEST

THEME

"Experience Lincoln City"

DEADLINE

July 15, 2011

WINNERS

Winning entries will be included in the 2011/2012 Chamber of Commerce Member Directory/Community Guide



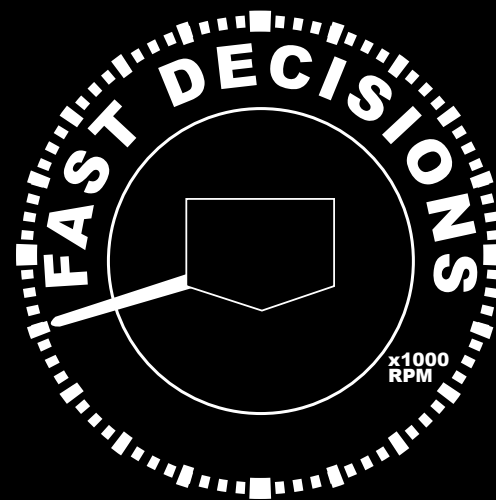
"Experience Lincoln City"

Here is your opportunity to represent the more active side of Lincoln City. The Lincoln City that just needs to be **EXPERIENCED!**

The winners will be represented in the 2011/2012 Chamber Membership Directory and Community Guide and we would like to focus on the many recreational and learning activities Lincoln City has to offer.

- Contest is open to all Amateur and Non-Professional Photographers who are current members of the Lincoln City Chamber of Commerce
- Entries must be accompanied by an official entry form
- Contact the Chamber for Official Entry Form

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