



**WALLOWA COUNTY  
CHAMBER OF COMMERCE**  
309 South River St., Ste B  
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Amazing Team Work in Progress

**Enterprise Main Street Update**

A group of dedicated volunteers have been working hard to convert an existing organization (Enterprise Hometown Improvement Group) to a Main Street Organization for Community Revitalization. More wonderful volunteers have stepped forward to form a board of directors and they will soon be ready to roll up their sleeves and get to work. Many thanks to all these dedicated folks for sticking with all the hard work.

BOARD OF DIRECTORS

- Doris Woempner, President
- Adrian Harguess, Vice President
- Susan Gilstrap, Treasurer
- Pat Wortman, Past President
- Kathy Casper, Director
- Ruby Lathrop, Director
- Jim Soares, Director
- Rod & Linda Childers, Director
- Cynthia Warnock, Director
- Shannon Novakovich, Director
- Marc Stauffer, Director
- John Williams, Director
- David Harman, Director
- Nancy Ruderger, Director
- Mike Hayward, Ex Officio

The 2006 Rural Design Assistance Team Plan suggested that the Community of Enterprise implement a Historic Preservation program and a Main Street program. With that in mind, in August of 2008, the City of Enterprise applied for and was accepted into the Exploring Downtown level of the newly re-formed Oregon Main Street Program.

Since that time a lot of work has been accomplished. The Oregon Main Street Program has provided support, training, site visits and a community assessment. Three well attended community meetings were held, one in January 2009, to prepare for the community assessment, one in February, when Timothy Bishop conducted a Community Assessment (available on the City's website at <http://www.enterpriseoregon.org/City/downtown.pdf>) and the last gathering was held on November 18<sup>th</sup> 2009. At the last meeting participants were asked to review the Community Assessment report, prioritize the suggested actions and to volunteer for the associated tasks. If no volunteers signed up for a task identified as a high priority, there was no action taken in that area. However, city staff and many volunteers accomplished some high priority tasks that were identified at that meeting.

One task was to establish baseline data of the current business mix and needs. This was addressed in two ways. The City applied for and was awarded a grant from USDA to conduct a market opportunity study to identify gaps in the current business mix. Stacy Green conducted this study in early 2010 and it is available on the City website at <http://www.enterpriseoregon.org/City/MarketOpportunityStudy2010.pdf>

**CHAMBER STAFF**

- Vicki Searles, Executive Director
- Admin. Assistant. Lynn Collins

City Staff and volunteers also worked to create a business directory and map. A survey of Enterprise businesses was conducted to acquire contact information and location and a map was developed. The map and directory is available from the city by request. The directory remains in draft form but it has been distributed to all the participating businesses for their use.

**February 2011**

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Another priority identified at the November 2009 meeting was to establish an organization and a vision for downtown. This task had a number of volunteers willing to put some time into it. The group met regularly for several months to develop bylaws, and to look at converting an existing group, Enterprise Hometown Improvement Group, into an organization suitable for a Main Street program. Currently, this group has a new set of bylaws; volunteers ready to form a board of directors, and, with the help of Sheri Stuart, director of Oregon Main Street, will soon be developing a workplan for the coming year.

Volunteers are needed for the four Main Street committees (organization, promotion, design and economic development). If you are interested in joining in the rewarding task of community revitalization contact Mary Swanson of the Bookloft at 541-426-3351, or Margie Shaw at 426-6185. *Thank you, Marya Nowakowski*



## Social Media workshops highlight fresh ways to promote

Learn how local businesses are using social media and what their plans are for the fast-changing world of online relationships. Northeast Oregon Economic Development District (NEOEDD) is offering a series of workshops to be held at the Fish-trap House (400 Grant St. in Enterprise) that will explore a range of subjects relating to social media and business.

The opening session will be held Thursday, February 3, from 7:00 to 8:30 PM, and will include a panel discussion followed by an open Q & A session. On the panel, Paul Arentsen of Winding Waters River Expeditions will share information on how he uses a website, blog and Facebook to market to repeat and new rafting customers. Nicole Slater will talk about using Facebook, a website and an online-sales site to grow her photography business. Julia Lakes of the nonprofit Wallowa Land Trust will talk about the impact of entering the world of Facebook and e-newsletters in 2010.

Hands-on follow-up sessions will be held on three Thursdays – February 17 and March 3 and 17, also at Fishtrap from 7:00 to 8:30 in the evening – and will feature moderated discussion on a variety of subjects: social networking sites (Facebook, Twitter, LinkedIn, etc.), blogs, user-generated business review sites (Trip Advisor, Yelp, Urbanspoon, etc.), and more. All attendees are welcome to join in the discussion and help in choosing the topics for each session, based on shared interests.

The total cost to attend all four workshops is \$35.00. Scholarships are available. If you have any questions or would like to pre-register for the workshops, contact NEOEDD at 541-426-3598 or [jeffmoss@neoedd.org](mailto:jeffmoss@neoedd.org).

### Welcome Lynn Collins as our new Administrative Assistant at the Chamber!

Lynn comes to the chamber with an Associate in Office Administration and a Bachelors of Science in Liberal Studies. She worked at Training Employment Consortium (TEC) as an Office Assistant and Workforce Specialist for ten years. Her experience at TEC gave her a strong background working with the public on the frontline. In addition, Lynn has a strong background in computer work and she taught TEC clients how to use many of the standard programs used in today's businesses.

Lynn has lived in Wallowa County for 30 years. She raised her four children in the county and after working at the Rogge Mill in Wallowa for 6 years, she took advantage of the state dislocated worker's program to develop a new career. The chamber is honored to have Lynn as our new administrative assistant and we ask that you welcome her aboard.



## Visitor Report



### Where did visitors get info:

Other/Friend	15
Sunset	0
Triple A Via Magazine	0
Oregon Travel Guide	9
Oregonian	0
NW Travel	650
Brochures	4
EOVA	3
Travel Articles	0
Telephone Directory	29
Internet (30) Letters 0)	29
Conference/Reunion/wed	3
Other Chambers	1
Oregon Business	0
Other	2

### CENTRALIZED COUNTYWIDE COMMUNITY CALENDAR

Do you want a calendar where you can check on local dates for meetings & events? The Chamber has started such a calendar. The more local information we receive; the more useful this calendar becomes for everyone. Check it out!

Info. Requests	January 2011	December 2010	YTD	January 2010
Walk-In's Visitors/Business	162	112	162	264
Visitor Packets Sent	670	905	670	818
Incoming phone/email contacts	298	211	298	357
Relocation packets	1	0	1	0
<b>Total Contacts</b>	<b>1131</b>	<b>1223</b>	<b>1131</b>	<b>1426</b>
<b>Website Visits (not hits)</b>	<b>9918</b>	<b>9238</b>	<b>9918</b>	<b>8054</b>
<b>Member Referrals Made</b>	<b>598</b>	<b>1490</b>	<b>598</b>	<b>539</b>
<b>JOSEPH BOOTH</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

YEAR 2010  
**Walla Walla County Citizen Awards**



Left:  
**Deve Wolfe,**  
**Business Award**



Right:  
**Judy Bothum,**  
**Employee of the Year**



Left:  
**Mike & Diane Witherrite,**  
**Leader in Timber Industry**



Right:  
**Gail Swart,**  
**Leader in the Arts**



Left:  
**Michael Baird,**  
**Education Leader**



Right:  
**John Hillock,**  
**Leader in Events**



Left:  
**Dave Yost,**  
**Unsung Hero Award**



Right:  
**Steve Kliever**  
**President's Award**

*Party with the Stars!*



*Jessie Borgending and Craig Nichols*

# One Amazing Awards Banquet — Looking Back at Year 2010

We thank Mike Hayward as our MC for the evening. He did a great job (as always)! We would like to thank the Elks and Toni Leech for serving the dinner. We can't express our gratitude enough to the Elks Lodge for their support and generosity. The Elks worked with the chamber in true partnership and we can only say thank you. We recognize Lear's Main Street Pub and Grill in providing our bar service and hors d'oeuvres.

The banquet may have been smaller in terms of the number of people attending this year, but it seemed twice the size in fun. Party with the Stars" was the ideal theme. The awards were the center of the program and they were great, but this year we had a special treat as Jessie Borgerding and Craig Nichols provided dinner entertainment.

We all had a lot of fun. A special thank you to the Chief Joseph Days Rodeo Court for leading the flag salute and David Harman for the evening's invocation.

## **AWARD WINNERS FOR YEAR 2010:**

### **LEADER IN BUSINESS**

Plaque Sponsor, Wallowa County Chieftain

### **EMPLOYEE OF THE YEAR**

Plaque Sponsor, The Observer

### **LEADER IN AGRICULTURE/TIMBER**

Plaque Sponsor, Wallowa Resources

### **LEADER IN EDUCATION**

Plaque Sponsor, 4-H Leaders

### **LEADER IN THE ARTS**

Plaque Sponsor, Wallowa Valley Arts Council

### **LEADER IN EVENTS**

Plaque Sponsor, Hells Canyon Mule Days

### **UN Sung HERO**

Plaque Sponsor, Community Connections

### **PRESIDENT'S AWARD**

Plaque Sponsor, Community Bank

### **DEVE WOLFE**

Presented by Catherine Matthias

### **JUDY BOTHUM**

Presented by Sandy Warnock

### **MIKE & DIANE WITHERRITE**

Presented by Pat Wortman

### **MICHAEL BAIRD**

Presented by Charlie Warnock

### **GAIL SWART**

Presented by Janis Carper

### **JOHN HILLOCK**

Presented by Mike Hayward

### **DAVE YOST**

Presented by John Williams

### **STEVE KLIEWER**

Presented by Doris Woempner

## **Trade Show Participants**

Chief Joseph Days Rodeo  
Crooks Clocks  
Crooks U-Pick Fruit Farm  
Flashback Photography  
Lakeside Interiors  
Maxville Heritage Center  
Northeast Oregon Network  
OSU Extension Office, Wallowa County  
Stewart Jones Designs  
The La Grande Observer  
Wallowa County Buckskin Bucks  
Wallowa County Business Facilitation

## **Table Sponsors**

Cameron's Ace Hardware  
Chief Joseph Days Rodeo  
Choppers Carwash & Family Video

Coleman and Chrisman Insurance  
Community Bank  
Dun the Right Way Horses  
Enterprise Electric and Hillock's Stor-All  
Esprit Graphic Communications, Inc.  
Joseph Chamber Business Association  
Les Schwab Tire Center  
Mad Mary & Company  
Moonlight Graphics  
Northeast Oregon Network  
OK Theatre  
OSU Extension Office, WC  
Sterling Savings Bank  
The Sports Corral  
Wallowa County Chieftain  
Wallowa County Health Care District  
Wallowa Hometown Association  
Wallowa Mountain Properties  
Wallowa Resources

Continued: Awards Banquet

### **Plaque Sponsors:**

Community Bank  
Community Connection of Wallowa County  
Hells Canyon Mule Days  
The La Grande Observer  
Wallowa County Chieftain  
Wallowa County 4-H Leaders  
Wallowa Valley Arts Council  
Wallowa County Chamber of Commerce

### **Businesses Contributing to the Raffle:**

Judy Bothum, Cowboys Riverfront Retreat  
Nick & Sandy Vidan, Imnaha River Inn B&B  
Angelica Zurita, La Laguna Mexican Restaurant  
Kari Gjerding, Mutiny Brewery  
Darlene Johnson, Enterprise Flower Shop  
Reininger Family, Arrowhead Chocolates  
Russell Ford, Moonshine Glass  
Bill & Melisa Bush, OK Theatre  
Cindy Parks, Radiant Massage  
Doris Woempner, Spa Products  
Wallowa Community Bank  
Wallowa County Chamber

### **Entertainment Sponsored by:**

Bennett Insurance Agency

### **Programs & Tickets Sponsored by:**

Skip & Shannon Novakovich,  
Esprit Graphic Communications, Inc.

### **Photography Sponsored by:**

Ron Osterloh, Flashback Photography

### **A Special thank you to our local media:**

Wallowa County Chieftain  
La Grande Observer

- ◆ *The Chamber appreciates the great media coverage from our local newspapers. Great Job!*
- ◆ *If you wish to view or order additional photos of the 2010 Citizen Awards banquet please visit:*  
***[www.pictage.com/995581](http://www.pictage.com/995581)***

*The Wallowa County Chamber would like to thank everyone for making the Citizen Awards evening one of the greatest banquets yet. Your support was overwhelming!*

## **Is your Marketing Plan REALLY ready? 3 Key Steps to a Marketing Plan Audit.**

As we've reported many times...many of you do not even HAVE a **marketing plan**—at least not a documented plan you use to execute and measure sales and marketing success on a monthly basis. And most companies who do have a documented plan (we're sorry to say) have not done the job they need to do in order to achieve big aspirations on limited budgets! There is a lot of waste in most marketing plans we audit. So we want to address those of you who have made the effort to develop a marketing plan. We want you to be the BEST that you can be! Have you reviewed your past successes and failures, evaluated your target markets, competition, and brand position? Have you established a structured sales process and marketing mix? Do you have an adequate budget allocated?

Follow these three steps to our Marketing Audit process and make sure your marketing plan is ready for prime time:

●**Assign Auditor(s).** If you are the main architect of your marketing plan/strategy, you shouldn't be the auditor. You can't be objective enough. Find colleagues who you respect to audit your plan. This could be an internal contact, an external influencer, or both. Make sure whomever you choose can be candid, honest, and constructive.

**Define Audit Criteria.** Define the key criteria you wish to have your marketing plan judged by. Make sure your list is complete and covers all key sections of a strong marketing plan—goals, research, organization, brand, products/services, target market, competition, sales process, marketing mix, implementation calendar, and budget.

### **Create a Marketing Plan Audit Template.**

Use your audit criteria to develop a template you can provide your auditors. For each of the marketing plan sections you are evaluating, create questions meant to assess the completeness and effectiveness of that section. For example, in goals you might ask, "Are the business, sales, and marketing goals defined clearly?" and "Can each goal be measured and tracked?" Make sure the template is comprehensive, easy to use, and includes a scoring system to determine the overall readiness of your marketing plan.

Following this process, you will ensure you have developed what will be a successful marketing plan. But make sure you go into the process with an open mind and thick skin. You don't have to take every recommendation your auditor makes, but if you don't seriously consider each, you are selling your potential...and the process...short!

Reprint: Go-To-Market-Strategies: [http://www.gtms-inc.com/tip\\_marketingplanaudit.htm](http://www.gtms-inc.com/tip_marketingplanaudit.htm)



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[www.wallowacountychamber.com](http://www.wallowacountychamber.com)

Open House  
New Chamber Office  
Report on the Economy

5:00 to 7:00 pm, February 23rd  
Tomas Conference Room

## Open House!

**Wallowa County Chamber of Commerce,  
After Business Hours Meeting Social Networking  
Report on the Local Economy  
February 23, 2011**

Program: **The Economy and Wallowa County**  
Speakers: Jason Yohannan & , EO Regional Economists  
John Williams, Wallowa County Extension Service  
Lee Daggett, Realty Report  
Location: Tomas Business Center.  
Date: Wednesday, February 23, 2011  
Time: 5:00 pm to 7:00 pm

Nationally, the economy continues to be a hot topic. How is Wallowa County's economy? The Chamber holds its annual meeting to report on the 2010 economy and to present current information on the county, region, and state. This is an annual event the chamber hosts for the business community, organizations, and local governments.

This meeting is **open to all citizens of Wallowa County**. The chamber will provide refreshments. This is a great opportunity to network with other business owners. We invite all citizens.

*Bring your questions on the local economy and meet new friends!*

### Area Directors

**Enterprise**

Kathy Casper,  
Alpine Insurance

**Joseph**

Ruby Lathrop,  
Sterling Savings Bank

**Wallowa/Lostine**

Jim Soares,  
Wallowa Mtn. Properties

**Education**

John Williams,  
WC Extension Office

**Health Care**

(At Large)  
David Harman,  
WC Health Care Dist.

**Rural/Outlying**

Cynthia Warnock,  
WC Soil & Water CD

**Farm/Ranch**

Rod & Linda Childers,  
RL Cattle

**Public Relations**

(At-Large)  
Shannon Novakovich,

**Small Business**

(At-Large)  
Marc Stauffer,  
Stauffer's Refinishing

**Tourism**

Nancy Ruder,  
Wallowa Mountain  
Visitor Center