

MACC Business

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CHAMBER ANNOUNCES NEW CEO/PRESIDENT

The McMinnville Area Chamber of Commerce Board of Directors has named Gioia Goodrum as its new CEO/President. Goodrum replaces Nathan Knottingham, who left the Chamber after leading the organization for nearly three years.



Goodrum is expected to be in the office no later than September 1 pending a move from Southern California and a local place to live. Before McMinnville, Goodrum served as CEO/President at Chambers of Commerce in Southern California and Arizona. Additionally, she has held positions at Yavapai College, Coopers and Lybrand and at her family's restaurant, Le Bocage Restaurant in Watertown, MA. She holds a MBA from Simmons College and a Bachelor of Science from Boston University.

"As chair of the board, I would like to thank the selection committee for the care and time they spent in reviewing, interviewing and meeting candidates in order to get a good match for McMinnville. We are thrilled to have Gioia's experience in Chamber work and small business and are confident she will be a McMinnvillian in no time", said Deanna Benson, current Chair of the Board.

Goodrum has served on the Simi Valley Youth Employment Services Commission Board, Coconino County Workforce Investment Board, has been a member of the Arizona Association for Economic Development and is a current member of the Western Association of Chamber Executives. She is married to Perry Goodrum and together they have two cats. For additional information, Contact: Deanna Benson phone: 503.435.7332 email: president@mcminnville.org

Keep an eye and ear open for her arrival, so that you can stop by the Chamber and give her a warm welcome personally!

SBA LOANS ARE BACK FOR REFINANCING PROPERTY

BY: BUSINESS INTELLIGENCE REPORT JULY 2016 "NEWSwatch"

The Small Business Administration's 504 Refinance Program helped save some businesses and expanded others as part of the federal stimulus program after the Great Recession, but the program expired in 2013. Now it's finally back.

Congress authorized up to \$7.5 billion in total new-mortgage financing under the reconstituted program and \$7.5 billion for debt-refinancing loans. The loans can be used for buildings, land and machinery and equipment expected to be used over a long term, such as some manufacturing machines or farm equipment.

Small businesses, particularly those operating in poor neighborhoods and small towns, have had trouble qualifying for permanent conventional mortgages, partly because of depressed small-building valuations. Commercial lenders can only lend against appraised valuations.

The 504 loan program's long-term fixed rate can help refinance debt from adjustable rate loans with significant savings to borrowers. For more information, you can download the latest policy information at <http://dbhc.us/z> Source: Startribune.com, June 19, 2016

Need business related tips? Keeping an eye on business trends? Are you looking for more great business ideas? Read more great information at: <http://files.ctctcdn.com/9187aa5c001/5859bd27-2d3e-4023-bd4b-bea9c162207c.pdf>

**BUSINESS
INTELLIGENCE
REPORT**
Strategies and Trends for the Successful Business

SAVE THE DATE..... August 11, 2016

Business After Hours - Thursday, August 11, 2016 / 5:15 - 7:00 PM

Vineyard Heights RSVP TO THE CHAMBER (503) 472-6196

Details on page 4 - Meet and Greet Aloha Style - They'll be prizes for the best dressed!

Top Floor Members:



Fourth Floor Members:

Betty Lou's, Inc.
Cascade Steel
Columbia Bank
Express Employment
Professionals

Freelin-Wade
Les Schwab Tires
Meggitt Polymers &
Composites
Spirit Mountain Casino

MEDP

McMINNVILLE WORKS

CULMINATION CELEBRATION

Come "meet the interns" in person!

The Culmination Celebration is our chance to celebrate the projects and work that have been completed this summer through the McMinnville WORKS program. Hear the stories from both the interns and their supervisors and take the opportunity to learn what an intern could do for your company.

The celebration is open to anyone who wants to learn more about the WORKS program.

When: August 12, 2016 from 1pm-3pm

Where: McMinnville Civic Hall - 230 NE 2nd St, McMinnville, OR 97128

Who: The interns involved in the 2016 WORKS program, the host sites and supervisors who mentored them and anyone who wants to learn more about the program or celebrate the interns' success.

What's going on in... August?

SUN- DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Ambassador Committee 9:00 AM Chamber Center	2 Connect at Lunch Laughing Bean Bistro 11:30 - 1:30 PM (drop in anytime)	3 Government Affairs 12:00 PM Civic Hall	4 GREETERS - PayneWest Insurance 1411 NW Adams St. 8:00 - 9:00 AM	5	6
7	8	9	10	11 Business After Hours Vineyard Heights 345 SW Hill Road 5:15 - 7:00 PM	12 GREETERS - McMinnville Meineke 2175 NE 27th St. 8:00 - 9:00 AM	13
14	15	16	17	18	19 GREETERS - Ortho Country 1300 NE Alpha Dr. 8:00 - 9:00 AM	20 Art & Wine Walk Downtown 3rd Street 4 - 8 PM
21	22	23	24	25	26 GREETERS - Hagan Hamilton 448 SE Baker St. 8:00 - 9:00 AM	27
28	29	30	31			

MILLER TECHNOLOGIES

- ⌚ Technical Repair
- ⌚ IT Consulting
- ⌚ Computer Systems
- ⌚ Networking/Wireless
- ⌚ Web Design
- ⌚ Software Development
- ⌚ Business Phone Systems
- ⌚ Web Hosting
- ⌚ Database Development
- ⌚ Telco Install/Repair
- ⌚ Flash Animation
- ⌚ Mechanical Design & Drafting

503.474.4724 • www.millertech.biz
p.o. box 1308 • 1300 NE Hwy. 99W
McMinnville, OR 97128

4
CORE
functions

Promote COMMUNITY -
Encourage Networking -
Build Strong Local
COMMUNITY -
ACTIVATE &
Educate
Public Policy



Business After Hours Meet & Greet ALOHA Spirit at Vineyard Heights!

Wear your favorite aloha shirt or dress, there will be prizes for those who participate!

Date: August 11, 2016

Time: 5:15 – 7:00 PM

Drinks with umbrellas and finger food to enjoy!

Place: Upstairs in the
Vineyard Heights Parlor
345 SW Hill Road,
McMinnville OR 97128

**RSVP TO THE CHAMBER
503-472-6196**

BUSINESS INTELLIGENCE REPORT

Strategies and Trends for the Successful Business

IDEAwatch Tips for Growing Your Business

- **Customers are never more willing to hear from you** than at the start of the relationship. That's why sending a welcome note or a "get-to-know-you" survey can help to build bonds. For example, one marketer asks each new subscriber to his e-newsletter to introduce themselves "because I want to get to know you and your business better." About 47% of new subscribers reply. Source: www.ithinkbigger.com

- **Deepen the engagement of your best clients** by showing them special attention. Try these recognition tactics: Invite customers to be part of a feedback panel – if it's truly an inner circle opportunity (not just a marketing ploy), buyers will be flattered you asked. Profile loyal customers in your newsletter or on your website. Give out unannounced rewards or gifts as thanks for their patronage. Dispen

privileges to fans, such as a personal heads-up about an upcoming program, and invitation to a launch party or an exclusive straight-to-the-top help phone number. Source: www.yudkin.com

- **Are you inadvertently sending your customers to Amazon?** You may be if your store doesn't provide detailed product information. A recent Toluna study indicates that 62% of consumers say that small businesses aren't doing enough to maintain their digital profiles – with prices and availability having been cited as the two most common reasons individuals shy away from supporting local businesses. Consumers want to shop locally at small businesses, so make it easy for them to find what they need online when they start the shopping journey. If you don't, Amazon will. Source: www.smallbiztrends.com

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AUGUST 2016

*SUMMIT ORTHOTICS &
PROSTHETICS
EVANS STREET DENTAL CENTER
OIL CAN HENRY'S
VISITING ANGELS LIVING
ASSISTANCE SERVICES
CHURCH ON THE HILL
VINEYARD HEIGHTS ASSISTED LIVING
AND COTTAGES
237 MARKETING + WEB
FRONTIER COMMUNICATIONS
CASCADE EMPLOYERS
ASSOCIATION
MAZATLAN
BELLA CASA PROPERTY MANAGEMENT
SHERWIN WILLIAMS
YAMHILL COUNTY FOOT HEALTH CENTER
WOODARD WINES
STAPLES
NEW HORIZONS CHURCH
SILVER FALLS DERMATOLOGY
& ALLERGY
LOCAL MATTERS WITH KEN MOORE
MCMINNVILLE INDUSTRIAL PROMOTIONS
NEW TO YOU RESALE SHOP
HILLSIDE A BROOKDALE COMPANY
WILLAMETTE WEST, REALTORS
AIR LIQUIDE AMERICA, CORP.
WAL-MART STORES INC.
A' TUSCAN ESTATE BED
& BREAKFAST*

Those listed above are members whose renewal month falls in August.

THANK YOU FOR YOUR CONTINUED SUPPORT!

Welcome New Chamber Members

.....Let's Do Business!

BOYS PAINTING LLC

Yurisky Lemus, Owner
Phone: (971) 241-6895



As a locally-owned company, we take pride in the Residential painting we've been able to offer. We paint both interior and exterior surfaces, and include all aspects of our services in the reliable quotes we relay to our clientele. Impeccable Painting has taken great pride in making sure that your walls are painted correctly, detailed, and done right the first time through. From wall painting prep to the finishing touches of filling in holes and sealing cracks, we'll ensure your finished product is impeccable.

Our Services: Indoor & Outdoor Painting / Stains sealed & Scuffed Surface Repair / Licensed, Insured & Bonded / Locally-Owned & Operated / FREE Estimates! / 100% Guarantee / Experienced & Professional Painters

Marshall's Auto Body & Paint, LLC

Chris & Briana Marshall, Owners
2125 NE Lafayette Ave. McMinnville
Phone: (503) 472-9415 / marshallsautobodyandpaint.com



Marshall's body shop has been doing excellent business for over 15 years. Collision and Repair, Custom paint and restoration. We are an independent body shop that knows how to take care of our customers. We won't let you leave unsatisfied. We welcome insurance work and we will also pay your deductible. Ask us about details. We do custom paint jobs on all types including Shelby mustangs, Camaro's, 50's Chevy's, and lots more. Our signature is true FIRE, a custom job you'll be happy with. We will beat anyone's price in town and that's what makes us the best. A great job at an affordable price! We also do racing projects like roll cages, chassis work, etc."

Products & Services include: Aluminum & Metal Work, Appraisals, Auto Body Customizing, Auto Body Trim Repair, Body Rebuilding, Body Work,, Bumpers, Chip & Scratch Repair, Clear Coat Finishes, Collision Services, Color Matching, Custom Painting, Dent Repair, Doors, Estimates, Fenders, Fiberglass, Fiberglass Service & Repair, Free Estimates, Hail Damage, Insurance Work, Lifetime Warranties, New Parts, Paint Removal, Paint Repair, Painting, Restoration, Rustproofing, Service & Repair, Two-Stage Urethane Painting, Undercoating, Warranties & Guarantees, Welding and much more! Certification & Affiliations: Fabrication, Fabrication, Racing, Special Projects, Customization. Serving residential, commercial and industrial customers.

Chris and Briana Marshall have been doing business in the community for over 15 years. Chris was born in California and moved up north at a young age. He began his Body shop career working in his garage. Then started his own shop in 2000 and has been working hard ever since. His wife Briana starting helping out in 2007 and became the office manager/co-owner. Since then they have been running their small family owned business with create success!

COMFORCARE HOME CARE HILLSBORO-MCMINNVILLE

Kimerie Larmanger, CEO/Administrator
18988 SW Shaw St. Beaverton, OR 97078 / Phone: (503) 207-6601
<http://comforcare.com/oregon/sw-portland>



The first ComForCare office opened in Bloomfield Hills, Michigan, in 1996. The company began franchising in 2001, and today has locations throughout North America and in the U.K. ComForCare franchises offer nonmedical and medical in-home care services such as grooming assistance, medication reminders, transportation, light housekeeping, meal preparation, and companionship care. ComForCare Home Care started in Oregon over four years ago and continues to grow.

An important part of the ComForCare process is educating you and your family about senior health conditions. The more you know about the prognosis, care, and treatment of your condition, the more in control you can feel.

We want each of our clients and their loved ones have the skills to manage their health as much as they are able. When managing care becomes difficult or complex, you can depend on our team of compassionate care professionals to deliver the care needed to maintain the highest possible quality of life.

ComForcare's commitment to quality care begins with our compassionate and proactive approach to care. This process begins with identifying clients' and families' unique needs, creating a patient-centered care plan, coordinating with physicians and other providers, and implementing quality assurance throughout the duration of care. We have a rigorous 10-step screening process for our caregivers, nurse oversight of client care, and ongoing training and evaluation at every level.

Kimerie Larmanger CEO/Administrator is locally grown from Oregon and has worked in healthcare for 22 years. Kimerie has one year of law school, MBA in Health Administration, BS Business Administration and raises 4 wonderful children ages between 4 and 30. She owns Bridge City Dry Cleaning, as well as worked for several HMOs.

MACC Member Events & Community News

Chamber members are welcome to submit items for this column. Please email your news items to the Chamber (chamberinfo@mcminnville.org) by the 20th of the month prior to publication.

Konect Aviation to Begin as Airport Manager



On July 1st, Konect Aviation Oregon, LLC will become manager of the McMinnville Municipal Airport. Current airport manager Graham Goad, who has been in the position for the last 7 years, says he is “excited about the change, excited for a new focus.” The change will also allow him to focus on some of his other projects, and he believes it will be good for the airport.

Although the company has been in operation at the McMinnville Airport since 2009, Konect Aviation only recently became the Fixed-Base Operator (F.B.O.), taking over for the previous operator, Cirrus Aviation, on January 1st. In addition to the scenic tours and charter service Konect Aviation already offered, their services now include fixed wing flight training, concierge services like travel information, aircraft catering, and passenger car rentals, what Owner/General Manager Holly Nehls refers to as “red carpet jet service.” She says of the transition, “It’s been a lot of work and things are shaping up. The city has been shifting focus to support the airport, so Konect’s timing is great!” And shifting focus indeed. In 2017, the city will be renovating the airport’s main runway, 04-22 closing it down for work, potentially for the entire summer. Konect has decided that would be the perfect time to build a new F.B.O. office and terminal building.

Nehls says, “Currently, the biggest challenge is keeping the forward movement.” The airport has over 100 acres of grounds and over 100 hangars that need to be maintained. But she hopes that after the completion of the runway renovation and the new building project, 2018 will be the airport’s “shining year.” By drawing in more air traffic, the airport will be able to bring more tourism business to the local community. The budding wine industry and Evergreen Museum are popular destinations, and by offering “exceptional service at more affordable rates than bigger airports,” Nehls hopes the airport can service more clientele.

By coming to the McMinnville Municipal Airport instead of bigger locations like Portland International Airport, aircraft can avoid high landing fees and expensive fuel. What does that mean for McMinnville? According to Mrs. Nehls it means “they will be using our catering, our rental cars, our hotels, our restaurants, our shops. Connections with the community



Konect Aviation cont....

make those services a possibility, and our state-of-the-art instrument approach runway means we can support those bigger aircraft better than other rural airports.” Company Founder Ingo Nehls adds, “the transition is an expansion of [Konect’s] services. It’s important for the airport to be part of the community, supporting the community.”

The only thing left to do is to build an airport that can service those aircraft, Mrs. Nehls believes, and she emphasizes that the airport isn’t trying to attract big commercial jets, but smaller, private & corporate aircraft. Konect Aviation is off to a good start, and air traffic is picking up for the season. www.konect-aviation.com

Teach Peace Through Community Mediation



Your Community Mediators
of Yamhill County

Basic Mediation Training will be offered by Your Community Mediators of Yamhill County at George Fox University Sept. 1 - Oct. 1. The 32-hour class, taught by GFU faculty and experienced mediators, takes place three Thursday evenings and three Saturdays. The training satisfies State of Oregon requirements to become a certified community volunteer mediator. Ongoing continuing education opportunities and supervised experience help trainees build skills and mediator competence.

Business leaders may consider this skill training opportunity for employees as a professional development opportunity, or may themselves become a volunteer mediator to give back to their community in a very worthwhile and satisfying way.

Participants learn and practice the mediation process to increase effectiveness in listening to and communicating with people in conflict; assist disputants to reach mutually satisfying agreements; enhance negotiation skills; work with strong emotions respectfully and constructively; manage cross-cultural differences; and respond to ethical dilemmas that arise in mediation.

For applications and registration rates (volunteer, non-profit/government, training only) contact YCM by email at ycm@onlinenw.com, call 503-435-2835 or visit our website: ycmediators.org

**Think Local. Act
Local. Live Local.
Be Local!**

