



Brookings-Harbor

CHAMBER OF COMMERCE

"Working To Help Our Businesses Grow"

Brookings – Harbor

Business

Review

*The Pulse of
America's
Wild Rivers Coast*
101 MILES OF NATURE'S BEST

February 2012

Creating a strong local economy for 84 years!

Mission Statement

The Brookings-Harbor Chamber of Commerce seeks to create and maintain a viable economy that provides all citizens with a high quality of life.

In this issue...

Improve Your Bottom Line....	2
Azalea Festival 2012.....	2
2011-12 Board of Directors...	2
Employer Education Seminars...	3
OR Unemployment Rate.....	3
January's FORUM.....	3
2nd Printing of "Chetco".....	3
New Members.....	4
Monthly Statistics.....	4
Monthly Calendar.....	4

Business Outlook Conference 2012

Monday, February 13th

The 14th Annual Tolowa Events Center at Lucky 7 Casino, Smith River. Focusing on crucial information and forecasts about the America's Wild Rivers Coast economies, this conference is a must for businesses of all sizes and individuals as well; the purpose of this annual conference is to offer the Curry & Del Norte business community the information on the economic forecasts and issues specific to our area for the upcoming year to facilitate their success.

The conference features noted Pacific Northwest Economist Dr. John Mitchell; President & COO of Bi-Mart Corporation will address the segment on Community Project Updates. There will also be other segments on issues affecting the economy of our community, plus a room full of business exhibitors.

For more information and to pre-register, contact the Brookings-Harbor Chamber of Commerce 469-3181. Space is limited, so call today. The cost of the conference is \$45.00 for pre-registration, (\$50.00 at the door). Registration includes breakfast and lunch and conference materials.

See Conference Agenda in this newsletter.



Brookings-Harbor Home Show

March 31st & April 1st

Home Improvement Ideas & Giveaways

Don't miss the fun...!



Don't miss the 23rd Annual Brookings-Harbor Home Show the weekend of March 26th and March 27th at Kalmiopsis Elementary School in Brookings.

Saturday, March 31,

10 am to 5 pm

Sunday, April 1

11 am to 3 pm

Exhibitors representing all aspects of home improvement and

the financial institutions to assist you in accomplishing your remodeling, renovation and building dreams will be on hand to answer your questions and demonstrate their products and services.

Plus there will be workshops on a variety of home improvement projects.

If you would like to be considered as an exhibitor at this popular event contact the Chamber at 541.469.3181.

For more information or to

apply to be a vendor call 541.469.3181.

Winter Art & Chocolate Festival

Feb. 11th and 12th, at Brookings-Harbor High School. Dozens of Artists and a select group of Chocolatiers will gather to celebrate Valentine's Day. Hours are 10 am - 5 pm. For more info call 541.266.7687.

www.brookingsor.com - The "go to" website for your local needs!
Follow us on Facebook: www.facebook.com/BrookingsHarborOregon

Mission Statement

The Brookings-Harbor Chamber of Commerce seeks to create and maintain a viable economy that provides all citizens with a high quality of life.



Brookings-Harbor

Chamber of Commerce

"Working To Help Our Businesses Grow"

Make the most of your Chamber Membership...

Networking through the Chamber has provided opportunities for members to showcase their products and services to their peers and benefit from ideas and savings that have enhanced their bottom line.

Join us for the Monthly FORUM or PM Connections. Two excellent networking opportunities for you to promote your business!

Improve Your Bottom Line.....

by Rich Hayashi

We have previously talked about always improving. What should we work on? The obvious answer is to work on our problem areas or areas where we are the weakest. It makes sense that if we have a problem that is impacting our customers then we need to fix it. We do not want to lose a customer because of a bad experience. Maintaining satisfied customers is the basis for growing our business.

Let's focus on sales. We are all limited in resources so should we concentrate on improving sales for a weak product line (10% of the total) or for our main product line (70% of the total). If we answered the question as above, then we should be working on the weak product line. It will give us more balance and attract some different customers. Sounds good but should the answer really be the main product line? A 5% increase in the main product line will bring in more than a 30% increase in the weak product line. Name recognition comes from a business's strengths. Maybe it is better to concentrate more on our strengths rather than our weaknesses.

A better answer to the question is to work on areas that have the biggest impact on our results for now and more importantly for the long term. The answer to the product line question will be dependent on the situation and other variables. The point is working on our weak points is not always the best answer. Review all of your functions and work on the areas that will bring the biggest impact to your bottom line.

Rich Hayashi is a retired engineer and business executive. He is presently offering free business counseling to Chamber members. Troubleshoot your operating problems and improve your bottom line. For information or an appointment, call the Chamber of Commerce at 541 469-3181 or call Rich Hayashi directly at 541 412-8771.

Chamber Leadership 2011-2012

Ken Bryan, Chair

Wild Rivers MotorLodge
469.5361

Jack Cook, Vice Chair

A Wild Bird & Backyard
General Store
412.9453

Moira Fossum, Secretary

Curry Health Network
412.2025

Richard Hayashi, Treasurer

Associate Member
412.8771

Pat Piper, Past Chair

The Book Dock
469.6070

Pam Deraita

Hearing Health Care, Inc.
469.4030

Debby Phillips

Associate Member
661.1187

Dr. Richard Edmiston

Associate Member
469-5171

Bonnie Northrup

Umpqua Bank
469-5336

Terre Hodges

Edward Jones Investments
469.5325

Terry Adams

Barron's Home Furnishings
412.0250

Jim Relaford

Mainbrace Technologies, Inc.
469.5902

Cherie Mitchell

Flora Pacifica, Inc.
469.9741

Sandy Hislop

Nautical Inn Restaurant
707.487.5006

John Babin

BabinLaw
469.5331

2012 AZALEA FESTIVAL PLANNING UNDER WAY

"Gem of the South Coast"

Preparations for the 73rd Azalea Festival have begun. The theme for this year will be **"Gem of the South Coast,"** submitted by Karen DeLucca.

Applications for the Street Fair have been mailed. Applications for the Parade and Calendar of Activities will be mailed this month. If you do not receive one contact the Chamber at 541.469.3181.

Community organizations and merchant groups planning on activities during Azalea Festival are invited to festival coordinating meetings to participate in the planning of this popular community-wide event. A schedule for these meetings will be announced in the very near future and will be advertised.

Groups interested in participating can call the Chamber at 469-3181 to insure that they will be notified. The dates for this year's Azalea Festival are Memorial Day Weekend, May 25th through the 28th.

BROOKINGS HARBOR BUSINESS REVIEW
The Monthly Newsletter of the
Brookings-Harbor Chamber of Commerce

President/CEO & Newsletter Editor
Les Cohen

P.O. Box 940, Brookings, OR 97415
Voice (541) 469-3181 Fax (541) 469-4094
chamber@brookingsor.com
www.brookingsor.com

Office hours are 9:00 am to 5:00 pm, Monday-Friday.
May thru September, Saturday, 10:00 am-2:00 pm



Employer Education Seminars available locally

The Oregon Employer Council South Coast has offered low cost educational seminars in Coos County for quite a long time, and in the past occasionally in Curry County.

They are back in Curry County for a spring seminar series with BOLI. They will be offering: "Wage and Hour Laws", "A Guide to Civil Rights and Avoiding Workplace Harassment", and "Documentation, Discipline, and Discharge". The workshops will be held on the new SWOCC campus in March, April, and May. A calendar of these seminars are included in this newsletter.

Future seminars beyond May will depend on the level of interest and attendance. They need an employer base to have a council and drive what is offered. So, if you are tired of traveling and spending a lot of money to get training in what is mandatory to keep your business running, the Oregon Employer Council's low cost educational seminars may be just what you're looking for! Register today!

If you enroll for all three seminars you will receive a discount. For more information contact:

Rebecca Lunetta, GCDF
 Business & Account Representative
 South Coast Employer Council Coordinator
 2075 Sheridan Ave.
 North Bend, OR 97459
 541-756-8459 ext 517
 1-800-872-4942 ext 517
 fax 541-756-3900

Oregon's Unemployment Rate Drops Below 9.0 Percent for the first time in Three Years

Posted: January 18th, 2012

Oregon's seasonally adjusted unemployment rate was 8.9 percent in December and 9.1 percent in November. Meanwhile, the U.S. seasonally adjusted unemployment rate edged down to 8.5 percent in December from 8.7 percent in November.

Curry County payroll employment fell by 130 over the month of December. Construction, and accommodations and food services each lost 50 jobs. Health care, other services, federal and state government all lost a handful of jobs, rounded to a loss of -10. Over the past 12 months, Curry County lost 230 payroll jobs. Construction (-120), financial activities (-40), leisure and hospitality (-30), and local government (-30) all show declines since December 2010. Retail trade gained 40 jobs over the year.

Industry Payroll Employment (Establishment Survey Data) Oregon's seasonally adjusted nonfarm payroll employment gained 2,400 in December, following a revised loss of 1,100 in November. December job gains were led by leisure and hospitality (+2,700 jobs) and government (+1,700). Gains were offset by losses in educational and health services (-2,200 jobs).

The Federal government continues to trend downward, with the December figure of 26,700 the lowest in decades. Meanwhile, state government performed about as expected in December, with a loss of 500 jobs. State education added 1,100 jobs during the past 12 months, while the remainder of state government cut 300 over the same period.

This information was provided by the Oregon Employment Department.

Chetco Valley Historical Society offering second printing of "Chetco"

The Chetco Valley Historical Society is pleased to announce that due to unprecedented interest there will be a second printing of Mike Adam's book "Chetco."

The first printing of 1,100 books sold out in 5 weeks. The cost of the book remains \$39.95 and the Society is presently taking pre-paid orders for the second printing. The pre-paid orders will include a personalized book plate.

To reserve a copy of the book contact Julie Payne at 541-469-3144/469-5577 or Patty McVay at 541-469-5650.

All proceeds of the book go to the Chetco Valley Historical Society to assist in the preservation of the Blake House and local History. The Blake House, which was built in 1857, is located at 15461 Museum Road and is operated as a museum.

FEBRUARY'S FORUM

Dianne Morris
 Director
 Brookings Planning
 Department

Noon
Thursday, February 9th

Brookings Inn Resort
Conference Center
 Luncheon – \$10.00

VISA, MasterCard,
American Express
Welcome

**Dedication of the new
Curry Campus of
Southwestern Oregon
Community College**

From l. to r.: David Bridgeham, Chair, SWOCC Board of Education; State Representative Wayne Krieger; Peggy Goergen former Curry Campus Dean ; Dr. Patty Scott, President of SWOCC; Janet Pretti, Curry Campus Dean; Cherie Mitchell, SWOCC Board of Education.



**Curry Campus Dedication
Southwestern Oregon Community College
January 27, 2012**

**New Members Offer
Greater Variety & Service**

MENTOR OREGON
Debbie Schriver, Program Dir.
425 Mill Beach Road
P.O. Box 7623
Brookings, OR 97415
541.412.8268 Ext. 14
Vocational & Employment Services
www.mentornetwork.com

The Chamber Means Business!

Prior Month's Visitor & Inquiry Statistics		2012	2011	2010
VISITORS TO OFFICE		1098	1147	1124
WRITTEN INQUIRIES		2430	1988	2711
TELEPHONE INQUIRIES		473	452	624
E-MAIL		822	892	698
WEBSITE INQUIRIES		13572	14947	16736
MONTHLY TOTALS		18395	19426	21893
STATE WELCOME CTR		845	No Count	No Count
TOTAL VISITORS		1943	1147	1124

**Work Your Business at these Networking Opportunities...
Chamber Calendar for January 2012**

DATE	ACTIVITY/MEETING	TIME	LOCATION
9	Chamber FORUM Speaker: Dianne Morris, Brookings Planning Dept.	Noon	Brookings Inn Resort Conference Center
11	Second Saturday Art Walk	4-7:00 pm	Around Brookings
11-12	Winter Art & Chocolate Festival	10-5:00 pm	Brookings-Harbor High School
13	Business Outlook Conference 2012	7:30-4:00	Tolowa Events Center
14	Executive Committee Meeting	8:00 am	Chamber of Commerce
21	Board of Directors	6:00 pm	Chamber of Commerce

BROOKINGS-HARBOR HOME SHOW
SATURDAY & SUNDAY
MARCH 31st & April 1st
10:00-5:00 & 11:00-3:00
Kalmiopsis Elementary School



BUSINESS OUTLOOK CONFERENCE 2012
Brookings-Harbor Chamber of Commerce
Tolowa Event Center at Lucky 7 Casino
Monday, February 13, 2012

Objective

To offer the America's Wild Rivers Coast (Del Norte & Curry Counties) community the opportunity to gather information on the economic forecasts specific to our area for the upcoming year.

Conference Agenda

- 7:30 - 8:30** Registration; Vendor Exhibits;
Breakfast (Sponsored by Bi-Mart Corporation)
- 8:30 - 8:35** Welcome – Tribal Chair Kara Brundin-Miller
- 8:35 - 8:45** Pledge & Welcome - Les Cohen—President & CEO
Brookings-Harbor Chamber of Commerce
- 8:45 - 9:45** Keynote Address:
John Mitchell, PhD, Economist,
International, National, State and Regional Economic Outlook
(Sponsored by Lucky 7 Casino & Smith River Rancheria)
- 9:45 – 10:00** Break: Introduction of Table Mates
- 10:00 -10:30** Community Project Updates –
Moderated by Charlie Kocher, Publisher, Curry Coastal Pilot
Richard Truett, President & COO, Bi-Mart Corporation
(Sponsored by Coos-Curry Electric Co-Op, Inc.)
- 10:30 – 10:50** Exhibitor Break
- 10:50 - 11:50** Issues Affecting Our Community –
Ron Fox, Executive Director, Southern Oregon Regional Economic Development, Inc.
Tourism as Economic Development
(Sutter Coast Hospital & Sutter Coast Health Center at Brookings-Harbor)
- 11:50 – 12:00** Exhibitor Break
- 12:00 - 1:00** Industry Showcase Luncheon –
Featuring Cal-Ore Life Flight – Dan Brattain
(Sponsored by C & K Market, Inc.)
- 1:00 - 1:15** Break – Vendor Exhibits
- 1:15 – 1:45** Fiber-Optic Redundancy in Curry & Del Norte Counties – John Irwin
(Sponsored by Terre Hodges: Edward Jones Investments.)
- 1:45-2:15** Appealing to the National & International Tourism Markets – Les Cohen
- 2:15-3:00** “History of Commerce on America’s Wild Rivers Coast” - Mike Adams
- 3:05** Wrap-up, Raffle, Drawings
- 3:30** Adjournment & Connecting

Business Outlook Conference 2012

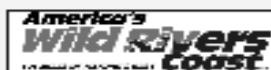
Monday, Feb. 13, 2012 • 7:30 am - 4 pm

Tolowa Event Center @ Lucky 7 Casino

Includes Breakfast & Lunch • \$45 Pre-Registration/\$50 at the Door



To offer the Curry & Del Norte business community the opportunity to gather information on the economic forecasts specific to our area for the upcoming year.



UNDERWRITING SPONSORS: Lucky 7 Casino & Smith River Rancheria
Bi-Mart Corporation, C & K Market, Inc. • Coos-Curry Electric Cooperative, Inc.
Edward Jones Investments - Terre Hodges
Sutter Coast Hospital & Sutter Coast Health Center @ Brookings-Harbor

AGENDA

- | | | | |
|------------------|---|----------------|---|
| 7:30 am | <u>Registration, Vendor Exhibits & Breakfast</u>
Sponsored by Bi-Mart Corporation | 10:50 am | <u>Issues Affecting Our Community</u>
Sponsored by Sutter Coast Hospital &
Sutter Coast Health Center @ Brookings-Harbor |
| 8:30 am | <u>Welcome</u> - Tribal Chair Kara Brundin-Miller | | Tourism as Economic Development - Ron Fox,
Executive Director, Southern Oregon
Regional Economic Development, Inc. |
| 8:35 am | <u>Pledge & Welcome</u> - Les Cohen
President, Brookings-Harbor Chamber of Commerce | 11:50 am | <u>Noon Exhibitor Break</u> |
| 8:45 am | <u>Keynote Address</u>
John Mitchell, PhD, Economist - International,
National, State & Regional Economic Outlook
Sponsored by Lucky 7 Casino &
Smith River Rancheria | Noon | <u>Industry Showcase Luncheon</u>
Sponsored by C&K Market, Inc.
Cal-Ore Life Flight - Dan Brattain |
| 9:45 am | <u>In-place Break</u> - Introduction of Table Mates | 1:00 - 1:15 pm | <u>Break - Vendor Exhibits</u> |
| 10:05 am | <u>Community Project Updates</u>
Moderated by Charlie Koehler,
Publisher, Curry Coastal Pilot
Sponsored by Coos-Curry Electric Co-op
• Brookings Bi-Mart | 1:15 pm | <u>Fiber-Optic Redundancy for Curry &
Del Norte Counties</u> - John Irwin
Sponsored by Edward Jones Investments - Terre Hodges |
| 10:30 - 10:50 am | <u>Exhibitor Break</u> | 1:45 - 2:15 pm | <u>Appealing to the National &
International Tourism Markets</u> |
| | | 2:15 pm | <u>History of Commerce on
America's Wild Rivers Coast</u> - Mike Adams |
| | | 3:20 pm | <u>Wrap-up and Drawings</u> |
| | | 3:40 pm | <u>Adjournment & Connecting</u> |

EXHIBITORS

Cal-Ore Life Flight, Inc. • Coos-Curry Electric Cooperative, Inc.
Coastal Home Health & Hospice Curry Coastal Pilot • Edward Jones Investments - Terre Hodges
Lucky 7 Casino & Smith River Rancheria • Mentor Oregon
Sea View Senior Living Community • Southwestern Oregon Community College
Sutter Coast Hospital & Sutter Coast Health Center @ Brookings-Harbor
U.S. Bank • Wild Rivers Community Foundation

SPONSORS

BabinLaw • Barron's Home Furnishings • Bi-Coastal Media • CAL/OR Insurance Specialists, Inc.
CCD Business Development Corp. • Cholwell, Benz & Hartwick, CPA's • Coast Auto Center
Curry Coastal Pilot • Eye Center of Brookings, LLC • Flora Pacifica, Inc.
Gerald Ross Agency, Inc. • Hearing Health Care, Inc. • KURY Radio
Mainbrace Technologies, Inc. • South Coast Lumber & Plywood, Inc. • Umpqua Bank

Brookings-Harbor Chamber of Commerce - 541-469-3181 • 800-535-9469

ORGANIZED BY:

Brookings-Harbor Chamber of Commerce • Curry Coastal Pilot
Musser Accounting, P.C. • Southwestern Oregon Community College



OREGON EMPLOYER COUNCIL SOUTH COAST

Providing Training Seminars to Enhance Your Workplace

Curry County Seminar Schedule

<p>Thursday March 15, 2012</p> <p>Southwestern Oregon Community College 96082 Lone Ranch Parkway, Brookings</p>	<p>Topic: BOLI "Wage and Hour Laws" Presented by: Jennifer Germundson, Manager, Technical Assistance for Employers Program, Bureau of Labor and Industries</p> <p>My employees refuse to take a break. Is that OK? If an employee does not turn in his time card, do I still have to pay him? Does it violate any law if I need to have an employee work through lunch? Many wage and hour claims occur because the supervisor did not know the law. This session will focus on the information which is essential knowledge for new and experienced supervisors. Topics include: meal and break periods, timekeeping, overtime, travel time, preparatory and concluding activities, payroll deductions, exempt vs. non exempt employees.</p>
<p>Thursday April 12, 2012</p> <p>Southwestern Oregon Community College 96082 Lone Ranch Parkway, Brookings</p>	<p>Topic: BOLI "A Guide to Civil Rights and Avoiding Workplace Harassment" Presented by: Joseph Tam, Technical Assistance for Employers Program, Bureau of Labor and Industries</p> <p>This seminar provides an overview of federal and state protected classes. Employers must ensure that effective anti-harassment policies are in place and that supervisors are trained to act as role models, to recognize harassment in the workplace, and to respond promptly and appropriately. Employers must also institute effective complaint procedures that are readily accessible to employees and that ensure prompt investigation of harassment complaints without retaliation. In this session, the speaker will discuss current trends in this volatile area and give you tips on minimizing your liability.</p>
<p>Thursday May 17, 2012</p> <p>Southwestern Oregon Community College 96082 Lone Ranch Parkway, Brookings</p>	<p>Topic: BOLI - "Documentation, Discipline & Discharge" Presented by: Jennifer Germundson, Manager, Technical Assistance for Employers Program, Bureau of Labor and Industries</p> <p>Possibly the most litigated workplace disputes involve discipline and termination of employees. Effectively managing employees will include effective documentation, coaching, discipline, and possibly severing the employment relationship.</p>

All seminars: Check in & continental breakfast 7:30 a.m. Seminar 8:00 a.m. – 12:00 noon



This is a 3 part series:

Register for all 3 seminars for a discounted price of only \$150.00.

Purchased individually - \$59.00 each

Register for all 3 today!!! (Please register at least one week prior to each seminar!)

Name(s) _____ Email _____
 Name(s) _____ Email _____
 Company _____
 Mailing Address _____
 Telephone _____

Check which seminars you are registering for:

March 15, Wage & Hour Laws _____

April 12, Workplace Harassment _____

May 17, Documentation, Discipline & Discharge _____

Form of Payment: Check _____ (enclose with registration form then mail)

Credit Card _____ (fax registration form to 541-756-3900 then call me with your credit card info)

Be sure to bring your business card for drawings!

Mail payment to: SCEC, 2075 Sheridan Ave., North Bend, OR 97459;

Fax forms to: 541-756-3900.

For more information or questions contact Becky at 541-751-8517 or email

southcoast.oec@state.or.us



Quality Information, Informed Choices

Labor Market Information

State of Oregon • Employment Department • www.QualityInfo.org

CURRY COUNTY – The county’s seasonally adjusted unemployment rate remains at a relatively high level and significantly above the statewide rate (8.9%). According to a survey of households, Curry County’s seasonally adjusted unemployment rate was 11.2 percent in December, which is lower than December last year (12.2%). Losses continue to be particularly noticeable in the construction; financial activities; and leisure and hospitality sectors. Retail trade, however, showed modest gains over the year.

	December 2011	December 2010	December 2009
Civilian Labor Force	9,165	9,509	9,253
Employed	8,107	8,260	8,090
Unemployed	1,058	1,249	1,163
County Unemployment Rate	Seasonally Adjusted: 11.2%	Seasonally Adjusted: 12.2%	Seasonally Adjusted: 12.5%
State Unemployment Rate	Seasonally Adjusted: 8.9%	Seasonally Adjusted: 10.6%	Seasonally Adjusted: 11.0%

December 2011 Gains and Losses: (these are preliminary estimates and will be revised)

- Selected net, over-the-year (private sector) gains:
 - Trade, transportation, and utilities (primarily retail trade): +30
- Selected net, over-the-year (private sector) job losses:
 - Construction: -120
 - Financial activities: -40
 - Leisure and hospitality: -30 (especially accommodations and food service)

Population: Portland State University Population Research Center estimates	July 1, 2011 22,335 13.6 people/square mile	July 1, 2010 22,355	2010-2011 Change -20 (-0.1%)
Average Pay per Job:	Curry 2010 \$29,909	Oregon 2010 \$41,667	Curry 2009 \$29,025

For additional local information: <http://www.qualityinfo.org/olmisi/BIC> or

The *South Coast Labor Trends* publication:

<http://www.qualityinfo.org/olmisi/PubReader?itemid=00000046&areacode=4155000003> or

Oregon Labor Trends (statewide) : <http://www.qualityinfo.org/olmisi/PubReader?itemid=00000051>

If you would like to regularly receive this monthly update, please drop me an e-mail or phone!

Annette.L.Shelton-Tideman@state.or.us, Workforce Analyst, Oregon Employment Dept.; 541-530-0605 (cell)