

THE BOTTOM LINE

A Publication of the Springfield Area Chamber of Commerce

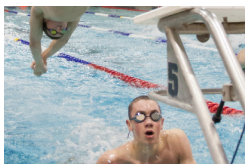
May 2016

RECREATION ISSUE



SPRINGFIELD
CHAMBER of COMMERCE

Greg Yamada



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in our Region

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Your Chamber Committee Schedule

Greeters Committee

- Thursday May 5, 12, 19, 26, 7-9am at the Springfield Elks Club

Education Committee

- Tuesday, May 10, 3:45 at Briggs Middle School

Economic Development Committee

- Tuesday, May 13, Noon at Roaring Rapids Pizza

Membership Development Committee

- Tuesday, May 10, 8:30am at the Washburne Cafe

Government Issues Committee

- Tuesday, May 10 & 24, 7am at the Gateway Taphouse

Gateway Development Committee

- Friday, May 27, Noon at the Hilton Garden Inn

Credits

Editing Team

- *Natasha Boska*
- *Vonnie Mikkelsen*
- *Tori Thomas*
- *Vicki Wisvary*
- *Katie Yeager*

Publisher

- *Jeff Thompson*

A Publication of the



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Andy Lewis
PARTNER

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A Word from our Chair



The Ultimate Risk is Not Being Prepared

Mike Eyster, Board Chair Springfield Area Chamber of Commerce

My columns are usually pretty upbeat because I am so often inspired by the businesses that comprise our Chamber membership. But my step-father died on April 9 so this column will be a little more somber. As I have spent the time since April 9th “taking care of his affairs”, I have come to recognize that there is a lot about dying that relates to business.

One of the things I admire so much about our businesses is the risk individuals are willing to take in order to provide a service or a product in a way that meets a need, and also generates a profit. Measured and calculated risk and creativity seem to me to be at the foundation of the success of our economy.

There is no risk about whether or not we will die – we all know that we are going to die. The question is, will we be prepared? The extent to which we prepare for death can make a BIG difference to our family members and make a big difference in our ability to determine what happens after we die.

My step dad, Bill, was a real character right through his 88th year. He collected music, books, Jerry Garcia ties, and friends. Now I am finding myself trying to figure out what to do with an enormous amount of stuff.

During the past days, I have come to learn that there are a number of things we can all do to ensure that we have some degree of control over how our affairs are handled when we die. The critical issue is whether or not we take the steps while we are still living that will help us to comfort those left behind and be deliberate about how our estate is dispersed. One thing that is certain is that if you don't plan for death, when it arrives you will have very little control over what occurs and those you leave behind will be left to try to figure out what you wanted and they may be facing a complicated legal system in trying to implement what they believe your wishes would be.

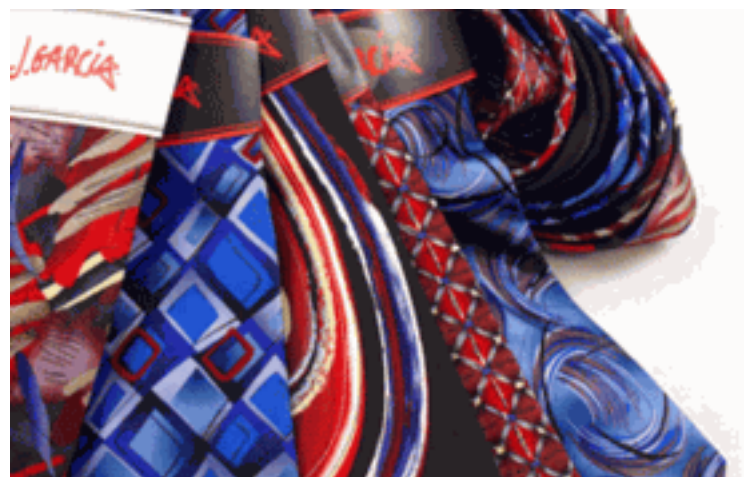
The Springfield Chamber has numerous member businesses that stand ready to help us through this

process that we will all encounter some day. Just a few of the areas of business that can help are Estate planning – this one is absolutely critical to do ASAP. I've had help from Chamber members who conduct estate sales, who buy and sell second hand items, and members in the funeral business. The Springfield Chamber has members who specialize in each of these areas as well as in areas of insurance and financial planning. I would like to thank all of those Chamber businesses and members who have been so helpful to me during the past couple of weeks.

It is so easy to postpone thinking about this and so important that you DON'T postpone it. If your parents haven't made plans you may also want to raise the topic with them. It can make it much easier for you to manage the details of their affairs after death if they have engaged in the planning process prior to dying. Please take advantage of the incredible resources our Chamber businesses have to offer and don't wait. They are ready to help. Your family will be glad you did.

I know that the subject of death is not a common topic for a column such as mine and I beg your indulgence in hopes that you find my words helpful.

By the way, does anybody need a Jerry Garcia tie?



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Recreation in Your Chamber

Lane United FC Prepares for Summer of Soccer



Entering their third season, Lane United Football Club (LUFC) is quickly becoming a household name in Lane County. Their early adoption of community-focused business practices and commitment to creating memorable experiences for their fans has placed Lane United at the forefront of the local soccer community. With a highly dedicated fanbase, a strong roster of incoming players, and an experienced coaching staff, Lane United looks to make 2016 their most successful season to date.

Formed in 2013, Lane United was founded by brothers, Dave and John Galas. The club was officially admitted to the Premier Development League (PDL) on July 18th, 2013. The PDL is the highest level of amateur soccer in North America. During its 20 year history, the league has served as a stepping stone for hundreds of professional players, with 70% of Major League Soccer players having begun their career in the PDL.

Since the club joined the PDL, LUFC has seen continual growth both on and off the field. In 2014, after a highly successful inaugural season, Lane United was awarded the PDL Rookie Franchise of the Year Award. The following winter, Lane United's star forward Khiry Shelton was drafted second overall in the 2015 MLS SuperDraft by New York City FC. And in the summer of 2015, after a season where the Reds saw significant improvement over the prior year, one of Lane United's top forwards, Timmy Mueller received the PDL Young Player of the Year Award for his outstanding efforts throughout the 2015 season.

As the Reds embark on their third season, Head Coach John Galas, and Managing Director Dave Galas are working hard to

grow the club even further through community events and partnerships. One example of LUFC's increased dedication to community involvement is their recently-launched Men's Over 35 Soccer League. The club formed the league in March of 2016 and, based on the level of interest that the league was immediately met with, Lane United is exploring opportunities to further expand its participatory offerings to the community by implementing a fall recreational league that has divisions for men and women across multiple age groups. The club will also offer youth summer camps where local kids can learn from LUFC's top-notch coaching staff and players. The camps will be available in three sessions, June 27th-30th, July 18th-21st, and August 8th-11th.

In addition to expanding their community events program, Lane United has worked hard to form partnerships with local businesses and organization that benefit all parties involved. One such partnership is with Oakshire Brewing. The local craft brewery has been a key partner of Lane United's since their inaugural season. They sponsor Lane United's jerseys and host numerous events with the club throughout the year. This summer, as part of Lane United's Summer of Soccer slate of events, LUFC and Oakshire will host soccer watch parties for the Olympics, Euro Cup, Copa America, and MLS games that will take place throughout the summer. Oakshire also sponsors Lane United's annual Oakshire Cup charity soccer golf tournament. Last year's tournament raised over \$2,000 for the local nonprofit, School Garden Project. This year's tournament will take place at RiverRidge Golf Club in Eugene, on August 13th and will round out Lane United's Summer of Soccer events.

As they look forward to the coming PDL season, which kicks off May 7 in Portland against the Timbers U23, LUFC is excited to create even better game-day and event experiences for their fans. From their talented incoming roster to their new slate of business partnerships, Lane United FC has worked diligently throughout the offseason to prepare an incredible lineup of games and events for the community. For more information about the club, visit their website at <http://www.laneunitedfc.com>

[laneunitedfc.com](http://www.laneunitedfc.com) ✦

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Recreation in Your Chamber



Restaurant? Treat our adaptive recreation community to a meal as part of the Lunch Bunch program.

From living history to water safety, a sponsorship of one of Willamalane's programs can match your mission with people who are actively seeking it.

Willamalane is always looking for partners to advertise in our recreation guide, which reaches more than 27,000 households every season – and we even have opportunities for the purchase of naming rights over a facility.

Email kater@willamalane.org or visit willamalane.org support to learn about all of our sponsorship opportunities.

willamalane.org

New Playgrounds, Trails Under Construction



Willamalane strives to make Springfield a travel and tourism destination through our beautiful parks, fun events

and outstanding facilities. Recently, Travel Lane County recognized Willamalane with the Destination Award, which is presented to organizations or businesses that increase the visibility of our community!

This honor propels us forward to take on ambitious park upgrades. This spring and summer, activity will pick up all over Springfield

In Meadow Park, new pathways will connect the playground, restroom and baseball fields.

Construction is beginning on Mill Race Path. This 3-mile walking and bicycling path will stretch from downtown Springfield to the Middle Fork Path along the historic Springfield Mill Race with access to Dorris Ranch and Clearwater Park.

Plans are being drawn for a sand play area, seating, and walkways in Island Park. The playground is due to receive the same rubberized tile surfacing that can be seen at Quartz and Meadow Parks.

Staff are completing the Thurston Hills Natural Area Management Plan and intend to construct the initial trail system this summer. The first trail will begin at a trailhead constructed at the base of the Thurston Hills near the intersection of Highway 126 and 75th Street. This trail and several others within the natural area will be used extensively by hikers and mountain bikers.

We look forward to progress on these projects and hope you'll enjoy it with us!

willamalane.org

One of the best ways to reach new customers is to meet them where they are — at Willamalane Park and Recreation District events.

Willamalane event planners have been busy packing the summer season with events ranging from a competitive 5K to the trendy new Tap & Taste. Even movies in the park will have people grooving: Navigate an obstacle course, take a samba lesson or sing along to "Grease."

Here are the events you need to add to your calendar NOW:

May

May is National Historic Preservation Month, and we're marking that at Dorris Ranch with three events:

- A wildflower hike, May 7, 12 p.m.

Recreation in Your Chamber

- Living History Village open house, May 14, 10 a.m.-12 p.m.
- Life on a 1930s filbert farm, May 21, 10-11 a.m.
- Also in May is the Family Safety Fair, on May 21, 10 a.m.-3 p.m., at Willamalane Center.

June



It's a Dash! It's a Bash! It's the Summer Solstice Dash & Bash on June 20, starting at 5 p.m. at Dorris Ranch. We're looking for teams to compete for cool prizes — why not set out to beat the competition for a good cause? The 5K race (entry is \$20-\$35; kids race free) benefits Umpqua Bank's Snack Pack program, and everyone can attend the free concert. Finishers receive a complimentary beverage. Note to past participants: There's no hill this year, so save your breath for the team contests!

Also this month: "The Big Lebowski," June 2, 6:30 p.m. at Wildish Community Theater, 630 Main St. Part of the SpringFilm series.

July

This month starts out with a blast as SUB's Light of Liberty returns to Island Park on July 4. The Lovin' Spoonful headlines. Gates open at 4 p.m., and fireworks start at 10 p.m. See details at subutil.com.

Willamalane ends the month with the return of the much-loved Children's Celebration, presented by Dari Mart, on July 30. This classic community event, held in conjunction with the National Night Out Kick-Off Event, is a wonderful opportunity to get your name in



front of hundreds of families. We're still taking exhibitor applications from those who would like to offer a hands-on event for kids; call 541-736-4544. The event runs from 10 a.m. to 3 p.m. at Island Park, and admission is free with a canned food donation for FOOD for Lane County.

In between, Willamalane's free Sounds Like Summer series of movies and

concerts debuts. July events include:

- M80s concert, July 6, 6:30 p.m., Willamalane Park. Dance tunes from the '80s.
- "Indiana Jones and the Raiders of the Lost Ark," July 8, Island Park. Delve into archaeology with guests from the UO Museum of Natural and Cultural History starting at 7:30 p.m. Movie starts around 8:30 p.m.
- Tommy Hogan concert, July 13, 6:30 p.m., Jesse Maine Park, South 69th Place. Rock, blues, funk and Americana.
- "Big Hero 6," July 15, Douglas Gardens Park, 3455 Redwood Drive. Crash your way through an inflatable obstacle course starting at 6:30 p.m. The film begins around 8:30 p.m.

Recreation in Your Chamber



- South Hills String Band concert, July 20, 6:30 p.m., Douglas Gardens Park, 3455 S. Redwood Drive. Bluegrass and string band music.
- “Hook,” July 22, Royal Delle Park, 401 Blackstone St. Download the treasure map and navigate your way around the park to hidden loot starting at 7:30 p.m. Movie starts around 8:30 p.m.
- Coupe de Ville concert, July 27, 6:30 p.m., Lively Park, 6100 Thurston Road. Dance to doo-wop and rockabilly tunes.

- “Toy Story,” July 29, Ruff Park, 1161 66th St. Learn to rope just like Woody the cowboy in activities starting at 7:30 p.m. The film begins around 8:30 p.m.
- At the Wildish Theater, the SpringFilm series continues with “Bottlerocket,” July 7 at 6:30 p.m.

August

This month marks a new venture for Willamalane: the debut of Tap & Taste on Aug. 27, from 5 to 10 p.m. at 5th and A streets. This food and drink celebration will feature small plates and tasty bites from some of your favorite restaurants (or food carts, as the case may be), plus live local music throughout the night. Tickets are \$15 in advance or \$20 at the door — but get them early! Quantities are limited.

The Sounds Like Summer series continues with:

- Hailey Verhaalen Band, Aug. 3, 6:30 p.m., Dorris Ranch. Catchy country music.
- “Cool Runnings,” Aug. 5, Fort Park, 300 58th St. Olympic-style games begin at 7:30 p.m. The movie starts around 8:30 p.m.
- Son de Cuba concert, Aug. 10, 6:30 p.m., Meadow Park, 851 Mill St. Salsa, merengue, cumbia and Latin

Ribbon Cuttings

A P R I L
2016



VinnieSmokin BBQ
April 11, 2016



Jazzy Ladies Cafe & Coffeehouse
April 21, 2016



Affair with Flowers
April 14, 2016

Recreation in Your Chamber

jazz.

- "Rio," Aug. 12, Pacific Park, 220 Shadylane Drive. Enjoy music and a samba lesson beginning at 8 p.m.
- Eugene Symphony Connect concert, Aug. 17, 6:30 p.m., Island Park, 200 W. B St. Classic sounds with a modern twist.
- "Grease" Sing-along, Aug. 19, 7:30 p.m. Willamalane Center, 250 S. 32nd St. Costume contest and other activities begin at 7:30 p.m.; movie begins around 8:30 p.m.
- More August highlights:
- "Road Warrior," Aug. 4, 6:30 p.m., Wildish Community Theater. Part of the SpringFilm series.
- Cabela's Family Campout, Aug. 5, 5 p.m., Clearwater Park.
- People, Parks & Play, Willamalane exhibit at Springfield Museum, 590 Main St. The opening reception is Aug. 12, 5-8 p.m.

willamalane.org

Pairing Your Menu With Your Event



Photo by Amanda K Photography

Choosing the right menu for a special event can be just as important as choosing a location. Food can communicate a

theme, convey a feeling or set the mood of an entire night. Taking great care in planning a menu shows your guests how much you appreciate them, and a great meal can help make a special day even more memorable.

Here are some things to consider:

Choose the style of service to match the style of the event. A plated meal conveys a more formal feel while a buffet can help get the guests mingling.

Have your menu match your theme. Having a luau theme, choose Hawaiian food. For an outdoor lunch, you can't go wrong with a barbeque buffet.

Ask what is in season so you can give your guests the freshest farm to table selections.

Think about the weather. In the heat of the summer you might want a lighter entrée while in the winter comfort foods will warm your guests up.

Know if anyone has a allergy or dietary restriction so you can have a special meal ready for them.

Did you know?

We are able to help customize a special menu to match your special event. We are happy to accommodate any dietary restrictions. With our help, selecting the meal is fun and easy.

Give us a call at 541-998-2365 or email melinda@shadowhillsc.org to start planning.

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CHAMBER OF COMMERCE

May 2016 Events



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5 Greeters, 7am at Springfield Elks Lodge Ribbon Cutting - Epic Fitness Solutions, 10am 790 30th Ave #F in Springfield	6 SCORE Business Counselling, 10:30-12:30 at the Springfield Chamber by appointment only	7
8	9	10 Government Issues Committee 7am at Gateway Taphouse Membership Committee 8:30 at the Washurne Cafe Education Committee 3:45-5:15 at Briggs Middle School	11 Ribbon Cutting - Willamette Family, Inc., 11am 1651 Centennial Blvd. in Springfield Business After Hours - Banner Bank 5:30-7:30pm 707 Main Street in Springfield	12 Greeters, 7am at Springfield Elks Lodge Executive Committee Meeting 7:30am at Hilton Grand Garden Greeter Executive Committee, 4pm at the Springfield Depot	13 SCORE Business Counselling, 10:30-12:30 at the Springfield Chamber by appointment only Economic Development Committee, 12:00 at Roaring Rapids Pizza	14
15	16	17 Quarterly Membership Breakfast: Building a Talent Pipeline 7-9am, Holiday Inn Eugene/Springfield, 919 Kruse Way in Springfield	18 Board of Directors Meeting, 7:00am at the Hilton Garden Inn	19 Greeters, 7am at Springfield Elks Lodge Ribbon Cutting: Springfield Holistic Health Center, LLC, 10am 500 Main Street, Suite C2 in Springfield	20 SCORE Business Counselling, 10:30-12:30 at the Springfield Chamber by appointment only	21
22	23	24 Government Issues Committee, 7am at Gateway Taphouse	25	26 Greeters, 7am at Springfield Elks Lodge Ribbon Cutting: Fruteria Morella, 11am; 2147 Main Street in Springfield	27 SCORE Business Counselling, 10:30-12:30 at the Springfield Chamber by appointment only Ribbon Cutting: Time Travelers or Oregon Antique Mall & Estate Sale Services, 10am; 2020 Main Street in Springfield Gateway Development Committee 12:00 at the Hilton Garden Inn	28
29	30	31				

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Meets at the Springfield Chamber of Commerce

Sign up for a free business counseling session with SCORE: Counselors to America's Small Business. Counseling sessions are 1 hour long and are on a first-come first-served basis. To RSVP, call Vicki at the Springfield Chamber of Commerce at 541.746.1651. Advance registration is required.

Highlights of the University of Oregon Oregon Regional Economic Indexes

for February 2016 Release date: : April 26, 2016. Sponsor: KeyBank



The ongoing economic expansion continues to be felt in all of Oregon's major metro regions in February. All regions now consistently post numbers (the moving average measures of activity, which smooth monthly volatility) indicating above average growth. Recall that "zero" for these measures indicates relative average growth; each region has its own underlying growth rate. Home construction, measured by new housing permits, remains tepid for most regions relative to past economic expansions. The Bend region was an outlier for February, with a strong positive contribution from permits. Permits had a neutral contribution in the Portland metro area and negative in remaining regions. Housing sales, however, remain a very positive component, indicating significant demand; expect continued home price appreciation if supply continues to lag. Most labor market components contributed positively in all regions. Low levels of initial unemployment claims and low unemployment are particularly supportive of the measures. Labor force growth has generally rebounded in recent months, consistent with

growth of new residents and persons previously not seeking employment entering the labor force. Labor force growth and employment growth reinforce each other to create a very dynamic economic environment typically experienced in Oregon during sustained expansions. ♦

Tim Duy, Director,
Oregon Economic Forum
Adjunct Assistant Professor,
Department of Economics
duy@uoregon.edu



UNEMPLOYMENT RATES		NONFARM PAYROLL EMPLOYMENT	
Springfield – Eugene*		February 2016	
Feb 2016	5.4%	Springfield – Eugene	
Jan 2016	5.3%	Total	153,300
Feb 2015	6.3%	Mining & logging	900
Oregon*		Construction	5,800
Feb 2016	5.2%	Manufacturing	13,400
Feb 2015	6.3%	Trade, transp. & util.	29,600
United States*		Financial activities	7,900
Feb 2016	5.2%	Professional & business services	16,100
Feb 2015	5.8%	Ed. & Health Care	24,900
CONSUMER PRICE INDEX		Leisure & Hospitality	15,900
(All urban consumers, 1982 – 1984 = 100)		Food Svc/Drinking	12,300
		Other Services	5,000
		Government	30,900
Portland-Salem, OR-WA			
Jul-Dec 2015	235.915	http://www.qualityinfo.org &	
Yearly Change	0.4%	http://www.bls.gov/cpi	
		*Not seasonally adjusted.	
United States			
January 2016	237.111		
Yearly Change	1.0%		

Upcoming Ribbon Cuttings

Thu, May 19 @ 10am
Springfield Holistic Health Center, LLC
500 Main Street, Suite C2 (Upstairs) Springfield

Thu, Jun 2 @ 3pm
Hayden Bridge Tap House
1910 Marcola Road Springfield

Thu, May 26 @ 11am
Fruteria Morelia
2147 Main Street Springfield

Thu, June 16 @ 10am
NextStep Recycling
2101 W. 10th Ave. Eugene

Fri, May 27 @ 10am
Time Travelers of Oregon Antique Mall & Estate Sales Services
2020 Main Street Springfield



On April 14th, your chamber joined Fertilab Startup Center and NEDCO to be part of a conversation hosted at Sprout! about the startup community in Springfield and what the innovators in the area think will contribute to nurturing an environment for startup businesses to consider Springfield. The hope of the event was to stimulate some group think about a series of five key points:

- 1) Facilitating Connections between Startups
- 2) Facilities/Infrastructure
- 3) Connecting Education to Startups & the role in Workplace Development
- 4) Financial Support
- 5) Role of Government for Startups

Our own Vonnie Mikkelsen and Jeff Thompson were involved in the conversation about Facilities/Infrastructure and contributed to the conversation with their knowledge of current conversations the Chamber is involved in. Each member of each group was asked to contribute their input on the particular key points and was then given five votes to cast towards whatever they thought should be a priority and the results were then collected for consideration by the partners.

The top takeaways from the Facilities/Infrastructure conversation were:

- Need for more shared spaces for innovation/collaboration
- High Speed Fiber
- Space to support the arts & culture

Being supporters of the innovation community, the Springfield Chamber is excited to be in the middle of these conversations and have invited our members to join in at the start of this important conversation for our community.

As the conversations continue, Fertilab, the original driver of this conversation, will likely create a core group of folks who would meet at the startup center to process the input and come up with ideas to move some of them forward. This "Startup Springfield Club" would be a limited group of members who would meet on a regular basis to discuss these key points and provide feedback and best practice information to the other community partners. For more information on being a part of the "Startup Springfield Club" call the Fertilab Startup Center at 541.600.2016. ♦



PitchStream - April 14 at SPROUT!



Left to Right: Jeff Thompson, Paul Schwartzberg, Judy Clark, Katie Yeager, Natasha Boska, Vicki Wisvary, Vonnie Mikkelsen, Matt Favreault, Tori Thomas

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Sue Slaughter-Nichols
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Chair: Gateway Development Committee

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City of Springfield (Retired)

Kim Thompson
Oregon State Employment Department

DIRECTORS

Bridget Baker
The Register-Guard

Nancy Bigley
Oregon Medical Group

Chad Campbell
McKenzie-Willamette Medical Center

Share this Publication



Learn How to Utilize Your Chamber Membership

Thursday, June 2 • 12:00 - 1:15pm
Springfield Depot

Topics include:

- networking opportunities
- committee and community involvement
- advertising with your chamber

Contact paul@springfield-chamber.org to RSVP (required) or for more information



New Members Welcome

April 2016

Eden Midwifery & Wellness
Eugene Family Chiropractic
Food Industries Credit Union
Fruteria Morelia
Johnson Crushers International, Inc.
M.R. Tree Service
New Renaissance Concrete LLC
Technology Association of Oregon
Watson Insurance Agency



For information about sponsorship opportunities available through the Springfield Chamber contact:

Tori Thomas
Director, Events & Programs
tori@springfield-chamber.org

Member Renewals Thank you for your loyalty!

April 2016

5th Street Public Market
9Round 30 Min. Kickbox Fitness
A & M Auto Body
Acorn Property Management, LLC
Advanced Hearing Plus, Inc.
Aggregate Resource Industries Inc.
Allstate (Bill Cavinee)
American Legion Post 40
Archer Floor Coverings
Arnold Gallagher, PC
Bags of Love
Bank of America - Pioneer Parkway Branch
Beneficial Business Services, Inc.
Best Western New Oregon Motel
Business Law Centre
Carl's Jr., Mohawk #867
Center for Meeting and Learning-LCC
Chow/Moe's Tavern
DirectConnect Humanitarian Aid
Duncan and Brown, LLC
EDMS, Inc.
Erik Bishoff Photography
Gardner Floor Covering
Hamilton Construction Co.
Harvey & Price Co.
Hershner Hunter LLP
Heyman's Safe, Lock, and Security
Hilton Eugene
Hope 107.9 FM & KWIL 790 AM
Hut Airport Shuttle
J. Thayer Office Supply Company
Knife River Eugene Division
KNND Cottage Grove 1400 AM
Larry A. Jackson MD PC
Law Office of Brian M. Thompson
Les Schwab Tire Center: Main Street
Luvaas Cobb
McDonald Wholesale Co.
McKenzie Mist Naturally Pure Artesian Water
McKenzie Roofing Inc.
McKenzie Surgery Center
Nick Nelson: Keller Williams
Northwest Hazmat, Inc.
Office Equipment Co.
Oldfield's
Olsson Industrial Electric, Inc.
Pinnacle Healthcare Management
Quality Inn & Suites
Richard E. Wildish Community Theater
Richardson Sports
Roehl & Yi Investment Advisors, LLC
Serenity Lane/Treatment Services
Springfield Buick
Springfield Papa's Pizza
Straight Line Auto Body
The Growler Underground
Thorp Purdy Jewett Urness & Wilkinson PC
Totally Baskets, Inc.
Tradewinds mostly Mediterranean Café
Twin Rivers Baptist Church
Wal-Mart #3239

McKenzie Business

A LEADS AND NETWORKING ORGANIZATION SINCE 1974

In MBA our goal is to support our community by supporting each other. The McKenzie Business Association is committed to lasting partnerships, focusing on leads and networking with other McKenzie Business Association members. Join in 2015 and received the second quarter membership free. Interested in becoming a member? For more information call Micki Waters, 541-484-4304.

MBA

Member Events



Marketplace@Sprout!

Featuring the best locally grown and prepared foods, artisan goods, and live entertainment. Every Friday, 3-7pm. Location: 4th & A Street.

www.sproutfoodhub.org Contact us at sprout@nedcocdc.org or 541.345.7106

2nd Friday Art Walk

Join us every second Friday of the month to celebrate local artists, musicians, and merchants in our beautiful Downtown Springfield! Venues and artists change monthly.

Next Art Walk: May 13 • 5-8pm

For more information on upcoming 2nd Friday Art Walks, please visit us on Facebook at Downtown Springfield Second Friday Art Walk or call us at 541.345.7106

eugenespringfieldartproject.org

Artisans at Work

Second and Fourth Tuesday, 3-4:30pm • Free

willamalane.org

SPRINGFIELD CITY CLUB Springfield City Club

The following is the schedule of City Club meetings over the coming weeks. All meetings are held at Willamalane Center in the Ken Long Room starting at 11:45-1:00pm.

Registration is strongly suggested and lunches are available on site. For more information click below.

May 19: Eugene, Cascades and Coast President Kari Westlund

This year's Olympic Trials, Annual Volleyball Tournaments, The Mayor's Soccer Tournaments, the 2021 IAAF Track and Field Championships...all of these events have major economic impacts on our metropolitan area and in the middle of these initiatives are our friends at Eugene, Cascade and Coast. Come hear Kari Westlund as she talks about Sports Facilities, Convention Facilities and the Room Tax.

June 2: A Very Special Guest

Join us at the Springfield City Club as we welcome a very special guest to bring us up to speed on everything connected to Springfield.

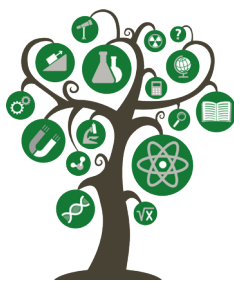
springfieldcityclub.org

Springfield Forum

The Springfield Forum (Formally the Senior Forum) is open to people of all ages to hear about important things going on in the community. It is held at the Springfield Depot every Monday morning from 9:30-10:30 at no charge so come on down, have a cup of coffee on us and be part of this dynamic group.

May 16, Robben Lyons from CASA

May 23, Grace Brown, President of the Springfield Board of Realtors



Fertilab Startup Center

138 Main Street
in Springfield



Coffee Meetups

May 17th, June 7, and June 21
@ 9 - 10:30 am

On the 1st and 3rd Tuesday of every month join us at FertiLab Startup Center in Springfield, Oregon for free morning coffee and snacks! After brief introductions, local entrepreneurs and interested others have the chance to enjoy networking with one another. Anyone is welcome to attend.

fertilabthinkubator.com

Expressions: An Art Benefit for ShelterCare

Join us for our annual fundraiser and silent auction of local art to support ShelterCare's Homelessness Prevention Program. No family should have to choose between paying rent and buying food. You can make a difference for families teetering on the edge of homelessness by giving generously at our sixth annual art benefit. Bid on fine art donated by esteemed local and regional artists (to see a full list click here.)

- Enjoy wine and tempting nibbles by Marché, Oregon craft beer provided by Bigfoot Beverages and a special sweet parting treat from Euphoria Chocolates.
- Live jazz by Manouche Noir.
- Enter to win raffle prizes including gift certificates for custom

Member Events



framing at Raven Frame Works.

Thursday, May 19, 2016

5:30 - 8 p.m.

Jordan Schnitzer Museum of Art

1430 Johnson Lane, Eugene.

There is metered parking along 13th Ave. and on Kincaid between 13th and 15th Ave.

Additional parking is available in the lot at 14th Ave. and on Kincaid after 6 p.m.

Tickets

\$20 in advance

\$25 at the door

Online tickets will not be available the day of the event.

Get Tickets

If you are unable to attend the event, you can still give hope to struggling families with an online gift to the Homelessness Prevention Program. [Click to donate!](#)

Donate

sheltercare.org

The Dragons Return to Dexter Lake

Will You Be Onboard?

Eugene, Ore. – Community teams are registering now for the 3rd Annual Heroes to Oregon (H2o) Dragon Boat Paddle Challenge on Saturday, October 15, 2016.

You don't need any experience to participate, just 10 people 14 years or older who are willing to paddle their hearts out for a minute and a half.

This event is design as a fun paddle for people who have never set foot on a dragon boat, but would like to

try the sport and have a fun day on the water. The event is unique in that corporate/community division teams are assigned an experienced coach/caller for the day who will instruct the novice team on basic dragon boat technique and usher them through the event.

This annual community event is a fundraiser for the Eugene Parks Foundation Veterans Adaptive Sport Project, which "provides funding for injured, ill and disabled Veterans to be able to engage in adaptive sports all year long and encourage veterans to stay active and live a healthy lifestyle."

The Paddle Challenge is sponsored, in part, by Guaranty Chevrolet and RV Services, and is organized by Eugene, Cascades & Coast Sports, Emerald City Dragon Boat Club and the City of Eugene Adaptive Recreation.

For people who don't have a team, but want to paddle, there is a \$35 Free Agent registration option.

This means you sign up and are assigned a team. A practice boat is also available for rent, and every registered team gets one on water orientation with an experienced coach.

People interested in participating can find out more information at EugeneDragonBoating.org/h2o or email Erin Zysett.

- Early Bird Cost: \$250 per team (ends May 15, 2016)
- Regular Cost: \$350 per team (ends August 24, 2016)
- Late Registration Cost: \$450 per team (registration closes Sept. 7, 2016)
- Course: 250 meter out and back.

Each team is guaranteed a minimum of 3 races.

Divisions include mixed or women's novice/corporate and mixed or women's experienced. Mixed teams must include a minimum of five women.

Contact: Erin Zysett, President, Emerald City Dragon Boat Club

(503) 999-2360; info@eugenedragonboating.org

Andy Vobora, Vice-President of Stakeholder Relations, Travel Lane County

(541) 743-8770; (800) 547-5445; Andy@EugeneCascadesCoast.org

Travel Lane County markets and promotes the Eugene, Cascades and Coast region as a destination for travel, conventions, sports, meetings and events. It serves as a private, nonprofit association dedicated to economic development through visitor spending, which pumped more than \$609.9 million into Lane County, Oregon's economy in 2014.

EugeneCascadesCoast.org

Family Safety Fair

Sponsored by PeaceHealth



PeaceHealth

The spirit of healing

Sat., May 21 10 a.m.-3 p.m.

Willamalane Center

Enjoy demos on topics ranging from bike safety to ATV safety, and greet representatives of the Eugene/Springfield Fire Department, Life Flight and more. Presented

To have your event listed here, email your submissions to Jeff at the Chamber by the 20th of the month.

Member Events

in partnership with PeaceHealth, Safe Routes to Schools, the city of Eugene, Willamalane and Kohl's.

PeaceHealth the spirit of healing

willamalane.org

Hustle Talks: Fundraising



Get ready to hustle! We know startups are hard work with a lot of heart. In the coming weeks learn how to get going and keep going! First up is Steve McKeon. Learn how he took SkyWard from tiny startup to a mega player with over \$7M in funding. Find out more here.

When: May 24th 6-7pm

Price: Free

Where: Eugene FertiLab

fertilabthinkubator.com

Hustle Talks: Your Customers are Your World

Join FertiLab for our second Hustle Talk. Hear from Jen Bell, founder bell+funk and expert in customer anthropology, she will share with us the secrets to peeling back the layers to discover the truth behind what customers want. Find out more here.

When: May 31st 6-7pm

Price: Free

Where: Eugene FertiLab

fertilabthinkubator.com

Member-Only Cocktail Hour

Join us for a member-only networking hour! Sip drinks and nibble on treats while meeting your fellow entrepreneurs. At FertiLab we aim to build a better community of innovators, entrepreneurs, movers & shakers. This time around we have a lot of new talent in the mix, so come on out and join the fun!

When: June 8th 5-6pm

Price: Donation \$5-10

Where: Party Downtown

fertilabthinkubator.com

Hustle Talks: Convincing Customers

June 14 @ 6:00 pm - 7:00 pm

Regardless of what your business is, you'll have bigger competitors. There's a blog that has more readers, an e-commerce site with more customers, or a more recognized brand. It's tempting to think they got there because the planets were aligned and the gods were smiling at them. And sure, fortune might have played



a role in their growth. But their continued success isn't about luck

as all. What's left after luck? Value Propositions, leaders of industry have the best and they know how to use them.

You know your product is the best, but why should your customers believe you? Fertilab's own, David Youngentob will explore what a value proposition is, how to craft one that resonates with your market, and how to use one effectively to generate interest in your products and grow your business.

About David:

David helps new venture startups achieve growth and reach their goals. His experience and successes include commercial development, executing growth marketing strategies around new product launches, mentoring new venture startups, commercial/corporate development analysis, and customer research.

As Director of Innovation at Fertilab Thinkubator David does everything he can to build and nurture the pipeline of early stage companies in Eugene and the Willamette Valley. Entrepreneur's looking for mentorship driven help for their new venture are directed to David, who then determines where they can go to receive the best help, such as signing up for The Clinic or applying to ID8. Likewise, David actively recruits an all-star cast of mentors that provide expert advice to the entrepreneurs in FertiLab programs.

Date: June 14

Time: 6:00 pm - 7:00 pm

Organizer: David Youngentob

Email: david@fertilabthinkubator.com

Venue: FertiLab Thinkubator

44 W 7th Ave., Eugene, OR 97401

fertilabthinkubator.com

Member Events

Hustle Smart: The Business Model

June 21 @ 6:00 pm - 7:00 pm

Move your business from the back a napkin and into formation! The last of the Hustle talks will be on building a business model using the Business Model Canvas developed by Osterwalder and Pigneur and used around the world.

Hear from Kate Harmon on how the Business Model Canvas lays out both what you do (or want to do), and how you go about doing it; enabling structured conversations around management and strategy by laying out the crucial activities and challenges involved with your initiative and how they relate to each other.

About Kate:

Kate Harmon brings a practitioner's background of creating experiential and collaborative experiences that promote entrepreneurial development and business creation. She has mentored more than 1,000 entrepreneurs who have gone on to create businesses and nonprofits that have won regional business competitions as well as join nationally-ranked business incubators and accelerators.

Date: June 21

Time: 6:00 pm - 7:00 pm

Organizer: David Youngentob


Email: david@fertilabthinkubator.com

Venue: FertiLab Thinkubator

44 W 7th Ave

Eugene, OR 97401


fertilabthinkubator.com





LAW ENFORCEMENT IN LANE COUNTY

BEHIND THE BADGE


MAY-JULY 2016

PRESENTED BY YOUR LOCAL SPRINGFIELD  **State Farm** AGENTS

SPONSORED BY  

Free Admission!
Tues - Thurs 11am to 4pm
Fri 11am to 6pm
Sat 10am to 4pm

590 Main Street
Springfield, OR 97477
(541) 726-2300
springfield-museum.com



Member News

Café Yumm! Issues Benefit Company Report on Earth Day

Reports on Healthy Food, Healthy People, and Healthy Environment.

Eugene, OR. – Cafe Yumm! again releases its annual Benefit Report on Earth Day. As Oregon's First Benefit Company (tied with 28 other Oregon companies) and one of almost 900 Benefit Companies headquartered in Oregon, it is appropriate and impactful to release the Report on this venerable date both on-line at www.cafeyumm.com/Bcompany and in hard copy at the Earth Day Festival tomorrow at BRING's Planet Improvement Center.

The Report shares company improvements during 2015 in three broad categories: Healthy Food, Healthy People, and Healthy Environments.

Healthy Food reviews our efforts to serve Soul satisfying. . . Deeply nourishing® food through a focus on proper nutrition, adequate portioning, local sourcing, and third-party organic/sustainable certification. Our new sustainably harvested rain water is also presented.

Healthy People reviews our safety training and record, employee benefits, career advancement opportunities, diversity in the work place, and our extensive community giving program.

Healthy Environments reviews our efforts to build greener restaurants, locally source products, protect bee pollinator health, use green power, reduce packaging, and compost food waste.

"The purpose of our Benefit Report is to collect and explain our Triple Bottom Line values. We strive to balance our business effect on people, planet, and profits," says Co-founder Mark Beauchamp.

"From donating over 30,000 pounds of Certified Organic beans to a local food bank, to using 100% clean energy at more than half of the restaurants, to diverting food waste and packaging from landfills—we continually work to improve operations; positively impact the lives of our guests, Team Members, and community partners; and reduce our impact on the earth. We have 18 restaurants in Oregon and Washington, with more locations coming this year. I am proud of our Team and the progress we continue to make as we grow and improve!"

The Report is available to the general public on-line at www.cafeyumm.com/Bcompany. It will be available at the Earth Day Birthday Party on April 23 at BRING's Planet Improvement Center (<http://www.bringrecycling.org/>).

org/).

About Café Yumm!

Beau Delicious! International, LLC operates and franchises Café Yumm! Restaurants and manufactures and distributes the amazing Yumm! Sauce, as well as dressings, cookies, noodles, and more. Café Yumm! serves Soul satisfying... Deeply nourishing® food which includes their signature Yumm! Bowls™ and a variety of bentos, salads, soups, and sandwiches—complemented by proprietary sauces. Over 50% of the food served is certified organic or sustainably grown. Café Yumm! launched the first nutrition calculator of any restaurant chain in the nation. Café Yumm! has received numerous awards for environmental values, and operates the first solar powered electric vehicle charging station at a restaurant in the U.S.A. at its flagship location in Eugene.

cafeyumm.com

Sarah Barker of Elwood Staffing Earns Certified Staffing Professional Designation

(Eugene, OR) April 2016 - Sarah Barker, Staffing Manager at Elwood Staffing® recently received the Certified Staffing Professional designation from the American Staffing Association, the voice of the U.S. staffing, recruiting, and workforce solutions industry. Elwood Staffing is a big proponent of the CSP® program and proudly boasts more Certified Staffing Professionals than any other staffing firm in the world.

The CSP program promotes industry-wide competency standards through a uniform national program. Credentialed individuals must successfully complete an exam on labor and employment law principles and ethical practices applicable to the staffing industry, including the Affordable Care Act.

"ASA's Certified Staffing Professional program provides employees with the skills needed to do their jobs correctly and confidently while minding federal and state regulations, which is why we've made this certification mandatory for our branch staff," says Elwood President John Elwood. "The program is first in its class, and the value it brings to our company in such a competitive industry is unbeatable."

About Elwood Staffing

Founded in 1980, Elwood Staffing is a leading provider of talent-based solutions and actionable workforce intelligence. With offices that span the United States,

Member News



a broad service portfolio, and a seasoned staff, we support companies through the entire employment life cycle—from attraction to retention.

For more information about the CSP program, visit americanstaffing.net.

americanstaffing.net

Travel Lane County Launches New Marketing Campaign

Building upon the highly successful “Adventure List” campaign, Travel Lane County recently launched the “Go” campaign. Utilizing a robust mix of media channels, including transit ads in Portland and Eugene, Pandora radio, cable television, radio, and digital, the campaign is sure to get the attention of Oregonians. View the commercials, hear the radio ads, and see the visuals included in the advertising or go to the consumer web page and visualize yourself as the visitor viewing all the accessible and captivating things to see and experience in the Eugene, Cascades & Coast region!

eugencascadescoast.org

Candidates Share Thoughts on Visitor Industry

While each level of city, county and state government has a multitude of issues that are of interest to voters, we thought you might be interested in learning what area candidates think about the role of the visitor industry in Lane County. An eight question survey was posed to 28 candidates vying for utility commission, city council, county commissioner, and mayoral seats. Responses were received from eleven candidates and are available here for your review. On behalf of the Travel Lane County staff we would like to thank these candidates for providing their responses.

eugencascadescoast.org

Sound Your Horn

The Travel Lane County board documented their support for the establishment of a Quiet Zone in downtown Eugene and you have an opportunity to make your voice heard during a City of Eugene Community Public Meeting on April 26. “While the sound of train horns is romantic to some, it is debilitating to others, and it definitely dampens business and economic health at downtown Eugene hotels as visitors migrate to quieter areas for overnight

stays in the metro area,” stated Travel Lane County President/CEO Kari Westlund.

View the Travel Lane County letter of support and consider making your opinion known through the City’s website or by attending the community meeting on April 26 at 4:30 p.m. in the Eugene Public Library.

eugencascadescoast.org

New Wine Game Kicks Off Wine Month

It’s time for the grapes to get their due. Travel Lane County’s successful Eugene Ale Trail has been entertaining area craft beer drinkers for the past two years and now visitors and locals will be encouraged to explore 21 South Willamette Wineries and some of our area’s finest “pairing partners” to create a BINGO and win prizes. Join the release party fun beginning at 4:30 p.m. on May 4 at the Eugene, Cascades & Coast Adventure Center. [Read More](#) ›

eugencascadescoast.org

Occupancy Rates Tick Up

Lane County hotel occupancy rates rose in February outpacing the region and the state. Higher occupancy, coupled with increased room revenues, combined to push transient room tax receipts upward by 16.7% during the month.

Lane County Transient Room Tax Receipts			
	2016	2015	% Change
February	\$678,371	\$584,401	16.7%
Year-to-Date	\$6,881,813	\$6,039,043	14.0%

eugencascadescoast.org

International veterinary organization names Mark McConnell, BVMS, MRCVS, new president-elect for 2016-2017

LAKEWOOD, Colo. - The American Animal Hospital Association (AAHA) will welcome Mark McConnell, BVMS, MRCVS, as new president-elect of its Board of Directors at its annual conference in April.

A graduate of the School of Veterinary Medicine at the University of Glasgow in Glasgow, Scotland, McConnell earned his BVMS in 1992 and began his veterinary career at a mixed animal practice in California. Since

Member News



2006, McConnell has served as co-owner of The Emergency Veterinary Hospital in Springfield, Ore., an AAHA-accredited, 24-hour referral facility in which he is a practicing clinician and is involved in all aspects of management. McConnell is active in the veterinary community; in

addition to serving as a governor-appointed member and past chair of the Oregon Veterinary Medical Examining Board (OVMEB), he currently serves on the Program for the Assessment of Veterinary Education Equivalence (PAVE) and the Registry of Approved Continuing Education (RACE) committees for the American Association of Veterinary State Boards (AAVSB).

In his home town of Eugene, Ore., McConnell volunteers for Pro-Bone-O, a nonprofit veterinary clinic that helps the homeless care for their pets, and is often found training for various endurance races.

“The AAHA staff is excited to welcome Dr. McConnell as president-elect for 2016-2017.” said Michael Cavanaugh, DVM, DABVP, chief executive officer of AAHA. “Dr. McConnell’s involvement with AAHA ensures that we will continue to be relevant to the veterinary profession and have a positive impact on companion animal health.”

The American Animal Hospital Association is the only organization that accredits companion animal practices throughout the United States and Canada according to high standards of veterinary care. AAHA-accredited hospitals are recognized among the finest in the industry, and are consistently at the forefront of advanced veterinary medicine. Pet owners look for AAHA-accredited hospitals because they value their pet’s health and trust the consistent, expert care provided by the entire health care team.

The Board of Directors is responsible for providing strategic vision for AAHA in order to promote the growth and betterment of veterinary medicine.

McConnell will begin his term as president-elect April 3, 2016 during the AAHA Austin 2016 Yearly Conference.

For pet care information visit aaha.org.

aaha.org

Google Maps Releases Street View of Trails throughout Lane County, Oregon in Celebration of National Tourism Week



Adventurers Can Now Experience Dozens of Oregon’s Hikes from the Cascades to the Oregon Coast Virtually for the First Time Ever

Eugene, Ore. – Thanks to the Google Street View Trekker Loan Program, travelers can visit some of the best hikes Oregon has to offer from anywhere in the world. In celebration of National Tourism Week, Google Maps is making available the first batch of 25 hikes in the Eugene, Cascades & Coast region on Google Maps for desktop, Android and iOS as part of a package of trails across the country.

Armed with Google Maps’ Street View Trekker backpack, Travel Lane County staff hiked close to 200 miles in Lane County, OR last fall to add sites like Heceta Head Lighthouse, Salt Creek Falls and the McKenzie River Trail to Google’s growing library of outdoor adventures.

“We wanted to highlight both popular trails and those that visitors might not have experienced yet,” says Kari Westlund, CEO and President of Travel Lane County. “It was important for us to key in on waterfalls, river ways and scenic hikes. Many of these hikes are already approachable for most adventurers, but the fact that you can see the sights wherever you have your phone is a massive leap forward in accessibility!”

Over the coming weeks, the remainder of the trails from the Eugene, Cascades & Coast region will be loaded into Google’s Maps and available on EugeneCascadesCoast.org/Trekker.

“Bringing Street View imagery from some of Oregon’s

Member News



most beautiful locations online is truly an honor," said Susan Cadrecha, Google Maps Communications Manager. "We hope that when people explore this imagery in Google Maps from their mobile phone that they are inspired to visit in person one day."

"As virtual reality starts to become more mainstream, it's becoming a cornerstone to have more immersive strategies in place to inspire visits," continues Westlund. "Bringing Oregon's iconic landscape to life just made sense with Trekker."

Find more details on the recently released trails on Google Maps' Lat and Long blog, and visit EugeneCascadesCoast.org/Trekker to find trails in Lane County.

About Travel Lane County:

Travel Lane County markets and promotes the Eugene, Cascades and Coast region as a destination for travel, conventions, sports, meetings and events. It serves as a private, nonprofit association dedicated to economic development through visitor spending, which pumped more than \$633.1 million into Lane County, Oregon's economy in 2015.

To download collateral related to this news, please click [here](#).

EugeneCascadesCoast.org

Event Space Rental

FertiLab is now offering event space rental to members and the general public in both Eugene and Springfield. Please contact Claire Elam for more information and pricing.

fertilabthinkubator.com

Social Media Intern

Do you love using social media? Want to have an impact in the local area? Come join the FertiLab team as our Social Media Intern, and be responsible for engaging the community in conversations that generate excitement about new startups in the local area! This is a great opportunity for a student who is looking to gain experience and is also excited about the startup environment. The successful intern will work at the Eugene FertiLab office for 10-12 hours per week and will be responsible for helping to plan and implement social media strategy. Please send cover letter and resume to info@fertilabthinkubator.com

fertilabthinkubator.com

Ways To Retain The Brains

KLCC interviewed our very own Shula Jaron CEO of FertiLab, members Tom Keating CEO of Cognitopia, and Katherine McCormick Interim Director of Sales and Director of Research and Development at Nemametrix. You can read or listen to the story from March 24th, 2016 [here](#).

fertilabthinkubator.com

Fight the Blight Campaign Continues

When Willamalane asked the community for funds to fight filbert blight, Springfield stepped up in a big way. In four weeks, \$5,150 was raised online for their Fight the Blight campaign. These funds will be used to replant trees affected by the spread of a fungal infection in the orchards where Oregon's hazelnut industry was born.

"I am very appreciative of the community's support of Dorris Ranch, specifically the orchards," said Bob Keefer, Willamalane superintendent. "We have always known that people love the ranch, but the amount of support we have received thus far really shows us just how important it really is to them."

Willamalane partnered with the National Recreation and Park Association to create a Fund Your Park crowdfunding campaign (similar to a Kickstarter campaign). Fight the Blight's initial goal of \$2,500 was met the day the campaign went live. A new goal of \$5,000 was exceeded by the end of the campaign on April 28. Other larger donations from our community and abroad (including all the way from Japan; see photo on left) have been offered privately outside the Fund Your Park campaign.

"The outpouring of support from the community has far exceeded our expectations. It is inspiring to know that future generations will be able to enjoy the rich history of the orchards and Dorris Ranch," said Michael Wargo, Willamalane assistant superintendent.

Fund Your Park was just the first phase of Fight the Blight fundraising campaign, said Kate Reid, resource development coordinator at Willamalane. Next, the district will host a community event at Dorris Ranch early this summer. The community can keep up with upcoming Fight the Blight efforts on Willamalane's Facebook page or on Willamalane.org.

Those interested in more information, or in making a donation, can contact Kate Reid, resource development coordinator, at 541-736-4521 or kater@willamalane.org.

willamalane.org