



4th of July!

Shake the Lake! Fireworks!



WALLOWA COUNTY
CHAMBER OF COMMERCE
309 South River Street, Ste B
PO Box 427
Enterprise, OR 97828
Phone: 426-4622
Email: info@wallowacounty.org

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June 2012

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Please send donations to the:
Wallowa County Chamber of Commerce
PO Box 427, Enterprise, OR 97828

The Chamber is asking for everyone to reach into that spirit of generosity for the 4th July and give, so that our local families and friends can continue to enjoy the fireworks in Wallowa County. The chamber has a long ways to go to raise \$9500..

A Special THANK YOU to James & Diana Hunter of **A Barking Mad Farm Country B&B**, as they volunteer their time and resources to move the docks at the lake for the fireworks show. The Hunter's continue to be one of the first responders to assist when the Chamber or community needs any help for special projects. For us who have worked to keep the fireworks in Wallowa County — this is a huge task. Without this help we could loose the fireworks.

Again, thank you! Wallowa County Chamber of Commerce

All donations of \$25 or more will be entered into a drawing for:
**AN ALL DAY JET BOAT TRIP FOR 2
ON THE SNAKE RIVER**

*entrees must include name & current phone number.

2012 SUPPORTERS OF SHAKE THE LAKE FIREWORKS

GRAND FINALE SPONSOR: JULIE WAIBEL & FAMILY

\$1000-1500 CONTRIBUTORS: Triple Creek Ranch, Wallowa County Chamber

\$100 PLUS CONTRIBUTORS: Thompson Auto Parts, Forest Capital Partners LLC,
Mt. Joseph Family Foods

\$25 PLUS CONTRIBUTORS: Charles & Charleen Haines, Flying Arrow Resort,
Vicki & Kerry Searles

**WE HAVE RAISED \$3,900!
THIS STILL LEAVES US WITH \$5,600 TO GO!**

Voice of the Chamber as Heard on KWVR

Listen for the voice of Marc Stauffer, Vice President of the Wallowa County Chamber of Commerce, as he promotes Wallowa County and chamber members throughout the summer. Marc will be talking on KWVR to visitors and residents about our business community, visitor services, events, attractions, and how to find out what to do in Wallowa County.

There will be two daily scheduled commercial spots starting in May and ending in September — totaling 300 spots. In addition, KWVR will conduct a series of chamber interviews with Marc. The purpose of the radio spots is to inform visitors of events and attractions, and increase local awareness.

Other media promotional activities by the chamber:

•**TV spots on KLEW-TV** in the Lewiston/Clarkston area. Our TV Media footage showcases the beautiful Wallowa Mountains, Wallowa Lake, Main Street Art Walk in Joseph and the many recreations opportunities in the county. KLEW is now on DISH Network and DirecTV, Channel 3, existing in the Spokane Designated Marketing Area DMA, with a strong presence in the Lewiston, Clarkston, Pullman region.

•**Two Cherry Creek Radio stations**, Pasco Washington and Greater Tri City region. Cherry Creek Radio reaches all the way from the Dallas Oregon, throughout the Tri Cities (including Walla Walla), Yakima, Ellensburg and the Lewiston/Clarkston area.

1.40 thirty second commercials KONA 610 AM from May through June, with two guest appearances on the morning show. Plus an on-air contest with 20 Tramway passes as prizes.

2.40 thirty second commercials MIX 105 FM from May through June, with two guest appearances on the morning show. Plus an on-air contest with 20 Tramway passes as prizes.

Our focus of media marketing activities is to look at markets closer to Wallowa County that may chose to come to our visitor destination due to increasing fuel costs. We want to remind local Pacific Northwest visitors of the beauty they will find in the Wallowa Mountains and all of the unique attractions.



CHAMBER Visitor Report



Where did visitors get their information:

Other/Friend	7
Sunset	0
Triple A Via Magazine	2
Oregon Travel Guide	2
Oregonian	0
NW Travel	0
Brochures	4
EOVA	5
Travel Articles	1
Telephone Directory	41
Internet/ Letters	63
Conference/Reunion/wed	0
Other Chambers	3
Oregon Business	0
Other, Visitor Guides	5

Announcements

- (1) Wallowa Mountain Loop Road, FS 39 is officially open.
 (2) Wallowa Lake Tramway open daily June 1st to September 30, First ride of the day 10 am and the last ride down 4:45 pm.
 WL Tram Manager: Shane Matthews, info@wallowalake.com, 541 432-5331.

Info. Requests	May 2012	April 2012	YTD	May 2011
Walk-In's Visitors/Business	345	153	1100	244
Visitor Packets (includes EOVA)	55	37	424	227
Incoming phone/email contacts	528	318	1930	316
Relocation packets	1	2	9	2
Total Contacts	929	510	3506	789
Website Visits (not hits)	22,467	23,015	137,087	10,263
Member Referrals Made	1625	792	3778	2945
JOSEPH BOOTH	N/A	N/A	N/A	N/A



Great Training Opportunity for Vendors!

Farmer Market Planning & Marketing – Make the Most of Your Market

Toma's Business Center

Tuesday, June 26th

6:00 to 8:00 PM

\$10 enrollment fee

Program:

—This is an audience-specific, deep dive into effective marketing by vendors at Farmers Markets. It touches on the history and global presence of farmers' markets, and applies a trade show model to successful layout, signage, presence, and salesmanship—

Evening's Guest Trainer & Speakers:

Art Hill, Director of the Blue Mountain Community College,
SBDC Small Business Development Center

Alan Sweet, Compliance Officer 2,
Department of Agriculture, Measurement Standards



*Please contact the Wallowa County Chamber of Commerce
for enrollment in the class:*



*309 South River Street, Ste B, Enterprise, OR
(541) 426-4622*

Chair *Kathy Casper*

WC Chamber Business & Education

Kathy Casper is the chair of the Wallowa County Chamber of Commerce Business & Education Committee. During her first year there have been a series of business and education programs: Jon Schallert two-day Conference Summit Synopsis (January), 2011 Economic Report (February), Wallowa Union Scenic Railway—Blue Goose Public Meeting (March), Wolves in Wallowa County (April), and the Power of Cross Media (April). On June 26th the chamber will host the Farmer's Market Education Workshop.

This workshop was chosen by Kathy and Heather Melville. Both find the farmers market especially meaningful. Kathy said that her and Heather looked at several trainings and picked the Farmers Market to support an agricultural niche. The community of Wallowa has embarked on a new Farmer's Market and Kathy shared, "This is such a great fit for Wallowa County. I love that it is associated with agriculture and I want to help these groups be successful in selling their products." She also recognized that we have farmer markets in each community —Enterprise, Joseph, Lostine and Wallowa.

The Chamber appreciates Kathy and Heather's enthusiasm and we all hope for a successful and well attended workshop. Thank you for your hard work. *Chamber Board.*

Are You Wallowa County's
BIGGEST
BUY LOCAL
 Shopper?



Congratulations!
**Cindy Aschenbrenner and
 Mary Lou Brink.**

Each winner received \$200 in
 Buckskin Bucks as a cash prize
 to be spent in our local businesses.

Thank you for buying local!

Sincerely, WC Chamber Board

Buy Local Sponsors



2 Big Winners

Cindy Aschenbrenner
 of Wallowa Lake Vacation Rentals
 and Mary Lou Brink of Enterprise



Cindy Aschenbrenner,

*"I think I spent most
 of my money at Ace
 Hardware, Miller
 Plumbing and Carpet
 One... We always try
 to shop locally when
 we can."*



Mary Lou Brink,

*"We always try to
 shop local because
 we are local people"
 Mary Lou spent
 money on new blinds
 from Carpet One!*



June 15 & 16, 2012

For a full schedule of events visit:
Mountainhighrodeo.com



June 8 & 9, 2012

For a full schedule of events visit:
Oregonmountaincruise.com



June 1 & 3, 2012

For a full schedule of events visit:
Wallowavalleyarts.org

**Friday, June 1, Artists' Reception,
 7:00 pm – 10:00 pm**

**Saturday, June 2, 10:00 am – 7:00 pm
 WVFA Open Free to the Public**

**Sunday, June 3, 10:00 am – 2:00 pm WVFA
 Open Free to the Public**

GET YOUR NOMINATIONS IN BY 2012 Wallowa County Chamber Youth Ambassadors for the Chief Joseph Days Parade

Do you know a little gal or boy for this year's Chief Joseph Parade? This is a wonderful opportunity to nominate a local boy and/or girl (ages 5-7) to represent the Wallowa County Chamber of Commerce as one of our youth Ambassadors. The kids will have a fun time riding in the Chief Joseph Day's Grand Parade, Saturday — July 25, 2012

This year's parade theme "*Saddle Up — Follow your Dreams*" The parade will be a memorable experience for this year's youth ambassadors. Get us your nominations!

Ballot boxes are located at the following locations:

Enterprise: Community Bank, Sterling Savings Bank, Bank of Eastern Oregon

Joseph: Community Bank, Mountain Air Café

Wallowa: Community Bank

Wallowa Lake: Russell's at the Lake

Details:

- ◆ One boy and one girl between the ages of 5-7 years old.
- ◆ The family will be notified Monday, July 12th for arrangements.
- ◆ The chamber ambassadors selected will ride in the parade car with the President and/or Vice President.

Courthouse Concert Series begins June 7, 2012

Wallowa County Courthouse Gazebo, Enterprise, OR

Every Thursday, June-August, 5:30-7:00 PM

For the seventh consecutive year, the Wallowa Valley Music Alliance will present the Courthouse Concert Series at the gazebo on the lawn of the Wallowa County Courthouse in Enterprise. Every Thursday afternoon from 5:30 until 7:00 PM, from June through August, the community gathers to enjoy free performances by local and regional musicians. Running all summer long, the series features a broad range of musical genres, including classical, folk, jazz, and rock, FREE and open to the public. The Courthouse Concert Series is a perfect opportunity to pack a picnic, bring family, meet up with friends and enjoy the music! Community Farmers Market enhances the festivities with wholesome locally grown produce, arts and crafts starting around 4:00 pm. The Courthouse Concert Series is partially funded by the City of Enterprise, the Wallowa County Cultural Trust Coalition and Enterprise Main Street Merchants.

Kicking the season off Thursday, June 7 will be the Portland duo Sky in the Road. Daniel Rhiger and Rahmana Wiest create music with an organic feel that reflects their unique native Oregonian perspective. They describe their music as folk-based winding its way through Americana, country, Celtic, world folk, gypsy jazz, new age, rock, reggae and more. Known for their tight, soaring vocal harmonies they fill out their sound with a variety of instrumentation including 6 and 12 string guitar, Irish bouzouki, banjo and East Indian harmonium. Opening the show will be singer-songwriter Rodd Ambrosion from Joseph, with his rich voice, flowing fingerstyle guitar, and ballads that paint vivid and unforgettable images.

Wallowa County's own Homemade Jam performs on June 7, with their down-home flavor of old-time mountain music. Homemade Jam first formed to play at the Maxville Gathering in 2010, and the original four members – Lorraine Ragsdale and her husband, Mike Ragsdale; Lorraine's daughter, Sandi Richerson, and her husband, Larry Richerson – have been playing together for many years. Lorraine plays the accordion, Mike sings and plays lead guitar, Sandi plays autoharp and Larry plays rhythm guitar. Local fiddler and bass player, Caleb Samples soon joined the band followed by Laura Skovlin who brought her banjo and sweet voice to the group. Later, Sue Juve joined with her strong voice and fun personality. Ryya Fluit, the most recent member, brought another fiddle and a big smile to the band. The band's focus is on old-time, fun, toe-tapping mountain music that people recognize and love! All members live in or near Joseph.

On June 21, audiences will enjoy the jazzy sounds of vocalist and songwriter Carolyn Lochert of Lostine. She'll be backed by pianist Matt Cooper (La Grande) and bassist Corby Simpson (Salem). Lochert mesmerizes audiences with her fun-loving grooves and soaring vocals, playing off the riffs of her band-mates to create on-the-spot improvisations that really work.

June 28 features the group Never Strangers from the Portland area with a unique blend of bluegrass, roots and Americana, with songs ranging from old and traditional to original and freshly written; sometimes serious and thought-provoking, sometimes light-hearted and upbeat. The band features Ben Davis on vocals, guitar, mandolin and banjo, Tom Koehler vocals and guitar, Ken Chamberlain on bass and Peter Hayes on vocals and whatever other instrument needs playing.

The entire summer concert schedule is online at www.wvmusicalliance.org where there are also links to websites for the artists performing in the series.

Janis Carper, Executive Director
Wallowa Valley Music Alliance



PO Box 427
Enterprise, OR 97828

www.wallowacountychamber.com

**Mark your calendar
For the June 26th**

Farmers Market Education, page 3
"Make the Most of Your Market"



**For Immediate Release
May 24, 2012**

**Eric Taylor in concert Tuesday, June 12, 2012, 7:00 PM
Ambroson's Studio, Joseph**

Texas songwriting legend Eric Taylor will perform an intimate concert Tuesday, June 12 at Ambroson's Studio, 105 1/2 Barton Hts., Joseph, OR. This troubadour returns to the northwest every year and is now touring with a brand new recording, *Eric Taylor And Friends, Live At The Red Shack*. *This new album, recorded during a two-night stand in May of 2011 at Houston's The Red Shack, features guest appearances from Taylor's high-profile pals Lyle Lovett, Nanci Griffith, Denice Franke, James Gilmer and others. The beautifully recorded 21-song disc also serves as a career retrospective and a warm collaborative effort. The consummate Texas folk storyteller, Taylor is excited to share this music with his fans here in Eastern Oregon.*

Eric Taylor is a sage musician, a lyrical genius and a master of the guitar. If you're familiar with the intricate Texas singer/songwriter jigsaw puzzle, you probably already know a lot about Taylor. If you're not familiar with Taylor by name, you've probably heard his songs performed by Griffith, Lovett and others. He has created a multitude of fans and devotees that are legends themselves in the singer/songwriter realm, artists who have long considered Taylor to be a teacher and a lantern bearer whose time is long overdue.

Tickets for the June 12 show are \$25 and available at The Bookloft in Enterprise and the Sheep Shed in Joseph, or call Rodd Ambroson at 541-263-1556. Show starts at 7:00 PM. Refreshments available. Parking is limited so carpooling is encouraged.

For more information on Eric Taylor,
please visit his website: www.bluerubymusic.com.

Area Directors

Enterprise

Kathy Casper,
Wheatland Insurance

Joseph/Wallowa Lake

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Sterling Savings Bank

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Jim Soares,
Wallowa Mountain Prop.

Education

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