



## Eastern Oregon Visitor's Association EOVA's Dynamic Partnership with the Wallowa County Chamber

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

### BOARD OF DIRECTORS

Adrian Harguess, President  
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David Harman, Director  
Nancy Rudger, Director  
Mike Hayward, Ex Officio

### **CHAMBER STAFF**

Vicki Searles, Executive Director  
Diane Knox, Admin. Assist.

## October 2012

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### What the Wallowa County Chamber achieves through EOVA & Hells Canyon Scenic Byway.

Eastern Oregon Visitors Association (EOVA) and the Hells Canon Scenic Byway Committee are excited to share the great success in marketing the region across a number of program areas. The WC Chamber and greater WC is represented by our director Vicki Searles. She has served on the EOVA Board and HCSB committee for 12 years.

**ADVERTISING:** EOVA ran both print and digital ads during the spring and summer of 2012. Publications such as:

- Travel Oregon Visitors Guide
- Portland Monthly Magazine
- Northwest Travel Magazine
- American Road Magazine
- Portland Visitor Magazine
- 1859 Magazine

#### **DIGITAL ADVERTISEMENTS RAN ON:**

- Travel Oregon.com
- Travel Oregon eNewsletters for Outdoor
- Portland Monthly Tripster
- OregonLive.com
- RoadRunner Magazine
- Travel Oregon's 'Adventurecation' Facebook

**FULLFILMENT** ~ Getting the Eastern Oregon Visitor Guide into the hands of potential visitors was the biggest success we have ever experienced. 80,000 copies of the 2012 EO Visitor Guide were distributed.

**RESULTS:** So who saw our advertising, requested information, or spent time clicking through to the website...

- **23,000 packets with the EO Visitor Guide were mailed to people requesting info due to advertising**
- Facebook fans on Visit Eastern Oregon grew from about 350 to over 12,300
- Over 16,000 'Unique Visitors' came to the EOVA website between January and July of 2012
- Travel Oregon digital media generated over 87,000 impressions

**NON-PAID MEDIA:** It is not so much what we are saying about the great travel experiences of Eastern Oregon, but what people are saying about us! Here we excelled with articles and positive exposure in publications:

- RoadRunner Magazine
- RV Journal
- Oregonian
- Beer Blogs
- International publications in Germany and France
- Northwest Travel Magazine
- 1859 Magazine and digital
- Oregon Rivers digital
- and many others

EOVA and the WC Chamber would like to thank the tourism industry of Wallowa County for your dedication in providing such a wonderful and welcoming visitor product. We so appreciate your willingness to provide comp product and to participate in the purchase of advertising within the EO Visitor Guide, so that we can tell the great story of Eastern Oregon. **Thank You!**

Wallowa County Chamber of Commerce  
**After Hours Business Social Networking**

Refreshments and cake provided by the Chamber & Ruby Boyd of Ruby's Little Bakery

**October 10th, Wednesday Evening, 5:30 pm to 7:30 pm**

Tomas Conference Center, 309 South River Street, Enterprise, OR

*The Chamber will call for nominations from the floor for Board positions.*

Evening Program

*Polli Buzzini, Outreach Coordinator, Life Flight Network (replacing Air Link)*

*Vicki Searles, Executive Director, Results of the Wallowa County Chamber 2012 Marketing Program*

***\*If you have not changed your Air Link membership to Life Flight Network this would be a good meeting for you to attend. Air Link membership is no longer valid for Wallowa County!***

***Ribbon Cutting for Open House—***

**Horse and animal lovers alike...here is an event just for you!**



Red Barn Veterinary is hosting a grand opening of their new equine center. Red Barn Veterinary has been operating in Wallowa County since 2003. Dr. Karl Zwanziger is the owner and practitioner of the clinic.

The Grand Opening will be held 11-2 on Saturday October 6th. Ribbon cutting ceremony is scheduled for 11:30. Food and Drink will be provided along with live music from Wallowa County based Homemade Jam. Hay wagon rides will be given by Dave and Kathy Vernam. Giveaways and drawings will be held every half hour during the event. Equine Care presentations and information will be available from Dr. Zwanziger, assisting staff, and special guest speakers.

The center is equipped to provide year round medical services for large animals, primarily equine. The center will allow the Clinic to provide 24 hour intensive care in a controlled environment. The heated facility will also allow for year round care and routine procedures such as dental, ultrasounds, in house blood work, and x-rays. The building offers an observation loft and lounge for extended procedures. A loop drive has been built around the facility for ease of trailer access.

Red Barn Veterinary is located at the corner of Eggleston and Pine Tree Road, just off of Hurricane Creek Road, at 65254 Pine Tree Road, Enterprise OR. You can call 541-426-3832 or find the clinic online on Facebook ([www.facebook.com/redbarnvet](http://www.facebook.com/redbarnvet)) for more information

<b>Where did visitors get their information:</b>	<b>Announcement</b>									
Other/Friend	3	Please remember to send in your community events. The chamber will place the events in our calendar and include the information in our weekly update. The calendar is working as designed and we now have a place to go to see what's happening. Send info to <a href="mailto:info@wallowacounty.org">info@wallowacounty.org</a> .								
Sunset	0									
Triple A Via Magazine	6									
Oregon Travel Guide	3									
Oregonian	0									
NW Travel	0									
Brochures	2									
EOVA	6									
Travel Articles	0									
Telephone Directory	35									
Internet/ Letters	78									
Conference/Reunion/wed	0									
Other Chambers	1									
Oregon Business	0									
Other, Visitor Guides	3									
						<b>Info. Requests</b>	<b>September</b>	<b>August</b>	<b>YTD</b>	<b>September 2011</b>
						Walk-In's Visitors/Business	431	466	2867	484
						Visitor Packets (includes EOVA)	42	22	584	20
						Incoming phone/email contacts	436	585	4080	479
		Relocation packets	1	1	15	0				
		<b>Total Contacts</b>	<b>910</b>	<b>1074</b>	<b>7589</b>	<b>983</b>				
		<b>Website Visits (not hits)</b>	<b>29,469</b>	<b>31,185</b>	<b>250,892</b>	<b>29,367</b>				
		<b>Member Referrals Made</b>	<b>2768</b>	<b>2850</b>	<b>13,629</b>	<b>2254</b>				
		<b>JOSEPH BOOTH</b>	<b>2373</b>	<b>3258</b>	<b>9688</b>	<b>1,981</b>				

## National Community “Curb Appeal” Competition

The Wallowa County Chamber of Commerce has nominated Joseph, OR as a community of exceptional Curb Appeal: “Joseph, there’s something for art connoisseurs, outdoor enthusiasts, and history buffs alike in the tiny town of Joseph, where life-size bronze sculptures and inviting galleries line an attractive Main Street.”



### JOSEPH, OR. NOMINATED AS “PRETTIEST PAINTED PLACE”

Joseph is one of hundreds of attractive towns and neighborhoods that will compete this summer in a national contest to find the “Prettiest Painted Places in America”.

The competition, which is sponsored by the Paint Quality Institute, a leading source of information on paints and coatings, was last conducted in 2000 when towns such as Cape May, New Jersey, Lake Charles, Louisiana, and Telluride, Colorado won top honors.

“The purpose of Prettiest Painted Places is to identify and recognize those towns and neighborhoods that best demonstrate how exterior paint or stain can enhance the appearance of an entire community,” according to Debbie Zimmer, paint and color expert for the Paint Quality Institute in Spring House, Pa.

“By honoring the most aesthetically-pleasing places, we believe our competition will give everyone an appreciation for the role that exterior paint and stain can play in protecting and enhancing the appearance of any home or building,” she says.

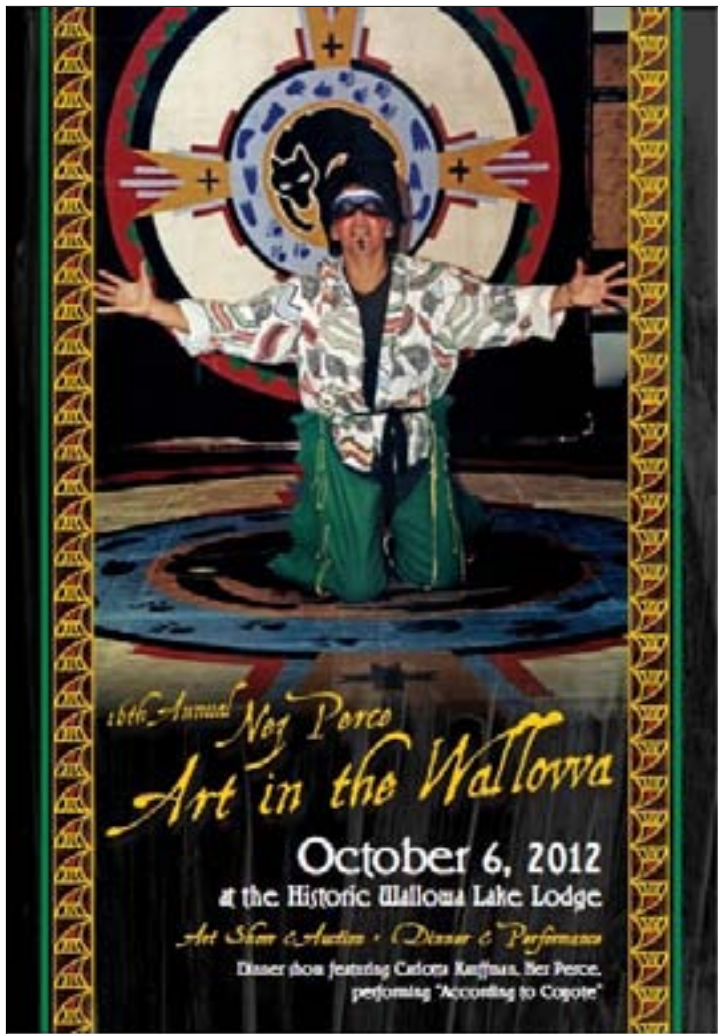
Throughout the summer, cities, towns, historical districts, and neighborhoods will be permitted to enter the competition. In mid-September, a panel of judges will choose 60 places as finalists, 10 each from six geographic regions of the U.S.

After further research, a panel of judges from major media outlets will select one small place and one large town or city from each region as the 12 Prettiest Painted Places in America. The winners will be extensively promoted in a national publicity campaign conducted by the Paint Quality Institute.

### September 18th Update:

The Beaver State has some of the most beautiful towns and neighborhoods to be found anywhere. Sponsored by the Paint Quality Institute, whose mission is to educate the public about quality paints and coatings, the “Prettiest Painted Places” competition has drawn seven entries from Oregon: Albany, Astoria, Baker City, Cannon Beach, Coquille, NorthWest Crossing in Bend, and Joseph.

*By: The Paint Quality Institute*



# 16th Annual Nez Perce Art in the Wallowa

Wallowa Band Nez Perce Trail Interpretive Center  
P.O. Box 11, Wallowa, OR 97645

**October 6, 2012**  
at the Historic Wallowa Lake Lodge

*Art Show & Auction*  
12:00 noon to 4:00 p.m., Free to the Public

*Dinner & Performance*  
6:00 p.m., Advance Tickets \$45  
Dinner show featuring  
Carlotta Kauffman, Nez Perce,  
performing "According to Coyote"

*Dinner and Lodging Packages Available*

For Tickets and Reservation Information:  
**541-886-3101**  
tamkalks@gmail.com  
www.wallowaneperce.org  
Wallowa Lake Lodge: 541-432-9821

# 16th Annual Nez Perce Art in the Wallowa

**October 6, 2012**  
at the Historic Wallowa Lake Lodge

*Art Show & Auction • Dinner & Performance*  
Dinner show featuring Carlotta Kauffman, Nez Perce,  
performing "According to Coyote"



## ADMISSION

Adults~ \$3  
Children (under 18) ~ \$2  
Maximum Family Fee ~ \$10

## Pumpkin Patch ~N~ More

**Pumpkin Patch  
&  
Harvest  
Festival  
&  
Barter Fair**

*Wear your  
Costume  
Parade at  
Noon*

*Location:  
Tamkalks  
Grounds  
In  
Wallowa  
10am-4pm*

- Activities
- Bounce House
  - Pony Rides
  - Petting Zoo
  - Games
  - Face Painting
  - Horse drawn wagon rides

- Food for Purchase
- Chili
  - Nachos
  - Baked Goods
  - Refreshments

**Community Connection ~ Proceeds  
Benefit Meals On Wheels**



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*Wallowa County*

## Candidate Forum & State Measures

### Still deciding how to vote on November 6th?

The public is invited to attend the Wallowa County Election Forums. Here is a great opportunity to ask questions and hear from our candidates.

#### All candidates have been invited

2012 Oregon State Senate District 29

- Republican Candidate - Bill Hansell
- Democratic Candidate - Antone Minthorn

2012 Oregon House District 58

- Republican - Bob Jenson

2012 U.S. House, Oregon's Second Congressional District

- Republican Candidate - Greg Walden
- Democratic Candidate - Joyce Segers

#### Oregon State Measures

Oregon State Measures will be presented by local representatives of the Republic and Democratic Parties. Responses will be timed for an equal debate.

- Wallowa County Republican Party - John McColgan
- Wallowa County Democratic Party - Susan Roberts?

*"An informed citizenry has to participate, ask questions and demand answers and accountability to make a country like ours work." — U.S. Senator Robert C. Byrd*

Contact Evelyn Swart for Candidate or State Measures Information, 541.432.3252

**October 18**

**4:00pm**

Wallowa Community Center  
204 E 2nd Street  
Wallowa, OR

**October 18**

**7:00pm**

Cloverleaf Hall  
668 First Street (Hwy 3)  
Enterprise, OR

#### Sponsored by:

Wallowa County Pomona Grange, and  
Wallowa County Chamber of Commerce  
American Assn. of University Women of Wallowa County

  
**AMERICA**

# Wallowa County Chamber of Commerce Board Elections

## Nominations are officially open for Board positions

Opens October 1st and Closes 5:00 pm, October 31st  
Submit to the Wallowa County Chamber of Commerce Office

### Open 2013 Board Positions:



Vice President



Wallowa/Lostine Director



Secretary/Treasurer



Outlying Rural Director



Joseph/WL Director



Education Director

Nominations may be made by current members of the chamber from the floor at the October 10th *After Business Hours Social Networking Meeting* or by submitting a completed nomination to the office or email [info@wallowacounty.org](mailto:info@wallowacounty.org) by 5:00 pm October 31st.

Please be specific with your nomination and identify what position your nominee will fill. Be sure to include a full name, address, and phone number of nominee. Nominators and the nominee must be a current member of the chamber and nominees should be a member in good standing.

### After the Nominations Close on October 31st:

A ballot will be sent to members inside the November Newsletter and will be emailed upon request. All ballots must be submitted by November 15th. Ballots will be counted by November 30th. Results to be announced December 1st and will be included in the December Newsletter. The new Board will start January 1, 2013.

## 2013 Nomination Form

Nomination must include full name, address, phone number and be a member of the chamber in good standing.

**Vice President:** \_\_\_\_\_

**Secretary/Treasure:** \_\_\_\_\_

**Joseph/WL Director:** \_\_\_\_\_

**Wallowa/Lostine Director:** \_\_\_\_\_

**Director at Large:** \_\_\_\_\_

**Outlying-Rural Director:** \_\_\_\_\_

**Education Director:** \_\_\_\_\_

**NOMINATOR SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

Annual Citizen Awards Banquet  
“Wallowa County—Alive With Community Pride”  
JANUARY 27, 2013

This is the year to nominate that special someone to receive an award at the Citizen Awards Banquet on January 27th. The theme is simple! It's all about honoring those individuals that step out, apart from the ordinary, and make a difference in Wallowa County. Let's get excited! Make your nomination early this year for that special person you admire, what could be better? Nominations are open!

Award categories include:

- **Employee of the Year**
- **Leader in the Arts**
- **Natural Resources, Timber and Agricultural Leader**
- **Employee of the Year**
- **Leader of Education**
- **Leader in Nonprofits/Events**
- **Unsung Hero**

Table Sponsors & Tradeshow:

If you would like to sponsor a banquet table or just have questions about the benefits of sponsoring a citizen awards banquet table, contact Cammie Hale, (541) 432-9050 (ext. 233) or 426-3707. Darlene Johnson, of the Enterprise Flower Shop, will be coordinating the tradeshow tables, contact Darlene at (541) 426-3025. The cost is what it takes to decorate/display your business or organization. Great for networking!

Are you interested in nominating someone you know?

Here's what we believe makes a competitive nomination:

1. Your nomination should include details of the nominee's contribution to the people and quality of life in Wallowa County. Please do not assume that "everyone" knows your nominee and your nominee's merits. A good nomination letter should give explicit details about what this individual has done and over what period of time these activities have occurred.
2. Letters from other people supporting your nomination are helpful, especially if they provide additional useful insights into the nominee's contributions. Since only one person is selected each year, you should support no more than one person per year for the award.
3. Write the nomination in a manner that is easy for the nomination committee to review. A two to four page summarized document is of sufficient length. Supplemental letters can be attached. The committee should be able to easily evaluate the achievements as highlighted in the nomination.
4. One small rule, nominators will not be able to nominate a member of their family.

The Nominator assumes the champion role of the nomination. It is the nominator, and their team of supporters, that possess the valuable knowledge of the nominee. This role is a vital part of the process. The smooth coordination of the nomination is dependent on the willing participation of friends, family members, neighbors, and co-workers.

\*A nomination form is an insert of this newsletter.



309 South River Street, Ste B  
Enterprise, OR 97828

**October Events**

15th Annual Nez Perce Art Show  
October 6th

Hop the Blues Shop Hop  
October 3-7th

Chamber After Business Hours Social Networking  
October 10th

2 Candidate Forums  
October 18th



*Wallowa County*  
—Business Facilitation—

**Free and Confidential  
Business Coaching!**

Contact WCBF: Catherine Matthias, Business Facilitator,  
Phone: 541 426-5858 or Email: [facilitator@wallowacountybusiness.org](mailto:facilitator@wallowacountybusiness.org)  
[www.wallowacountybusiness.org](http://www.wallowacountybusiness.org)



**Matching Funds for Business and Education**

If you need funds to start or expand a business, the Individual Development Account is an excellent way to raise money. You can also set up an IDA for post-secondary education expenses. An Individual Development Account or IDA, provides \$3 of matching funds for every \$1 the participant saves up to a maximum of \$10,000 for use in a small business or to pay for education and training. The Northeast Oregon Economic Development District (NEOEDD) will help you complete the application process, and provides business training and educational planning assistance to IDA participants.

You may qualify for an IDA if your total household income is less than \$41,000 for a one-person household, \$46,850 for a two-person household, or \$58,550 for a four-person household. Contact NEOEDD staff for more information or to apply.

**NEOEDD**

101 NE First Street, Suite 100, Enterprise, OR 97828  
541.426.3598  
[www.neoedd.org](http://www.neoedd.org)

**Area Directors**

Enterprise

Kathy Casper,  
Wheatland Insurance

Joseph/Wallowa Lake

Ruby Lathrop,  
Sterling Savings Bank

Wallowa/Lostine

Jim Soares,  
Wallowa Mountain Prop.

Education

John Williams,  
WC Extension Office

Rural/Outlying

Cynthia Warnock,  
WC Soil & Water CD

Farm/Ranchg

Kurt & Heather Melville  
Cornerstone Farms

Natural Resources

Pat Wortman  
Wortman Ranch

Health Care

(At Large)  
David Harman,  
WC Health Care District

Public Relations

Shannon Novakovich,  
Esprit Inc.

Small Business

Jolene Cox,  
Bank of Eastern OR

Tourism

Nancy Rudger,  
Wallowa Mountain  
Visitor Center