



Josephine County Business Retention & Expansion

May 2010

Dear Christy,

Thank you for participating in the Business Retention and Expansion for Josephine County. Our meetings are held monthly on the second Tuesday of each month from 8 AM to 9 AM at the RCC BDC at 214 SW 4th Street. The purpose of BR&E is to help existing local businesses grow, expand and overcome obstacles.

Please put Thursday, September 23rd on your calendars for the BR & E annual recognition ceremony and reception. It will be held at the Grants Pass Golf Course.

Hope you can attend our Tuesday meeting!

May 2010 BR & E Meeting (from Steve Roe)



The May 2010 BR & E meeting will be on **Tuesday, May 11th** from **8 AM to 9 AM** at the RCC Business Development Center (BDC) at 214 SW 4th Street.

Agenda items for the meeting include:

- Introductions
- Announcements
- April 27th Symposium -What worked? What could we improve upon? Future events?
- 2011 BR and E Survey - initial discussion
- September BAR recognition event planning
- "Buy local" campaign

If you have any comments, ideas or suggestions please let me know calling my direct work phone at 471-9352 or email at sroe@charter.net. Also, if you have newsletter articles that you would like included in future monthly issues, I would appreciate those as well.

Chris Hunsicker Symposium - Presentation available

Our April "Breakthrough Marketing" BR & E Symposium with Chris Hunsicker was attended by about 100 people. Everyone seemed to enjoy the evening and felt they received ideas that they could apply to their businesses, organizations and

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Buy Local

The February 18th issue of Business Week had an article discusses why many consumers are choosing to buy local. [You can download a free copy](#) of the article here. No registration required.

Quick Links

- [BR & E Committee](#)
- [GP Chamber](#)
- [Oregon Employment](#)
- [SOREDI](#)
- [SOHPEC](#)
- [RCC SBDC](#)
- [Job Council](#)

Please email Steve Roe at sroe@charter.net with any useful website links applicable to BR & E.

CHANGE

"Life can either be accepted or changed. If it is not accepted, it must be changed. If it cannot be

themselves. Susan Goracke wrote an article in the [Daily Courier that be downloaded here](#) that highlighted much of the information Chris presented. Many attendees also wanted copies of the [Powerpoint presentation and it can be downloaded here](#). Chris also asked us to develop a "unique selling proposition" and you can use this [worksheet to develop your USP](#).

- [Download Summary](#)
- [Courier article](#)
- [Chris Hunsicker Presentation](#)
- [Chris Hunsicker USP worksheet](#)

Jes Webb is preparing the video that the Chamber will be selling and it should be available soon.

Junior Achievement Informational Social



(from Gina Marie Agosta - chair of the Grants Pass Chamber's Education Committee) This year we have decided to promote and boost participation in the Junior Achievement program in Josephine County. Our first focus is to recruit

new volunteers for the 2010-11 school year, and we are hosting a Junior Achievement Informational Social on **May 12th, at RCC**. Our hope is that community-minded folks will come to learn more about JA and how easy and rewarding it is to be a volunteer.

Mary Holbrook will be leading the program with an overview of JA. Teachers and JA volunteers will speak about the benefits of Junior Achievement.

The JA Informational Social is on **Wednesday, May 12 at 4pm. Rogue Community College** is graciously hosting the event on the **Redwood Campus in Building H2** and is providing light refreshments. An [informational flyer can be downloaded here](#).

Our goal is to recruit at least 10 new volunteers for the next school year (we already have 2 committed)

Please contact: Gina Marie Agosta, Executive Director
Coalition for Kids
541-479-1929 FAX: 471-9403
www.cfk-gp.org

10 things your grandmother can teach you about social media



Social media isn't something we have to learn. We just have to apply what we already know to a new social environment. The same personal qualities and social skills that you (hopefully) learned growing up are what will make you successful at social media. Here are 10 things an older relative probably told you

changed, then it must be accepted."

"Any change, even a change for the better, is always accompanied by drawbacks and discomforts."
Arnold Bennett

"Change is inevitable. Progress is optional."

"The key to success is often the ability to adapt"

"People underestimate their capacity for change. There is never a right time to do a difficult thing. A leader's job is to help people have vision of their potential." *John Porter*

For more information

Junior Achievement

[Visit their website](#)

Junior Achievement is an organization that benefits K-12 students by teaching them about community, family and business. The information is presented in the classroom by volunteers from the community. The lessons are completely prepared and most are 5 to 6 weeks in length for about 45 minutes for each session.

I have presented JA to my wife's 2nd and 3rd grade class at Highland Elementary and Newbridge High School at the Oregon Youth Authority. I have done this for about five years now and I enjoy the interaction with the students.

There is difficulty in finding enough volunteers to present the materials and we need these volunteers to bring this Medford based program to Josephine County. I would

at some point that you can apply to social media.

1. Mind your manners. Social media is still social. Even though we are interacting in a virtual space, the same traditional social rules, laws, and faux pas still apply. If you act like a jerk, don't expect many friends.
2. Tuck in your shirt. How you present yourself is just as important in the virtual world as it is in the real world. Make sure you are always aware of how you appear to others.
3. Send a thank you card. People still appreciate being appreciated. It really doesn't take much to convert an acquaintance to a friend, which will offer exponentially more value. A simple thank you, or any genuinely human interaction of gratitude goes a long way towards this goal.
4. Keep your elbows off the table. Acting respectfully in front of others proves that you value them, which will usually make them value you more. And in social media, it's all about value.
5. Turn your music down. Don't contribute to the noise. Listen to whatever you want in your own personal space, but when your personal preferences start to become a distraction to others, people will tune you out.
6. Finish what you started. Any way you look at it, engagement is a commitment. When you make an effort to become part of a community, it's not only up to you when or how often you interact with other members. If you put yourself out there as a friend, be prepared to be there when people reach out to you.
7. Finish your vegetables. There are some aspects of social media that aren't sexy. But that doesn't mean they aren't important to your growth and health. Make sure you are keeping up with the essentials, and not just chasing that buzz you get from a social sugar high.
8. Whatever happened to a good old fashioned...? Sometimes all these new gadgets and thingamabobs aren't as important or effective as we make them out to be. Sometimes a good old fashioned email, phone call, or even in person "get-together" can accomplish things that social media can't.
9. A man is only as good as his word. The currency of social media is trust (or social capital). And if people can't trust you, you have no value to them.
10. Think twice before you speak. You can always say something, but you can never take it back. Especially in social media where everything you say can be heard by anyone, forever, there are just too many "finites" to not reconsider everything you say before you say it.



From "Opinion at Large" blog

Thank you for your help in making Josephine County a better place to do business!

If you no longer want to receive this newsletter or you wish to have another email address added, please email me at sroe@charter.net

Sincerely,

Steve Roe
Chair - BR & E

encourage you to attend the information social on May 12th to find out more information.

Oregon Green Expo

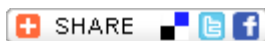
The Oregon Green Expo will be held at the Medford Armory on June 18th to 20th. Pre-registration for exhibitors and sponsors are now available. This event shows resouceful products and helps educate green enthusiasts. For more information, please go to www.theoregongreenexpo.com

Grants Pass Chamber of Commerce Newsletter

MAY NEWSLETTER AVAILABLE FOR DOWNLOAD

The Chamber of Commerce May 2010 newsletter is green! You can read about what is new with the Chamber and many local events. The newsletter is now online and available with a free download.

Paper newsletters are no longer being printed and mailed. To download your newsletter, [click here.](#)



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