



Corvallis Independent Business Alliance

March 2014 Newsletter

DON'T FORGET TO LOOK FOR ANNOUNCEMENTS AND SPECIAL OFFERS FOR CIBA MEMBERS AT THE END OF THE NEWSLETTER!

Don't Forget: Marketing Panel at March Membership Meeting

Come to the CIBA March Membership Meeting and learn great marketing ideas from CIBA marketing members at the Marketing Panel. CIBA businesses will share their skills, services, and products – and talk about specials for fellow CIBA members.

Join us on **Wednesday, March 26** at **Willamette Neighborhood Housing Services, 257 SW Madison Ave #113** (upstairs – there's an elevator inside the door to the left of the stairway entrance). The meeting begins at 5:30. The panel will start promptly at 6. Parking is available in the lot on 2nd Street between Madison & Monroe – with quick access to Madison via the alley.

Business Resources Workshop Rescheduled

This free workshop has been rescheduled to **Thursday, April 24, 2014, 11:30 -2:00 pm**, at the Corvallis Fire Station, Upstairs Conference Room, 400 NW Harrison Blvd, Corvallis. Topics to be discussed:

- Am I bankable?
- Entrepreneurial and second stage funding
- Local investing opportunities
- Alternative capital access
- Business gap financing
- Running a Kickstarter campaign

Panelists include Cindee Lolik, from the Corvallis Sustainability Coalition's Economic Vitality Action Team. Cindee will be speaking about opportunities for businesses to harness the power of local investments. Other panelists are: Noah Brockman, SBDC Capital Access Program; Curtis Davis, Citizens Bank; Dan Riplinger, OSU Federal Credit Union; Dan Whitaker, Willamette Angel Conference; and Brenda Baz, Cascades West Financial Services. The event is being put on by the Corvallis Economic Development Office.

More information and registration for this FREE event is available at:
<http://yescorvallis.org/free-business-resources-workshop/>

Corvallis Healthy Living and Sports Expo

Corvallis Chamber of Commerce is sponsoring a Healthy Living and Sports Expo on **Saturday, April 12, from 10 to 4** at the Corvallis Boys & Girls Club. There is still time to **apply to be an exhibitor (deadline is 4/7/14)**. 10 x 10 ft tables are available for fees

ranging from \$75 to \$125. Go to the Chamber website for more information and to apply: www.corvallischamber.com.

The Individual Development Account Is Back!

Know someone starting a new business? Tell them about this opportunity! The Linn-Benton MicroBiz program is again offering the (IDA) Individual Development Account! That's the **matched savings account** where qualifying Micro participants can have every dollar they save matched with three dollars from the Oregon Business Development fund. Funds must be invested directly in your **new** business.

To learn more, attend either of the following:

* **Free MicroBiz ORIENTATION:** Covers what you will learn in the two MicroBusiness courses as well as how to qualify and apply for an Individual Development Account (IDA). **Corvallis Benton Center, Room 236, Tuesday, April 1, 6:30-8:30 pm.**

* Already taken the MicroBiz classes? Come to the **MicroBiz Alumni REUNION**. Join other Micro Biz alumni to refresh your connections and grow your business network. We'll spend time catching up on how your businesses are doing, and share several new SBDC programs and services that might help yours to grow and thrive. AND, we'll explain the **Individual Development Account** requirements and help you start the process if you qualify. **Willamette Neighborhood Housing, 257 SW Madison, Corvallis, April 14, 2014, 6:30-8:30 pm.** Light refreshments will be served and space is limited to 30 people, so **reserve your seat today by calling Anne at 541-917-4929.**

7 Most Common Weakness and Ideas to Address Them

Becky McCray, of Small Biz Survival, has written a 7-part blog series on the most common weakness she sees in local stores. Her posts are more than a list, however. Becky offers ideas to address these areas. Here's a sample from her post "Weakness 1. Limited Business Hours."

Weakness 1. Limited Business Hours

Solution: Be open more evenings and weekends.

Why? Because "70% of all consumer retail spending takes place after 6:00 pm."

Idea 1. Be open during the best retail times. According to Bob Phibbs, the Retail Doctor, the best money-making retail times are (in order):

1. Saturday 11 am – 1 pm
2. Saturday 3 pm – 5 pm
3. Sunday 3 pm – 5 pm
4. Sunday 11 am – 1 pm

Idea 2. Be open during evening sales, strolls or art walks. This lets you ease businesses into longer hours a little at a time. Have artists display their works or musicians perform. Put out refreshments. Run specials or offer other incentives to make a purchase.

Idea 3: Tie in with businesses that already do evening hours. Check all your surrounding businesses to see if some, like banks, already stay open late. Use their open hours as an anchor to help attract other businesses.

Ideas 4. Share the cost of adding staff. New evening and weekend hours will mean a need for increased staffing for most businesses. Considering developing a shared employee program with other local independents so that each small business won't have to shoulder all of the cost of having additional employees – especially for later hours.

To read the full posting – and the six other weaknesses and ideas to address them, go to McCray's blog:

- [Weakness 1: Limited Business Hours](#)
- [Weakness 2. Poor Customer Service](#)
- [Weakness 3. Limited Selection](#)
- [Weakness 4: High Prices](#)
- [Weakness 5: Dated Appearance or Ugly Buildings](#)
- [Weakness 6. Not Marketing](#)
- [Weakness 7. Failing the Showrooming Test](#)

Thanks for Renewing!

Thank you to **Robert Mauger, Attorney at Law** and **The Color Wheel Company** for renewing your Business Memberships in CIBA. **Your membership dues help CIBA work to keep Corvallis Local & Independent!**

Looking Ahead with the 2014 CIBA Calendar

March

3/26 Membership Meeting: Marketing Panel, Willamette Neighborhood Housing Services – 5:30-7:00 pm

April

TBD CIBA Sip Down

May

5/28 Annual Membership Meeting & Board Election @ The Vue, hosted by Forks & Corks Catering – 5:30 -7:00 pm

June

TBD CIBA Sip Down

July

7/1 – 7/7 Celebrate Independents Week!

7/2 CIBA Night at the Knights Baseball Game at Goss Stadium; 7:15 pm, fireworks follow the game

Stay tuned for Celebrate Independents Week updates with more activities and events!

7/30 Membership Meeting – 5:30-7:00 pm
Location TBD

September

9/24 Membership Meeting – 5:30-7:00 pm
Location TBD

November

11/19 CIBA Annual Holiday Social – 5:30-7:30 pm
Shonnard's

11/29 4th Annual **Buy Local First Day!**

Member Announcements & Specials

Celebrate Spring with Garland Nursery:

Title: **Spring Open House**

When/Where: Sat. & Sun. April 12 & 13, 2014 / Garland Nursery, 5470 NE Hwy 20, Corvallis

What: We are so excited for the start of spring we are inviting the community to join us for our Spring Open House to celebrate. We have the weekend packed with great classes and amazing guests. Vivacity Spirits will be joining us, sampling their popular Cucumber Cocktails, recently featured in *Flourish* magazine, made with their Native Gin and vodka. We will also have music, sweet treats, great specials, and some exciting drawings.

Title: **Little Sprouts: Fairy Gardens**

When/Where: Sat. April 12, 2014 - 11:00 a.m. / *Garland Nursery, 5470 NE Hwy 20, Corvallis*

What: We are not the only ones excited for spring. We have noticed a lot of mischievous happenings around the garden center. Items tipped over, sparkly things missing, and Corlie has been barking at seemingly nothing. This definitely means the fairies are here again and ready for our Little Sprouts to come and create new little gardens for them and to take them home.

Registration: Registration required. Call (541) 753-6601 to register.

Cost: \$10 per child.

Title: **Floral Demo with Jim Somppi**

When/Where: Sat. April 12, 2014 - 1:00 p.m. / *Garland Nursery, 5470 NE Hwy 20, Corvallis*

What: Fresh new blooms are coming. It would be wonderful to bring these home grown beauties indoors and to share them with your friends and family. We are delighted to have Jim Somppi, owner of The White Rose Custom Floral Design, back again to share how to best create unique fresh cut arrangements from your own garden.

Registration: No registration required.

Cost: FREE and open to the public.

Title: **Confidently Grow Conifers with Jock Demme**

When/Where: Sun. April 13, 2014 - 11:00 a.m. / *Garland Nursery, 5470 NE Hwy 20, Corvallis*

What: Conifers grow well in our excellent Northwest climate. With their diverse array of color, shapes, and textures they can be a dynamic addition to your landscape or container with a guarantee of 12 months of color. We are excited to have special guest Jock Demme from Iseli Nursery and world renowned grower of specialty conifers here to share the ins and outs of the care and maintenance of conifers and how to pick the best variety for your landscape and containers.

Registration: No registration required.

Cost: FREE and open to the public.

Title: **G2T (*Garden to Table*): Plums & Prunes, Currants & Gooseberries, and Brassicas**

When/Where: Sun. April 13, 2014 - 1:00 p.m. / *Garland Nursery, 5470 NE Hwy 20, Corvallis*

What: With spring here, it's time to start some of our favorites of nature's candies and brassicas. Not sure what brassicas are? We think you'll be surprised how often you eat them. In April we are focusing our *Garden to Table* class on plums, prunes, currants, gooseberries, and brassicas. We will share how to prep, plant, harvest and bring this wonderful produce to your table.

Registration: No registration required.

Cost: FREE and open to the public.

Title: **Creating Healthy Organic Soil with Randy Ritchie**

When/Where: Sun. April 13, 2014 - 2:00 p.m. / *Garland Nursery, 5470 NE Hwy 20, Corvallis*

What: The heart and building block of any garden or landscape is good healthy soil. There is no one better to help with creating healthy organic soil than our special guest, Randy Ritchie, founder of Malibu Compost. Randy will share how compost teas and composts work in the production of food on the garden. Randy will also explain the biology of the soil and types of organic ingredients in teas and soil mixes and how they work for your soil.

Registration: No registration required.

Cost: FREE and open to the public.