

UMPQUA CDC'S
THINK LOCAL
UMPQUA INITIATIVE



IN THIS NEWS LETTER:

- Take advantage of the opportunities membership provides
- 'Banking' on renewable energy in May
- Where can you find the best value on a washer in town?

NEXT MEETING

May 19th
6-8

*Umpqua CDC
605 SE Kane St.
Roseburg*

QUESTIONS?

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Think Local UMPQUA

VOLUME 2 ISSUE 5

MAY 2009

Merrily We Umpqua Along

APRIL MEETING OVERVIEW

It's always a pleasure to see the mix of new and old (make that familiar) faces at our monthly meetings. During our discussion of **how to integrate the "Think Local" message into your advertising** some fun ideas arose. Two fun examples:

- In bids, ads, or 'job site' signage, quantify the number of collateral jobs your business supports within the community (bookkeepers, sub-contractors, local suppliers)
- Share 'insider secrets' with your customers through signage, mailings, tags. A great example from Bunyard's Barnyards: "You could be planting weeds in your garden!

Come to us for the real deal!"

ADDITIONAL OPPORTUNITIES WITH THE LOCAL PAGES GUIDE

As this newsletter goes to print you've all submitted your local pages listings, and we've shipped them off to our wonderful partners Creative Images who is diligently 'shoe horning' them all into a beautiful layout. In all we received around 300 listings from local food producers, restaurants, retail,

and service businesses. With a wide array of products and services offered, we're confident that this guide will be a useful resource that community members will regularly return to when they'd like to "Think Local". For our members, you'll receive a highlighted listing that will help your businesses stand out. Membership allows you to tell community members that your business is committed to building a vibrant community and economy in Douglas County, and reminds them of all the positive benefits our community receives when they choose to do business with you. **IT'S NOT TOO LATE TO BE DESIGNATED AS A MEMBER IN THE GUIDE!** Business who would like extra recognition in the guide, as well as a discount on any additional advertising in the guide have until May 25th to sign up for membership. There are many additional benefits outside the guide including discounted advertising with local media outlets, use of our logo, free and discounted educational opportunities, and a fantastic opportunity to network with like minded businesses and community members.

New on the Think Local UMPQUA Blog:

'LOCAL' MEETS BIG BUSINESS:

WHY THINK LOCAL UMPQUA'S MESSAGE MATTERS.

"On Tuesday, five potato farmers rang the bell of the New York Stock Exchange, kicking off a marketing campaign that is trying to position the nation's best-selling brand of potato chips as local food." What do Pepsi Co, Frito Lay, ConAgra, Hunts, and Kraft have in common? They all want you to believe that they're your source for local foods. More than ever our message of 'Local & Independent' and the connections our work builds within our community are vital in educating our community, and growing our local economy.



Your local snack food?

Share your stories and events! <http://thinklocalumpqua.blogspot.com>

'Banking' On Renewable Energy in the Umpqua



Join Al Walker of Energy Independence Company and Elizabeth McNanny of Resource Consultants at this month's Think Local Umpqua meeting to learn the basics of renewable energy options for Douglas County. The workshop will explore how a solar investment can be a smart choice to reduce your energy expenses, avoid rising energy costs, reduce your carbon footprint and help the environment. Topics to be discussed: solar photovoltaics, cash incentives, state and federal tax credits, and grants to cover up to 90% or more of a project's cost.

Al Walker, long time local renewable energy contractor, will explain solar power in Oregon (yes it works, and well!), discuss net metering and utility-intertie systems, and answer general questions. Elizabeth McNanny will discuss Energy Trust of Oregon's energy efficiency audits, renewable energy incentives, and the USDA REAP program. The USDA Rural Energy for America Program offers grants and loan guarantees for energy efficiency and renewable energy projects for farms & rural businesses.

Tuesday, May 19th, 6-8 pm, 605 SE Kane, Roseburg

MAKING CENTS OF THINKING LOCAL

Our Gal Kim Turner is a smart shopper, and gives us the scoop on where you can find the best values in the Umpqua. (Got a scoop? Send us a lead! lbristen@umpquacdc.org)

Just like all of you, I do my best to 'Think Local First,' because I know that local independent businesses have a big, positive impact on our community. But then, just when I get ready to make a major purchase, I chicken out and wonder just how much I could save by going to the "other guys".

I had the perfect chance to try out my conviction that it wouldn't cost that much more to buy from a smaller, private, local company. I am in the market for a new washing machine so I went to Tim's Appliance and found the model I wanted. Then I looked on-line and made phone calls to some of the 'other guys' in the area. Well, turns out I was wrong... it actually cost LESS to go with the 'Local Joe'! That, on top of the fact that dollars spent at this local independent business will generate 3 times more value in our community... it's a no brainer:

Think VALUE, Think Umpqua



| <i>Value Matrix</i> | Tim's Appliance | Big Box | National Chain |
|------------------------------------|----------------------------|----------------|----------------------------------|
| Maytag Bravo | \$971 | \$989 | \$1112 |
| Delivery, set up, take away | Free in May (usually \$50) | \$79 | Free after rebate (usually \$65) |

Money saved by Thinking Local: \$97 PLUS: An estimated \$2913 circulated in our local economy