

UMPQUA CDC'S
THINK LOCAL
UMPQUA INITIATIVE



Think Local UMPQUA

VOLUME 2 ISSUE 9

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- September is for marketing
- Final farm tour photos
- Reasons for being human
- Local veggies a hit

NEXT MEETING: MAKE THE MOST OF PRINT ADVERTISING

Tue, Sept 15th
6-8 pm
Umpqua CDC
605 Se Kane St
Roseburg

QUESTIONS?

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Say, do you remember... Umpqua in September?

THE FINAL FARM TOUR:

Well, that was it... the party's over. What am I saying, the party's never over with Think Local Umpqua! However, August did see the final farm tour for the season. A wonderful group of Local Thinkers gathered at Big Lick Farm just outside Myrtle Creek for a tour of their all natural Community Supported Agriculture program. Page, who just moved to Days Creek, and the nephew of Liz and Jeff of Veriditas Gardens, won the award for 'best looking dessert'; an incredible fresh fruit/berry cobbler.

FREE MARKETING WORKSHOPS:

Our **September meeting** will feature a presentation on how to **make the most of your print advertising**. For anyone who's ever felt at a loss when promoting their business, these insider tips will help you take your marketing to the next level. We'll follow up the presentation with a discussion of how to incorporate the Think Local message into your Holiday marketing.

Later this month, as part of Umpqua CDC's MEDAL program, there will be a

free workshop on "Marketing Your Business on the Cheap" with Michael Gurton of Oregon Micro Enterprise Network on September 30th. In order to best serve our vast county, we have scheduled three separate sessions throughout the county (Canyonville, Roseburg, and Yoncalla). This workshop is open to all community members, See page two for more details.

VEGETABLE TASTING A SUCCESS

Hats off to Stori Tipton and everyone else who helped put together the local food tasting table at this years Duck Races. Piles of cherry tomatoes from Big Lick Farm, Norm Lehne Garden, Watermelon from Dillard Farm Market and a variety of veggies from the Umpqua Valley Farmers market were all donated for the kids tasting table. We also put together a 'Local Gourmet Guide' filled with games, information, and recipes for kids, focusing on foods grown in Douglas County and the Joys of Thinking Local. A special thank you to Chloe Quinn, age 13, who delivered several pages of original artwork that really tied the packet together.

New on the Web... our Blog & Website!

LESSONS FROM TINY BUSINESSES:

Seth Godin, a marketing expert, lays out lessons he's gleaned from micro enterprises. He emphasizes the importance of using the fact that, unlike your competition, you're accessible and compassionate to win over and keep customers.

Lesson # 5: Respond

"This is the single biggest advantage you [as a small business] have over the big guys. Not only are you in charge, you also answer the phone and read your email and man the desk and set the prices. So, don't pretend you have a policy. Just be human."

www.thinklocalumpqua.com or <http://thinklocalumpqua.blogspot.com>



MARKETING YOUR BUSINESS ON THE CHEAP

Wednesday, Sept 30th

3 different locations, for your geographic convenience

11:30 –1:00
 Umpqua CDC
 605 SE Kane St
 Roseburg

2:00 –3:30
 Canyonville City Hall
 250 N Main St
 Canyonville

5:30 –7:00
 Yoncalla City Hall
 2640 Eagle Valley Rd
 Yoncalla

Umpqua CDC presents a free workshop with Michael Gurton of Oregon Micro Enterprise Network, who will teach the basics of marketing your business on a shoestring.

LEARN HOW TO:

USE MARKET RESEARCH * CRAFT A MARKETING PLAN * STRETCH YOUR DOLLAR

To register contact: Lily Brislen lbrislen@umpquacdc.org, 541-673-4909