



ADMINISTRATIVE SERVICES COMMITTEE

Agenda

Wednesday, May 18, 2011

4:00 pm

Madison Avenue Meeting Room
500 SW Madison

Discussion/**Possible Action**

I. Ambulance Rate Review
(Attachment)

Discussion/**Possible Action**

II. Economic Development Allocations
Third Quarter Report
(Attachment)

Information

III. Other Business

Next Scheduled Meeting

Wednesday, June 8, 2011 at 4:00 pm

Madison Avenue Meeting Room, 500 SW Madison Ave

Agenda

Third Quarter Operating Report

Allied Waste Services Annual Report



CORVALLIS FIRE DEPARTMENT
MEMORANDUM
 400 NW Harrison Blvd.
 Corvallis, OR 97330

541 766-6961
 541 766-6938 (fax)

To: Administration Service Committee
 From: Roy Emery, Fire Chief *RE*
 Subject: Ambulance Rate Review
 Date: April 26, 2011

Background:

In an ongoing effort to provide responsive, efficient Emergency Medical Services, Corvallis Fire Department works to balance rates charged for ambulance transport with the costs associated with service delivery. However, ongoing economic and inflationary factors continue to impact costs of goods and services essential to the operation of Ambulance Services. In addition, steady increases in the number of Medicare/Medicaid patients and uncertainty with ambulance reimbursements all contribute to the challenges being faced within the industry.

User fees, offsetting reliance on general fund dollars, remain the primary funding source for the Corvallis Fire Department Ambulance services. In order to achieve the balanced approach desired by the Corvallis City Council, ambulance rate adjustments have been based upon the alignment with "median" values charged among those agencies reviewed (see attachment A). While many neighboring jurisdictions have made significant rate increases in an attempt to make up for decreasing Medicare/Medicaid revenues, this approach only serves to divert expenses to other payer groups and increase the amount of mandatory write-off required.

Findings:

Staff has compiled a summary of ambulance rate information for agencies within Benton, Linn, Lane, Yamhill, Polk, and Marion Counties. The areas and agencies were selected in an effort to obtain a representative sample of agencies of similar size, and/or areas served within the Mid-Willamette Valley. A summary of the rates can be found in attachment A.

Ambulance rates charges by Corvallis Fire Department remain within approximately 2% of the median ambulance rates charged with the exception of the "specialty care transport (SCT)" charge (e.g., 4%). However, staff has found this charge applies to an extremely limited number of calls annually and does not substantially change revenues collected. Furthermore, the manual process in which this charge must be applied presents auditing concerns from the city's finance department.

Proposal:

To maintain alignment with median rates, staff recommends adjusting the following Ambulance Service Rates effective FY 11/12:

- ALS 1 Emergency/Non-emergency from \$855.00 to \$872.00 2.0% increase
- ALS 2 Emergency from \$912.50 to \$931.00 2.0% increase
- Evaluation & treatment no transport from \$404.00 to \$412.00 2.0% increase
- Specialty Care Transport Remove from rate schedule

Recommendation:

Staff recommends approval by the Administrative Services Committee and adoption by motion for the City Council.

REVIEWED and CONCUR:

Nancy Brewer
 Nancy Brewer, Finance Director

Jon Nelson
 Jon Nelson, City Manager

	County	Fire-Med	Specialty Care Transport	BLS-Emergency	ALS 1 Emergency	ALS 2 Emergency	ALS 1 Non-Emergency	BLS Non-Emergency	Evaluation & Treatment No Transport	Transport Mileage (per mile)
Corvallis Fire (Proposed)	Benton	\$50.00	Remove	\$775.00	\$872.00	\$931.00	\$872.00	\$775.00	\$412.08	\$15.00
Corvallis Fire (Current)	Benton	\$50.00	\$990.00	\$775.00	\$855.00	\$912.50	\$855.00	\$775.00	\$404.00	\$15.00
Eugene Fire & EMS	Lane	\$62.00		\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$800.00	\$20.00
Lane Rural Fire district	Lane	\$62.00		\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$800.00	\$20.00
Springfield Fire & Life	Lane	\$62.00		\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$800.00	\$20.00
Albany Fire	Linn	\$50.00	\$1,020.00	\$1,020.00	\$1,020.00	\$1,020.00	\$1,020.00	\$1,020.00	\$420.00	\$19.50
Jefferson Fire District	Linn	\$50.00		\$700.00	\$800.00	\$900.00	\$800.00	\$700.00	\$400.00	\$15.00
Lebanon Fire District	Linn	\$50.00		\$743.80	\$854.63	\$854.63	\$854.63	\$743.80	\$274.28	\$13.74
Sweet Home Fire	Linn	\$50.00		\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$177.50	\$13.50
Salem Fire Department	Marion	\$50.00		\$740.00	\$870.00	\$918.50	\$870.00	\$586.00	\$424.50	\$14.25
Marion County Fire District #1	Marion	\$50.00		\$740.00	\$870.00	\$925.00	\$870.00	\$650.00	\$450.00	\$15.00
Keizer Fire District	Marion	\$50.00		\$740.00	\$870.00	\$920.00	\$870.00	\$586.00	\$408.25	\$14.50
Turner Fire District	Marion	\$50.00		\$740.00	\$870.00	\$925.00	\$870.00	\$650.00	\$450.00	\$15.00
Dallas Fire Department	Polk	\$50.00		\$712.00	\$894.00	\$894.00	\$894.00	\$712.00	\$450.00	\$15.00
Polk County Fire District #1	Polk	\$50.00	\$1,050.00	\$759.00	\$855.00	\$955.00	\$855.00	\$759.00	\$404.00	\$15.00
McMinnville Fire	Yamhill	\$50.00	\$1,600.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$250.00	\$20.00
Newberg Fire Department	Yamhill	\$45.00		\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$300.00	\$13.75
Median		\$50.00	\$1,035.00	\$767.00	\$870.00	\$925.00	\$870.00	\$767.00	\$414.13	\$15.00
Percent Increase to Median		0.00%	4.35%	-1.04%	1.72%	1.35%	1.72%	-1.04%	2.44%	0.00%

MEMORANDUM

DATE: May 5, 2011
TO: Administrative Services Committee
FROM: Ken Gibb, Community Development Director 
SUBJECT: Third Quarter FY 10-11 Economic Development Program Review

I. Issue

Review and acceptance of the quarterly reports from the following economic development agencies: Visit Corvallis (formerly Visit Corvallis), Corvallis-Benton Chamber Coalition, Business Enterprise Center, Downtown Corvallis Association, and Oregon Natural Step Network, as well as overall program summary.

II. Background

In FY 10-11, the City Economic Development Policy's (CP 96-6.03) primary purpose is to preserve and support community livability by encouraging economic stability and sustainable economic opportunities. To provide a stable funding source for activities to support this goal, 55% of the transient room tax (TRT) revenue collected in the previous calendar year is allocated for City sponsored economic development activity. For FY 10-11, due to the need for budget reductions, the City Council approved a 6.5% reduction in the Sub-Committee's recommendations for funding. Through the FY 10-11 Economic Development Allocation process, eight entities were allocated non-dedicated (21% of TRT) economic development funds of \$221,089. Visit Corvallis was allocated a dedicated amount (30% of TRT) of \$308,425.

<u>Agency</u>	<u>Amount Allocated</u>	<u>Disbursed Through 3rd Quarter</u>
Visit Corvallis Dedicated Funding	\$308,425	\$231,318.72
Business Enterprise Center (2 Programs)	\$62,959	\$47,214.00
Corvallis-Benton Chamber Coalition	\$68,255	\$51,192.00
Corvallis Chapter, Oregon Natural Step Network	\$4,675	\$4,675.00
Downtown Corvallis Association (DCA)	\$28,050	\$28,050.00
Willamette Neighborhood Housing Services ¹	\$18,700	\$14,024.97
DCA – Red, White & Blue Riverfront Festival	\$9,817	\$9,817.00
Corvallis Knights Baseball Club	\$6,732	\$6,732.00
Corvallis Fall Festival ²	\$7,480	\$7,480.00
da Vinci Days ²	\$14,421	\$14,421.00
Total	\$529,514	\$414,924.69

¹ WNHS's quarterly reports are evaluated by the Housing Programs Division and monitored through the Human Services Committee. WNHS was allocated funds for two programs - Housing and MicroBusiness.

² Corvallis Fall Festival and da Vinci Days are monitored by the Parks and Recreation Department and reviewed by the Human Services Committee.

All agencies entered into contractual agreements with the City of Corvallis. Two of the contracts are managed by the Parks and Recreation Department, with the remainder managed by the Community Development Department.

Reporting to the Human Services Committee are Willamette Neighborhood Housing Services (WNHS), Corvallis Fall Festival and da Vinci Days. WNHS reports on a quarterly basis to Community Development Housing Division, and the event organizations provide annual reports through the Parks and Recreation Department.

Quarterly reports are required to be submitted by Visit Corvallis, Business Enterprise Center (BEC), Corvallis Chapter Oregon Natural Step Network (ONSN), Corvallis-Benton Chamber Coalition (CBCC), and Downtown Corvallis Association (DCA) for ASC review. Attached are copies of the second quarter reports as submitted by Visit Corvallis, BEC, ONSN, CBCC and DCA. As a separate item, Visit Corvallis has provided the most recent Occupancy Report.

Corvallis Knights Baseball Club is required to submit one post-event report. They plan to submit this report in late August following the end of the Knights' season.

III. General Discussion

Each agency meets goals identified in CP 96-6.03. Visit Corvallis focuses their efforts on promoting Corvallis as a visitor/tourism/meeting location. CBCC and BEC direct their efforts towards business assistance, retention and development within the City and County. DCA works to make downtown Corvallis a vital commercial, cultural and social center. Oregon Natural Step Network encourages sustainable economic activities that reduce environmental impacts. All of the efforts listed above are geared toward making Corvallis more livable.

Each agency will be provided with a copy of this report and invited to attend and address the Committee.

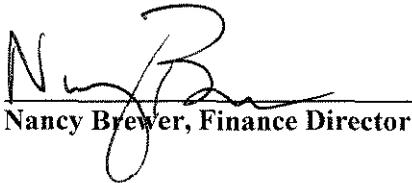
IV. Financial Analysis

Quarterly reporting requirements were modified in FY 98-99 so that only those agencies receiving more than 50% of their funding from the City are required to submit financial information on a quarterly basis. Visit Corvallis is the only agency that meets that criterion. Financial statements submitted by Visit Corvallis were reviewed by Finance Office staff and found to be in compliance with their agreement. A copy of the Finance staff review is attached.

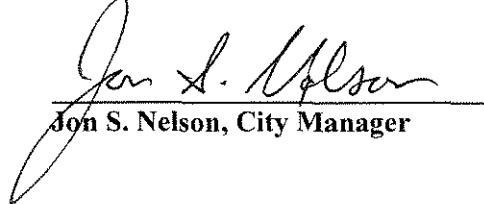
V. Action Requested

That the Administrative Services Committee consider this report and recommend City Council approve acceptance of the second quarter report.

REVIEW AND CONCUR:


Nancy Brewer, Finance Director

REVIEW AND CONCUR:


Jon S. Nelson, City Manager



Finance Department
500 SW Madison Avenue
Corvallis, OR 97333
541-766-6990
541-754-1729

MEMORANDUM

April 18, 2011

TO: Ken Gibb, Community Development

FROM: Jeanna Yeager, Accounting

SUBJECT: Visit Corvallis (formerly Corvallis Tourism) Financial Report – Third Quarter, FY10/11

This review consists of inquiries and analytical procedures and is very limited in its nature. The financial statements have not been reviewed by a Certified Public Accountant and are the representation of the management of Visit Corvallis.

During the third quarter of fiscal year 2010/2011, Visit Corvallis reported revenues of \$77,279 and expenditures of \$66,455, resulting in net income of \$10,824. Visit Corvallis fell below its expected performance by \$13,385 with a budgeted net income of \$24,208 for the quarter. Administration costs were approximately 60% over budget for the quarter, while marketing costs were over by approximately 32%.

Visit Corvallis maintains a fairly strong cash position, with current assets of \$64,926 and current liabilities of only \$4,871.

The City of Corvallis has budgeted \$308,430 for Visit Corvallis for fiscal year 2010/2011 in monthly payments of \$25,702. The City has funded a total of \$77,106 for the third quarter, which has been accurately accounted for on Visit Corvallis's third quarterly report. This represents almost all total revenues for the quarter.

Acceptance of the Visit Corvallis quarterly report is recommended.



Quarterly Report

(January - March 2011)

Profit & Loss Budget vs. Actual

January through March 2011

	Jan - Mar 11	Budget	\$ Over Budget	% of Budget
Income				
City of Corvallis	77,106.24	77,106.00	0.24	100.0%
Co-op Advertising Revenues	0.00	0.00	0.00	0.0%
Commissions	0.00	0.00	0.00	0.0%
Interest Income	22.56	0.00	22.56	100.0%
Membership	150.00	4,500.00	-4,350.00	3.3%
Relo Packets	0.00	0.00	0.00	0.0%
Souvenir Income	0.00	0.00	0.00	0.0%
Ticket Sales	0.00	0.00	0.00	0.0%
Trip Planner Income	0.00	0.00	0.00	0.0%
Web Ads	0.00	0.00	0.00	0.0%
Total Income	77,278.80	81,606.00	-4,327.20	94.7%
Expense				
Administration	10,591.13	6,624.51	3,966.62	159.9%
Conferences/Education	0.00	750.00	-750.00	0.0%
Marketing/Advertising	12,043.83	6,641.00	5,402.83	181.4%
Marketing/Community Relations	120.00	0.00	120.00	100.0%
Marketing/Database	0.00	0.00	0.00	0.0%
Marketing/Dues	250.00	425.00	-175.00	58.8%
Marketing/Entertainment	0.00	600.00	-600.00	0.0%
Marketing/Fees	3,000.00	1,000.00	2,000.00	300.0%
Marketing/Internet	2,648.10	1,950.00	698.10	135.8%
Marketing/Post.Ship	1,252.46	1,900.00	-647.54	65.9%
Marketing/Printing	661.00	1,750.00	-1,089.00	37.8%
Marketing/Promotions	0.00	0.00	0.00	0.0%
Marketing/Public Relations	0.00	250.00	-250.00	0.0%
Marketing/Research	375.00	0.00	375.00	100.0%
Marketing/Sales Trips	481.80	950.00	-468.20	50.7%
Marketing/Telephone	609.89	600.00	9.89	101.6%
Marketing/Visitor Services	651.80	700.00	-48.20	93.1%
Personnel	33,770.08	33,257.00	513.08	101.5%
Total Expense	66,455.09	57,397.51	9,057.58	115.8%
Net Income	10,823.71	24,208.49	-13,384.78	44.7%

Profit & Loss Budget vs. Actual PROJECTED FOR YEAR ENDED

June 30, 2011

	<u>Jul '10 - Mar 11</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>Remaining</u>	<u>Project Yr End</u>
Income					
City of Corvallis	231,318.72	231,319.00	0.28	77,106.00	308,424.72
Co-op Advertising Revenues	2,500.00	2,500.00	0.00	0.00	2,500.00
Co-op Promotions Income	1,000.00	0.00	-1,000.00	1,000.00	2,000.00
Commissions	0.00	1,500.00	1,500.00	0.00	0.00
Interest Income	73.86	0.00	-73.86	0.00	73.86
Membership	11,079.20	9,500.00	-1,579.20	500.00	11,579.20
Relo Packets	27.00	0.00	-27.00	0.00	27.00
Souvenir Income	130.50	0.00	-130.50	0.00	130.50
Ticket Sales	-300.00	1,000.00	1,300.00	0.00	-300.00
Trip Planner Income	0.00	1,000.00	1,000.00	0.00	0.00
Web Ads	0.00	1,000.00	1,000.00	0.00	0.00
Total Income	<u>245,829.28</u>	<u>247,819.00</u>	<u>-1,989.72</u>	<u>78,606.00</u>	<u>324,435.28</u>
Expense					
Administration	50,656.15	37,999.49	12,656.66	25,342.83	75,998.98
Conferences/Education	2,100.00	3,150.00	-1,050.00	4,200.00	6,300.00
Marketing/Advertising	20,004.00	23,431.00	-3,427.00	26,858.00	46,862.00
Marketing/Community Relations	1,486.50	1,000.00	486.50	513.50	2,000.00
Marketing/Database	6,000.00	6,000.00	0.00	6,000.00	12,000.00
Marketing/Dues	2,254.00	1,500.00	754.00	746.00	3,000.00
Marketing/Entertainment	528.92	1,800.00	-1,271.08	3,071.08	3,600.00
Marketing/Fees	3,207.00	4,750.00	-1,543.00	6,293.00	9,500.00
Marketing/Internet	8,692.90	10,050.00	-1,357.10	11,407.10	20,100.00
Marketing/Post.Ship	5,494.85	9,600.00	-4,105.15	13,705.15	19,200.00
Marketing/Printing	2,074.80	2,750.00	-675.20	3,425.20	5,500.00
Marketing/Promotions	1,188.25	1,500.00	-311.75	1,811.75	3,000.00
Marketing/Public Relations	0.00	750.00	-750.00	1,500.00	1,500.00
Marketing/Research	2,375.00	1,200.00	1,175.00	25.00	2,400.00
Marketing/Sales Trips	2,639.92	2,750.00	-110.08	2,860.08	5,500.00
Marketing/Telephone	1,526.26	1,800.00	-273.74	2,073.74	3,600.00
Marketing/Visitor Services	3,334.40	7,550.00	-4,215.60	11,765.60	15,100.00
Personnel	122,614.20	123,123.18	-508.98	123,632.16	246,246.36
Total Expense	<u>236,177.15</u>	<u>240,703.67</u>	<u>-4,526.52</u>	<u>245,230.19</u>	<u>-249,756.71</u>
Net Income	<u><u>9,652.13</u></u>	<u><u>7,115.33</u></u>	<u><u>2,536.80</u></u>	<u><u>4,578.53</u></u>	<u><u>-2,041.73</u></u>

Corvallis Tourism
Balance Sheet Prev Year Comparison
As of March 31, 2011

	<u>Mar 31, 11</u>	<u>Mar 31, 10</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
Checking	6,261.69	5,530.68	731.01	13.22%
Checking - OSUFCU	30,387.67	31,811.85	-1,424.18	-4.48%
Money Market-OSUFCU	20,350.26	20,246.11	104.15	0.51%
Paypal Checking	463.45	0.00	463.45	100.0%
Savings - OSUFCU	5.00	5.00	0.00	0.0%
Total Checking/Savings	<u>57,468.07</u>	<u>57,593.64</u>	<u>-125.57</u>	<u>-0.22%</u>
Accounts Receivable				
Accounts Receivable	4,817.55	6,292.80	-1,475.25	-23.44%
Total Accounts Receivable	<u>4,817.55</u>	<u>6,292.80</u>	<u>-1,475.25</u>	<u>-23.44%</u>
Other Current Assets				
Note receivable	2,600.00	2,600.00	0.00	0.0%
Petty Cash	40.00	0.00	40.00	100.0%
Total Other Current Assets	<u>2,640.00</u>	<u>2,600.00</u>	<u>40.00</u>	<u>1.54%</u>
Total Current Assets	64,925.62	66,486.44	-1,560.82	-2.35%
Fixed Assets				
Accumulated Depreciation	-26,345.33	-25,131.33	-1,214.00	4.83%
Office Equipment & Furniture	36,028.32	25,840.36	10,187.96	39.43%
Total Fixed Assets	<u>9,682.99</u>	<u>709.03</u>	<u>8,973.96</u>	<u>1,265.67%</u>
TOTAL ASSETS	<u><u>74,608.61</u></u>	<u><u>67,195.47</u></u>	<u><u>7,413.14</u></u>	<u><u>11.03%</u></u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
Corvallis Book Sales				
Benton Bounty	300.00	0.00	300.00	100.0%
Corvallis Book Sales - Other	200.00	584.41	-384.41	-65.78%
Total Corvallis Book Sales	<u>500.00</u>	<u>584.41</u>	<u>-84.41</u>	<u>-14.44%</u>
Payroll Liabilities	-23.75	302.58	-326.33	-107.85%
Payroll liabilities Other				
SIMPLE payable	-217.20	186.21	-403.41	-216.64%
Total Payroll liabilities Other	<u>-217.20</u>	<u>186.21</u>	<u>-403.41</u>	<u>-216.64%</u>
Payroll tax liabilities				
FUTA Payable	28.45	22.56	5.89	26.11%
FWT/FICA FWT payable	3,487.15	2,208.20	1,278.95	57.92%
OR Withholding Payable	627.00	-3.00	630.00	-21,000.0%
SUTA Payable	469.09	642.02	-172.93	-26.94%
Total Payroll tax liabilities	<u>4,611.69</u>	<u>2,869.78</u>	<u>1,741.91</u>	<u>60.7%</u>

Corvallis Tourism
Balance Sheet Prev Year Comparison
As of March 31, 2011

	<u>Mar 31, 11</u>	<u>Mar 31, 10</u>	<u>\$ Change</u>	<u>% Change</u>
Total Other Current Liabilities	<u>4,870.74</u>	<u>3,942.98</u>	<u>927.76</u>	<u>23.53%</u>
Total Current Liabilities	<u>4,870.74</u>	<u>3,942.98</u>	<u>927.76</u>	<u>23.53%</u>
Total Liabilities	<u>4,870.74</u>	<u>3,942.98</u>	<u>927.76</u>	<u>23.53%</u>
Equity				
Net Assets	<u>60,085.74</u>	<u>54,546.94</u>	<u>5,538.80</u>	<u>10.15%</u>
Net Income	<u>9,652.13</u>	<u>8,705.55</u>	<u>946.58</u>	<u>10.87%</u>
Total Equity	<u>69,737.87</u>	<u>63,252.49</u>	<u>6,485.38</u>	<u>10.25%</u>
TOTAL LIABILITIES & EQUITY	<u>74,608.61</u>	<u>67,195.47</u>	<u>7,413.14</u>	<u>11.03%</u>

Corvallis Tourism
Statement of Cash Flows
January through March 2011

	<u>Jan - Mar 11</u>
OPERATING ACTIVITIES	
Net Income	10,823.71
Adjustments to reconcile Net Income to net cash provided by operations:	
Accounts Receivable	3,894.40
Corvallis Book Sales	-1,350.38
Payroll Liabilities	-23.75
Payroll tax liabilities:FUTA Payable	-60.07
Payroll tax liabilities:FWT/FICA FWT payable	1,681.03
Payroll tax liabilities:OR Witholding Payable	209.00
Payroll tax liabilities:SUTA Payable	-18.04
Net cash provided by Operating Activities	<u>15,155.90</u>
 Net cash increase for period	 15,155.90
 Cash at beginning of period	 <u>42,312.17</u>
Cash at end of period	<u><u>57,468.07</u></u>

VISIT CORVALLIS

Visit Corvallis Community Report

January 2011

Mark your Calendars: The Chocolate Fantasy Art Auction is on February 26th! Enjoy the chocolate, the music, and a glass of wine...and keep bidding. Live and Silent Auctions will feature original artwork donated by some of our finest artists! Sculpture, glass, painting, drawing, metalwork, woodwork and more! Also up for auction will be more wonderful experiences -- ultra light & balloon rides, margarita parties, and a stay in a French villa! This year we welcome Portland band Swing Papillon as our musical performers! Swing Papillon carries the tradition of Gypsy Jazz and plays classic hot club tunes of the 30's and 40's! For more info visit The Arts Center website at www.theartscenter.net.



The Arts Center



WEB STATISTICS: Visitcorvallis.com had 12,213 visitors in January of 2011 compared to 10,201 in January of 2010. 74% of visits were from new users. 11,598 of these visits were accessed from within the United States.

Top Ten Referral Sites - The following are the top ten sites which referred traffic to visitcorvallis.com in the last month.

1. oregonstate.edu
2. ci.corvallis.or.us
3. mu.oregonstate.edu
4. google.com
5. calendar.oregonstate.edu
6. oregonwinecountry.org
7. corvallis.craigslist.org
8. townehouse.mfbiz.com
9. cbchambercoalition.com
10. thebestlibrary.net

RESEARCH UPDATE: According to Smith Travel Research, in December 2010, Corvallis lodging properties saw a 10.3% increase in Occupancy and Room Demand and an increase of 15.8% in Average Daily Rate, as compared to December 2009. Year-to-date, Corvallis lodging properties saw an increase of 9.3% in Occupancy and Room Demand and an increase of 1.3% in Average Daily Rate, as compared to 2009 YTD. (Smith Travel Research is the recognized leader in providing accurate, actionable information and analysis to the lodging industry.)



PUBLIC RELATIONS: Public Relations Manager Melinda Claire Stewart spent the month of January working on the 3rd Annual Corvallis Culinary Week and pitching Corvallis focused stories to a wide variety

OREGON BRIDE

of publications. We are pleased to say that culinary week was a success with several restaurants serving about 100 hundred culinary week sampler plates per day! We are also pleased to report that Oregon Bride Magazine has featured Corvallis as a prime destination wedding location! Read the full article at <http://orbridemag.com/corvallis>.

Social Media- Visit Corvallis' Facebook following continues to steadily increase with a total of 7,460 fans from last month.

VISITOR INFORMATION: In January 2011, Visitor Services Director Christie Weigel with the assistance of our outstanding and dedicated volunteers, and Nia and Melinda, assisted 494 walk-in visitors to the visitor center. Christie also oversaw the mailing of 774 visitor guides in response to visitor inquiries. Visitor Guide inquiries stemmed primarily from the VisitCorvallis.com web site, the Willamette Valley Visitors Association web site, and a co-op ad in Sunset magazine placed by Visit Corvallis and the Willamette Valley Visitors Association. Throughout Corvallis a total of 290 visitor guides were distributed to 11 sites and a total of 250 maps were distributed to 3 sites.

The online events calendar is under construction and will be ready to launch by the end of March. The new format will be easier for visitors to submit their events for posting, as well as to navigate and search for events. Added features to the calendar are additional categories and a print function.

Christie will be assisting Sarah from the Hilton in organizing and recruiting volunteers to work in the information booth at the da Vinci Days Festival, July 15th-17th. If you are interested in volunteering some of your time please contact Sarah at 541-760-0696 or Christie at 541-757-1544.

GROUP MARKETING: Nia is working with the USA Water Polo Association to coordinate the Western Regional Championships, which Corvallis is bidding on. If awarded, this group will arrive in March and will bring approximately 200-300 participants and guests to town. We will know more in February.

The Sports Commission met and discussed various projects and bids that are in the works, such as recovering the Elks National Hoop Shoot, working to expand the Benton County Health Soccer Tournament, etc.

Nia continued her discussions with the Susan G. Komen foundation about forming an annual Bike for the Cure event in Corvallis. This will be the only Bike for the Cure event in Oregon and we anticipate that cycling enthusiasts from throughout the state will come to Corvallis to participate.

Destination Guide Update- In January, all photos and materials for the 2011 Corvallis Visitor Guide came in and multiple meetings were held in-house and with the GT to coordinate timing, advertising, photos, article editing, etc. This process will continue into February, with the finished guide being delivered at the end of March.



VISIT CORVALLIS

Visit Corvallis Community Report

February & March 2011

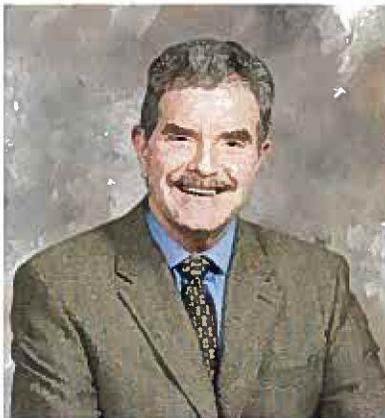
Mark your Calendars: Saturday April 16th marks the beginning of another season of the Corvallis Farmers Market! This year both the Saturday and Wednesday markets will be located at the intersection of First Street and Jackson, right on the riverfront! Come and enjoy a bite to eat while you peruse a wide variety of locally grown produce and handmade goods! For more information go to www.locallygrown.org.



WEB STATISTICS: Visitcorvallis.com had 12,053 visitors in February of 2011 and 13,256 visitors in March of 2011 compared to 9,665 in February of 2010 and 11,864 in March of 2010. Seventy-four percent of visits were from new users.

Top Ten Referral Sites - The following are the top ten sites which referred traffic to visitcorvallis.com in February and March of 2011.

1. oregonstate.edu
2. ci.corvallis.or.us
3. google.com
4. mu.oregonstate.edu
5. calendar.oregonstate.edu
6. cbchambercoalition.com
7. oregonwinecountry.org
8. en.wikipedia.org
9. townehouse.mfbiz.com
10. octours.squarespace.com



SPECIAL UPDATE: In March Visit Corvallis welcomed David Gilbert as our new Executive Director! David is a proud third generation resident of Corvallis, bringing to the table an appreciation and understanding of Corvallis that few people have. David has been extremely involved in the Corvallis community for decades, both as a volunteer and as development director of Cornerstone Associates. An active Rotarian, David volunteers so generously that he was named First Citizen of Corvallis at the 2010 Celebrate Corvallis awards. David plans to continue his community activism as he steps into his new role as Visit Corvallis' Executive Director. He is also looking forward to getting to know our stakeholders so please feel free to contact him at dave@visitcorvallis.com

RESEARCH UPDATE: According to Smith Travel Research, in February 2011, Corvallis lodging properties saw a 15.7% increase in Occupancy and Room Demand and an increase of 4.9% in Average Daily Rate, as compared to February 2010. Year-to-date, Corvallis lodging properties saw an increase of 12% in Occupancy and Room Demand and an increase of 3.5% in Average Daily Rate, as compared to 2010 YTD.

March 2011, statistics will be reported in April. (Smith Travel Research is the recognized leader in providing accurate, actionable information and analysis to the lodging industry.)

PUBLIC RELATIONS: Public Relations Manager Melinda Claire Stewart is currently working on food and wine coverage for the fall and winter of 2011. She has also been heavily involved with the Willamette Valley Visitors Association keeping Corvallis a focus of their campaigns. In April the Willamette Valley Visitors Association will launch a refresh of their website in which Corvallis' hiking spots will be highlighted.

Social Media- Visit Corvallis' facebook following continues to steadily increase with a total of seven thousand five hundred and forty-three friends and fans in February and seven thousand six hundred and nine in March of 2011.

VISITOR INFORMATION: In February and March 2011, 1,287 visitors to Corvallis stopped by the Visitor Center requesting information on things to do and lodging. A total of six hundred and sixty-nine visitor guides were mailed in response to requests received from visitors to the Visit Corvallis and WVVA Web sites, a co-op advertisement in Sunset magazine and from the Heart of Willamette Wineries Association.

Work on the Corvallis and Benton County map that is primarily used in the Visitor Center and distributed to the lodging properties is near completion. The cost of printing 10,000 copies of the map is fully paid for through advertisement by members of Visit Corvallis.

The launch date for the new online events calendar has been pushed back to the end of April. The new format will be easier for visitors to submit their events for posting, as well as to navigate and search for events. Added features to the calendar are additional categories and a print function. Work is also being done on adding a blog to the Web site which will result in increased Search Engine Optimization.

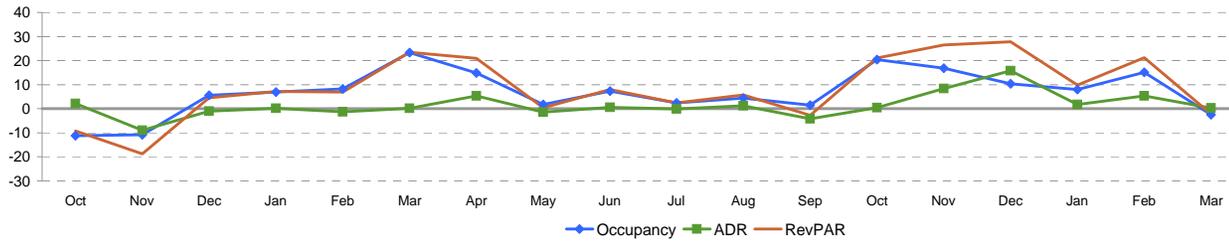
Volunteers are being recruited to work in the information booth at the da Vinci Days Festival, July 15th-17th. If you are interested in volunteering some of your time, please contact Sarah from the Hilton at 541-760-0696 or Christie at 541-757-1544.

MARKETING: In February and the first part of March, the 2011 Corvallis Visitor Guide was in full production and was delivered on March 29. This year for the first time, the guide features two different covers one highlighting the DaVinci Days festival and the other featuring OSU. 45,000 of these guides will be distributed this year throughout Oregon and the United States. Stop by the visitor center and check it out or visit our website later this month to view the online version, which will increase the visitor guide impact by tens of thousands each year.

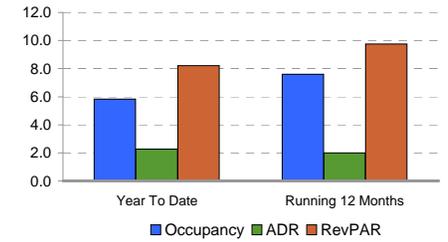
A new eblast format was also launched in February and will feature more events and more information about happenings in Corvallis. Watch for continued improvements in the format and content of this popular newsletter. Work is also beginning on a Corvallis mobile phone application. Stay tuned for more information in the coming months.

Discussions continued with the Susan G. Komen foundation about forming an annual Bike for the Cure event in Corvallis and meetings were held with the Campiones de Salud soccer tournament committee to help build that event as well. Other new events coming to Corvallis in 2011 are the Taste of the Bounty and Philomath Uncorked. We are also working in conjunction with OSU in support of a PBO weekend and a New Year's Eve event.

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009			2010												2011		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	48.6	44.0	34.6	39.0	47.3	58.2	57.6	53.5	66.0	65.9	63.3	62.2	58.6	51.4	38.2	42.1	54.4	56.7
Last Year	54.8	49.3	32.8	36.4	43.7	47.2	50.1	52.5	61.4	64.4	60.6	61.3	48.6	44.0	34.6	39.0	47.3	58.2
Percent Change	-11.2	-10.7	5.6	7.0	8.3	23.3	14.8	1.8	7.4	2.4	4.4	1.5	20.5	16.8	10.3	8.0	15.1	-2.4

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
42.4	48.2	51.0	52.9	51.8	55.8
49.0	42.4	48.2	57.0	52.9	51.8
-13.5	13.7	5.8	-7.2	-2.0	7.6

ADR	2009			2010												2011		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	91.70	87.92	76.89	80.31	81.51	83.38	88.01	91.07	90.31	89.09	89.43	89.67	92.12	95.27	89.08	81.71	85.83	83.61
Last Year	89.72	86.63	77.73	80.14	82.52	83.24	83.58	92.35	89.83	89.12	88.34	93.60	91.70	87.92	76.89	80.31	81.51	83.38
Percent Change	2.2	-9.0	-1.1	0.2	-1.2	0.2	5.3	-1.4	0.5	0.0	1.2	-4.2	0.5	8.4	15.8	1.7	5.3	0.3

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
82.09	81.95	83.81	88.40	87.17	88.91
79.02	82.09	81.95	82.80	88.40	87.17
3.9	-0.2	2.3	6.8	-1.4	2.0

RevPAR	2009			2010												2011		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	44.58	38.70	26.61	31.30	38.53	48.49	50.66	48.71	59.56	58.72	56.63	55.80	53.96	48.97	34.01	34.38	46.71	47.44
Last Year	49.14	47.65	25.47	29.20	36.02	39.26	41.90	48.52	55.19	57.36	53.57	57.39	44.58	38.70	26.61	31.30	38.53	48.49
Percent Change	-9.3	-18.8	4.5	7.2	7.0	23.5	20.9	0.4	7.9	2.4	5.7	-2.8	21.0	26.6	27.8	9.8	21.2	-2.2

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
34.78	39.47	42.71	46.76	45.20	49.61
38.71	34.78	39.47	47.17	46.76	45.20
-10.1	13.5	8.2	-0.9	-3.3	9.8

Supply	2009			2010												2011			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
This Year	24,738	23,940	24,738	24,738	22,344	24,738	23,940	24,738	23,940	24,738	24,738	24,738	23,940	24,738	23,940	24,738	24,738	22,344	24,738
Last Year	24,738	23,940	24,738	24,738	22,344	24,738	23,940	24,738	23,940	24,738	24,738	24,738	23,940	24,738	23,940	24,738	24,738	22,344	24,738
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
71,820	71,820	71,820	291,270	291,270	291,270
71,820	71,820	71,820	291,270	291,270	291,270
0.0	0.0	0.0	0.0	0.0	0.0

Demand	2009			2010												2011		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	12,027	10,536	8,561	9,641	10,564	14,386	13,781	13,231	15,789	16,304	15,666	14,897	14,490	12,305	9,445	10,408	12,160	14,036
Last Year	13,549	11,805	8,105	9,012	9,754	11,667	12,001	12,998	14,707	15,921	15,001	14,679	12,027	10,536	8,561	9,641	10,564	14,386
Percent Change	-11.2	-10.7	5.6	7.0	8.3	23.3	14.8	1.8	7.4	2.4	4.4	1.5	20.5	16.8	10.3	8.0	15.1	-2.4

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
30,433	34,591	36,604	154,065	151,022	162,512
35,180	30,433	34,591	165,949	154,065	151,022
-13.5	13.7	5.8	-7.2	-2.0	7.6

Revenue	2009			2010												2011		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	1,102,902	926,369	658,295	774,240	861,021	1,199,521	1,212,828	1,204,997	1,425,863	1,452,516	1,400,973	1,335,851	1,334,885	1,172,343	841,331	850,429	1,043,633	1,173,577
Last Year	1,215,619	1,140,776	630,042	722,233	804,884	971,132	1,003,021	1,200,347	1,321,171	1,418,931	1,325,259	1,373,887	1,102,902	926,369	658,295	774,240	861,021	1,199,521
Percent Change	-9.3	-18.8	4.5	7.2	7.0	23.5	20.9	0.4	7.9	2.4	5.7	-2.8	21.0	26.6	27.8	9.8	21.2	-2.2

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
2,498,249	2,834,782	3,067,639	13,619,353	13,164,964	14,449,226
2,780,008	2,498,249	2,834,782	13,740,490	13,619,353	13,164,964
-10.1	13.5	8.2	-0.9	-3.3	9.8

Census %	2009			2010												2011		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Census Rooms	798	798	798	798	798	798	798	798	798	798	798	798	798	798	798	798	798	798
% Rooms Participants	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2

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Source 2011 SMITH TRAVEL RESEARCH, Inc.

The Business Enterprise Center, Inc.



*Mid-Willamete Valley's
Business Accelerator
"Success Starts Here"*

April 29, 2011

City of Corvallis
Attention:
PO Box 1083
Corvallis, OR 97339-1083

Dear Ms. Laurent,

In accordance with the reporting requirements of the funding agreement between the City of Corvallis and The Business Enterprise Center executed on July 1, 2010, please accept the following as a summary of the activities for the third quarter of FY 10 – 11 (January – March 2010).

The Business Enterprise Center (BEC) continues to fulfill its mission: "To stimulate and support the development of emerging businesses resulting in the creation and retention of jobs in the region". The BEC is achieving this by engaging in the following activities.

Providing advisory team for each resident and affiliate client of The BEC. Our advisory teams are comprised of one mentor who is on our board of directors and two advisors who may or may not be members of The Bec's board of directors. The advisory teams meet regularly with "their mentee businesses". The team guides the new business through the start-up and growth process and then on to identifying potential funding resources as appropriate.

The BEC offered training for residents and the business community through our brown bag seminars and SCORE workshops each month during the 3rd quarter. We continue our efforts to recruit new businesses to The BEC and our community and are actively engaged in raising community awareness about our organization. We continue managing entity of the Business Is Good Here web site www.businessisgoodhere.com .

The BEC is participating in planning Willamette Innovators Night (WIN 11) and the Willamette Angel Conference (WAC). In January we participated with the Chamber in the planning and hosting of a company who was looking to expand their business from California and was interested in exploring our community as a location for their expansion.

The Executive Director has continued my work as a member of the State Economic Gardening Work Group and testified in support of extending the EG task Force force for two more years.

The Edward Lowe Foundation provided a "Jump Start" team to work with a local, "stage two" company with positive results.

The Board of Directors made the decision to move closer to town and away from a “real estate” incubator model.

Please contact me if you have any questions or require further information (541) 760-2529

Thank you for your continued support of local entrepreneurs & economic development!

Regards,

Kathleen Hutchinson

Executive Director – Business Enterprise Center

A quarterly report from the Corvallis Benton Chamber Coalition to the City of Corvallis

General

The Chamber Coalition is often the first point of contact for individuals who are considering starting a business in Corvallis or Benton County. This quarter we have seen an increase in the number of inquiries we receive, both by phone and from walk-ins. We commonly are asked which City or County agency they should work with, questions about business license requirements, and referrals for assistance with writing a business plan or finding an attorney or CPA to assist them. Most prospective businesses this quarter are services run by sole proprietors or restaurants and food products.

In addition to attending various Commission meetings and individual meetings with partners, the following are selected highlights for the previous quarter:

Inquiries

- Submitted response to Oregon Prospector inquiry regarding a company interested in locating a food processing facility. Directed them to an existing structure at the Airport Industrial Park and provided employment and wage information for Benton County. No response from Business Oregon as of date of this report.

Events and Activities

- **Willamette Innovator's Night:** Initial planning for the Willamette Innovator's Night has begun with the addition of several new partners including Visit Corvallis and da Vinci Days. The goal of the organizing committee is to expand the impact of the event to provide support for the region's innovative economic efforts.
- **Willamette Angel Conference:** The Willamette Angel Conference (WAC) will be held May 12 at the CH2M Hill Alumni Center at OSU. The WAC is an event that provides coaching, support and investment in companies seeking between \$200,000 and \$2 million in seed money to take them to the next level. This year there are 28 companies contending for a \$225,000 investment. The event, in its third year, is a collaborative effort between the Chamber Coalition and the Eugene Chamber. Keynote speakers this year include Greg Pierson, CEO of Iovation based in Portland, and Pamela Slim, author of "Escape from Cubicle Nation." The day closes with the awarding of funds to the company with the winning business plan and presentation. The event begins at 8:30 am. www.willametteconference.com.
- **CBCC Website:** The economic development section of the Chamber's website has been enhanced with additional content intended to better inform visitors. New sections include an overview of the contracts the Chamber has with the City, expanded discussions on the Corvallis Municipal Airport Industrial Park (CMAIP) and enterprise zones, information on the value of economic development, and updates on the Economic Development Commission.
- **Airport Industrial Park/Enterprise Zones:**
 - Met with a Portland solar company exploring the options in Corvallis and gave them a tour of the CMAIP.
 - Contacted two local companies looking for more space and gave them information on available properties.
 - Made presentation to Portland executive on a possible biodiesel plant and blending operation.
 - Met with a company representative who is relocating from the mid-west who wants assistance developing a bio-tech company.



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www.downtowncorvallis.org

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Steve Hutchison,, President,
US Bank, Downtown
Les Boudreaux, Vice-Pres.
Downtown Property Owner
Steve Hessel, Treasurer,
Downtown Property Owner
Susan MacNeil, co-Treasurer
InsideOut Garden Visions
John Coleman, Secretary
Coleman Jewelers
Cloud Davidson,
Cloud 9 & Downtown Dog
Rob Gandara,
Pipemakers Union
Jerry Groesz
1st American Title
Randy Joss,
KEZI9
Cheryl Lohman,
Image by Design
Jennifer Moreland,
Twig A Baby Boutique

Staff

Joan Wessell,
Executive Director
joan@downtowncorvallis.org

Ex-Officio

City Council
City Planning
Corvallis Police Dept.
Benton County Sheriff
Benton County Fair
Corvallis Tourism
Corvallis-Benton Chamber

Date: April 15, 2011
To: Administrative Services Committee
From: Joan Wessell, Executive Director
Subject: Third Quarter Report FY 2010-2011

This Downtown Corvallis Association report is to update on progress of three DCA programs that are funded through City of Corvallis Economic Development funds: Downtown Economic Enhancement, Downtown Image Marketing, and the Red White & Blue Riverfront Festival.

All of DCA's offerings are designed to increase Downtown awareness and to attract locals, visiting neighbors and out of towners, OSU students, faculty, and staff, etc. to Downtown Corvallis and to grow customer spending in Downtown and the Corvallis community. Most DCA events are created in response to requests from locals and/or the City of Corvallis. Each offering is intentionally created to enhance the local economy and maintain the health of Downtown, as a vibrant Downtown reflects positively on the community as well as the region.

The Downtown Corvallis Association enjoys its good working relationship with community economic development groups and continues working to enhance those partnerships and assist those organizations with programs. The DCA continues marketing Downtown to OSU Administration and Students to increase their knowledge of products and services available in Downtown. This awareness helps keep their spending local. A sampling of OSU-DCA relationships include: monthly DCA-OSU-OMSI Science Pub Corvallis, A Slice of Downtown Corvallis, OSU Spirit Week & OSU Mom's Weekend.

Image Marketing Campaign: Image Marketing showcases Downtown Corvallis to attract customers. The Image Marketing Campaign highlights the positive, inviting amenities in Downtown. The DCA target markets by intentional-placement in various media: HOPE Radio & MOM Magazine, reaching families with children; various wine publications for Rhapsody in the Vineyard; GT's Our Town for Red White & Blue Riverfront Festival & Rhapsody in the Vineyard, and Visit Corvallis' visitor's guide, KEZI-TV, Comcast, OSU Student Guide, OSU Barometer, Bi-Coastal Media, Gazette-Times, Digital City Guide, KSHO for general image, and general marketing. Though use of mixed media, the DCA is able to target a much broader customer base to convey the countless amenities awaiting in Downtown Corvallis!

Red White & Blue Riverfront Festival 2010 : The 2010 Red White & Blue Riverfront Festival Team was pleased with crowds, vendors, performers, and although much smaller: sponsorships. The Committee has begun meeting to determine whether or not to plan the 2011 Festival. They are leaning in favor of continuing as community members anticipate and enjoy the Festival and celebrating July 4th at home. Details to come.

"To improve and promote the economic, aesthetic and cultural vitality of Downtown Corvallis as a regional center"

Downtown Economic Enhancement: Big, corporate-owned stores popping up along the 9th Street commercial strip and big box stores arriving on the Corvallis scene, add to the fragile state of the Downtown economy. The health of Downtown's economy are dependent on an assortment of conditions, including:

(1) a level playing field with large, corporate-owned stores, (2) a healthy mix of businesses, (3) affordable, ongoing, business education opportunities, (4) availability of merchandise and services preferred and supported by community members, (5) readily available, convenient customer parking, and (6) incomparable customer service. A small sampling of business services presented by the DCA include: recruiting and working with prospective businesses to distinguish THE successful location and to work through any potential roadblock or hurdle, offering inexpensive (or FREE) business workshops; offering ongoing networking events (Downtown After Hours and monthly DCA Membership Meetings) to bring together and strengthen the Downtown business community.

Each year, DCA's Economic Enhancement Team offers a workshop series for Downtown and community business community members. Currently, a (free!) seven Brown Bag workshop series is scheduled for 2010-2011. The series will be offered February 14 "Economic Outlook 2011" with Bill Humphreys, Jr.; February 22 "Electronic Social Networking" with a panel of young, successful entrepreneurs; March 8 "Succession Planning/Exit Strategy" with Jeanne Smith; March 29 "Front Line Employee Training & Excellence in Customer Service" with Dee Mooney; April 12 "Search Engine Optimization" with Loyal Roylance; April 26 "The ABCs of Health Plan 2011" with Kelly Kaiser and Tom Wirth; and May 3 "List your Business on Google Map" with Peter Wendel.

In an ongoing effort to bring businesses to Downtown Corvallis that will complement those already here, the DCA continues working to unite owners of vacant Downtown properties with prospective business owners. Additionally, the DCA continually markets vacant space in through a piece that we named "Downtown Vacancies & Opportunities". Through making ongoing contacts with Downtown property owners, the list is kept current. During the recruitment process, the DCA stays focused on clustering like businesses, attracting complementary businesses and keeping a healthy mix to maintain a healthy Downtown. The DCA hand delivers and/or posts Downtown recruitment packets, with a follow-up visit by Committee members and the Executive Director and/or phone calls, emails, and personal visits. This ongoing contact with the target business assures that their business is valued and will be supported in Downtown Corvallis.

Economic Improvement District: The DCA is satisfied with the 56% collection rate from billing for 2007-2012 Economic Improvement District. Downtown property owners who voluntarily participate in the district provide the crucial funding that allows the DCA to deliver countless valuable services: advocating for Downtown, delivering priceless services to keep Downtown vibrant, overseeing and nurturing the upkeep of Downtown businesses and properties, and helping to maintain the vibrancy and health of Downtown's commercial and residential district. The DCA appreciates City staff for collecting, communicating data, and distributing EID funds.

To: Ken Gibb

From: Bruce Hecht

Date: April 28, 2011

Subject: Natural Step Network Economic Development Grant 3rd Quarter Report FY10-11

Finances:

During the period from January 1st to March 31st we completed 41.50 hours of labor and had \$101.25 of expenses. At our contract-billing rate we have spent \$931.25 for work associated with our submitted plan this quarter. We have donated 8 hours and used our general fund to complete some of the below listed projects. Year to date expenditures are \$ 3,430.22 or 86% of total grant monies with 75% of the contract period completed.

Here is an update on our work in alignment with our submitted / adjusted plan:

Support retention, expansion and development of professional service, commercial and manufacturing firms that are compatible with the community and that provide for a diverse economic base.

- We are currently completing Food Biz Boot Camp 2011 and are very excited about the leadership and support that Linn Benton Community College is taking around the development of small food enterprises. We will be exploring our role in this effort after the workshop is completed.

Support financial and technical assistance programs that are available to business startups, small business development, local product development and environmentally responsible modernization

- We convened a garden nursery peer learning that has had two meetings to date. This group consists of the owners of all the garden nurseries in the Corvallis area with leadership being provided by Jeff Cope of HomeGrown Gardens. They see the opportunity of using sustainability as way to improve and develop their businesses as well as doing good work. Their first project will be to develop a sustainability guidelines paper for the nurseries to use for themselves, post publicly and put on their websites. The nurseries can be models of sustainability for their customers. They have several other projects in mind including having Corvallis be a focus for tourism by having local nurseries develop their own specialties and events. All the attendees agree that the opportunity to work together is invaluable. This is an exciting opportunity to support existing businesses in our community.

Facilitate partnerships with public, non-profit, educational and private sector organizations to maximize the effectiveness of economic development resources.

- Several projects developed by the Economic Vitality Action Team (EVAT) were presented at the Sustainability Coalition Annual Town Hall for the community to choose as a challenge project. The response was to move forward on a new and improved "Buy Local" campaign. Kate Lindburg of our team will be the lead for this project and is convening a subgroup to begin planning this effort. The EVAT will continue to meet quarterly to monitor progress.
- We are participating as advisors to the Willamette Food Consortia which was created by the awarding of the USDA grant received last year. Membership includes the Western Cascades Council of Governments, Business Enterprise Center, LBCC Small Business Development Center and Albany Millersburg Development Corp. We are working together to understand the needs of Benton and Linn County food entrepreneurs. The team will be continuing to do research and a needs assessment over the next two months.

- One of the projects that came out of the Economic Vitality Action Team was to explore the impact of finite resources on our local economy and to use those ideas to better understand how to keep our local economy stable during difficult times. We have started the conversation by hosting a book discussion of “Prosperity Without Growth” by Tim Jackson, a UK economist. We have had two groups of 20 people complete the first session and have another group ready to start. If you have not read this book we recommend you do so as it does an excellent job of laying out the challenges as well as ideas and possibilities for creating a prosperous community.
- Unfortunately it looks like we will be postponing our work to lead a strategic planning effort with the DaVinci Day’s staff and board.

Next Quarters Focus

- Continue to convene the Food Entrepreneur Peer Learning group.
- Support the Sustainability Coalition Economic Action Team projects efforts.
- Continue to determine the market for SCORE the sustainability assessment tool
- Plan future events after Food Biz Boot Camp

Sincerely,

Bruce Hecht

Attachment A

From: ward8@council.ci.corvallis.or.us [mailto:ward8@council.ci.corvallis.or.us]
Sent: Tuesday, May 17, 2011 2:24 PM
To: Brewer, Nancy; Emery, Roy
Cc: Nelson, Jon
Subject: Ambulance Rate Questions

Nancy
Roy

After reviewing the 4/26 staff report on ambulance rates, I have a couple of questions I hoped you could answer.

- You used median for the analysis instead of average. Any particular reason? I ask because average would give substantially different increases as driven by the Lane county rates.

Historically the department has used median values as a starting point for our analysis of ambulance rates, for two primary reasons. First, the median value is the recommended value of analysis within the ambulance industry - affording some level of comparison. Secondly, the median tends to represent the central tendency of the sample more accurately and reduces fluctuations associated with high or low values. As you noted, using the average would significantly alter both the pace and magnitude of any rate changes. However, it is important to note that this value remains a starting point of the analysis.

- The council policy also refers to cost of service as something to consider with ambulance rates. I seem to remember from some earlier budget discussions (but cannot find the reference now) that the ambulance fees do not cover the direct cost of providing the ambulance service. Please let me know how much the direct costs and total fee income differ by.

Given the 'dual role' functions of Corvallis Fire Department, determining direct costs specific to EMS services is difficult. In response to previous council inquiries, finance staff analyzed information on total expenditures being charged to EMS services along with those incorporated into overall Fire Department functions. The results of this review determined an annual total of approx \$2.3 million in expenditures related to EMS services. During the same time period, total charges for EMS services was \$3.3 million. Unfortunately, due to mandated write-off and other reimbursement actual revenues received amounted to approx \$1.9 million. While this analysis took place approximately two years ago, the spread between expenditures and actual fee income remains consistent at approx \$400,000 to \$500,000. However, it is important to place this 'subsidy' into context. Although EMS services constitute 85% of the services the fire department provides, EMS responses only consume between 15% and 20% of the deployed hours. As a result, these same resources can be utilized for fire suppression, inspection, public education and other fire department functions.

- You refer to some adjacent agencies making significant changes in their fees. Can you give me a sense of when each of the agencies referred to in Attachment A actually updated their fees? I am looking for a rough review with time granularity like recently, a while back ...

All agencies surveyed conduct an annual review of their ambulance rates. Approximately two years ago, Eugene, Springfield, and Lane Rural were the first agencies to implement a substantial increase in ambulance rates (e.g., \$1600 base). In the last year, McMinnville and Newberg have also implemented substantial rate increases compared to previous rates. The remaining agencies all have implemented increases ranging from 2% to 8%. However, not all have occurred on a yearly basis.

- How much does the city write off for Medicare underpayment? Medical insurance underpayment? Bad debt?

Medicaid/Medicare and some other third party insurance or subsidy plans require mandated write-off. These write offs equate to approximately 37% of ambulance charges. Bad dept currently constitutes less than 1% of charges.

Having some of this information will help evaluate your rate proposal and make informed decisions.

Thanks
Biff

Attachment B



White Carrots, Purple Tomatoes and the Art of Vegetable Breeding

with Jim Myers, OSU Department of Horticulture

MONDAY JUNE 13, 2011

6:00 PM

Old World Deli & Cafe

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or visit oregonstate.edu/terra/science-pub-covallis

Science Pub is a monthly event that is open to anyone and everyone. No RSVP or scientific background required - just bring your curiosity, sense of humor and appetite for food, drinks and knowledge!

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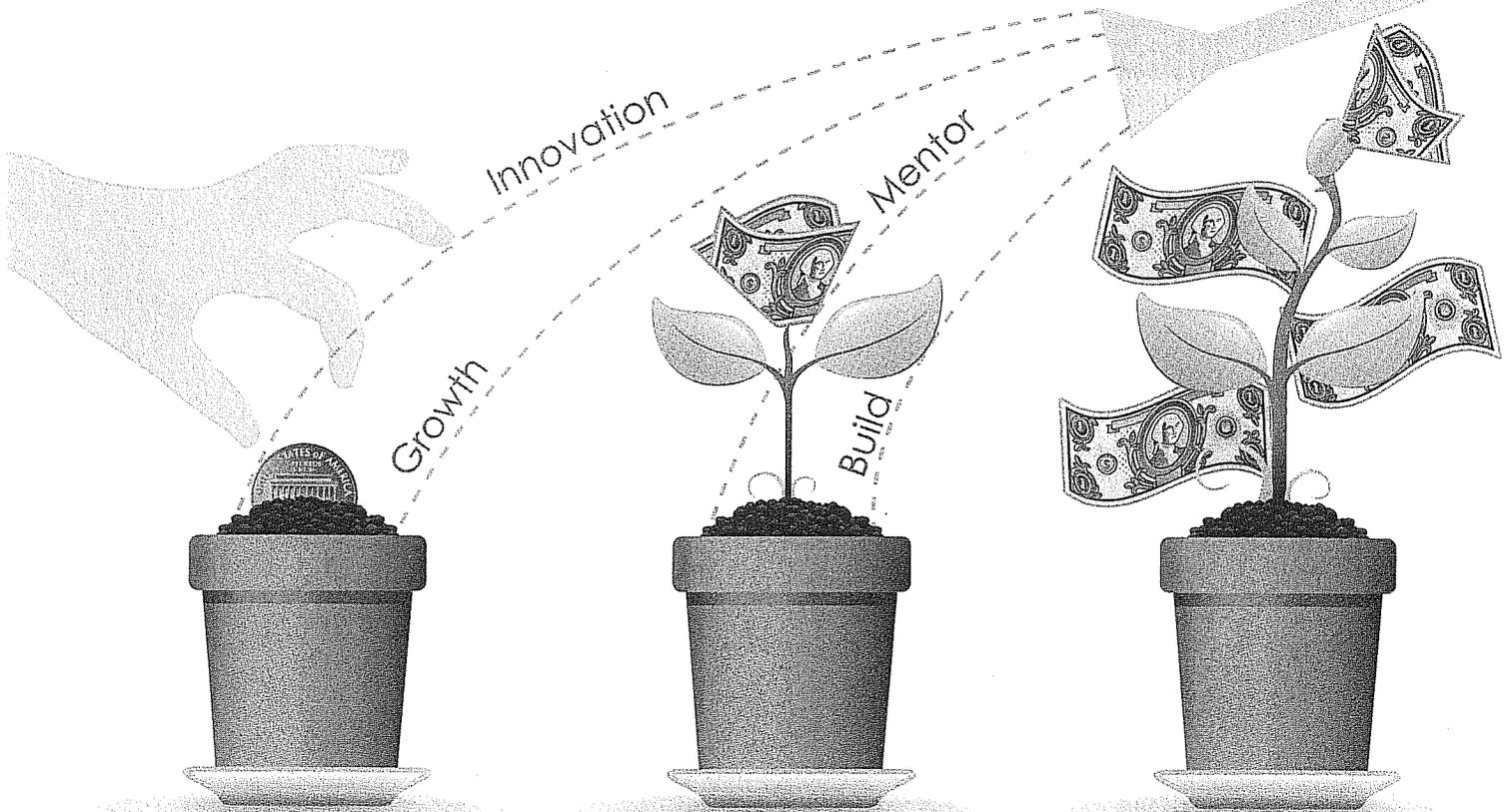
Third Annual

Attachment C

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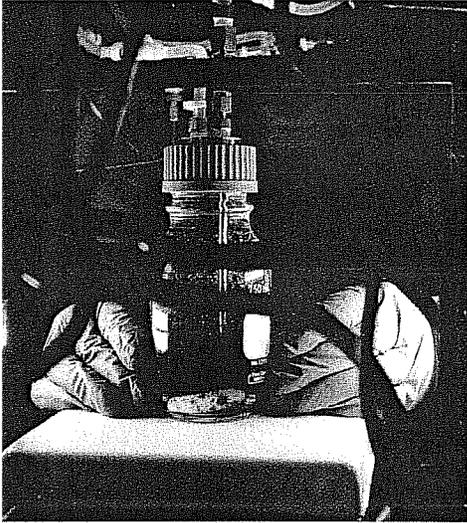
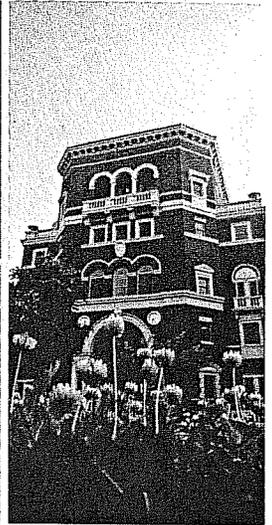
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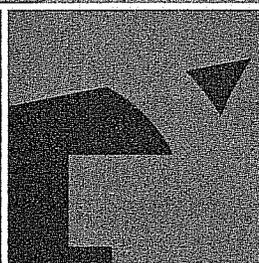
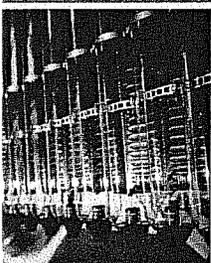
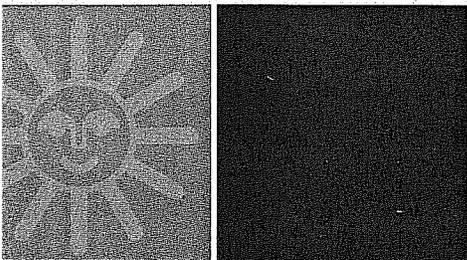




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40	Scoring Matrix

Disclaimer 1. Neither this announcement, the Willamette Angel Conference (the "Conference") nor any of the related company presentations constitutes an offer to sell or the solicitation of an offer to purchase securities.

2. If any investment in a participating company occurs as a direct or indirect result of the Conference, it will solely be the initiative of the investor without participation by or transaction-related compensation to the Conference, the Corvallis-Benton Chamber Coalition ("Chamber Coalition") or its officers, directors, employees, members, agents or representatives. Neither the Conference, the Chamber Coalition nor any other organization, group or individual acting in connection with the Conference ("Conference Participants") make any representation as to the reliability of the information provided by the participating companies or their representatives.

3. The Conference serves merely as a vehicle to allow interested persons to view the ideas and activities of numerous companies and to learn about the type of businesses developing in and around the State of Oregon and Washington. Neither the Conference, the Chamber Coalition nor any Conference Participant has evaluated or endorsed the merits of any presentation made at the Conference. The Conference may be paid compensation by participating companies, but such compensation is solely in connection with participation in the Conference and is unrelated to any third-party investment in such companies.

4. It is expected that potential investors will conduct their own investigation of the facts submitted by the presenting companies, solicit such information from the presenting companies as needed to make an informed decision, and negotiate the terms of any investment they may elect to make without participation by the Conference, the Chamber Coalition, the Conference Participants or any agent or representative of any of them.



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Agenda

- 7:30-8:30 Registration & Continental Breakfast
- 8:30-9:30 Opening Remarks and Morning Keynote Speaker
Greg Pierson, CEO of Iovation
- 9:30-10:15 Ignite-style "wildcard" pitches. Three minutes, three slides, you vote.
VisiRay (pg 26)
M3 Wave Energy Systems LLCr (pg 26)
Flash Sensor Technologies, Inc. (pg 27)
Oh! Shoes, LLC (pg 27)
TCM Holding Group (pg 28)
- 10:15-10:30 Morning Break
- 10:30-12:10 Company Pitches, Session 1
Enuresys (pg 18)
Indow™ Windows (pg 19)
OpenSesame (pg 21)
Rowan Greenhouse Technologies, Inc. (pg 22)
- 12:10-1:15 Lunch and Table Discussions
- 1:15-2:10 Company Pitches, Session 2
Montrue Technologies, Inc. (pg 20)
Winner of Ignite-style "wildcard" pitch
- 2:10-2:25 Afternoon Break
- 2:25-3:15 Afternoon Keynote Speaker
Pamela Slim, Author of *Escape from Cubicle Nation, From Corporate Prisoner to Thriving Entrepreneur*
- 3:15-3:30 Open Mic
- 3:30-3:45 Award Ceremony and Closing Remarks
- 3:45-4:30 Book signing with Pamela Slim and Networking



Remarks about the Willamette Angel Conference Executive Committee

I wasn't elected as chair of this year's conference. I was recruited to the task in late October and I am sure it was because I came from a very short list of most likely suspects willing to say yes! I had served as a member of the organizing committee for the first Mid-Willamette Valley Angel Conference held in Corvallis in 2009. The community was looking for ways to assist the local economy and help start-up companies find access to capital as well as train some of the local qualified investors on the risks and advantages of local "Angel" type investing. That's exactly where I fit in.

I had no hesitation in volunteering when asked. I knew I would be working with most of the experienced team from the first year. We held our first meeting in November and organized into sub-committees and everyone pitched in to help. No mumbling or grumbling and no fighting over the tasks. Building on the success of the first two conferences, one in Corvallis and one in Eugene, Caroline Cummings, headed the Sponsorship Team and Together we were able to get the strong support of our many sponsors. The sponsors were very generous and responded in spite of tough economic times. Katherine Cleland headed the Marketing/Public Relations/Advertising sub-committee; Dan Whitaker took on the job of Company Recruitment and was assisted by Clay Higgins. Steve Shields agreed to be the LLC manager and recruited Lori Harris-Hancock from Sisters as the LLC legal counsel; Tami Ellingson served as the bookkeeper for

the LLC. Rich Duncombe agreed to be our Master of Ceremonies. Kavinda Arthenayake took on the job as Day of Event Coordinator with help from Keli Kuykendall. Chuck Crowe agreed to be the Investor Recruiter for this year's conference. Again this year, the organizers were the Corvallis Benton Chamber Coalition and the Eugene Chamber of Commerce and they did an outstanding job with registration, providing conference room space, coordinating name tags and badges as well as other support. Jeff Martin agreed to be this year's treasurer and helped prepare the budget and track it as the plan came together. Other major helpers included Skip Rung, Chris Klemm, Robin Probesting, Paul Spies, Barb Sloan, Anita Balleby and Pam Silbernagel and volunteers too numerous to mention who assisted us with set-up for the event. It is a major effort and everyone involved rates a big THANK YOU and warm round of applause from the conference attendees. We are especially thankful for a matching grant from the Oregon Growth Account in the amount of \$25,000 that added to the winning amount awarded.

Without the investors, there would be no prize. Without the companies there would be no competition. Without the sponsors, there would be no day of event or advertisement leading up to it. Without the WAC Executive Committee, this would just be another good idea waiting to happen. Thanks to all for their hard work.

Bill Ford, Chairman.
2011 Willamette Angel Conference

Willamette Angel Conference Organizing Committees

The Willamette Angel Conference is a collaboration of the Corvallis-Benton Chamber Coalition and the Eugene Area Chamber of Commerce.

Executive Committee

Bill Ford, Corvallis-Benton Chamber Coalition (Chair); Kavinda Arthenayke, OSU Conference Services; Katherine Cleland, Cleland Marketing; Chuck Crowe ATCO America; Caroline Cummings, Eugene Area Chamber of Commerce and Oregon Entrepreneurs Network; Rich Duncombe, HP; Jeff Martin, Jeff Martin, Faceture Inc (Treasurer); Robin Probesting; Skip Rung, ONAMI; Stephen Shields, Constructive Endeavors Business Consulting; Paul Spies; Dan Whittaker, OSU Tech Transfer; Keli Kuykendall, Executive Director, CascadePacific RC&D; Heidi Junge and Erin Weidemann, Corvallis Benton Chamber Coalition; Barb Sloan, The BEC.

Sponsorships Bill Ford, Caroline Cummings

Marketing, Branding and Graphic Design Cleland Marketing, Jeri Hauth Graphics and Deb Pierce Pawprints Digital Design

Event Coordination Kavinda Arthenayke, OSU Conference Services

Legal Pro bono legal services provided Endeavor Law Group for legal counsel of the conference.

Photography and Videography Jeff Silverman, Silverman Studios, Sarah Page Photography, Forward Think

Printing Core Communications

Willamette Angel Conference 2011 LLC Leadership

Stephen Shields, Constructive Endeavors Business Consulting – Head of the LLC

Lori Harris-Hancock from Sisters, WAC 2011 LLC legal counsel

Tami Ellingson, bookkeeper for the WAC 2011 LLC

Chuck Crowe, investor communications

Plants for the Event Shonnard's Nursery

Thanks to the following Business Development agencies for helping to recruit start-up businesses and investors:

Corvallis-Benton Chamber Coalition, Linn-Benton Small Business Development Center, the Business Enterprise Center, Eugene Area Chamber of Commerce, Lane Small Business Development Center, Central Coast Economic Development Alliance, Oregon Cascades West Council of Governments, Albany-Millersburg Economic Development Corporation, Oregon Entrepreneurs Network (OEN), Bend Venture Conference, Southern Oregon Angel Network, Gorge Angel Investment Network (GAIN), Economic Development for Central Oregon.

The Willamette Angel Conference: Innovation, Commercialization and Investment is focused on bringing education and acceleration of entrepreneurship and Angel investment to the Southern Willamette Valley, including Corvallis, Albany, Salem, Newport, Eugene and Springfield. The fourth annual Willamette Angel Conference is planned for spring 2012 in Eugene.

This Event is made possible by Economic Development funding provided by the City of Corvallis, and Benton County, as well as the many sponsors.

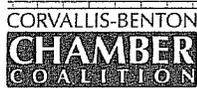


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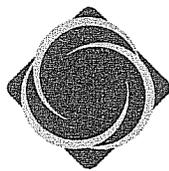
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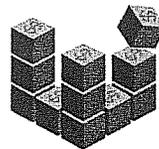
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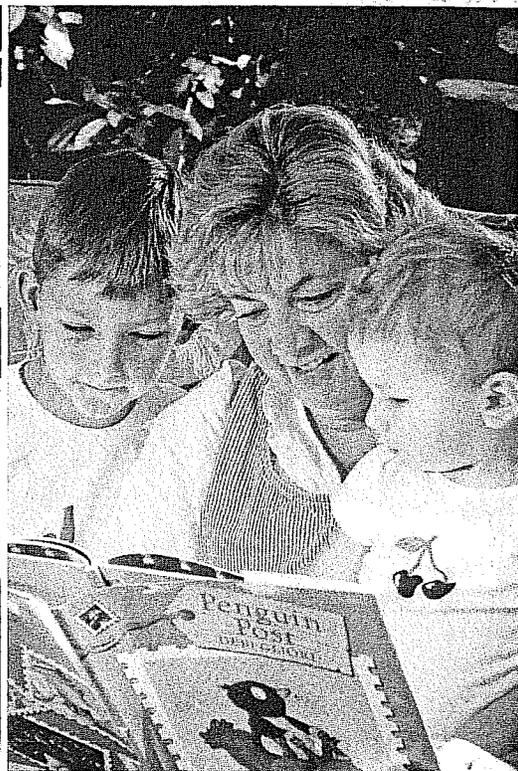
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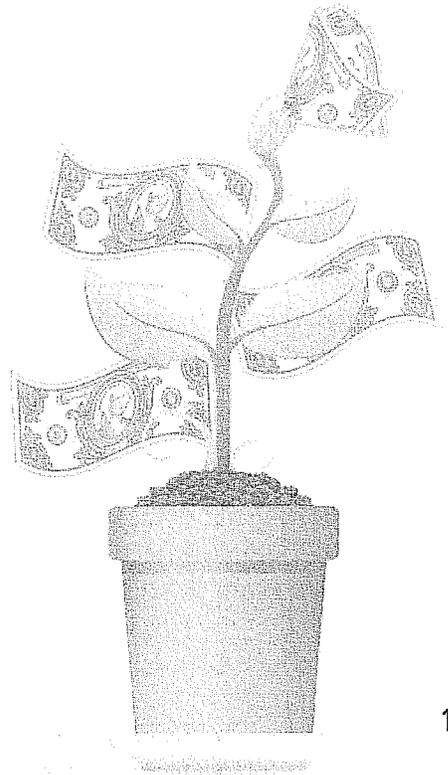
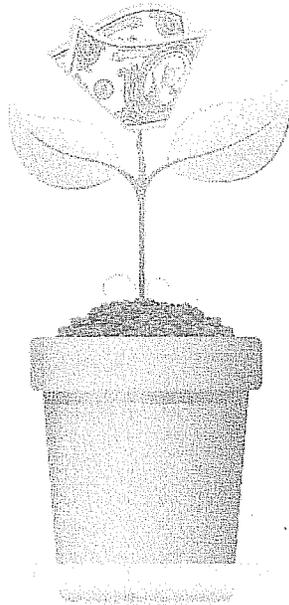
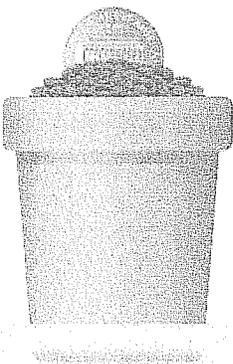
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Entrepreneurship and Economic Development



Oregon State University Research Impact through Commercialization and Corporate Development

Richard W. Spinrad, PhD., CMarSci, OSU Vice President for Research

With a research enterprise of more than \$275 million and a history of successful partnerships with industry, Oregon State University helps companies, from discovery through commercialization, to solve complex research issues and develop innovative new technologies. OSU research is driven by the University's commitment to sustain healthy ecosystems, a healthy economy and healthy people.

The OSU research community through the years has valued collaboration and an entrepreneurial spirit. Leadership plans to reinforce its support of innovative organizational structures that enable a diverse portfolio of both individual and team-based research. It includes a healthy spectrum of fundamental and applied research. Undergraduate and graduate education will continue to develop leaders and sustain a work force that meets current and anticipated employment needs.

OSU's Vice President for Research Rick Spinrad is working with a team to develop a comprehensive Research Agenda. Defining the University's research values and principles, thrusts, and implementation plans, it is clear that support of commercialization and corporate development is increasingly integral to the future contributions of the state's land-grant institution.

The diverse OSU research portfolio has grown dramatically – for instance, OSU industrial research agreements have risen by 57% over the past three years. In addition, OSU start-ups are

fueling the Oregon economy. In the past five years, eight start-up companies were created, based on licensed OSU intellectual property. These eight startups have attracted more than \$95M in investment capital and created more than 180 new jobs in the state. An additional six start-up companies are sponsoring OSU research projects using OSU facilities or equipment, employing current OSU students or in other ways benefitting from OSU resources. Nine additional companies are currently emerging from the use of OSU intellectual property.

With increasing innovations and commercial opportunities, the Research Office has been transforming operations to keep pace. OSU's former Office of Technology Transfer is now the Office for Commercialization and Corporate Development, (OCCD), directed by Brian Wall. By focusing on connecting entrepreneurs, investors and existing companies to OSU's capabilities, and helping transform research into applications that impact the world, the OCCD is the bridge between researchers and commercial entities, from Oregon-based startups to large international companies.

The newest member of the OCCD team, Dan Whitaker, a "serial entrepreneur" with experience in 16 startup companies, is working throughout OSU to guide new business creation and corporate development. The result will be a substantial increase in startup activity and connections with existing companies.



Oregon Growth Account Commits to Match Angel Investors

Jim Huston | Lead Ambassador for securing these OGA match funds
Chairman Angel Oregon 2011, Managing Director, Portland Seed Fund

On January 24 2011, the Board of the Oregon Growth Account (OGA) voted to commit up to \$175,000 per year to partially match the investment dollars raised by the five angel conferences hosted across Oregon, including the Willamette Angel Conference (WAC). This marked a significant endorsement of both the investment potential and the economic development opportunity created by each of these angel conferences.

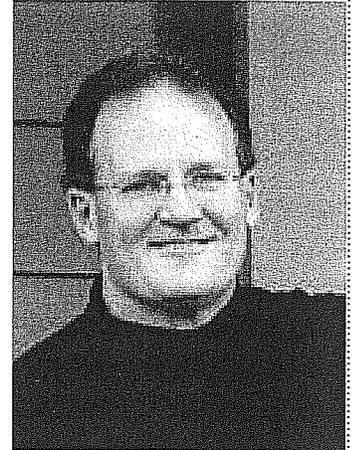
The Board of the OGA looked not at just the companies that are backed by each of these conferences, but also at the pools of experienced angel investors that are being developed across the state and the chance for entrepreneurs to learn from the experience of going through an investment process. "We want to put this money to work for Oregon, and all across Oregon," said Oregon State Treasurer Ted Wheeler, who chairs the OGA board. "We frequently hear about business startups in the Portland metro area, yet there are tremendous innovative opportunities all over the state."

All five of these angel conferences have a similar dual focus, both trying to fund the entrepreneur community in their area and to develop the angel investment networks in their region. Each conference is independently organized and managed by volunteers and community supporters, but one common thread for all of them is the affiliation with and support of the Oregon Entrepreneurs Network (OEN). Typically, the conferences invite startup companies to present their business plans to accredited investors -- known as angels -- who choose the most promising to receive an investment. The OGA's money (which are non-voting shares) will help supplement the angels' investments in those Oregon companies. Companies winning awards must be Oregon based companies and OGA will review the match for future years.

These five conferences include:

- **Southern Oregon Angel Investment conference** held in Medford on March 9, 2011 - \$155,000 investment prize awarded to Folium Partners, including \$25,000 from OGA.
- **Angel Oregon conference** in Portland held on March 16, 2011 - \$180,000 investment prize awarded to Open Sesame and \$25,000 investment prize awarded to Soothie Suckers; total investment prize of \$205,000 included \$40,000 from OGA.
- **The Gorge Angel Investment Network conference** held in The Dalles on April 26, 2011; investment prize winner not known at date of publication of this article, but OGA has committed up to \$25,000.
- **The Willamette Angel Conference** on May 12, 2011 in Corvallis; OGA has committed up to \$25,000 as part of the investment prize.
- **Bend Venture Conference** on October 16, 2011 in Bend; OGA has committed up to \$50,000 as part of the investment prize.

The Bend and Portland venture conferences are eligible for a higher level of OGA funds because they have existed 7 years and 12 years, respectively, and have established track records of investing in companies that went on to become successful. The three newer angel investment conferences in the Gorge, Southern Oregon, and mid Willamette Valley can receive as much as \$25,000 each, provided organizers raise at least \$100,000 from other investors.



Entrepreneurship & Innovation Can Spark Economic Growth for the Region

Dave Hauser CCE, President, Eugene Area Chamber of Commerce



Some say as sure as spring follows winter, prosperity and economic growth follows a recession. If you subscribe to that optimistic perspective, then you are probably contemplating when prosperity will return and whether economic development efforts in the Willamette Valley will ensure that our region captures its fair share of recovery.

Economic development is defined as the advancement of economic wealth of countries or regions for the well-being of their inhabitants. At the Eugene

Chamber, throughout our 100-plus years we have subscribed to the notion that a strong local economy is inextricably tied to livability.

How do we ensure that as a community and a region, we capture our fair share of new economic opportunities that will contribute to the well being of local residents? By taking advantage of our strengths of nimbleness and tradition, of entrepreneurial spirit. One of our top priorities is to advance local efforts to support new ventures and promote this region as great place for entrepreneurs and new ideas.

The following three components define the Chamber's efforts to support the growth of entrepreneurs:

- Education. New ventures and investors can be encouraged and developed with connections to information and experience provided through one-on-one and a host of Smart-ups workshops.
- Networking. The Chamber is supporting entrepreneurial activity by facilitating local and state-wide collaboration and partnerships. We host regular gatherings for education and networking under the Smart-ups brand.
- Capital Formation. Our Chamber operates Southern Willamette Angel Network (SWAN) as an on-going effort to connect new ideas to early stage capital.

We already see momentum building for an invigorated local economy, as evidenced by the growing success of the Willamette Angel Conference, a joint venture of the Eugene Area Chamber of Commerce and the Corvallis-Benton Chamber Coalition. This event demonstrates our energy, the advantage we have in this region in this moment to tap our livability and our collective strengths in support of that critical element of all economies—entrepreneurial motion.

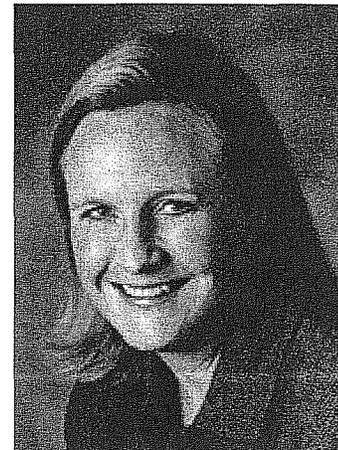
We're pleased you are part of this year's Willamette Angel Conference and we look forward to working with you to build a vibrant economic future for our region.



A message from the Corvallis-Benton Chamber Coalition

Marcy Eastham,
Interim President/CEO of the Corvallis-Benton Chamber Coalition

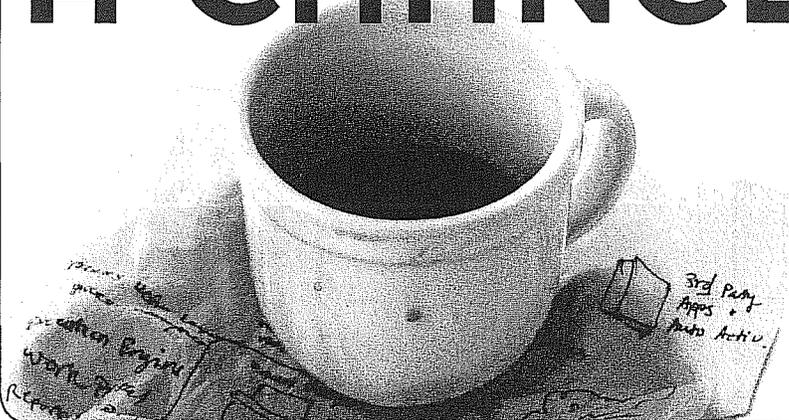
The Corvallis-Benton Chamber Coalition supports business and economic development in Benton County. We enjoy a diverse economic base, from home-based businesses to worldwide enterprises. Our major employers include OSU, Samaritan Health Services, The Corvallis Clinic, and Hewlett Packard Company. Startup enterprises such as Perpetua Power Source Technologies and Home Dialysis+ are not only exciting additions to our region, but are drawing national attention for the potential impact of their innovations. The future for Benton County's economy is exceptional, with successful enterprises not only attracting new innovators and investors, but modeling world-class entrepreneurial activity.



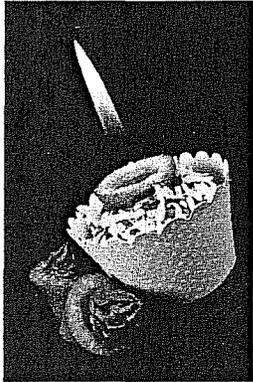
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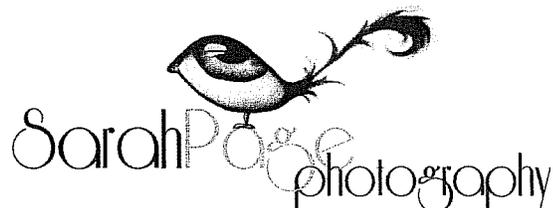
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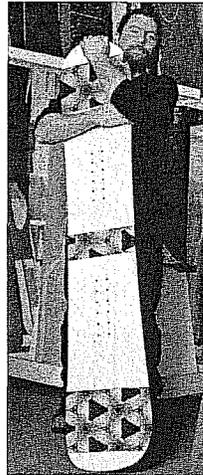


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Presenting Companies (10 minute pitch)

Enuresys

Indow™ Windows

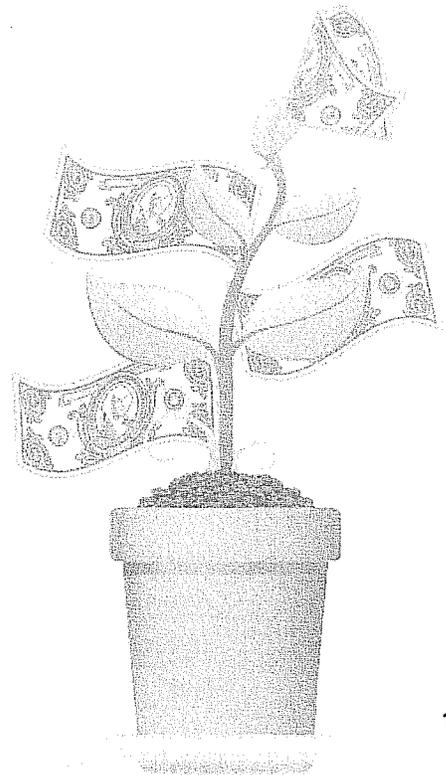
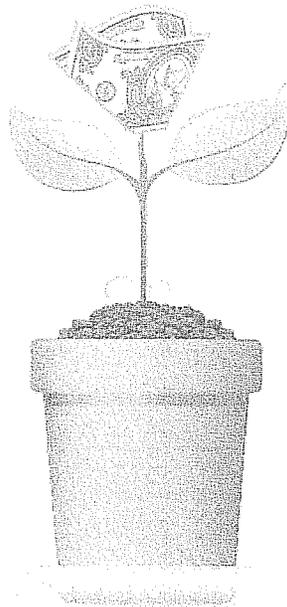
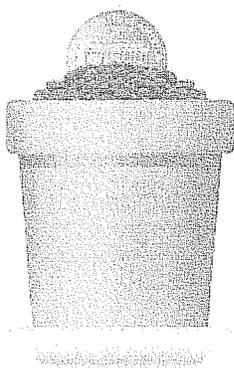
Montrue Technologies, Inc.

OpenSesame

Rowan Greenhouse Technologies, Inc.

Ignite-style "wildcard" Winner

The companies listed above were selected out of a pool of 25 business plan submissions. The investment fund members conducted a six week due diligence process to determine the companies with the most viable investment opportunities. The investors carefully examined the business models, revenue models, financial projections, competition, market barriers, management teams—and several other items—before ultimately deciding that these six companies had the most viable business plans. They will each be given 10 minutes today to pitch their business plans—and vie for a chance at winning the estimated investment prize of \$200,000 in seed funding.



Enuresys

One Line Pitch: Enuresys' patented solution uses RFID sensors inserted into incontinence briefs. The process increases quality of care & is much more cost-effective.

Business Summary: Enuresys' patented solution utilizes radio frequency identification (RFID) sensors inserted into incontinence briefs. The solution will remove the significant cost burden of incontinence-related injuries currently borne by facilities, insurance & families. The ROI due to labor savings and corresponding lower cost of care for facilities is enormous. The unique application and patent protection ensures no existing competition to this solution.

Management: The main principals have extensive experience and networks in the long-term care, software and technology industries. In addition, each team member is a proven entrepreneur with an undisputed track record of success. See business plan for detailed biographies of the management team.

Customer Problem: Proactive incontinence monitoring is a labor intensive task negatively perceived by both care staff and patients. Incontinence-related injuries are common and enhanced level of care escalates cost.

Product/Services: Enuresys' patented solution utilizes radio frequency identification (RFID) sensors inserted into incontinence briefs. When an incontinence event occurs, quick detection of RFID sensors will ensure the resident/patient is disturbed only when necessary & will mitigate serious incontinence-related injury. The solution can be scaled quickly, rapidly and inexpensively. The ROI due to labor savings & corresponding lower cost of care is enormous.

Target Market: Incontinence is a considerable problem in health care, especially senior-related long-term care (LTC). Approx 1.5 million Americans living in LTC facilities are incontinent. Enuresys will focus on penetrating LTC facilities to provide solutions to residents. There are approximately 60,000 LTC facilities in the US. Our projections indicate that by Year 5, revenue and EBITDA will be \$237 million and \$37 million respectively.

Customers: An Institutional Review Board application for Human Test Trials has been submitted. If approved, human test trials will begin in Avamere communities in the Portland area.

Sales/Marketing Strategy: our approach to sales will include direct sales and value added resellers (VARs). VARs will play a key role in product sales as LTC market is highly fragmented. The LTC market is served by 3 main distributors. It's estimated that at least 75% of all medical and health care supplies are distributed through these three players. It's critical that our solution is included in the formulary of one or all 3 of these distributors.

Business Model: There are 2 sources of revenue:

- 1) Hardware: RFID reader
- 2) Disposable RFID sensors

This model is akin to the razor (RFID reader) and razor blade (RFID tag) business model. See business plan for detail.

Competitors: Incontinence detection has relatively few players. There appears to only be a handful of detection devices that can be inserted into a brief. The two main offerings (EC International LLC and Smart-Caller) are non-disposable, reusable alarms that cost significantly more (\$250+). Both companies are based in Australia. These solutions are bulkier & require cleaning after every use. Neither solution has made inroads into the North American market.

Competitive Advantage: The unique application and patent protection ensures no existing competition to this solution.

Enuresys	Financials* (USD)	2010	2011	2012	2013	2014	2015
14172 NW Bronson Creek Drive Portland, OR 97229 United States	Revenues	0	0	2,184	10,780	64,960	105,560
	Expenditures	50	120	4,664	14,052	67,250	96,703
	Net	-50	-120	-2,480	-3,272	-2,290	8,857

* In Thousands (000) of USD - US Dollar

Powered by Angelsoft. Submitted to The Willamette Angel Conference on 3/13/11

Company Profile:

URL: NA

Industry: Medical Devices and Equipment

Employees: 1

Founded: November 30 2010



Contact:

Rob MacNaughton

rmacnaughton@enuresys.com

Work: 971 506 0357

Financial Information (USD):

Company Stage: Product In Development

Previous Capital: 75,000

Monthly Net Burn: 10,000

Pre-money Valuation: 250,000

Capital Seeking: 1,000,000

Additional Information: Enuresys patent is more expansive than the incontinence application. The patent includes any application in which an environmental change occurs.

Management:

Rob MacNaughton, CEO

Jeff Klemp, COO

Geoff Bunza, Ph.D, Advisory Board Member

Doug Fullaway, Advisory Board Member

Michael Barnisin, Advisory Board Member

Advisors:

Lawyer:

Accountant:

Investors:

Referred By:

Ben Peek

Indow(tm) Windows

One Line Pitch: Indow(tm) Windows are great looking, easy to install, thermal window inserts that deliver double pane window performance at a fraction of the cost.

Business Summary: We manufacture thermal window inserts, a new product category in the energy efficiency space. We sell Indow Windows through home performance contractors, window covering retailers, window shops, and specialty stores. We generate revenue with a referral sales and with a wholesale sales. We are in the mass customization business, and key to our success is the orchestration of the flow of information from customer locations into our IT system.

Management: Sam Pardue has a proven track record as a successful entrepreneur, having founded Lensbaby (www.lensbaby.com) 7 years ago and as CEO, grown it into a globally recognized photo industry brand. Sam brings consumer marketing, leadership, and communications expertise. Stuart Rosenfeld, Director of Finance and Operations, has served in finance and operations leadership positions for Daverci Solutions, Zig Zag Wireless, and EcoTrust.

Customer Problem: The residents of the 55 million homes in the United States that have single pane windows lack an affordable, easy to install, and aesthetically pleasing way to insulate their windows.

Product/Services: Indow Windows are attractive, affordable, patent pending, thermal window inserts that press into place on the inside of a window frame without any nails, screws or adhesives to seal the window to eliminate cold drafts. Indow Windows also reduce noise transmission by 50%. Each Indow Window is custom cut to fit the inside of an existing window frame. The product is composed of a sheet of acrylic glazing edged with our patent pending spring bulb.

Target Market: 55 million residences in the United States and approximately 650,000 residences in Oregon still have single pane windows, yielding a TAM of approximately \$80 billion. Single family residence owners, aged 35 to 65, with incomes between \$75,000 and \$500,000 living in homes built before 1979 represent the epicenter of our target market. There are also significant additional opportunities in commercial buildings.

Customers: Neil Kelly, EcoTech, Imagine Energy, Bamboo Revolution, Portland Closet Company, EcoHeat, Bolliger Window Fashions, Interstate Flooring, Energy Unlimited & others are all beginning to sell Indow Windows.

Sales/Marketing Strategy: We sell through Home Performance Contractors (HPCs) and Window Covering Retailers. Home Performance Contractors do not currently have a cost effective solution for improving window performance to offer their customers, giving us a great market entry point. We will engage customers with strong PR efforts and online ad campaigns that target customer groups driven by environmental, budget, comfort, historic preservation, and noise concerns.

Business Model: We have two sales models: referral & wholesale. With the referral model our channel partners close deals and we contract directly with the customer. Or, we sell wholesale to the channel partner.

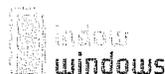
Competitors: Many companies manufacture and sell double pane windows, but even their low-end, less attractive products are much more expensive than Indow Windows. There are also several interior storm window companies, but their products are less attractive and require more installation work and/or nails, adhesives. No company offers the combination of aesthetics, ease of use, performance, and affordability that Indow Windows provides.

Competitive Advantage: Indow Windows have a unique combination of aesthetic appeal, affordability, and ease of use, which are extremely important benefits to residential customers. Our patent, brand, & IT system will block entry.

Indow(tm) Windows 2267 N. Interstate Ave. Portland, OR 97227 United States	Financials* (USD)	2010	2011	2012	2013	2014	2015
	Revenues	30	445	2,970	9,128	17,081	25,053
	Expenditures	275	834	2,847	7,375	12,879	18,113
	Net	-245	-389	123	1,753	4,202	6,940

* In Thousands (000) of USD - US Dollar

Powered by Angelsoft. Submitted to The Willamette Angel Conference on 3/23/11



Company Profile:

URL: www.indowwindows.com

Industry: Clean Technology

Employees: 8

Founded: March, 2009

Contact:

Sam Pardue

sam@indowwindows.com

Work: 503-284-2260

Fax: 503-284-2261

Financial Information (USD):

Company Stage: \$0 - \$500K in Trailing 12 Mo. Revenue

Previous Capital: 225,000

Monthly Net Burn: 30,000

Pre-money Valuation: 2,200,000

Capital Seeking: 750,000

Additional Information: Fiscal year and Internal forecasts based on June 30 year end. Application data is for calendar years. Company intends to convert to C Corp by 7/1/11.

Management:

Samuel Pardue, CEO

Stuart Rosenfeld, Director of Finance and Operations

Advisors:

Lawyer: Doug Morris, Partner, Ater Wynne; Kevin Ross, Partner, Marger Johnson & McCollom, P.C.

Accountant: Grant Folske, RF Associates

Investors:

Founder, Friends, and Family

Referred By:

Ashley Henry

Montrue Technologies, Inc.



One Line Pitch: We make an emergency department system for the iPad, solving a problem caused by recent legislation and offering hospitals a profound ROI.

Business Summary: We are a development stage venture offering an emergency department information system (EDIS) for the iPad. Our product solves the problems caused by computerized physician order entry (CPOE), a requirement for hospitals to meet the criteria of the American Recovery and Reinvestment Act (ARRA). Due to the widespread adoption of iPads in hospitals and the earmarking of \$36B to implement CPOE, we anticipate rapid expansion into the EDIS market.

Management: Mr. Beers has 17 years of software development experience and is an expert in the optimization of large data sets. Mr. Turner, our UI designer, exited profitably from his prior startup, Starseed. I am an emergency physician and have served as an advisor in the design of emergency department systems, most recently with Siemens. We have self-funded our company for a year, and have developed and tested our prototype.

Customer Problem: Hospitals are required to do CPOE by the end of this year using clumsy point-and-click software tied to PCs, requiring physicians to leave the bedside, and losing a typical \$1.2M annually in revenue.

Product/Services: Our EDIS solves this problem by extracting patient data from the EMR and presenting it in an intuitive interface on the iPad. Ours is the only EDIS for the iPad, allowing physicians to enter orders at the bedside and helping hospitals achieve meaningful use. A typical client will earn \$8 million in ARRA funds and save \$800K annually in improved charge capture, all with a device that is 1/18th the cost of a PC workstation.

Target Market: The EDIS market, worth \$110M in 2010, is expected to grow 30% per year. The rate of iPad adoption in hospitals is unprecedented in the history of computer technology, with half of doctors expecting to own an iPad by the end of this year. Almost all the growth in the EDIS market will be in mobile apps that interface with the EMR. Once dominant in the EDIS space, we see opportunities in the adjacent markets of inpatient medicine and ICU.

Customers: Samaritan in Corvallis is struggling with CPOE and is actively looking for an EDIS. Ashland Community Hospital has expressed interest as a beta site. Meditech hospitals like these comprise our beachhead.

Sales/Marketing Strategy: The strength of our sales strategy is predicated on the understanding there are 3 buyers of EDISs: executives, IT, and end-users. We will release our product for free in the App Store to generate enthusiasm among end-users, while applying direct sales to executives, focusing on our profound ROI. We will arrange our own interfaces to assuage any fears from IT. Our marketing emphasizes the mobility and simplicity of the user experience.

Business Model: We will collect \$5 per patient, resulting in an annual average revenue of \$200K per client. Our business processes replace expensive transcription and hardware and make our product difficult to dislodge.

Competitors: Competitors include Meditech's EDM, Medhost, T-Systems, and Picis. Available EDISs cannot be ported to iOS. There are no competitors offering an EDIS for the mobile market. The market is fragmented, with the leader owning less than 20% market share.

Competitive Advantage: We are the only EDIS for the iPad. We have ported all of our customization to a back-end database, which will accelerate customization and improve margins. Certification is a large barrier to entry.

Company Profile:

URL: www.montrue.com (login: montrue, password: Sparrow!)
Industry: Software
Employees: 0
Founded: March 4, 2010

Contact:

Brian Phelps
phelps@montrue.com
Work: (541) 499-2641

Financial Information (USD):

Company Stage: Prototype Ready
Previous Capital: 29,000
Monthly Net Burn: 200
Pre-money Valuation: 2,500,000
Capital Seeking: 500,000

Additional Information:

Management:

Brian Phelps, President
Eric Turner, Secretary
Matthew Beers, Co-founder

Advisors:

Lawyer: K & L Gates
Accountant:

Investors:

Referred By:

Montrue Technologies, Inc. 749 S. Mountain Ave Ashland, OR 97520 United States	Financials* (USD)	2011	2012	2013	2014	2015
	Revenues	0	1,774	7,060	13,080	23,000
	Expenditures	317	1,518	1,808	2,100	2,400
	Net	-317	256	5,252	10,980	20,600

* In Thousands (000) of USD - US Dollar

Powered by Angelsoft. Submitted to The Willamette Angel Conference on 3/14/11

OpenSesame

One Line Pitch: OpenSesame is an online marketplace that makes purchasing an elearning course as easy as downloading a song from iTunes.

Business Summary: OpenSesame is an online marketplace for buying and selling elearning content.

Any course developer can reach new markets by selling on OpenSesame. Course developers determine pricing and retain 70% of revenue.

Buyers can select from a wide range of courses without the typical headaches of complicated pricing and implementation. Purchased courses will work on any learning management system (LMS)

Management: OpenSesame's management team is made up of experienced entrepreneurs who have the ability to identify and capitalize on new opportunities.

The team has deep software and Internet experience. Additionally, each team member has experience in education markets (BlueTech, Knowledge Learning Corporation).

Each team member has been through numerous technology launch cycles and understands the steps necessary to build successful products.

Customer Problem: Existing off-the-shelf content providers typically require multi-year subscription access to a catalog of courses, the bulk of which aren't used. Small publishers are not able to reach large buyers.

Product/Services: The OpenSesame elearning marketplace solves several of the above listed issues by making the location, selection, purchase and deployment of elearning content as easy as buying a song from iTunes.

OpenSesame offers buyers a breadth of selection, simple pricing and customer reviews. Sellers are able to leverage existing work to reach much larger buyers.

Target Market: The global elearning market will reach \$52.6B in 2010. The market segment for elearning content delivered via a LMS is \$12.5B. Additionally, the content market is growing at 11%, faster than the overall market (IDC).

The elearning content market is generally comprised of small development shops and course publishers. The largest elearning content company is Skillsoft, which has less than 3% market share (\$328M).

Customers: OpenSesame has already partnered with well over 100 elearning content providers and is in discussions with numerous large publishers, such as Kaplan and Pearson. Buyers will be any company with an LMS.

Sales/Marketing Strategy: OpenSesame is working to acquire content through: (1) internal direct sales efforts focused on small content developers to large publishers; (2) engaging with content providers via social media channels, such as LinkedIn and Twitter; and (3) by attending and sponsoring relevant industry events. On the buyer side, OpenSesame will employ similar tactics. In addition we are forging integration partnerships with Learning Management Systems.

* **Business Model:** Similar to the iTunes App Store or the Amazon Kindle Store, OpenSesame takes a 30% sales commission on all sales through the marketplace. The publisher retains 70% of the revenue. **Competitors:** There are two major competitive categories: Large providers of elearning content, Skillsoft, Element K, Mindleaders. These companies sell to corporate buyers. The typical sale involves a multiyear commitment well into six-figures. **LMS Providers with content:** Learn.com, GeoLearning, Course Park.

Competitive Advantage: OpenSesame will offer the widest range of content with extremely flexible licensing terms. Additionally, the process of adding a course takes minutes versus weeks, or more. A patent application has been filed.

OpenSesame 2828 SW Corbett Suite 143 Portland, OR 97201 United States	Financials* (USD)	2010	2011	2012	2013	2014	2015
	Revenues	0	179	2,272	5,864	10,298	22,322
	Expenditures	645	1,600	3,193	5,063	7,193	13,173
	Net	-645	-1,421	-921	801	3,105	9,148

* In Thousands (000) of USD - US Dollar

Powered by Angelsoft. Submitted to The Willamette Angel Conference on 3/15/11



Company Profile:

URL: <http://www.opensesame.com>

Industry: Education

Employees: 9

Founded: 01 June 2010

Contact:

Joshua Blank

josh.blank@opensesame.com

Work: 503-808-1268

Financial Information (USD):

Company Stage: Full Product Ready

Previous Capital: 645,000

Monthly Net Burn: 100,000

Pre-money Valuation: 0

Capital Seeking: 1,000,000

Additional Information: We have a commitment of \$1,000,000 from BlueTech LLC and OpenSesame management for 2011 funding.

Management:

Don Spear, President & CEO

Joshua Blank, SVP & General Manager

Tom Turnbull, VP Business & Community Development

Advisors:

Lawyer: David Connell

Accountant: PWC

Investors:

BlueTech LLC

Referred By:

Eric Rosenfeld

Rowan Greenhouse Technologies, Inc.



Company Profile:

URL: <http://www.rowangt.com>

Industry: Electronics / Instrumentation

Employees: 6

Founded: Jan 2011

Contact:

Bradley Nelson

brad@rowangt.com

Work: 541-231-4560

Financial Information (USD):

Company Stage: Prototype Ready

Previous Capital: 25,000

Monthly Net Burn: 3,000

Pre-money Valuation: 1,250,000

Capital Seeking: 225,000

Additional Information: Valuation formulated using estimated combined asset values of intellectual property, human resources, sweat equity, and customer relations.

Management:

Bradley Nelson, President

Paul Ahrens, Vice President

David Bird, Director of Sales

Kurt Christensen, Director of Marketing/Operations

Advisors:

Lawyer: Jeanne Smith, JD

Accountant: Lanny Hildebrandt, CPA
MBA

Investors:

Merle and Wanda Nelson

Referred By:

John Sechrest

One Line Pitch: You are in charge of \$2M of specialty crops: Would you check 100s of greenhouses in person, or would you rather check your cell phone?

Business Summary: RGT provides robotic and electronic control products to the nursery industry. The initial product, the Rowan PRO Greenhouse Control & Monitoring System, is slated to go to market Q3 of 2011. Prototypes are currently being field tested. These products will be sold through direct sales, distribution channels, and OEM. The RGT product line is more advanced than most competitors, lending to the likelihood of a buyout in 3-5 years.

Management: Brad Nelson has 4 years experience designing and supporting industrial controllers, with over a dozen products put to market. Paul Ahrens has 30 years of start up and executive experience. David Bird has 26 years experience in areas ranging from sales, family therapy, and business consulting. Kurt Christensen has customer product testing and high-level procurement and production experience.

Customer Problem: Monitoring greenhouses continuously is laborious, and changing irrigation settings requires visiting 100s of greenhouses at large nurseries. Breakdowns in hot weather can cause \$100K's in losses in <30 mins.

Product/Services: The solution is an Internet enabled wireless greenhouse irrigation controller. It allows greenhouse managers to change irrigation settings in minutes via PC, smart phone, or PDA from anywhere in the world through a simple web interface. It also monitors irrigation and environmental parameters, providing instant cell phone alerts if irrigation fails. Advanced and automated control solutions can be provided with future web software releases.

Target Market: The market for electronic greenhouse controllers in the top 10 nursery states is ~\$137M. Our product is applicable to every greenhouse setup, but larger nurseries will be targeted due to lower customer acquisition cost. The NW market is growing, as evidenced by a large greenhouse materials mfr starting new operations in WA. Future products, which will be released in years 2-4 of operations, will increase market potential to over \$500M.

Customers: Bailey Nurseries is a nationwide industry leader, and helped with product design. Outside of interested Oregon nurseries, we've also begun OEM negotiations with WI greenhouse equipment mfr Growing Systems.

Sales/Marketing Strategy: The nursery industry is full of generally easy going, nice people. These people respond extremely well to personal contact. Salespeople will directly approach customers in the West for years 1-2, after which regional sales reps will be established. OEM customers (greenhouse manufacturers) of our product will be sought out and mutually beneficial agreements arranged. RGT will exhibit at national trade shows for sales and brand building.

Business Model: RGT develops, manufactures, and sells electronic hardware and web software for greenhouse irrigation and monitoring. The company will rapidly update firmware and software through agile development techniques.

Competitors: There are currently other products that partially compete with our product, but customers must use multiple systems from a variety of companies to solve the same problems as a single Rowan system.

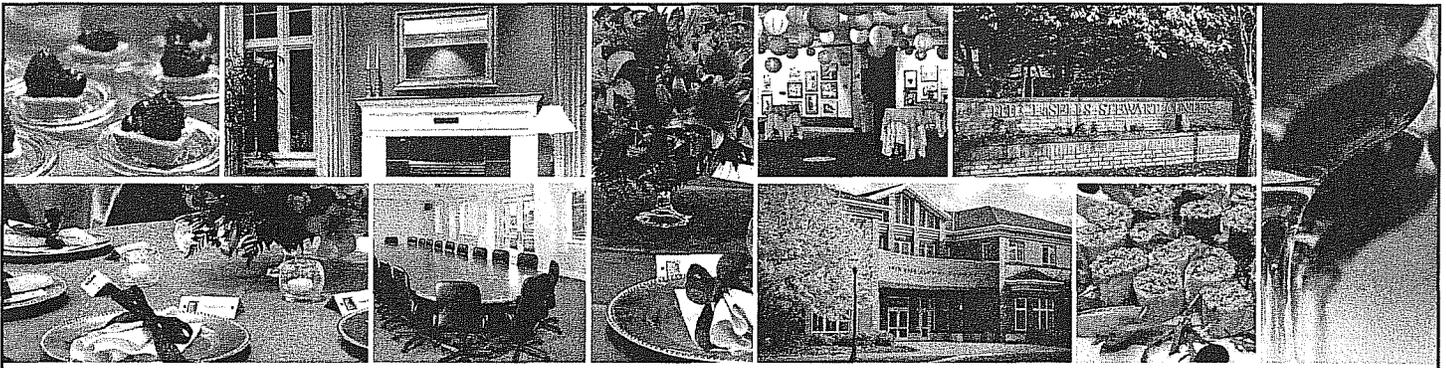
Leading competitors include Cherry Creek Systems, Inc., Argus Control Systems Limited, Wadsworth Control Systems Inc., Link4 Corporation, and Growing Systems, Inc. These are mostly small to medium sized privately owned companies.

Competitive Advantage: RGT is first to market w/ a fully integrated, designed for wireless, cloud computing solution for greenhouse automation. Agile development, test partners, and sensor mfr relationships reinforce our position.

Rowan Greenhouse Technologies, Inc. 3405 NW Orchard Ave Apt 208 Corvallis, OR 97330	Financials* (USD)	2010	2011	2012	2013	2014	2015
	Revenues	0	315	1,034	1,966	3,215	3,995
	Expenditures	0	361	875	1,614	2,355	2,845
	Net	0	-46	159	352	860	1,151

* In Thousands (000) of USD - US Dollar

Powered by Angelsoft. Submitted to The Willamette Angel Conference on 3/22/11



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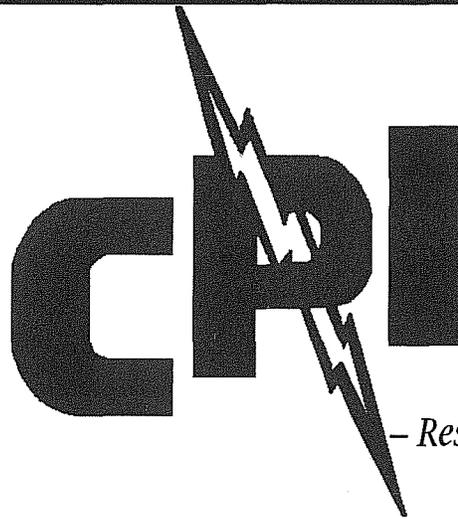
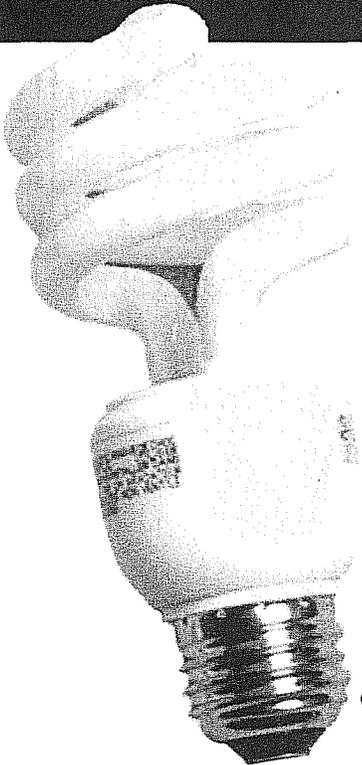
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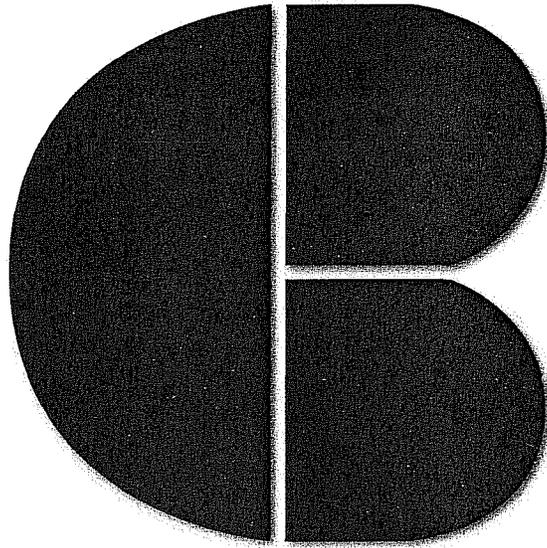
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VisiRay, Inc.

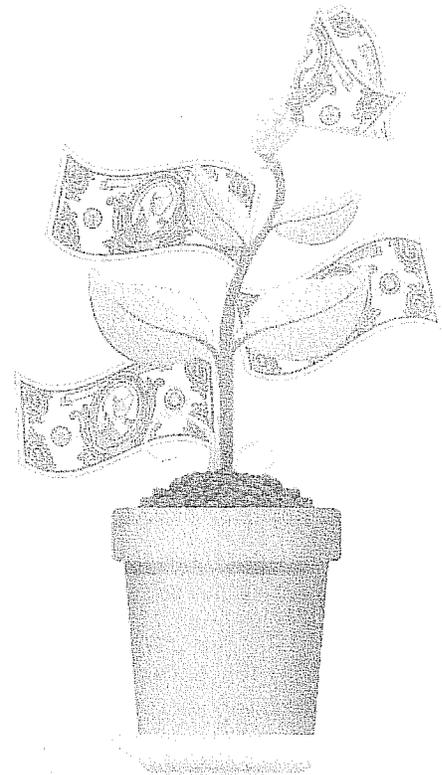
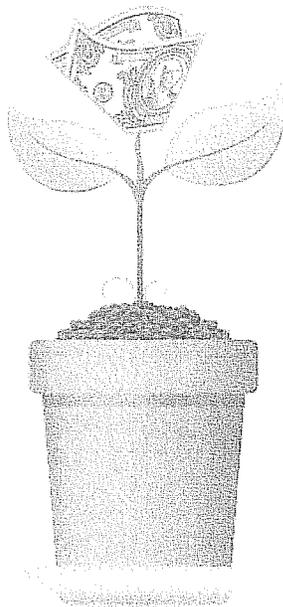
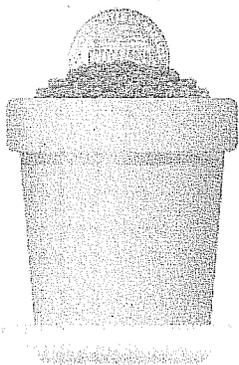
M3 Wave Energy Systems LLC

Flash Sensor Technologies

Oh! Shoes

TCM Holding Group

The five companies above were selected to deliver Ignite Presentations today—where they will be given 3 minutes to pitch their business plans using only 3 slides. This is a very high energy, competitive and exhilarating process. The audience will vote for the one Ignite Presenter they believe offers the best investment opportunity. That one winner, based on the audience vote, will advance to deliver a full 10-minute pitch and compete for the overall investment prize of \$200,000.



VisiRay Inc.

One Line Pitch: VisiRay Inc.'s revolutionary camera can see through walls and produce a clear 3D image of what's hidden inside; it outperforms any competitive device.

Business Summary: The VisiRay camera utilizes patented, proven technology, used in full body airport scanners nationwide. VisiRay's starting point is the pest control industry, where VisiRay will, for the first time, provide professionals with certifiable proof of infestation. This proof will instill confidence in customers to order extermination, the main revenue source for the industry. VisiRay will then provide its camera to other inspection focused industries.

Management: We have strong experience in high-tech development, legal, marketing and sales and includes a Physics PhD. Together with our board of advisors, which includes pest control experts – like Rollins' Ron Harrison – as well as product development experts, we are positioned to make VisiRay a success. Our Team will commit \$160,000 into VisiRay Inc.

Customer Problem: Pest control companies provide free inspections then generate revenues from exterminations. For the average inspector lack of credible proof is why 15-20 of the 100 monthly inspections don't result in an order.

Product/Services: VisiRay will introduce a camera-the VisiRay-that can non-intrusively produce a clear, 3D image of what's inside walls. For the first time it will provide professionals with certifiable proof of hidden infestation. This proof will instill confidence in customers to order extermination averaging \$1,500. The VisiRay utilizes a patented technology developed at the Pacific Northwest National Labs proven to work in full body airport scanners nationwide.

Company Profile

Industry: Electronics and Instrumentation

Employees: 0

Founded: Dec., 2010

Contact:

Orit Ofri

orit@oregonmba.com

Work: 541.250.9895

M3 Wave Energy Systems LLC

One Line Pitch: M3 Wave is commercializing a submerged wave energy device that harnesses ocean power while minimizing stakeholder impact and enhancing survivability.

Business Summary: M3 Wave Energy Systems LLC is focused on developing novel wave energy conversion devices using proprietary technology. The company is partnered with the Northwest National Marine Renewable Energy Center at Oregon State and Pacific Energy Ventures. The company has received a US Department of Energy grant and matching funds from the Oregon Wave Energy Trust to conduct prototype development.

Management: M3 Wave managers have extensive experience with managing and executing effective new product development on global projects. CTO Mike Morrow has led small, talented technical teams within Hewlett Packard's R&D organization. Mike Miller was a senior engineer and program manager at HP prior to joining nuclear power startup company Nuscale. M3 has a strong relationship with academic partners like the NW National Marine Renewable Energy Center.

Customer Problem: Electric utilities face impending renewable power portfolio mandates and few renewable options. Wave energy can provide base-quality power, but floating devices have stakeholder and survivability issues.

Product/Services: The DMP wave energy device utilizes a submerged pressure differential system that harnesses wave energy while resting on the ocean floor. The DMP avoids conflict issues with surface uses like commercial fisheries, recreation, and viewshed. The device remains sheltered from wind loads and storms which wreak havoc on conventional floating wave energy devices. The system passively shuts down in extreme wave conditions like tsunamis.



Company Profile

URL: www.m3wave.com

Industry: Ocean Tech.

Employees: 3

Founded: 2009

Contact:

mike@m3wave.com

W: 541.602.4160



Flash Sensor Technologies, Inc.

One Line Pitch: Flash Sensor Tech (FST) has developed an electronic diagnostic platform for the point-of-care market and is now developing prototype devices.

Business Summary: The FST platform enables low cost diagnosis of multiple indications from a single sample of serum, blood, or saliva. The platform uses single-use assay cartridges and a low-cost reader. The FST platform is highly automated and includes the hardware and firmware required to do a complete analysis. Currently protein based diagnosis is mainly through samples sent to clinical laboratories. FST provides a faster more cost effective solution.

Management: FST's executives have extensive experience in product development, business development, finance and in building start-up biotech companies, including diagnostic companies. They have broad-based technical and scientific training and experience at the highest levels. FST's advisors have taken four products through the FDA regulatory system, including the OraSure® HIV-1 rapid diagnostic.

Customer Problem: The most common point-of-care (POC) diagnostic for allergies is skin prick testing, which can be uncomfortable and risky. As an alternative to POC, blood can be drawn and sent to a clinical lab for analysis.

Product/Services: FST has developed a patent-pending electrochemical sensor for the rapid detection of antibodies present in blood or serum samples. Advantages includes multiple tests from a small sample, low cost & low power instrumentation, direct electronic data, and sensitivity at the POC similar to the gold standard of clinical labs.



Company Profile

URL: www.flashsensortech.com

Industry: Medical Devices and Equipment

Employees: 6

Founded: July, 2009

Contact:

Jeff King

jeff.king@virogenomics.com

W: 503.626.8354

Oh! Shoes, LLC

One Line Pitch: Oh! Shoes is changing the world of women's footwear with the creation of the first technology driven healthy and fashionable high heeled shoe.

Business Summary: With trendy Italian designs, Oh Shoes is delivering innovative and attractive footwear to the millions of professional women between the ages of 30-55 demanding quality, high fashion and comfortable heeled shoe products. Oh! Shoes, LLC had revenues of over \$2.1 million in 2010, was at breakeven in 2010 and is poised for growth in 2011.

Management: Mr. Van Gasse has over 20 years of senior management experience in footwear. Mr. Wells has over 35 years experience in footwear with a primary focus on development and procurement of product. Mr. Megrath has over 25 years of experience, including startups. Ms. Bartlett has over 20 years of experience with leading retail divisions of May Department Stores. Ms. Kain has 25 years of experience in senior footwear positions at retail and wholesale.

Customer Problem: Oh! Shoes addresses the growing epidemic of poor foot health, caused by excessive use of traditional heels, effecting over 80 million women in the US and leading to over \$3 billion annually in surgical costs.

Product/Services: With breakthrough heel technology, Oh! has successfully introduced unique health and wellness features for women living in constant pain from extended wear and in danger of feet and joint damage caused by long term use of traditional high heels. Oh! Shoes delivers a unique brand of shoes addressing health and wellness challenges for heeled footwear by blending technology, fashion and comfort.



Company Profile

URL: www.ohshoes.com

Industry: Consumer Products & Services

Employees: 8

Founded: June, 2003

Contact:

Don Megrath

dmegrath@q.com

W: 503.297.2154



Speakers

Greg Pierson

Morning Keynote Speaker

Pamela Slim

Afternoon Keynote Speaker

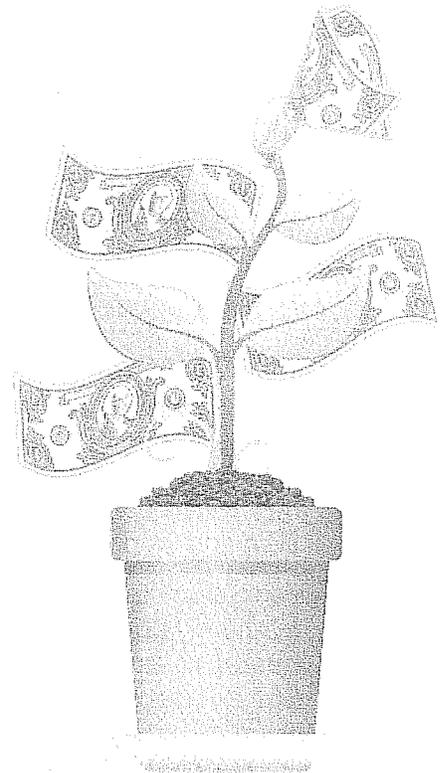
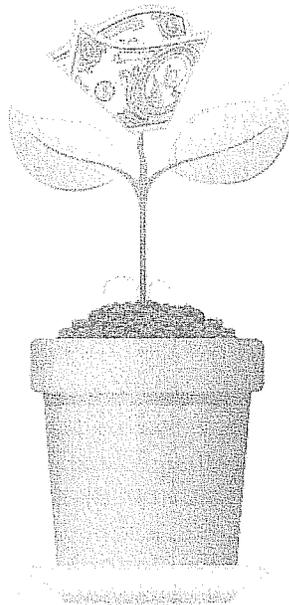
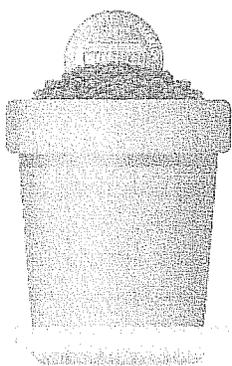
Luminaries

Rich Duncombe

Master of Ceremonies

Steve Shields

Head of the Willamette Angel Conference LLC 2011



Speakers

Morning Keynote Speaker

Greg Pierson, CEO and Co-Founder of Iovation



Greg has over 20 years of experience focused on building real-time business systems. As the co-founder and chief executive officer for Iovation, Greg is the visionary leader behind the use of reputation systems to prevent fraud and abuse of online services. He has an active role in Iovation's business development and strategizing the company's fraud management services to the marketplace on a global scale.

A serial entrepreneur, Greg previously founded iLogic, a pioneer in online community technology within the online gaming market. He has a strong passion for developing leading fraud fighting solutions that make the Internet a safer place to do business and communicate.

A forward-thinker in the areas of Internet security, online privacy and fraud management, Greg is a frequent speaker at industry trade shows across the globe, where he speaks on various topics including fraud management and emerging technologies that protect online environments against fraud and abuse.

Greg holds a B.S. in Business Administration and a B.S. in Economics from Oregon State University.

Afternoon Keynote Speaker

Pamela Slim: Author of *Escape from Cubicle Nation, From Corporate Prisoner to Thriving Entrepreneur*



employees.

Pamela Slim is a seasoned coach and writer who helps frustrated employees in corporate jobs break out and start their own business. Her blog, *Escape from Cubicle Nation*, is one of the top career and marketing blogs on the web. A former corporate manager and entrepreneur herself for more than a decade, she deeply understands the questions and concerns faced by first-time entrepreneurs. Her expertise in personal and business change was developed through many years consulting inside corporations such as Cisco Systems, Hewlett-Packard and Charles Schwab, where she coached thousands of executives, managers and

"Entrepreneurship at its heart is aligning your purpose for being on earth with a business idea so compelling that you simply must do it, despite the fears that hold you back," says Pam. Her experience teaching martial arts for 10 years to thousands of students including former gang members has helped her clients deal with fear head-on. A world traveler, Pam speaks four languages and has lived and worked in Europe and South America.

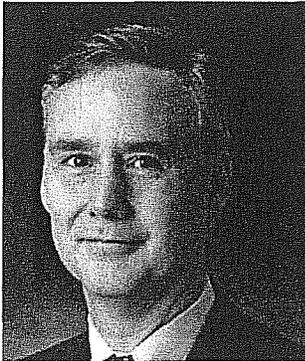
Pam's book *Escape from Cubicle Nation: From Corporate Prisoner to Thriving Entrepreneur* was released in Spring, 2009 and won Best Small Business/Entrepreneur Book of 2009. Pam is frequently quoted as an expert on entrepreneurship in publications such as *The New York Times*, *The Wall Street Journal*, *BusinessWeek*, *Forbes*, *Entrepreneur*, *Money Magazine* and *Psychology Today*. Pam is married with three kids and lives in Mesa, Arizona.



Luminaries

Master of Ceremonies

Rich Duncombe, HP Senior Strategist, Technology Development Organization, Imaging and Printing Group, Hewlett-Packard Company



Rich Duncombe's leadership in business creation and technology innovation spans 30 years, during which time he has consistently played a crucial role in catalyzing innovation and making it a reality. He is currently leading business strategy for HP's recently launched Sensing Solutions business.

Previously, Duncombe served as vice president, general manager and founder of HP's Retail Photo Solutions business; leading from inception to worldwide scale-up, including acquiring a retail photo software company to accelerate HP's growth.

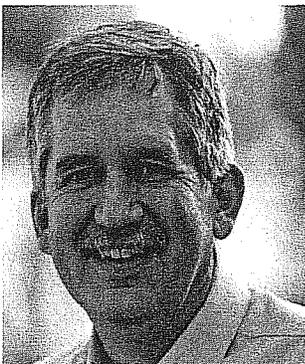
Prior to that, Duncombe founded and led HP's New Business Operation, which created a network of thousands of innovators collaborating on growth initiatives. He identified, selected and launched many successful businesses or products using a rigorous internal venture investment process.

Over the years, Duncombe has held many R&D, business development, sales and operations roles within HP in both the U.S. and Asia.

Duncombe holds a master's degree in electrical engineering from the University of California, Berkeley and a bachelor's degree in electrical engineering from Oregon State University. Duncombe served as president of the Corporate Venturing Consortium in partnership with MIT and as voting member on the Oregon Engineering and Technology Industry Council.

Head of the Willamette Angel Conference LLC 2011

Steve Shields, Constructive Endeavors Business Consulting



Steve's consulting focus is on strategy development and execution, organizational alignment and collaborations, executive coaching. His Emphasis has been on working with start-ups, educational organizations, not-for-profits.

Steve has been working with entrepreneurs and small-business owners throughout Oregon, serving on the board of Benton Hospice, and joining with the leadership at OSU to help the institution respond to the changing economic environment.

Prior to Constructive Endeavors, Steve worked at HP, where most of his 18-year career was spent on the inkjet printing business as it exploded around the world. Steve's work at HP gave him years of experience leading complex organizations through tremendous change.



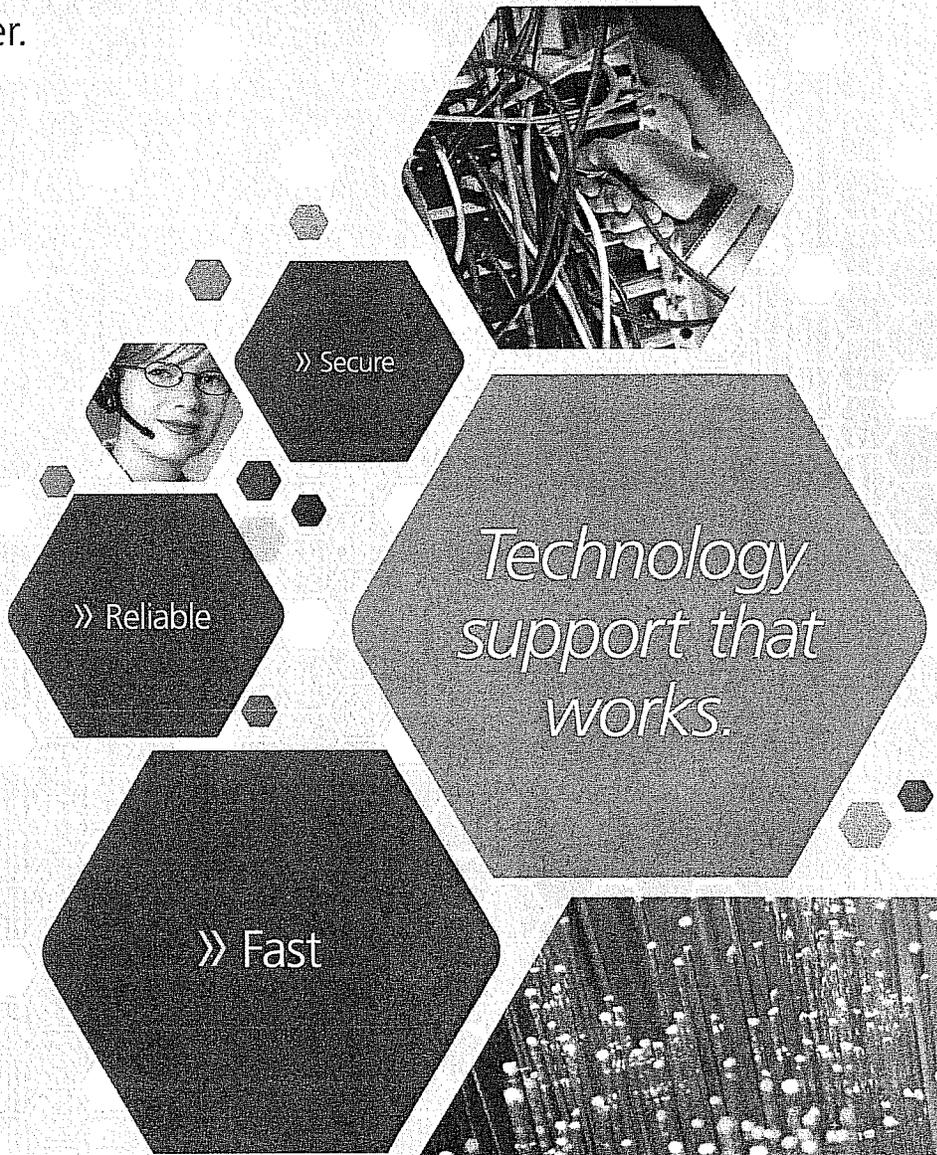


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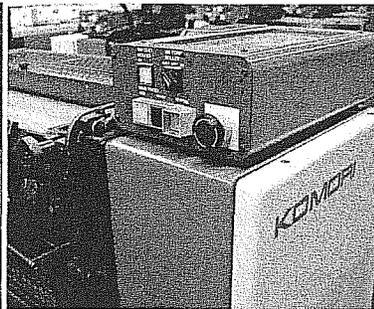
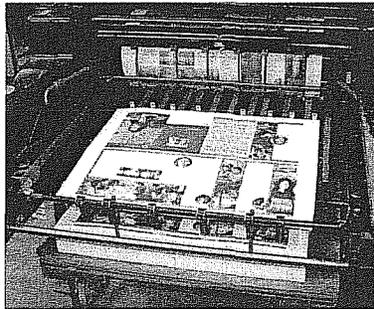
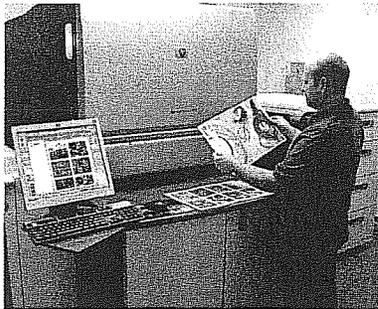
Lorie Harris-Hancock

Lorie Harris Hancock provides legal services to individuals and businesses, with a focus on business law in such areas as mergers and acquisitions, entity formations, debt and equity financing, securities offerings, drafting and negotiating contracts, emerging business issues, and general corporate matters.

Hancock also serves as in-house general counsel for companies without in-house lawyers and supplements the in-house legal teams at larger companies.

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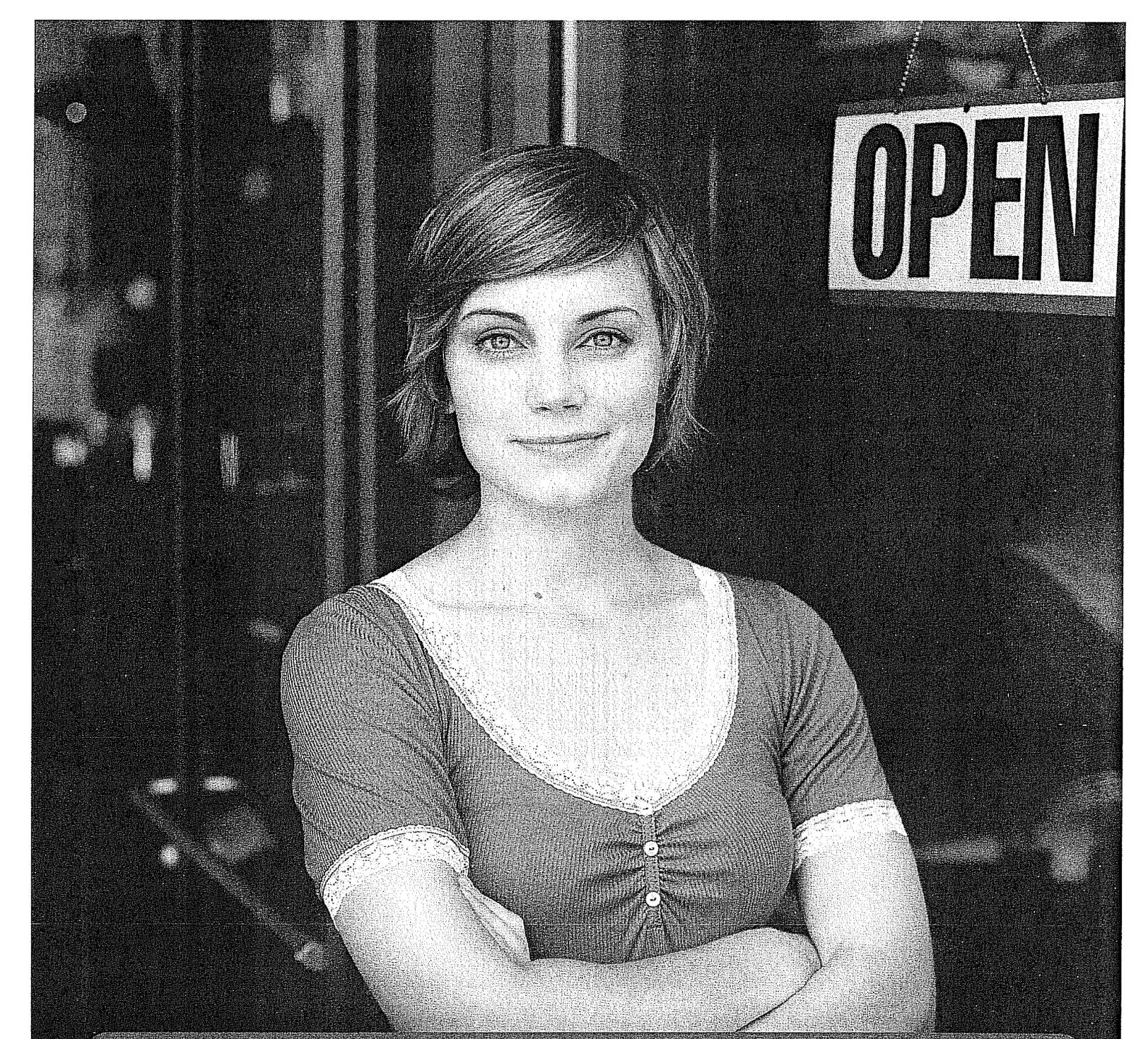


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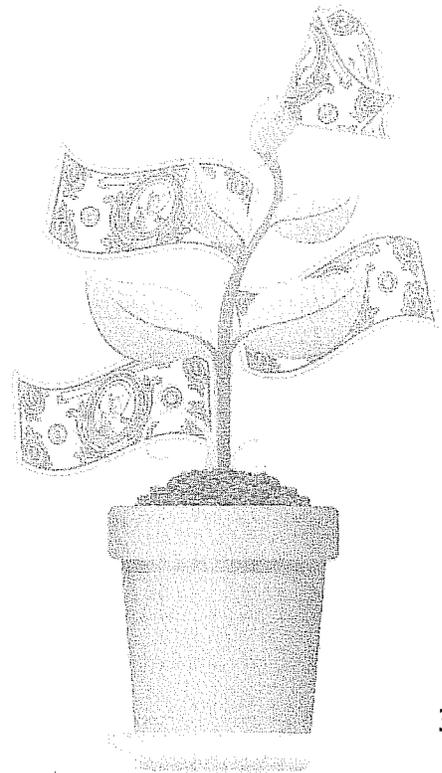
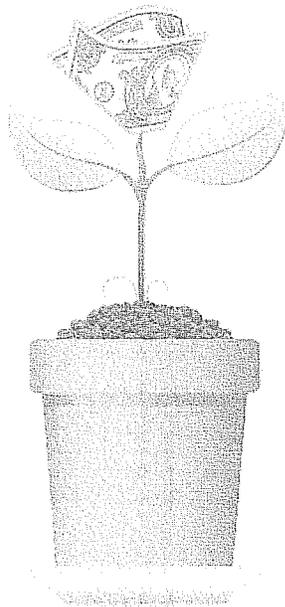
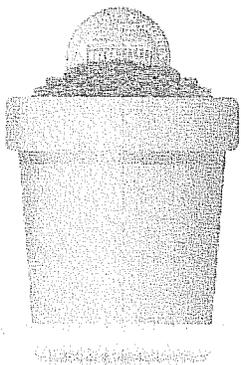
Sometimes, all a new business idea needs is a little spark to get it going. Like the right vision, capital or enough energy – both human and electric. Pacific Power is proud to support the Third Annual Willamette Angel Conference and to do our part to spark economic growth. Learn more at pacificpower.net.



Let's turn the answers on.

Directory of Applicants

There were many companies which applied to the Angel process. Each of these submitted a business plan to the group, which were read and analyzed. Through the month of April the investment team evaluated these companies. Some moved forward and some were eliminated from the evaluation. If you are interested in any of the applicants, please contact them directly.





The Good Works Wine Club

We are a wine club used as a fund raising mechanism for non-profit organizations. We are not non-profit! Non-profits use us to raise money.

goodworkswineclub.com

goodworkswineclub@gmail.com



Oh! Shoes, LLC

Oh! Shoes is changing the world of women's footwear with the creation of the first technology driven healthy and fashionable high heeled shoe.

www.ohshoes.com/

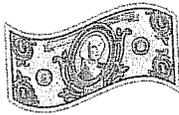
dmegrath@q.com



Enuresys

Enuresys' patented solution utilizes radio frequency identification (RFID) sensors inserted into incontinence briefs. When an incontinence event occurs, quick detection of RFID sensors will ensure the resident/patient is disturbed only when necessary and will mitigate serious incontinence-related injury. The process is far more amenable to care staff and residents/patients, and is much more cost-effective.

rmacnaughton@enuresys.com



Montrue Technologies, Inc.

We make an emergency department system for the iPad, solving a problem caused by recent legislation and offering hospitals a profound ROI.

phelps@montrue.com



Swing Mobility Aids, LLC

Swing Mobility Aids, LLC takes an innovate approach to mobility aid design, and introduces a previously non-existent luxury niche to the industry.

www.swingmobilityaids.com/

sydney.swing@gmail.com



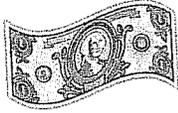
OpenSesame

OpenSesame is an online marketplace that makes purchasing an elearning course as easy as downloading a song from iTunes.

<http://www.opensesame.com/>

josh.blank@opensesame.com

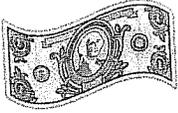




Beaver Biodiesel, Inc.

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daniel@chemtools.com



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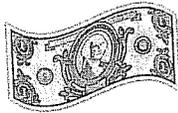


M3 Wave Energy Systems LLC

M3 Wave is commercializing a submerged wave energy device that harnesses ocean power while minimizing stakeholder impact and enhancing survivability.

www.m3wave.com/

mike@m3wave.com



StatGuide Forecasting LLC

The StatGuide algorithm is a mathematical innovation that yields superior forecast accuracy via a simple Excel add-in.

<http://www.statguide.com/>

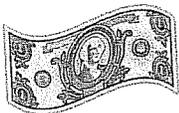
michael@statguide.com



Flash Sensor Technologies, Inc.

Flash Sensor Technologies (FST) is bringing fast, automated medical diagnostics into the physician's office. Instead of vials of blood and days of waiting, FST's system will need only a drop of blood to provide accurate results in minutes, right in your doctor's office - for better health information.

virogenomics.com/flashsensortech/ jeff.king@virogenomics.com



Gig'a Cause

Gig'a Cause is a powerful application that will bring together: people that like to save money, people who are passionate about their local community, and people who like to game. Calibrating together to help support local causes and businesses within their community in a socially engaging way.

john@teamromito.com





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<http://solarenergydesign.com/>

vincemcclellan@gmail.com



Rowan Greenhouse Technologies, Inc.

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sam@indowwindows.com

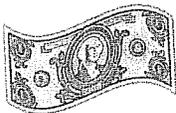


YogiTunes, LLC

YogiTunes is a lifestyle destination site that sells digital yoga music, apparel, wellness products and hosts a YELP style yoga directory.

<http://www.yogitunes.com/>

rara@yogitunes.com



VisiRay Inc.

isiRay Inc.'s revolutionary camera can see through walls and produce a clear 3D image of what's hidden inside; it outperforms any competitive device.

orit@oregonmba.com



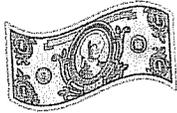
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<http://greenlitemotors.com/>

TimMiller@GreenLiteMotors.com





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james_klass@yahoo.com



SuperCell Systems

SuperCell Systems is a cloud computing platform that enables existing database applications to break free from the confines of the servers they run on. SuperCell Systems fills the void between what today's server virtualization solutions can deliver, and what the network demands. "Scale outside of the box."

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<http://fromoregonwithlove.com/> ragordon@peak.org



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<http://sarayosauce.com/> sarayosauce@gmail.com

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Evaluation/Scoring Matrix

		FINALIST COMPANIES					
		Enuresys	Indow™ Windows	Montrue Tech.	OpenSesame	Rowan Greenhouse	Ignite Winner
	THINGS TO CONSIDER						
Management Team (0 to 7 points)	Experience in the targeted business Sector?						
	Startup experience?						
	Management experience?						
	Demonstrated history of past success?						
	Is the Management Team complete or is there a clear plan to fill out the team? Do the Advisors/BOD fill any gaps?						
Market (0 to 4 points)	Is the market opportunity large? Growing?						
	Do they understand what segment is their target?						
	Can they translate the market opportunity into \$?						
	Do they have a unique competitive advantage?						
	Do they know who their target customers are? Is there a clear mktg./sales strategy?						
Product – Service – Technology (0 to 4 points)	Is the product still an idea/concept? Prototype? In production? (more progress is better)						
	Is the product unique? Exciting?						
	Are there existing/pending patents?						
	Does the product solve a significant pain/problem?						
	Is it a “got to have” product?						
	Is the product available for customers? if not, does the plan for product completion and/or launch make sense?						
Financial – Liquidity Opportunity (0 to 5 points)	Do they have any customer interest? Orders? Revenue? (more progress is better)						
	Do the financial projections look feasible?						
	Can they become cash flow positive/profitable within a reasonable time frame?						
	Are they in need of more than one round of financing?						
	If yes, does the amount or timing of financing appear to be possible?						
	Do the investment terms look reasonable?						
	Is there an exit strategy? Could the exit deliver a 10-20X return?						
	TOTAL SCORE						

Scoring Guidelines:

Higher scores indicate a more interesting deal

Determine the score assigned to each category based on your individual conclusions regarding how each company addressed the “Issues to consider” items in each category.

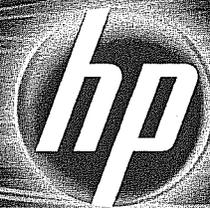
Maximum points possible in each category represent typical weighting used by Angel Investors

The more positive you feel about the company's story in each category the higher the score.

HP: a proud sponsor of the 2011 Willamette Angel Conference

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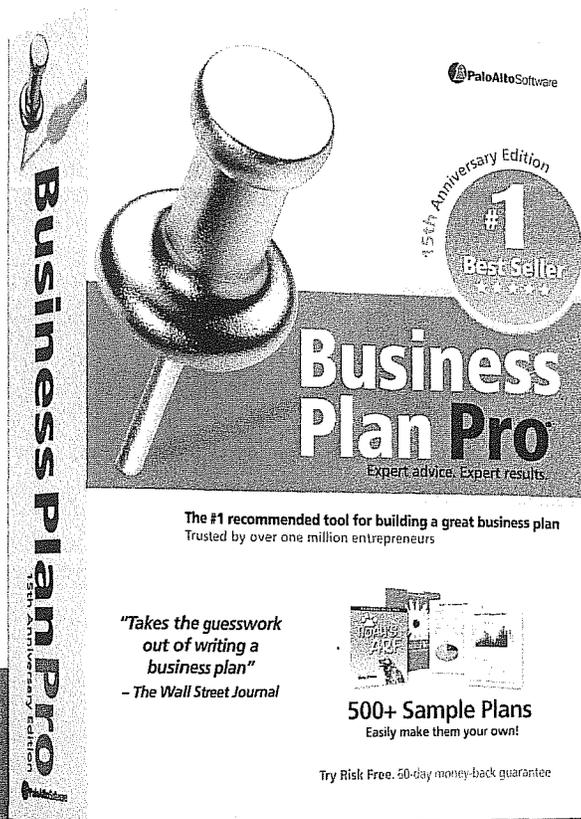
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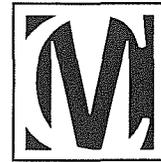
- Creating a strong local economy
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C P X V O L U D F J T I U T R W M S T M
Z S P E M Y E B B B M Q U U I V D Z F U
S T R L M E Y N Q U J A S L C E A K D A
W C X O I N N A L S R A L P U Y Y P M R
M U D P T C M T D I E A E F M G Q Q O U
W D N J T S A B R N M J G K E R W L X A
C O N F E R E N C E N C N T J E W W A V
N R I D E A S V T S P Q A M E N U N F J
N P Q E R L B T N S E R V I C E S U R R
V O K P B L E E V I T A E R C Z X B A E
I Y E L J O L Y N S I I L N P I Z G V F
F H U L H D X E C O N O M Y E R R F P M
Z O H Q Z B D A I W G P M U N U Y B P Z
Q N X F V N H E T N I D K E L A R H W B
U V O N X D S Y S T S I L E N A P J Y E
H O Z L M Y Y H C Z R O J G K W T M I A
M V B F I G C H N E Q Q E T R I S E O P
X P J K H F L Q M A Z M D Y S V L H L C

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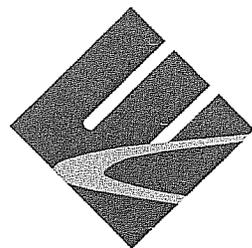
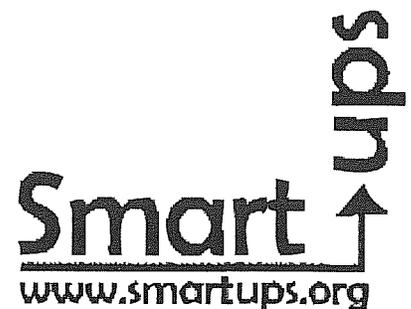


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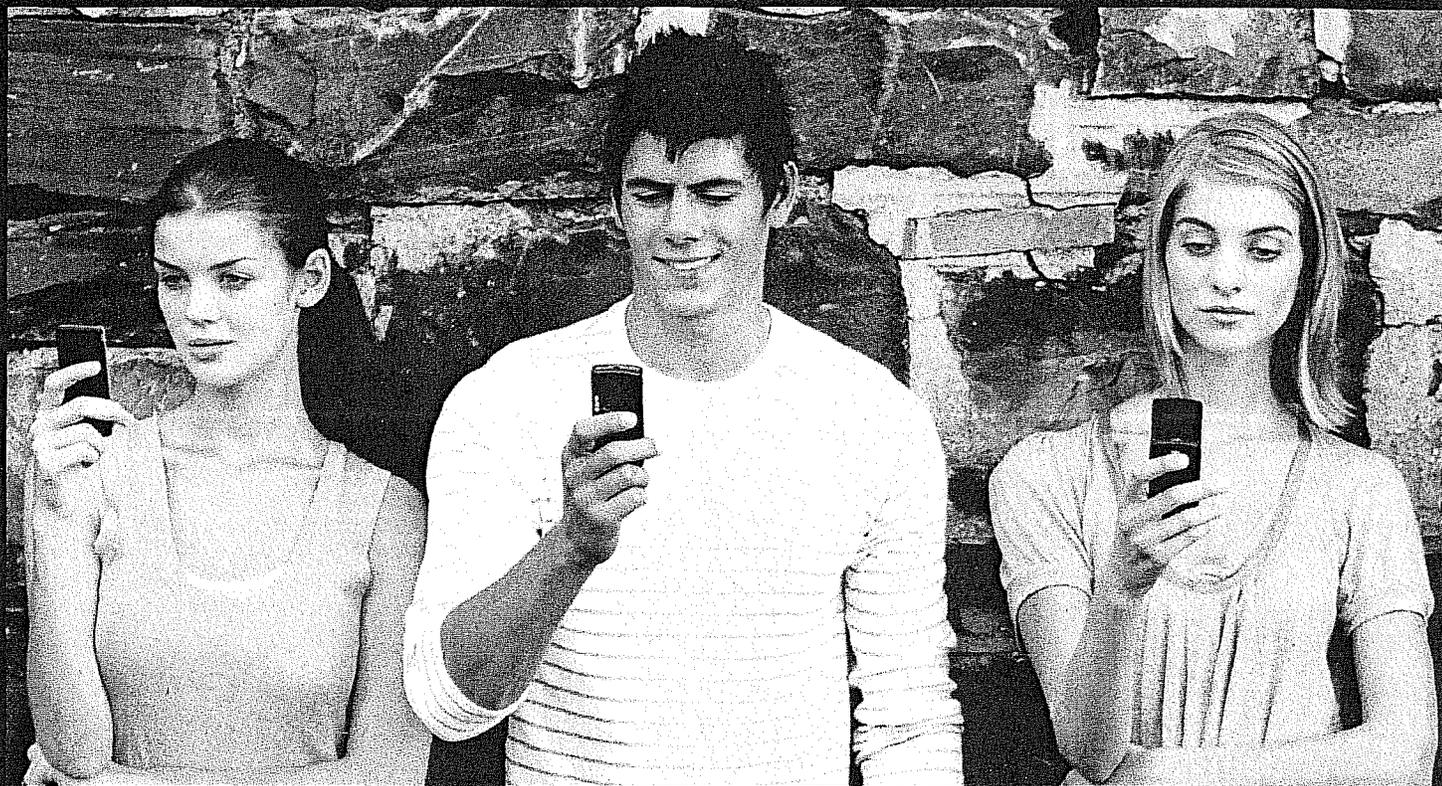
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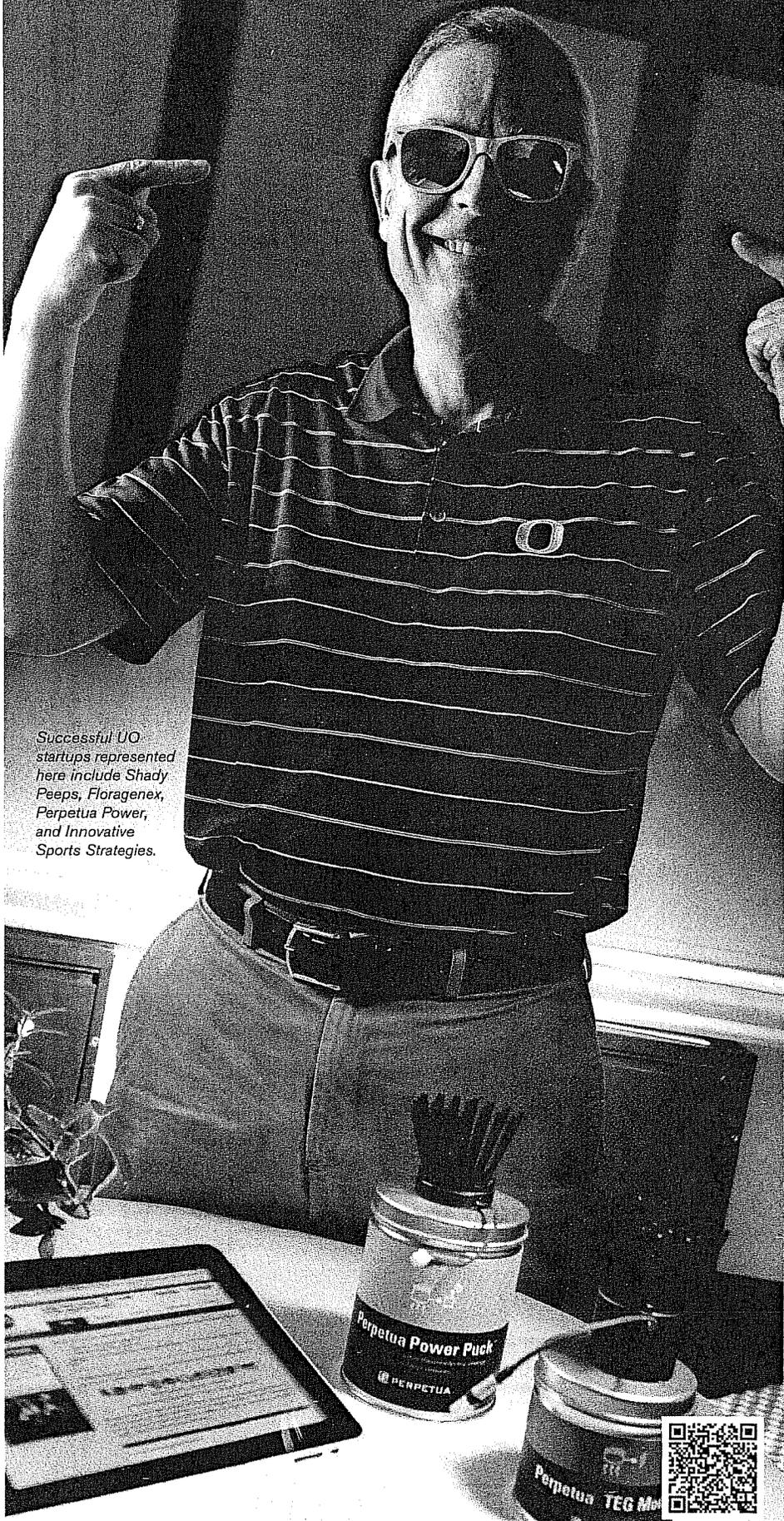


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