



October 22, 2010

A bi-monthly newsletter, released the 2nd and 4th Fridays of the month except holidays. Submissions are due Friday before the release date.

## Bus Pass Program Extended

The very successful "Free Worker Bus Pass Program" has been extended for at least one more month!

Originating in July, the free bus pass program has been extended through October. Additional passes are now available through the popular "Downtown Workforce Bus Pass Program."

Eligible workers receive one complimentary 20-ride punch card (\$40 value) per month, valid for 20 trips anywhere RVTB buses operate, while supplies last.

The Downtown Workforce Bus Pass Program request form is available to download on the HMA web site [www.heartofmedford.com](http://www.heartofmedford.com) or by contacting the HMA office at [heartofmedford@gmail.com](mailto:heartofmedford@gmail.com). This program is part of a Transportation Management Association partnership operated by the HMA and RVTB with funding from a one-time federal grant.

## Start Saving Today with the HMA Value Card

You could save hundreds, even thousands of dollars as soon as you get your Heart of Medford Association Value Card. HMA Value Cards are now available at participating merchant locations for only \$20. Your HMA Value Card carries money saving offers from 15 Heart of Medford Association businesses. Card holders will enjoy discounts each time they make a purchase from those businesses through next August.

Participating Businesses:  
38 Central  
Central Art Supply  
Downtown Grounds

Hot Pots  
Lawrence's Jewelers  
Organico's Natural Café  
Schroeder's Antiques  
Terra Firma Home  
4 Daughter's Irish Pub  
Cork's Wine Bar  
Gervais Day Spa  
Howiee's on Front  
My Daughter's Closet  
Red Lion Hotel  
Shenanigans

Offers which are good through August 31, 2011 vary from free items included with a purchase to 10 – 15% discounts and more.

This is a fundraising program for HMA so we hope everyone will purchase one and encourage their friends to get one as well. We want to thank all of the participating businesses and our media sponsors; The Mail Tribune, KRWQ, KMED and KOOL Radio Stations.



## Rock 'n' Roll Journey is coming for "Elvis Week" in Medford

Elvis Week in Medford is coming! Elvis Presley, one of the most influential performers of all time, was born January 8, 1935. Elvis Week in Medford is slated to begin on the 76<sup>th</sup> anniversary of his birth – Saturday, Jan. 8, 2011. Elvis week will culminate at the Craterian Ginger Rogers Theater on Friday, Jan. 14<sup>th</sup> with "A Rock 'n' Roll Journey through the 50s, 60s and 70s," featuring Elvis Tribute artist Clint Ingbretson.

The Heart of Medford Association in conjunction with Ric Donnelly Promotions is

## Heart of Medford Association

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co-presenting this special show. Ingbretson will be presenting the three phases of Elvis's unparalleled career.

Sponsorships for this evening of family entertainment are available exclusively through The Heart of Medford Association. Several levels of sponsorships are available including very affordable "Elvis Sightings" packages. KTVL TV and Bicoastal Media are already on board as our Media Sponsors.



Elvis Tribute artist Clint Ingbretson

"We are excited about this special event coming to downtown" said Richard Barney, Executive Director of HMA.

"We're expecting this event to shine a bright light on the variety of entertainment offerings in our core and have a lot of fun along the way as well," Barney concluded.

### Another new business opens its doors Downtown

Another new business has opened in Downtown Medford, **Sweet Stuff!** Sweet Stuff is all about home making baked goods and candy.

Owner Rebecca Hill has been making pastries around the valley for over 12 years. Her credits include pastry chef at The Jacksonville Inn, Bella Union and the Rogue Valley Manor.

## Upcoming Events in the Heart of Medford

**HMA Board Meeting**                      Tues., Oct. 29  
8 a.m.    Woolworth Building

**General Meeting**                         Wed., Nov. 3  
8 a.m.    Jackson County Library

**Elvis Week in Medford**  
January 8-14, 2011

Sweet Stuff, located at 322 E. Main in Medford, features baking, cake decorating and candy making supplies, along with offering classes, equipment rental and cupcake birthday parties. An on-site conference room will serve as the classroom and birthday party place.

In addition to working at several area restaurants, Hill had operated Rebecca's Specialty Desserts for 12 years at two retail locations and out of her home commercial kitchen. One was located on East Main Street, the other on South Riverside. Hill brings a total of 27 years of experience to this new venture.

"It's ironic", says Hill, "that we've ended up on the corner of East Main and South Riverside." "We are really looking forward to serving the baking and candy making needs of the Rogue Valley from our Downtown location," she concluded.

Sweet Shop is open from 10 am – 6 pm Monday through Friday and Saturday 10 am – 5 pm. The phone number is (541) 772-4439.

## Board of Directors

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John David Duffie, Architect    (541) 734.2027

**Laz Ayala (Vice President)**  
Ayala Properties, LLC    (541) 772.4198

**Sally Densmore (Secretary)**  
Community Member    (541) 840.7015

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### Board Members:

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