



December 3, 2010

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

Main Street is ready to Shine

Led by City Arborist Bill Harrington, crews of volunteers lined Medford's Main Street this Wednesday and Thursday mornings stringing strands of newly purchased LED holiday lights in trees from Bear Creek to the railroad tracks.

Along with Bill and the City of Medford Parks and Recreation Department; Hunter Communications and Southern Oregon Tree Care, LLC also need to be recognized for their contribution of equipment and personnel to help install the lights.

Volunteers from the Heart of Medford Association included John David Duffie, Architect; Pete Livers, Livewire Design; Peggy Lindstrom, Casa Bellissimo; Ben Truwe, City of Medford; Russ Moore, Organico's; Mark Milner, Terra Firma Home; Jules Masterjohn, Rogue Gallery and Richard Barney, HMA.

Finishing touches will be made in the next few days so Medford's Main Street will be shining bright this holiday season. The monies to purchase the LED lights and power cords are being provided by Main Street Merchants on a volunteer basis. A donation of \$50.00 per tree is suggested. Those contributing merchants will be recognized in the next HMA newsletter.

HMA Organization Committee Forming

Heart of Medford Association Vice-President, Laz Ayala has been busy lately helping form HMA's Organization Committee. As the most important committee of the Oregon Main Street Program, the Organization Committee is charged with "Promoting the Main Street Program". In order to accomplish that, Laz has brought together a dynamic group of community leaders

to carry our message forward beginning with Ike Apadoca as committee chair.

Along with Ike, the current committee consists of Ron Fox, SOREDI; Sue Kupillas, ASK Consulting; Bruce Brown, Shenanigan's; Gary Miller, Access; Lindsay Berryman, former Mayor of Medford; Lisa James, James Consulting Inc.; Ryan Mallory, IOR Design; June Lee, Cutler Investments and Steve Sobhi, Ashland Partners.

The committee will be having its first meeting later this month to review a first draft of a "Vision Statement" for the committee and to set an action plan for 2011.

Energy-Saving Answers: Office Equipment

According to the U.S. Department of Energy, computers and office equipment are among the fastest-growing sources of electricity consumption in office and government buildings, and schools.

The following tips can help ensure your office equipment is not consuming unnecessary power:

- * Turn off screen savers. While these programs can help avoid screen damage to some monitors, they actually waste power by keeping your computer active.
- * Configure your computer to sleep mode. ENERGY STAR® settings are being configured into many computer systems. For ideal savings, set your power management to turn off your monitor after 10 minutes and your hard disk after 20 minutes.



Heart of Medford Association

Executive Director: Richard Barney

33 N. Central Ave., Suite 408 • Medford, OR 97501

www.heartofmedford.com • E-mail: heartofmedford@gmail.com • Phone/FAX: 541-245-3673

* Turn off equipment when not in use. Contrary to popular belief, turning off older computers and printers will not wear them down more quickly. Turning off equipment at night can cut annual energy costs by as much as \$40 per computer.

* Consider upgrades. If your budget allows, look into newer computer models and flat screen monitors (which consume about 1/3 less energy).

* Consider laptops. They tend to use about 25 percent less electricity than most desktop models.

For additional money-saving energy advice and information, register or log in to Pacific Power's Business Solutions Toolkit at www.pacificpower.net/toolkit.

Source: Pacific Power and Tech Resources Inc.



Upcoming Events in the Heart of Medford

Winter Lights (Medford Parks & Rec.)

9 am-7 pm

Sat., Dec. 11

General Meeting

8 a.m.

Wed., Jan. 5, 2011

Jackson County Library

Elvis Week in Medford

January 8-14, 2011

More tips to keep you in business:

(continued)

* Maximize every customer opportunity. Make your day by focusing on the needs of every single customer. Don't let your guard down and miss even one sale, because that one sale could be the difference in success or falling short.

* Don't pre-judge what a customer is going to spend. Customers aren't a survey in the newspaper. Customers aren't a sales projection in some pundit's article. Customers are unique individuals who offer us a unique opportunity. Give them a unique experience and you're sure to be rewarded.

* Be a better salesperson every single day. Push yourself out of your comfort zone. Keep showing products until the customer says they're done. Focus on increasing your average sales and unit-per-transaction.

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