



August 27, 2010

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

City of Medford Offers Scholarship for RCC Small Business Management Course

Downtown businesses are eligible to enroll in the Small Business Management Course offered by RCC for just \$99. This powerful 9-month course is regularly offered for \$599. Classes are once a month and once a month each business owner receives an individual business coaching session. RCC has reduced the tuition to \$299 in an effort to connect with and support the business community. And now, the City of Medford has stepped-up to underwrite \$200 of the enrollment fee for 5 businesses located within the Urban Renewal boundaries. The Heart of Medford has been selected to assist in marketing this very special Business Education opportunity.

First Come – First Served!!!

There are only 5 slots available and they will be awarded on a first come – first served basis. To enroll, contact the instructor at (541) 245-7617. Enrollment in the class is limited to 15 and those interested need to register soon.

For more information about the course visit: www.roguecc.edu/sbm. The class is scheduled to begin Oct. 12 at the downtown Medford Campus.

MURA Façade and Building Renovation Program Review

The Heart of Medford Association received 3 applications for review in August 2010. See applicants and HMA recommendations below:

The Grand Apartments, 202 N. Front St.
Recommend \$60,000

The Salvation Army Church, 304 Beatty St.
Returned – not enough information

Victory Christian Fellowship, 143 N. Grape St.
Recommend \$10,000

If you are interested in more information,
contact Design Committee Chair John Duffie.

Connect with the Untapped College Student Market

The Second Annual RCC/SOU Welcome Back Bash will be held Tuesday, Sept. 28, 2010, from 4:00 to 6:00 p.m.

Rogue Community College and Southern Oregon University are throwing a street party at the Higher Education Center, which gives you a chance to connect with students who might be an untapped market for your products and services. We would like to invite you to participate in this event and promote your business. Ways to participate include offering prizes, gift certificates, giveaways, and free samples. In addition, Heart of Medford is creating a snapshot directory of businesses located in downtown Medford to hand out at the event. October will be designated as a promotional month for discounts that you may want to offer to RCC/SOU students.

To get the process started please contact Donny Nickelson: (541) 552-8118 or email nickelsdo@sou.edu.

Please come and join us as we welcome back students and celebrate higher education in downtown Medford.



Heart of Medford Association

Executive Director: Richard Barney

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HMA Value Card coming

Beginning in September, folks will be able to start saving hundreds and even thousands of dollars by using the HMA Value Card at selected downtown businesses. The HMA Value Card carries money saving offers from 15 Heart of Medford Association businesses. Card holders will enjoy discounts each time they visit those business through next August. The HMA Value Cards will be sold for \$20 each.

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. The HMA Value Cards will be available after September 10.

Very Special Course Offering!!!

SMALL BUSINESS MANAGEMENT

\$299* (50% OFF)

*Limited number of enrollments, regularly \$599

Incredible Value—Powerful Nine—Month Course:

- Boost Profitability, Build Management Skills
- 9—Month Class Meets One Evening Each Month
- 2—Hour Individual Business Advising Each Month
- Starts October 12, 2010 in Medford

To enroll, contact the instructor at:
541-245-7617
www.roguecc.edu/sbm





The RCC Small Business Development Center is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. All SBA funded programs are extended to the public on a nondiscriminatory basis.

Upcoming Events in the Heart of Medford

General Meeting 8 a.m.	Wed., Sept. 1 Jackson County Library
Adopt a Block 10 a.m.-4 p.m.	Sat., Sept. 11 Main St. – Central to Front
Adopt a Block 11 a.m.-3 p.m.	Sun., Sept. 12 Main St. – Central to Front
3rd Friday Art Walk 5-8 p.m.	Sept. 17 various Downtown locations
Welcome Student Event 4-6 p.m.	Tues., Sept. 28 HEC, Bartlett St.
HMA Membership Event 5:30-7:30 p.m.	Thurs., Sept. 30 Imperial Ballroom, 40 N. Front St.

Here is a tip to keep you in business:

1. Stay positive. Attitude is a big difference between the winning and losing businesses this year. Every employee needs to do his or her part in keeping a positive outlook. Take a leadership role and turn negative colleagues positive. The press will be looking to cover how bad things still are, but your customers will be looking for businesses that make them feel good. Make a customer feel great and a sale will follow. *(To be continued.)*

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