



September 17, 2010

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

HMA After Hours

Mark your calendar now for "HMA After Hours" Thursday evening, Sept. 30th at *The Imperial*! What's *The Imperial*? After a well deserved face lift, Medford's old VFW Hall at 40 North Front Street has received a new name – *The Imperial* - and it just happens to be the perfect place for the Heart of Medford Association to hold it's first ever "After Hours" party gathering.



Bring a Friend!

This is a free event to all HMA member businesses – we only ask that if you know of a new potential HMA member that you bring them along!!! This is an opportunity for HMA members to get together "after hours" for some networking and fellowship.

"HMA After Hours" begins at 5:30 PM and will feature complimentary appetizer bites from downtown restaurants and local caterers, entertainment by local tribute artist Clint Ingbreton, raffle prizes, a short HMA presentation, no host bar and a few surprises

along the way. HMA is partnering with Our LLC, Grant Alexander and David Hawkins, to present this special event, which is scheduled to end at 7:30 PM.

"We are excited to finally match the outside to the carefully remodeled inside" stated Alexander, a partner in the new downtown venture. Hawkins affirmed his partner's thoughts, "The Downtown District is a perfect location for a premiere event venue. We've named the place *The Imperial* to reflect the generous ballroom and multi-media conference center" Hawkins explained.

At press time The Red Lion Hotel, The Downtown Market Co., Soup to Nuts Catering and Confident Caterers are confirmed to be offering appetizer food bites for guests. Additional restaurants and caterers are expected to participate.

"This is a wonderful opportunity to show our associate members how much we appreciate them while supporting *The Imperial's* carefully planned marketing strategy" said Richard Barney, Executive Director of HMA. "We are looking forward to sharing this evening and this brand new venue with our downtown business community" Barney concluded.

Get extra exposure at "HMA After Hours"

Heart of Medford Association member businesses have two opportunities to receive extra exposure during "HMA After Hours" on Thursday, September 30th. First, simply bring a supply of your business cards, brochures, or special offers for the HMA business information exchange table. Event guests will be able to gather information about fellow downtown businesses. Second, donate an item to be given

Heart of Medford Association

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away in the raffle that will take place during the event. To donate a raffle item please contact Toni Arnspiger at 541.821.1162 or via email at heartofmedford@gmail.com.

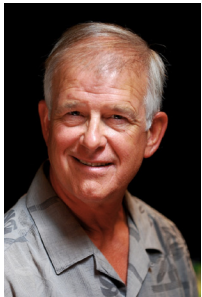
City of Medford Offers Scholarship for RCC Small Business Management Course

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 five (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.



August 25, 2010 - Newsmaker!

HMA Executive Director, Richard Barney, was featured on NBC 5 "5 on 5" series.

Click here to see the video:

http://localnewscomesfirst.com/index.php?option=com_seyret&task=videodirectlink&Itemid=431&id=5874

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

Upcoming Events in the Heart of Medford

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 After Hours 5:30-8 p.m.	Thurs., Sept. 30 Imperial Ballroom, 40 N. Front St.
General Meeting 8 a.m.	Wed., Oct. 6 Jackson County Library

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
Howie'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.



HMA in Action

The Heart of Medford Association would like to recognize the following businesses and individuals who donated their time and energy for Adopt a Block #3 held on Sat. & Sun. Sept. 11 & 12:

United Rentals; Casa Bellissimo; Livewire Design; Terra Firma Home; Downtown Market Co.; John David Duffie, Architect; Jackson Creek Pizza; Lava Lanes; Richard Barney; Schroeder's Antiques; Sunrise Café; Ben Truwe, City Council; Albert Gill; James Anderson; Scott Henselman Realty; and Grant Alexander, The Imperial.

THANKS!!!

"We love our Volunteers"
www.heartofmedford.com

More tips to keep you in business:

(To be continued.)

- * Take action on the things that move you toward your goals. Delegate It, Ditch It or Do It! Keep focused on the final outcome and plan each day around doing the action steps that move you ahead.
- * Stand out by showcasing your uniqueness. Give your customers a unique experience that they can't get anywhere else.
- * Get more creative. When times get tough, business is down or our marketing budget is cut is when most of us start to get creative and think outside the box. But just think how much more you can achieve if you get in the habit of being more creative all the time.
- * Succeed one day at a time. If you have a bad day -- shake it off. If you have a good day -- do it again. You make your month by making your week. You make your week by making your day. You make your day by making your hour.

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Some energy tips from Pacific Power:

Energy Efficiency, your Competitive Edge:

<http://members.questline.com/Article.aspx?articleID=16798&accountID=1281&nl=9645>

Tax Incentives for Energy Efficiency: An update:

<http://members.questline.com/Article.aspx?articleID=16791&accountID=1281&nl=9645>

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