

## Welcome New Chamber Members!

The Eugene Chamber has new members! Be sure to give them a warm welcome when they visit Greeters.

- Alpine Mortgage Planning
- American Family Insurance
- B2 Wine Bar / Eugene Wine Cellars
- Complete Services Window Cleaning
  - Credit Concepts
  - Eagle Vision Advisors
  - Evergreen Engineering
- The Gallery at the Watershed
  - In Your Home
  - Kipsters Gymnastics Dance & Fitness
- Ladies Biotech Corporation
  - M3Maintenance
- Meineke Car Care Center
- Rick Dancer Media Services
  - Sandra's Chair
- Straight Line Auto Body
  - TrackTown USA
  - Wayback Burgers
- Wild Birds Unlimited of Eugene

## Eugene Chamber Events:

- May 2** – YPN @Brenner's Furniture
- May 9** – Willamette Angel Conference @Corvallis
- May 9** – Women Business Leaders @Hilton Eugene
- May 14** – Latino Business Network @ Chvatal Orthodontics
- May 15** – Focus On: Manufacturing, Business Transition Planning
- May 23** – Business After Hours @Palo Alto Software
- May 23** – Power of Email Marketing @Eugene Chamber

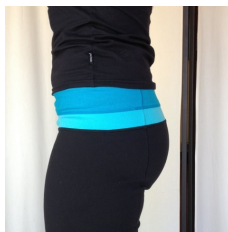
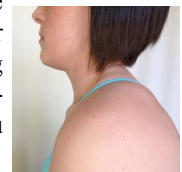
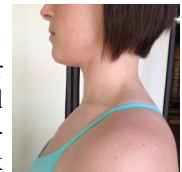
Register at:

[www.eugenechamber.com](http://www.eugenechamber.com)

## Boost Your Bearing and Self Confidence By Megan McGregor

An ounce of prevention when it comes to posture really is worth a pound of cure. Bad posture is a slippery slope, so help turn the process around with these tips to become more aware of your bad habits and how you can make a few changes that can make a big difference.

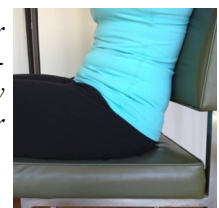
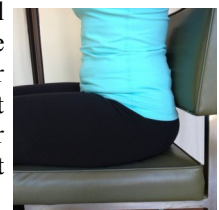
**Shoulders:** Our scapulas, or shoulder blades, like to draw up toward our ears and forward because our upper trapezius muscles tend to work too hard all the time. Then we need to get a neck massage on a regular basis! Instead, try to think of your shoulder blades sliding down toward your back pockets and engaging your lats (latissimus dorsi) by imagining that you are squeezing the juice from a half a lemon under each arm pit. These bigger muscles should be doing more work and the little traps should be doing less. Throughout your day, notice how frequently your shoulders are coming up; remind yourself to slide them down and see how much better you look and feel!



**Standing posture:** Think about the bottom of your ribcage as a ring and around the top of your pelvic girdle as another ring; when you are standing try to bring your rings parallel to each other. You may need to softly bend your knees to do so. Notice if your rings aren't stacked how it puts a compression into your back, but if you bring your rings parallel then it engages your abdominals and takes some of the pressure out of that area. When you find yourself standing and waiting, maybe at the grocery store or the doctor's office, check on your rings and see if you can adjust them and make your back happy.



**Seated posture:** When seated, rock from side to side and feel the bones, one in each cheek, which we refer to as "sitbones." When you are sitting, if you slouch and your shoulders are behind your hips it can put pressure in your back and make the front of your hips ("hip flexors") overwork. When sitting, try to sit up tall and be perched on top of those sitbones so you are in the most efficient position by bringing your shoulders stacked over your hips. Your mother was right, sitting up tall IS important! If you sit at the computer for long periods of time schedule yourself a reminder every 30 minutes to "perch up on your sitbones" and see if you can't make sitting a little easier on your body.



*Please note these are very general tips and may not be advised for your specific body issues or injuries and should not be considered a replacement for the advice of a professional. For more information (probably more than you care to know!) please talk to Megan McGregor ([megan@carpediempilates.com](mailto:megan@carpediempilates.com)).*

\* Top pictures=Do's, bottom pictures=Do not's

**2013 Eugene Chamber of Commerce Greeters Officers and Committees:**

**Officers**

**Co-Chairs:** Marjie MacLaren, Marjie MacLaren Design & James Houghton, Eclectic Edge Events

**Co-Chairs Elect:** Vaden Francisco, Attorney at Law & Tim DePaepe, Edward Jones

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**Greeters Orientation:**

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**Goodwill:**

**Chair:** Steve Luna, Farmers Insurance

**Host/Nametag:**

**Co-Chairs:** Ken Evans, Evans Building Company & Vaden Francisco, Attorney at Law

**Speakers:**

**Chair:** Kristin Cleaver, Red Lion

**Door Prize & Network Table:**

**Co-Chairs:** Zinzi Blackbeard, Western Title & Escrow & Jessica Gee, Vibrant Health

**Greeters Connection:**

**Chair:** Tiffany Yonge, Kelly Services

**Fundraising:**

**Chair:** Dawn Brandon, PI Graphics

**Springfield/Eugene Liaison:**

**Chair:** Shonna Butler, USA Benefits Group

**If you are new or are interested in joining a Greeters Committee, please contact the Committee Chair listed above. This is a great opportunity to get more involved with Greeters and**

**Greenhill Human Society**

Article can be found at [www.green-hill.org](http://www.green-hill.org)



On July 1st, Greenhill Humane Society began providing sheltering and adoption activities at the former Lane County Animal Services facility. Green-

hill now operates two facilities in Eugene - one on Green Hill Road and one on West 1st Avenue. This change means that Greenhill will now be caring for over 4,000 animals each year! Under Greenhill's guidance, the 1st Avenue Shelter cares for stray animals, reunites owners with their pets, provides medical attention to those animals in need, and finds new loving homes for animals who go unclaimed. If you have lost a pet anywhere in Lane County, including the City of Eugene, check the 1st Avenue Shelter.

**What does this mean for pet owners?** If you live outside the Eugene city limits, or in unincorporated Eugene, you will probably experience no changes. Lane County Animal Services still provides animal enforcement and licensing to unincorporated Lane County. Springfield has not changed its animal control services, nor have any of the other cities within the county. Dog licensing for these areas also remains the same. For Eugene residents, there are two City of Eugene Animal Welfare Officers providing service seven days a week. The Eugene Animal Services direct line for reporting lost and found pets, dogs at large, and animal abuse, as well as obtaining additional information, is 541-687-4060. The City of Eugene is now issuing its own dog licenses. However, Lane County licenses issued to Eugene dogs prior to July 1 will remain valid for the term of the license. When the Lane County dog license expires, owners will need to purchase a City of Eugene license. City of Eugene licenses can be purchased in person at the 1st Avenue Shelter or on-line at [www.eugene-or.gov/animalservices](http://www.eugene-or.gov/animalservices).

**What does this mean for stray, abandoned, abused and neglected pets?** Stray and impounded animals will continue to be cared for at the 1st Avenue Shelter, and repeat visitors may recognize some familiar faces -- Greenhill now employs several of the former LCAS employees. Greenhill is committed to providing a high level of care, both for the stray, abandoned, abused, and neglected pets at the 1st Avenue Shelter, as well as the owned and transferred pets at the shelter on Green Hill Road. Animals are never euthanized because of space limitations. Greenhill euthanizes only in situations involving animals that cannot be safely handled – either because of aggression or contagious disease, or where the animal is suffering and a reasonable level of treatment would not be effective at improving quality of life. Greenhill employs a shelter veterinarian and trained animal care staff who evaluate and provide treatment and care for each animal. Additionally, Greenhill's Animal Care Committee, which includes staff and professional veterinary volunteers, meets monthly to discuss animal care practices in an effort to ensure that the organization is always striving to improve the level of care provided to homeless pets.

**Where do I go to adopt a new pet?** Although the primary goal at the 1st Avenue Shelter is reuniting stray animals with their owners, both shelters have animals awaiting adoption into new loving homes. All animals available in both shelters can be viewed at [www.green-hill.org](http://www.green-hill.org). If you have questions about animal welfare services in your neighborhood, call 541-844-1777 or 541-689-1503 for more information.

**Greeters Connection**  
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The Eugene Area Chamber of Commerce Greeters Committee welcomes new business people and their firms into the community and the Chamber of Commerce by "Greeting" them at regular meetings. Supporting businesses and the people who help them succeed, we provide current Chamber members with networking opportunities, participate in a full range of promotional, civic and social events and increase the visibility of business and Chamber both locally and statewide.  
 Greeters meet every Friday morning at the Valley river Inn, 100 Valley River Way, Eugene, 97401. Networking begins at 7:30, meeting begins at 8:00 and ends promptly at 9:00.

**A note from your new editor:** Thank you to all who assisted in this issue of the Greeters Connection. Anyone who has anything that they wish to add please contact me, Tiffany Yonge by email at [yongety@kellyservices.com](mailto:yongety@kellyservices.com) or on my cell phone at (541) 852-3460.



## Meet Your Eugene Greeters



### Pete Apo By Vickie Cussins

From the tropical savannah climate of Honolulu Hawaii, where he was born, to the lush green forests of Oregon, Greeter Pete Apo has used his life experiences to tap into his creativity and ingenuity to start his own company, *Pacific Image*. Every day, Pete is able to help area business owners and organizations identify unique and resourceful ways to “Get their Brand On”. His frustration with the service turnaround time of a previous employer was the catalyst for Pete to strike out on his own and inspired him to make a quality difference for his clients.

Pete has spent most of his life here in the Eugene area with frequent trips to Hawaii where his father and many family members reside. What an opportunity to enjoy the best of two optimal locals.

For more than 15 years, Pete has volunteered and coached many young people in the community of Creswell. He has coached a variety of age groups from 2<sup>nd</sup> grade through high school varsity. When Creswell High School was faced with the cut of its athletic budget, Pete chaired a committee to raise funds and keep athletics alive for many young people to experience. Pete continues to be involved in the annual fund raising efforts for the High School. Way to go Pete!

Pete has a deep enjoyment of music. His father is a musician who, in his 70’s, continues to record and release CDs. A few years ago, Pete had the incredible opportunity to record a song he wrote while in high school and have his father include it on a CD. No surprise, playing the guitar is one of Pete’s hobbies, although he says he still has much to learn.

His experience with Greeters began as a networking opportunity that has morphed into one of those fun things he enjoys doing each week and he hopes to become more involved. He believes that what goes around comes round and if you give and help, it will come back to you.

So, if you want to “Get Your Brand On”, Pete at Pacific Image is just the person to help you distinguish your business and get attention at trade shows, with thank-yous for customers, staff appreciation, or whatever your need.



### Robin Forster By Megan McGregor

Robin Forster has been a part of Greeters for a year now and owns Feel So Alive Marketing Group with her husband. They decided to partner with Shaklee Corporation and launch Feel So Alive because Robin was facing her third potential layoff in 10 years, this time in Juvenile Corrections, and they knew they needed to find an income “Plan B.” She had been using Shaklee products for 30 years, and when she began to research the company she found it fit with her values and morals too, and knew it would be a perfect fit.

Robin is originally from L.A., although you might not guess it when you meet her. She knew growing up that that was not the lifestyle for her, and was searching for somewhere she could get “back to land” during the self-reported “hippie era.” After visiting and falling in love with Eugene, she just needed to figure out how to get back here, so at 20 years old she sold all her belongings and went for it!

She is very physically active in the Oregon outdoors: half marathons, sprint triathlons, flat water kayaking, snowshoeing, and cross-country skiing. She now knows that training for her triathlons was actually preparing her for her business without even knowing it. The training required a lot of multitasking, which she enjoys doing regularly. She was participating in the triathlons just for fun and so she was okay with being in the middle of the pack. Even without winning, it literally made her “feel so alive” to participate, and she knew that she wanted to share that feeling with others. Therefore the feeling she got from running and from biking into the wind was the source of the business’ name. She is especially proud of the fact that she earned her B.S. from the UO in Planning, Public Policy and Management as a single parent. During her Master’s degree program, she spent time developing a conceptual residential program for teen parents that she freely gave to the welfare department and they implemented parts of the program. So not only is she passionate about being healthy, but she’s one smart cookie, too!

One aspect of Greeters that she has found interesting is getting to see how other people do their business. She has also made friends, learned a lot about marketing (although the tagline was a bit of a stretch!), and thinks the committees are a great way to know fellow Greeters on a deeper level. As a business person, Robin wants to be known for getting to know her clients, truly listening to their needs, problem-solving with them, and when appropriate, finding products that fit their needs, so they can “feel so alive” too.



## Learn the "Secrets" Leaders Use to Institute Change Without Pain



Every experienced executive has faced the pain, if not lack of cooperation, from staff when the company even hints at workplace or organizational change. Installing the changes only exacerbates this already tenuous situation.

### Why "Workplace Change" Is a Dreaded Phrase

Next to "You're fired," the phrase "workplace change" seems to be the most dreaded word combination many employees can hear. Staff reaction to change continues to mystify management.

However, there is a simple—natural—reason for traditional employee resistance. It's all about comfortability and human comfort zones. It's also acceptable to call it "fear of the unknown."

Fear of the unknown has been the cause of more wars, human discomfort and outrageous actions than all the more rational reasons combined. Humans tend to treat repetitive responsibilities and habitual behavior as a source of comfort. They know what to expect, how to behave (even if they behave badly), and understand the results or consequences of their actions.

In the context of the workplace, employees, however bored and uninspired with their tasks, develop a comfort level, knowing how to perform their duties using current procedures. Introducing new or improved features, techniques or processes moves staff outside their comfort zones—and into the "unknown zone."

The key to avoid this common, unwelcome condition: Take actions that minimize the fear of the unknown and encourage your staff to "buy in" to the changes that will ultimately improve their performance and contribution to company efficiency. Studies and research has shown the main obstacle to change to be a lack of employee "buy in."

### How to Minimize the Pain of Change

Lawrence Polsky, writing for Human Resource IQ in October 2012, asked veteran leaders how they encourage employee "buy in" and minimize resistance to change. The resulting answers and suggestions can help you get your staff on the same page with management and institute change without pain.

- Explain employee options and consequences. Along with clearly explaining the coming changes, share the choices staff can make, along with the consequences to the company of choosing each option. Often, a simple "Here are your choices and here are the consequences of each choice," is sufficient to remove most change pain.
- Discard the "carrot and stick" approach; just do what's right. A common solution is to declare the staff rewards of cooperating and the employee penalties for lack of cooperation. Convince your staff that you just want them to do the "right thing." Their role on the team and with the company should give them the information and motivation to cooperate and embrace the coming changes.
- Clearly analyze staff buy in tendencies—or lack thereof. Evaluate what you see. Are employees buying in to the workplace changes? This analysis should give you the information you need to determine individuals' level of buy in or resistance. You can then continue or modify your buy in plans to achieve the desired result.
- Create shared vision with staff. Convince employees to forget about the pain of change and focus on the future benefits they will enjoy as a result of these improvements. If possible, show your staff how these changes will benefit them, eliminating any perceived "pain points" of the present.
- Listen carefully and intently. Listening properly is a vital necessity for all executives. The knowledge you'll learn is invaluable. Along with the important information you learn, you'll display an irreplaceable respect for the value of your staff. It will not go unnoticed by your employees, but will increase their respect for you.
- Value employee ideas and feelings. Much like the prior tip, this suggestion further cements the buy in process as your employees, witnessing your appreciation of their value and ideas, often become important drivers for change. Employee empowerment, while an over-used term and concept, is a powerful force that drives this motivation for staff to buy in to the coming changes.

Realizing that your employees can suffer pain equal to your own when implementing workplace changes helps you increase your empathy for their feelings. In so doing, you can better create a buy in plan that works.

Motivating your staff to buy in to the coming workplace changes removes the perceived pain and leads to more successful results. These tips, used with sincerity and commitment, can eliminate the pain of installing change. Proven leaders of internal changes use these methods successfully again and again.

Encouraging your staff to buy in, using a method that works for you, will minimize or eliminate the pain associated with forcing employees out of their comfort zone. As other leaders have learned, you'll find that, not only will your staff move from their comfort zones, they'll buy in to your program and actually enjoy contributing to successful change.

Source: <http://www.humanresourcesiq.com/employee-management/columns/the-6-secrets-leaders-use-to-get-buy-in/>

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 Frederic J. Meier, EA – Houck Evarts & Company LLC – 485 7254  
 Joshua Knudsen—Jones & Roth—687-2320  
 Richard Maxwell, CPA – Maxwell & Company CPAS – 334-4498

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 Fred Storm—Mint Creative Agency—357-4622  
 Malissa Bare – Fox KLSR TV – 681-3166  
 Jo Schechter—Northwest Boomer & Senior News— 914-9434  
 Susan Mielke—KKNX Radio—342-1012

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Marjie MacLaren – Marjie MacLaren DESIGN – 343-9900

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Steven Leuck – Contractors Electric, LLC – 343-2222

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## Kudos anyone? Kudos?

🚲 Means this greeter has biked to greeters! Please let us know if you've biked to greeters.

## How do you join the Greeters Network?

1. Come to 3 Friday morning Greeter Meetings.
2. Confirm that you are a Chamber Member.
3. Contact Tom and let him know you want to join the Greeters Network at 541-868-1855.

**Eye Care**

Juliette Machado—Lifetime Eye Care – 342-3100

**Financial Services**

Andy Dinger – American Colony Ins. & Financial Svcs. – 687-8020  
 Bob Barnard – Primerica – 337-4825  
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 Emily Harvey—Edward Jones—689-3056  
 Richard Yost – Fiscal Funding Inc – 683-7012  
 Shonna Butler—USA Benefits Group—870-0815  
 Tim DePaepe – Edward Jones Investments – 484-0766

**Fire/Water Clean-Up & Restoration**

Tom Chesnut—ServiceMaster by McKenzie/Taylor Const.—747-5413

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Megan McGregor—Carpe Diem Pilates—684-0577

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🚲 Jantzen Lloyd—Gardner Floor Covering—485-6986

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Tammy Johnson—Emerald Valley Golf & Resort—895-2174

**Government Agencies**

Lisa Ruiz & Kim Thompson—Oregon Employment Dept—349-4150  
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**Graphic Design**

Tammy Everall—Everall Design/GraphicCommunicationTeam 744-8133  
 Gwyneth Iredale—Osland Design—686-9833

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 Beverly Wilger – Melaleuca, The Wellness Company – 688-9065  
 Jessica Gee—Vibrant health—913-0186  
 Katrina Purdy—Oregon CPR—525-9081  
 Robin Forster—Feel So Alive—525-0703

**Health Insurance**

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**Hearing/Audiology**

Craig Ford & Donna Hill – Audiology Professionals Inc – 689-2107

**Hockey Organization**

Ken Evans—Eugene Generals—359-4154

## Greeters discounts:

**Yes—You can request to offer your discount \*\*\*here!\*\*\***

Malissa Bare—Fox KLSR TV —5 free commercial airings for new business-681-3166

Marjie MacLaren—Budget Blinds—10% off your purchase—461-8178

Steven Leuck – Contractors Electric – Free Estimates and Free Energy Conservation or Lighting Audits. Call 343-2222 or use our web site form to request a service at [www.electrician-eugene.com](http://www.electrician-eugene.com)

## Save the trees and get it hot off the press!!

If you're not getting the Greeters Connection by email—request to get on the distribution. Send an email to Stephanie Brathwaite (rhymes with best non Profit—best non profit is the Eugene area Chamber of Commerce)  
**\*\*stephanieb@eugenechamber.com\*\***

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Dan Tappan & Pamela Sparks—Valley River Inn—681-5078  
Kristin Cleaver & Mark Turchetto —Red Lion Hotel—984-4403  
Natasha Baker—Hilton Eugene—342-6653

**Ice Cream & Milk, etc. Flavor of the Month ??**

Brian Bieghler – Umpqua Dairy – 607-0784

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Cedric Rudd—"Simply Cedric" - 312-927-4295  
Mike Grudzien—579-0800

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Kathy Hamlin – Apex Insurance Services – 344-5411  
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Pete Apo—Pacific Image—895-5033

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Bruce Lundgren –Bruce Lundgren Insurance Services– 953-4731

**Meetings & Banquets**

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Kristin Cleaver & Mark Turchetto—Red Lion Hotel—984-4403  
Natasha Baker—Hilton Eugene—342-6653

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Gregory Ahlijian—Jasper Mountain Center—345-8891  
Julianne Harris—The Arc Lane County—343-5256  
Karen Norton—Eugene Downtown Lions Club—543-5791  
Kathy Wilson—St Vincent de Paul—743-7147  
Lucy Vinis—Shelter Care—686-1262 x326  
Stephanie Brathwaite – Eugene Area Chamber of Commerce – 242-2353  
Rahnella & Chris Adsit—Branches of Valor—345-3458  
Tom Schopp & Pat May—SCORE– 465-6600  
Andria Peterson—Well Mama –554-0495

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Jan Lehman—Can the Clutter—232-9213

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**Race Management & Mobile DJ Services**

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Carol Dozois – Prudential Real Estate Professionals – 485-1400  
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Nick Nelson—Re/Max Integrity—302-4863

**Restaurants**

Dan Resseger—Qdoba—214-3082

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Tanja McNaughton—Solvang Retirement—461-0490

**Signs & Car Wraps**

Dawn Brandon—PI Graphics—954-5253

**Telecom Services & Business Internet**

Jodie Wood—TTC Communications—689-2650

**Title & Escrow Companies**

Rick Scarbrough – Evergreen Land Title Company – 687-9794  
Zinzi Blackbeard—Western Title & Escrow—485-3588

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**\*\*\*\*\* Please submit your kudos and successes to**  
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**Want to get this emailed to you every month?**

**Ask Stephanie to get on the list**

**\*\*stephanieb@eugenechamber.com\*\***

**May 2013 issue**