

# Bridging the Gap

South Coast Development Council, 2110 Newmark Ave., Suite 201, Coos Bay, Oregon 97420  
541-8887003 | [www.scdcinc.org](http://www.scdcinc.org) | First Quarter 2019



## Career & Job Search Info

The State of Oregon Employment Department kicks out a free publication called 'Careers.' This little magazine is packed with information on career planning, education, resources, and more. You can get a free copy by contacting 800-262-3912, x 71204 or checking the Quality Info website ([www.qualityinfo.org/pubs](http://www.qualityinfo.org/pubs)) and navigating to the Careers section.

## ◆ Events! ◆

A Community Business Events Calendar is now on our website. See [www.SCDCinc.org/community-calendar.html](http://www.SCDCinc.org/community-calendar.html)



## Stakeholders meeting

### Toast Those Who Care

Each year the South Coast Development Council, Inc. sponsors an **annual**

**stake-holders event** to celebrate our sponsors and volunteers.

This year the event was held in Black Market Gourmet Restaurant in Coos Bay and was well attended with at least 80 participants. This event featured great beginnings (tasty hors d'oeuvres) and fantastic endings (great deserts!), and many give-aways thanks to the following sponsors: Umpqua Bank, Jordan Cove, Wild Rivers Coastal Alliance, Knife River, Oregon Pacific Bank, NW Natural, Shoji Planning, Pacific Power Corp, Banner Bank, Rachel Richardson, Rick Skinner, Remote Health Solutions, CEDCO, Box Car Hill Campground, and Collier Family.

Some very special people were recognized during the event including:

- Volunteer of the Year, Rachel Richardson**, Richardson Realty, (shown above receiving her award from Council Chair, Rick Skinner). Rachel is a real go-getter that we can depend on to get the job done. Well earned!
- Member of the Year, Todd Goergen**, Box Car Hill Campground, who has been very involved with Boost and large projects in Southern Oregon.
- Business Partner of the Year, GMA Garnet** is a fabulous company that has brought their innovative manufacturing activities from Australia to the United States.

## SCDC Lands Oregon WORKS Grant

In January, SCDC was delighted to hear that we had been chosen as one of four Oregon communities to receive the Oregon WORKS training and mentoring grant.

You may have heard about the very successful McMinnville WORKS program that began in 2013. Since the beginning of the program, 35 interns have had extended internships or been hired by a host site. The number of interns has risen from 5 (2014) to 16 (2018), and the number of applicants has gone from 142 (2014) to 227 (2018).

The grant provides community training for setting up and managing intern- and apprenticeship programs like McMinnville WORKS. Our advantage is that we have the opportunity to take advantage of a thoroughly tested and refined program. The training is tentatively scheduled for early summer.

If your company is interest in participating in this program please contact **Sam Baugh, 541-888-7003**. For more information on the Oregon WORKS program go to <https://www.mcminnvillebusiness.com/oregon-works>

- Outstanding Community Partner of the Year, Pembina Jordan Cove** can be found at almost every community meeting on the South Coast, participating, supporting, and looking how to be a great community partner!
- New Business of the Year, Yellow Cab.** Jeremy Oliver recently purchased Yellow Cab and has been creating new services and innovative ways to improve service and communication. The award was received by Dick Leshley in Jeremy's absence.



SCDC Platinum and Gold Sponsors

## Mediation in Business

Mediation is a fair and efficient **process** for resolving disputes and reaching an agreement.

**M**ediation can be used in a variety of situations where people need to resolve issues and desire to do so in a way that respects everyone. This can be a valuable resource for small or micro-businesses which may lack resources or skills in navigating through a mediation process.

When might you use mediation? A common situation could involve keeping an account current. Being able to retain a customer and find ways to bring the account current would be the goal.

Mediation doesn't always work, but it works well enough to create a litigation trend of requiring folks to try and solve a problem through mediation before escalation through the courts.

There are non-profit companies that provide assistance with the process. Sometimes they can help people over the phone, and in more complicated cases, through a series of meetings. Depending on the case, assistance may be provided on a sliding scale or free. For more information and tips see the Common Ground Mediation website at <https://www.commongroundmediation.org>



## Business Multipliers

**E**conomics has its own language just like any other trade. The commonly used term 'multiplier' may seem mysterious if you don't

work in the economic industry.

A 'multiplier' is simply a way to estimate and compare the economic impacts, such as the impact of adding or subtracting a business, jobs/services, goods, tasks, etc. The multiplier amount is typically represented in the form of a decimal (i.e. like 1.4). Sometimes, the multiplier may be an aggregate of related processes, phases, or relationships, or even a negative number.

These multiplier decimals are created through studies using fairly complicated bean-counter techniques which apply to a specific point in time and place. The end result is often used to generate a numerical report or perhaps a summary statement similar to "For every \$1 spent in tourism, the region has seen an increase of \$Y in capital expenses and \$Z in payroll." The leisure and hospitality multiplier for Oregon is often reported as being somewhere between 1.3 and 1.5). Where Y would be the amount of capital expenses reported multiplied by 1.4 (average multiplier) and Z would be the reported amount of payroll multiplied by 1.4 (average multiplier).

**So what does this mean?** Multipliers make it possible to look at which activities generate the most money in the community, and which activities keep the monies circulating in the local economy the longest. They also create a way to analyze economic trends and performance over time, figure out what kinds of businesses might be a good fit for a local community, and more. *Pretty neat!*

**For every \$1 invested in the South Coast Development Council, the region has seen \$139.71 in capital expenditures and \$16.35 in payroll. (2018)**

See: <https://oregoneconomicanalysis.com/2016/07/27/tourism-and-oregons-economy/>

This publication was created in the interest of promoting business retention and expansion for the South Coast region. If you have any questions or concerns please contact the SCDC us at [info@scdcinc.org](mailto:info@scdcinc.org)

## Branding Terms

S	I	A	I	E	E	C	R	E	M	M	O	C	I
N	L	C	E	S	K	R	A	M	E	D	A	R	T
O	U	S	A	E	L	M	G	N	I	L	I	A	M
B	L	V	O	B	A	Y	G	E	T	A	R	T	S
G	I	O	I	E	U	S	A	S	S	E	T	S	M
O	L	E	G	W	N	M	V	I	S	I	O	N	V
O	E	S	S	O	C	I	O	A	V	A	N	I	Y
B	N	I	D	H	H	I	E	G	A	M	I	N	G
L	R	Y	T	I	V	I	T	C	E	N	N	O	C
O	B	G	N	M	I	S	S	I	O	N	E	U	A
G	V	A	L	U	E	S	E	L	B	R	I	R	E
S	G	A	D	V	E	R	T	I	S	I	N	G	T
E	R	V	O	A	C	A	I	D	E	M	O	S	S
O	Y	L	S	S	E	N	I	L	G	A	T	L	L

**Marketing has its own language. Branding is an important marketing strategy. See if you can find all 18 words!**

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| <b>Web Values Commerce Taglines Logo Mission</b> | <b>Advertising Trademarks Assets Connectivity Media Strategy</b> | <b>Launch Image SEO Vision Blogs Mailing</b> |
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