

# Communiqué



August 2008

## President's Report

Wow! As I travel through town this month, I am very conscious of the summer travelers! I have seen so many license plates from other states and considering the current price of travel, I am delighted to patiently deal with the

traffic. Not only did more sunshine arrive in July, but so too have the tourists! However, as I contact those in Real Estate, Lodging, Boating and

Others, I hear rumors of what is referred to as a 'Soft Season.' Those of you who know me well, know that I am famous for seeking out the positive. So in reference to our 'Soft Market,' I offer up this thought, "We have been here before...and although it was a challenge, we made it!"

So as I wait in traffic, I only hope that the vehicles I am sitting amongst are visiting, staying and playing in our area. Hopefully we, as a whole, are putting our best foot forward to enthusiastically represent ourselves as "the Friendliest!" If I were a gambling person I would bet that we are going to have an extended summer that extends into the fall months. Okay, so I am not going to bet anyone, or lay down stakes of any kind. However, I will say that I do have every faith that we will leave an impression on those who *are* able to visit our town this year. Just as visitors have left their footprints on our beaches, docks and sidewalks, we have left a footprint in their memories. As a community we extend ourselves to tremendous levels of accommodation visitors won't forget and it is inevitable that visitors will return to experience the "post card" experience Newport has to offer.

As we continue to make our town more user friendly to all types of traveler's with our bus routes, bike paths and Niche Neighborhoods for the pedestrian, I remind you to also make use of those services. Often times we think of these resources as tourist related, however the entire community can benefit from them as well. So don't be shy; hop on the bus and visit Nye Beach, the Deco District, South Beach, the Bayfront, Agate Beach and all those areas in between. Take in the experience and remember to visit your neighbor. Shop local...in doing so you are not only saving gas, but supporting our local economy in times when it truly makes a difference. It is imperative to support each other.

I have every confidence in the Chamber's representation of our City. I have stated before and I reiterate, as a Staff and a Board, we are constantly working to promote and preserve Newport so we can continue to live and work amongst so many 'Greats.' Know that I am honored to do so and I hope you share the same feelings of ownership as I do!

*~Raquell Teague*

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# MEMBER NEWS

## **BLM Raising Day Use Fees at Yaquina Head Outstanding Natural Area**

Affective July 21st, the Bureau of Land Management at Yaquina Head will be raising the fee for day use of the site and associated facilities from \$5 to \$7, and will be raising the annual pass fee from \$10 to \$15. Thee day passes for motorcycles will go from \$2 to \$3, and the cost of private and commercial large capacity vans will go up from \$20 to \$25. Commercial tour busses will pay a \$50 one time fee.

“An estimated \$75,000 in additional revenue raised from charging a higher fee would remain on Site....The revenue would be used to continue the existing level of high quality services and interpretive and educational experiences offered to visitors, help protect the areas sensitive natural resources, and help maintain the lighthouse. None of the fee revenue would be used to pay administrative overhead costs,” said Yaquina Head Manager Joe Ashor.

For more information contact BLM at (541) 574-3100 between 8am to 4pm or visit [www.blm.gov/or/resources/recreation/yaquina/index.htm](http://www.blm.gov/or/resources/recreation/yaquina/index.htm)

## **Long Time Chamber Member and Devoted Volunteer Receives Prestigious U.S. Coast Guard Award**

Dr. Robert W. Smith was recently presented with the Coast Guard Meritorious Public Award by the Coast Guard College. Smith received the award in recognition of his substantial contribution to the U.S. Coast Guard. The College is part of the Military Education Program at Vincennes University of Indiana. This award is the third-highest public recognition that the Commandant of the Coast Guard can present, only preceded by the Gold & Silver Life-Saving Medal. Congratulations Robert and thanks for all your contributions to not only the Chamber but also our Community!

## **4th Annual Lighthouse Century Rides**

See and experience the beauty of Newport from the seat of a bicycle. Rent and Ride a Bike in Newport. This summer rent a Trek bicycle right from Starfish Point. Danielle and Roy Emerick, managers at Starfish Point are in their second year of making rental bicycles available to visitors and residents of Newport. Visit them at 140 NW 48<sup>th</sup> St. in Newport and see their gift shop as well.

Besides, managing the lodging facility and renting out bikes, Danielle is a member of the Yaquina Wheels Bicycle Club. This summer, she has been busy preparing for the 4th Annual Lighthouse Century Rides to be held on Sunday, August 17, 2008. The rides organized by the Bicycle Club bring participants from other parts of Oregon and as far away as the East Coast. Riders often stay a night or two in Newport before or after the bike rides.

Danielle is responsible for food and logistics. Expect friendly volunteers along with hot coffee, a variety of fresh fruits, baked goods, and cooked food items at the rest stops. Riders choose from a 100 mile, 62.5 or 25 mile course that starts and ends at the Yaquina Head Interpretive Center. The routes are marked. And, mechanical and vehicle support is provided on all of the routes. For more information and to register for the rides visit the web site at [www.yaquinawheels.org](http://www.yaquinawheels.org) or call Ken Dennis at (541) 272-2578. From beginners to experienced riders come out and enjoy Newport.

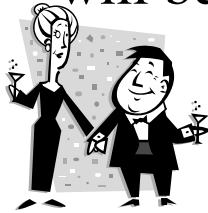
## **Saturday Nights on the Yaquina Bay.....**

Based on popular demand, Fran Mathews of **Marine Discovery Tours**, and Judy Latta of **La Maison** have put their heads together to launch a fun and delicious *Saturday Nights on Yaquina Bay* dinner cruise. Starting August 2nd through the last Saturday of September, this dynamic duo of hospitality and extreme customer service will host a plated dinner with a custom menu featuring the best from La Maison aboard the Discovery, the largest passenger vessel on the coast, with inside seating for 49. Wine, Rogue Ale, Newport Bay Coffee and soft drinks will be served. For menu and price information, call Marine Discovery Tours at 265-6200. Tickets are limited, so reserve seats early for you, your friends and visiting family! (Lorna & Bob Davis have already bought theirs!)

# Save The Date

## October 18th!

The Greater Newport Chamber of Commerce will be holding a **Sadie Hawkins Event!**



~More information coming soon!~



### The 5 Most Common Business Scams

Business scams cost owners hundreds of millions of dollars, probably billions, every year. And with the economy staggering, the scammers find rich pickings, especially among smaller firms struggling to survive.

If you run a company or maybe are thinking about going into business, you can improve your chances of success by knowing the games these tricksters play. Many business scams are aimed at people in the retail business, especially convenience stores.

It's not only how much money the business scammers steal that hurts. The disruption to your business, the need for extra vigilance and security measures and the cloud of suspicion it throws over customers and employees can also cause a big, long-lasting headache.

In this issue, we identify 5 of the most common business scams used in stores. In a later issue we'll focus on other small businesses that scammers target. And, if you're not in business yourself, please pass these tips on to someone they might help.

1. **The Money Changing Flimflam:** In this scam, the tricksters aim to distract you while you're making change. They target convenience stores, banks, gas stations and even grocery store checkouts. Sometimes, they work with an accomplice. Either way, they try to confuse their victims into handing over too much change. Usually, they start with a big bill -- \$50 or more -- and their trick involves swapping the notes, passing money back and forth until the change-maker loses track of what's happening. \*A good tip is to keep your hands out of reach of the customer while making change. Call a halt if you think you're being flimflammed. Bring in an associate both as a witness and to help back-track and double check your counting.

2. **Switching Price Tickets and Barcodes:** There's no secret to how this one works. Individuals and gangs scout out stores where they can easily swap price tags or barcodes. Either they put a low price tag on a more expensive item and aim to get through the register with a real steal, or they put a higher-price tag on a previously bought low-cost item and return it to the store for a big cash refund. \*Counter this by making it difficult to remove tags and codes and make sure staff checks article descriptions as they come up on the register.

3. **Hiding Items in Packaging:** Do you sell things in boxes? Can the boxes be opened in the store? Answer "yes" to both of these questions and know that scammers have you in their sights. If you make it that easy, they'll open the boxes and either replace the contents with something much more valuable, or they'll add something to the existing contents -- like putting perfume inside a pair of shoes. \*The answer here is to seal boxes where possible and just put a sample on display. If you can't do this -- as with shoes, for example -- check the items carefully at the register. Put a sign up saying it's company policy to do these checks and you'll probably stop this business scam dead in its tracks.

4. **Passing Bogus or Stolen Checks:** This is one of the fastest growing scams. Computer software makes it cheap and easy to print checks. And thieves use stolen checkbooks quickly before owners discover the theft. More and more stores now refuse checks, preferring cash, credit or debit cards. Interestingly, the US is way behind many other parts of the world, especially Europe, where checks are hardly used in stores -- so much so, that offering a check would immediately arouse suspicion! \*If you do accept checks then, obviously, the main thing is to try to confirm the payer's identity, usually by inspecting a driver's license. You can also minimize risk by limiting the amount you accept for payment by check or insisting that, over a certain amount, you won't release items until the check is cleared.

5. **Employees with Too Much Cash in Hand:** A recent court case told how employees at a gas station reprogrammed certain pumps so they would only accept cash purchases, which, also, the register did not record. When anyone paid in cash, they kept the money, getting away with \$60,000 before someone rumbled their scheme. Pocketing cash that doesn't go into the register is one of the most common scams in all types of sales operations, especially if the bill doesn't involve opening the register to make change. Of course, keeping a sharp eye on inventory and matching that with receipts should do the trick, but sometimes that's simply not possible, especially day to day. \*Tackle this one at the root by using security cameras, having an automatic customer counter at the door and posting a note on registers that says: "Please ask for your receipt."

Some employees might not like this but that's usually only if they've got something to hide. Anyway, these security measures will protect them as much as they protect you.

Making your small business work is a challenge, especially when the economy is shaky, like now, but applying the simple rules in this article will cut business scams and make all the difference. Here's to success! (Internet Scambusters Newsletter #290, 7-02-08)



# Director's Corner...

What makes Newport 100% Newport?

I am on vacation in Belgrade, Montana. I haven't ever really thought of Belgrade as a destination, but it is. We are not the only people visiting this tiny town. I found out when we had to make a reservation at a restaurant nearby called "The Oasis." People flock from all over the world (and nearby) to the home of the 24 ounce steak. That's the petite cut by the way. I thought it had to be just a coincidence that we all decided to go there that night, but was assured by the staff there that "it's like this every night, sometimes busier." It happened again the next night at Willow Creek Café. Reservations and a wait for some of the best ribs in the USA!

All of this and time on my hands made me think about Newport. We have some of the best culinary opportunities on the planet. We are the Dungeness Crab Capital of the World. We have the beer, the beach, the Aquarium, the lighthouses etc.....We too have great ribs and big steaks!

What sets us apart and what sets any community apart as a destination for millions each year are our people. That's it in a nutshell. As I sat and watched from our table how the staff at the restaurants managed to smile and be responsive, interacting with the hoards of people that came and went, it occurred to me that what we offer brings visitors to us, what we give them when they get here is what will keep them coming back. Authenticity. Energy. Friendliness.

Our business community, the people who own, manage or work here, are what makes us 100% Newport. We are fortunate that we have what it takes to drive our economic engine. It is great to know when we are promoting Newport, or when we are trying to help someone locate a dentist, or attorney, or car repair, etc...we can pick up the phone and call on any of our businesses and will be met with "what can we do to help" time and time again.

I am glad for Belgrade, that their business community "gets it" too. Just like Newport. That they have a strong sense of business. Just like Newport. That they train and encourage staff to be receptive, courteous and enthusiastic with visitors and locals. Just like Newport!

*Lorna Davis*

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# Visitor Industry Stats...

	May 2007	May 2008	June 2007	June 2008
800# Calls	589	465	476	699
Other Incoming Calls	1,208	827	1,689	1,407
Visitor Walk-Ins	1,851	2,300	2,195	2,058
Visitor Packet Requests**	1,207	3,329	1,560	1,300
Relocation Requests	46	23	50	34
E-mail Requests*	1,445	1,459	1,398	1,487
Fax Requests	16	3	19	NA
Website Hits	55,003	42,636	74,565	30,299
Website Visits	360,187	280,052	325,453	305,056
Window Talk Visitors	2,345	1,851	1,587	1,054

\*Includes relocation, visitor packet and other email requests

\*\*Includes visitor requests from other sources

# New Members Meeting Place...

## Aluminum Chambered Boats, Inc.

*Aluminum Chambered Boats is the world's fastest-growing manufacturer of high-performance aluminum boats. Our mission is simple: ACB is committed to delivering the world's finest boat to all of our government, commercial and recreational customers. We have been successful developing unsurpassed performance characteristics in speed, safety, endurance and maneuverability -- as well as lowering total operating costs for our customers thanks to our rugged hull structure, easy maintenance and reduced fuel burn.*

Contact: Tony Van Meter  
Address: 1220 NW Parker Ave  
Waldport OR 97394  
Phone: (360) 510-9593  
Email: [tonyv@acbboats.com](mailto:tonyv@acbboats.com)  
Website: [www.acbboats.com](http://www.acbboats.com)  
Category: Boat Manufacturer



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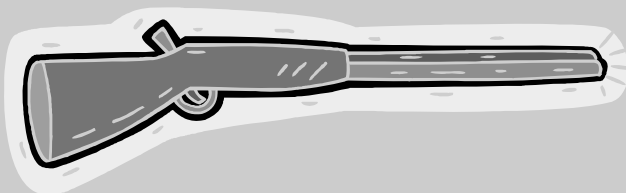
Contact: Susan Huntington  
Address: 1070 NE Lakewood Drive  
Newport, OR 97365  
Phone: 541-574-7195 / (Cell) 541-961-2365  
Fax: (541) 265-9700  
Email: [susan@soireeplanners.net](mailto:susan@soireeplanners.net)  
Website: [www.soireeplanners.net](http://www.soireeplanners.net)  
Year Established: 2008  
Category: Weddings & Events



## Wesley's Trading Post

*Come visit us to Buy & Sell New and Used Guns.  
We also offer other misc. items such as Jewelry,  
Electronics, tools, etc.*

Contact: Wes Bullock  
Address: 136 SE 1st St.  
Newport, OR 97365  
Phone: (541) 265-4556  
Year Established: 2008  
Category: Pawn Shop—New & Used



## Carol Stanley—Author

*Carol has been a writer for over thirty years. She has published a book, authored a syndicated column and written for major newspapers and magazines. She appeared regularly on radio and network TV in Phoenix, Arizona. She entertained with her humorous style for many meetings and conventions. She is available to speak for groups of any size. She will share with you how to stay fit, feel good, wake up with purpose everyday, and deal with all the difficult technological advances in today's life.*

Contact: Carol Stanley  
Address: 509 NE 60th Street  
Newport, OR 97365  
Phone: (541) 272-0556  
Email: [carolstanley1@yahoo.com](mailto:carolstanley1@yahoo.com)  
Website: [www.carolstanley1.com](http://www.carolstanley1.com)  
Category: Individual



# ***Thank You For Your Continued Support!***

Those listed below are members whose renewal month falls in August. Renewing members are listed along with the number of years they have been a member of the Newport Chamber of Commerce.

Longevity for some membership investments may reflect previous membership and/or previously under different owners.

<b>M e m b e r s  R e n e w a l s</b>	<b>Action Networks, Inc.</b> Sixteen Years	<b>Forinash Gallery</b> Twenty-Six Years	<b>Phagans Academy of Cosmetology Careers</b> Twenty-One Years!
	<b>Beven's Market &amp; Deli</b> Four Years	<b>Gold Chevrolet - Cadillac</b> Eighteen Years	<b>Pinto &amp; Company</b> Three Years
	<b>Breach The Moon Gallery</b> Seventeen Year	<b>Greenman Properties</b> Three Years	<b>Porthole Players, LTD.</b> Twenty Seven Years!
	<b>Central Coast Chem-Dry</b> Twenty-Two Years!	<b>Interiors By Decorating Den</b> Eleven Years	<b>Queen of Hearts</b> Twenty-One Years!
	<b>Central Coast Chorale, Inc.</b> Six Years	<b>Lincoln County Historical Society / Oregon Coast History Center</b> Eighteen Years	<b>Raymond James Financial Services</b> Three Years
	<b>Coming Attractions Newport Cinemas</b> Four Years	<b>Lincoln County Food Share</b> Seventeen Years	<b>Ripley's Believe It Or Not</b> Forty-Two Years!
	<b>Copeland Lumber Yards</b> Eleven Years	<b>Marine Discovery Tours</b> Fourteen Years	<b>Shangri-La Corporation</b> Seven Years!
	<b>Costco Wholesale</b> Three Years	<b>Mike LeBoss Sport Therapy</b> Three Years	<b>Specialty Auto Body</b> Twenty-Four Years!
	<b>David N. Allen</b> Six Years	<b>Newport Express / Yaquina Bay Cab</b> Twenty-One Years!	<b>Susan Shelton</b> Four Years
	<b>Department of Revenue</b> Four Years	<b>Newport Glass Co.</b> Eleven Years	<b>The Kite Company</b> Three Years
	<b>Diane Henkels</b> Five Years	<b>Oregon Coast Aquarium</b> Twenty-Three Years!	<b>The Landing at Newport</b> Four Years
	<b>F/V Trailblazer</b> Eleven Years	<b>Oregon Eyes Vision Center</b> Twelve Years	<b>The Wax Works</b> Forty-Two Years
	<b>Farmer's Insurance - TC Duty</b> Three Years	<b>Oregon Maid Ice Cream</b> Seven Years	<b>TLC Credit Union</b> Twenty Years!
	<b>Farmer's Insurance - Kim Duty</b> Seven Years	<b>Pacific Communities Health District Foundation</b> Eleven Years	<b>Undersea Gardens</b> Forty-Two Years
	<b>Ferguson Enterprises</b> One Year	<b>Pacific Shrimp Company</b> Five Years	<b>Willers Motel</b> Twenty-Five Years
	<b>Fish Peddler's Market &amp; Restaurant</b> Four Years		