

Luncheon Meeting Notes
Thursday, April 12, 2012
Attendance: Approximately 25



Board Reports

Chair Report – Karen Bolin (President) announced a fresh approach for the May 10th luncheon meeting. 10-12 Tier 2 and new businesses will be spotlighted as well as existing members that have sponsored new members or have yet to give a spotlight presentation.

Everyone attending will be asked to pay a flat fee for the lunch. The Peppermill will have a buffet of finger foods with theatre seating for us. Please RSVP to Paym Weaver (timefairypdx@gmail.com) by May 8 to ensure an accurate food guarantee.

Upcoming Program Speakers:

June: Coach Casey, from Aloha High School, will share his legacy in the community as this is his final year.

July: Proposed speaker John Michael from PCC Business Advisory. This organization has many resources available to small business owners; we are looking forward to his confirmation very soon.

Membership Committee Michael Wong shared that The Beaverton Resource Guide has expanded its distribution presence to our local Albertson's store. Currently over 1,000 monthly newspapers are placed in the Aloha community. Tier 2 members get featured in the ABA's section of the newspaper with a name on the shopping map and a color listing with a logo, website, phone and tag line, plus there is an opportunity to be written up in a business spotlight section during the year.

Program Speaker:

Pat Reser shared the story of her late husband, Al. During the 49 years that they had residency here in Aloha, she learned that a core philosophy of hard work and perseverance is the backbone of Reser's Fine Foods.

This business started out of a family farm to feed loggers and included a generous portion of potato salad. Al's mom prepared these meals and one day she decided to share a bucket with the local Safeway store. Soon an order for all Portland Safeway stores was placed and Reser's became a viable local business.

Al was able to acquire the family business and expand the product line when the time was right. He graduated from OSU with an Accounting degree, but his primary focus was in Food Tech. His academic connection enabled him start a partnership with Blue Bell Chips (this was at the ideal time—when packaged dips were not sold at the supermarket). Reser's growth was sparked in 1960 from a formal IPC yet it returned to a family-owned status many years later.

The lesson learned from this enterprise is that opportunity is not just a matter of being at the right place at the right time—you need to be prepared for opportunity. Mrs. Reser shared how they expanded their facilities across the U.S. and how they had to reinvest while keeping shareholders patient. They found their essential mission is service, consistency, safety and value to the customer.

Spotlight Speaker

Eric Squires, State Farm Insurance

Announcements:

Sally Fabre mentioned that the Aloha High School has a Biz Breakfast program on Thursday (April 19th) from 7:00-9:00 AM. Tim Moe wanted us to know that senior students are excited to share their projects with us. The leadership team at the high school has volunteered many hours to sponsor a child that has a fragile medical need. Currently the Sparrow Club's Abe Project has assisted a child from the feeder school, plus it provides programs for lost elders, explorer scouts, k9 units and SKID.

ScamJam is an event sponsored by the Sheriff's Office to bring greater awareness to identity fraud prevention. This event is May 12nd at 9:00AM. Visit: <http://www.co.washington.or.us/sheriff> for more information about upcoming programs, including the Skid Program; the next event is on May 2nd.

Dick Schouten announced that the county litigation regulations for advertising on billboards are currently underway. City Hall has a function on April 19th for voter's information at 7:00PM. The Washington County Public Affairs Forum's Supreme Court has a function every Monday at the Old Spaghetti Factory at 11:30 AM to review justice issues.

The Aloha Community Library Association has a sponsor that will match funds to donations made to their non-profit cause. Last month they had a book sale that fueled our community with 2,000 books. Thanks for everyone's support.

Sonja Onthank of OMG! Onthank Marketing Group has a "lunch and learn" presentation on BRAND IDENTITY. This is on Wednesday, April 18th at the Tigard Chamber's office (12345 SW Main-Tigard). Most attendees bring their own sack lunch to this function. This one-hour program covers the essentials of developing and defining a visual brand strategy.

Next Meeting: Thursday, May 10 at 11:30 am – 1pm at Peppermill Restaurant

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