

The Chamber Connection: Build it together- Many Hands make light work!

By T. Myers

We are getting to a point in our community where it is more and more important to be able to work together as a group of organizations or agencies in order to accomplish the bigger broader community goals that are forming around the issue of identifying our brand, our ideas of what matters the most for the residents of the area and how we move forward to do these things.

What in the world am I saying? For the past seven years, the Ford Family Foundation has been working with community leaders to get the many different factions that operate in La Pine to cooperate and know how to work together. Since the City became a reality, there is also the aspect of local government working around these issues of who we are and what we want to become-officially. After four cohorts of training and gifting come to a close, the Rural Development Initiative (RDI) is poised to continue by helping La Pine get a few completed projects under their belt.

In the recent meeting to decide what we wanted to focus on, the idea of beautification, marketing and workforce/business development were decided upon. The beautification Committee decided immediately to tackle the Knapweed problem and they came up with the Put the Shine on La Pine. They are also working to get businesses to buy into the idea of curb appeal. The first community effort they have organized will be to pull the Knapweed off of Knapweed Mountain behind Casetta di Pasta. Since the noxious weed is taking over the community, the awareness about the problem will address one of the biggest issues

The marketing committee took on the name Hear, Here! And they are trying to formulate how they will market our town to the world outside. In their first meeting, the committee met to set priorities about how they will message information about La Pine. There are a few concepts that have been introduced and in an upcoming meeting, the group is slated to decide between the Newberry News Group, a Facebook Blog, I speak La Pine and who they will work to include first.

The third group is holding three roundtable discussions to cover how to develop the workforce, how the committee will address the customer service training for folks in business here and how to market what La Pine Business has to offer. They have had their first meeting and will follow it up with the next two over the month of September. It is no coincidence that the Chamber survey results of the Adult Education Survey determining what business owners would like COCC to bring to La Pine as educational training opportunities for potential employees in order to develop a better pool of employees is precisely what the third RDI committee is focusing on with workforce and business development.

By creating a strong focus for each of the three committees and setting attainable goals to get the process moving forward, La Pine will begin to feel like there is progress in the process of branding and telling the story of La Pine to folks interested in learning more!

To be a part of the projects, contact the La Pine Chamber: 541-536-9771.