



HAPPY VALLEY BUSINESS ALLIANCE Monthly Newsletter



HVBA President's Corner

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We will thrive in 2025. As a collective of business owners and leaders, elected officials, city staff and leaders, and community advocates, the Happy Valley Business Alliance (HVBA) aims to be the pivotal advocacy group for our Happy Valley business community. In order to become this pivotal advocacy group, in 2024 we made the following strides.

- **Seek Membership Voice and Input.** We started in January 2024, by reviewing membership input from our first ever membership survey. This input revealed the importance of meeting structure and time, as well as diversity within the membership and its board. It also drove the board in its decision-making considering accessibility, visibility, and connection.
- **Events Access and Visibility.** The HVBA became a city sponsor, sponsoring the Youth Entrepreneur Fair in the Concerts in the Valley, the 4th of July Festivities, as well as sponsoring the Dog Races in Oktoberfest. As a community Partner, the HVBA's desire of connection is evident in its fiduciary commitment to our membership and community. In addition, members were provided with the opportunity to sign up and be visible at each of these events.
- **North Clackamas School District.** A free, public education is the ultimate equalizer in our society. As a result, it was imperative to extend an olive branch to our school district and offer them a voice at our meetings. We are grateful for the monthly school updates at our Membership Meetings and look forward to the continual transparency.

- **More Outreach.** With the intent to stimulate involvement and visibility, a sub-committee was created with four members. Our focus has been to enhance our visibility on our social media platforms, as well as creating a monthly newsletter to connect our community. More is to come!
- **Ribbon Cutting Ceremonies.** New and established businesses are welcome to schedule a Ribbon Cutting Ceremony with the City and the HVBA. With approximately ten ribbon cutting ceremonies in 2024, the events provided community exposure and familiarity to the businesses. You can schedule your Ribbon Cutting Ceremony for 2025! Feel free to reach out.

The HVBA will celebrate its twentieth year in 2025! Future planning will include celebrating this milestone with its community. Be ready to celebrate our twentieth birthday with us 😊

Our plan is to continue the same rhythm of 2024 and build onto it in 2025. We are grateful for each of our members and expect the same level of commitment. We know that the more the HVBA Board sustains for our membership, the more our membership, as well as our city, will benefit. We are looking for members to actively take on bigger roles so that our HVBA will become that pivotal advocacy group our city needs. Are you interested? Please let me know.

I look forward to building in 2025 with you. I'll see you at our first membership meeting: 7:30 on Wed, Jan. 22nd.

In this newsletter you'll find:

Notes from the HVBA President

January Meeting
Featured Speaker

Message from the HVBA Mayor

2025 Goals from the HVBA Board

Happy Valley Happenings

New HVBA Website Launches

Member Business Spotlights

SAVE THE DATE:
JANUARY MEMBERS MEETING
WEDNESDAY,
JANUARY 22ND
HAPPY VALLEY CITY HALL
16000 SE MISTY DR,
HAPPY VALLEY, OR
DOORS OPEN AT 7:15 FOR NETWORKING
MEETING BEGINS AT 7:30

MEMBERS MEETING FEATURED SPEAKER JANUARY 22ND



Asad Butt, Executive Director
Metro Region Innovation Hub
www.portlandmetrohub.org

Our January speaker is Asad Butt, Executive Director of the recently launched Metro Region Innovation Hub (The Hub).

Asad will provide an insightful overview of The Hub and how it is connecting entrepreneurs with the regional resources they need to succeed. He'll also talk about how The Hub is fostering collaboration between entrepreneurs and business service providers to build a strong, more inclusive small business ecosystem in the Portland Metro region.

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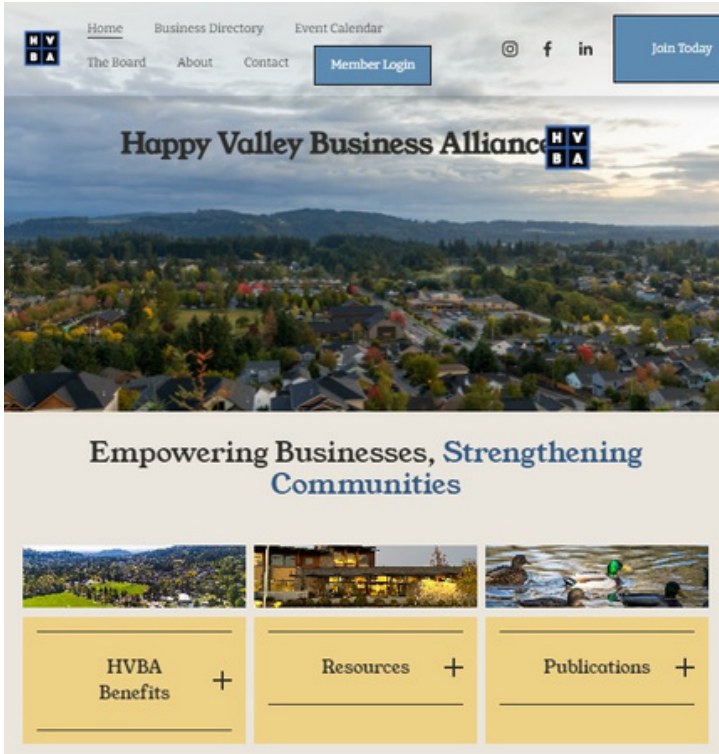


TOM ELLIS, Mayor, City of Happy Valley
tome@happyvalleyor.gov | City Phone: (503) 783-3800

HVBA 2025: MESSAGE FROM THE MAYOR

The Happy Valley Business Alliance (HVBA) is a cornerstone of our community, bringing immense value to both local businesses and residents. By fostering connections, offering mentorship, and promoting growth, the HVBA empowers our local economy and creates opportunities for businesses to thrive. Whether through monthly meetings, event sponsorships, ribbon cuttings, or supporting new businesses in the area, the HVBA is dedicated to helping our local business community succeed. Their work not only uplifts business owners but also enhances the vibrant, welcoming atmosphere that makes Happy Valley such a great place to live and work.

The City of Happy Valley is proud to partner with the HVBA to ensure our business community continues to grow and succeed. The HVBA efforts to connect businesses, nonprofits, and local leaders are vital in building a prosperous and unified community. I encourage all businesses to be a part of this organization and join the effort to build a stronger, more connected Happy Valley. Together with the HVBA, we are creating a strong foundation for economic growth and a bright future for Happy Valley.



NEW Website Launches

We are so excited to announce we have a new HVBA website launching soon and we are beyond excited for all it means for our members!

Why are we so excited about this site? Because it is an UPGRADE for your membership! The new site can DO so much more, especially with an enhanced directory that is much more advanced than our previous website. We would love for our members to use the directory as a search engine whenever they are looking for a business to use!

What does that mean for your business?

- You can update your directory personally- Add logos, add pictures, add testimonials, link your website- really showcase your business!
- Use an HBVA business that you really liked? Leave a recommendation for that business on the site for others to view!
- View all upcoming events on the website calendar so you can attend and network

What does this mean for you now?

- You should have received an email from organization- 33670@membershipworks.org to create your login and update your directory. Please do this as soon as you can and let me know if you don't receive the email by tomorrow!
- When updating - make sure you are listed in the correct category. You can pick up to 2 categories!
- Members who have updated their directory by January 13th will be entering into a raffle sponsored by NW Love in a box!



GOALS: HVBA Membership

Kim Henderson
 HVBA Membership
 Coordinator
 503-380-4089
 info@nwloveinabox.com

We currently have about 150 members,

As everyone has heard by now, we have rolled out a brand new website with lots of upgrades to our members and I am kind of giddy about it!

The feature that I am most excited about is the membership directory. This directory is HUGE! You will be able to load your logo, pictures, coupons, reviews etc....

There is also a map feature, which is so useful, that will list where all our businesses are located (must have address visible on profile to show on the map) We, as a board, will be personally promoting the directory and our hope is that it will be the "go to" place for folks in our community to search for businesses to work with.

I would encourage all members to go check out the new website and complete their profile!

We will also be showing off our new website at January's meeting.



Membership Update

NEW MEMBERS

- Armadas Exterior LLC
- Face It Aesthetics LLC
- First Class Property Tax Appeals

RENEWING MEMBERS

- Embold Credit Union
- Miramont Pointe/Goodman Group
- Wendi Mueller - Premiere Property Group
- Therapydia Happy Valley

January Business Spotlight



StretchLab Happy Valley
15727 SE Happy Valley Town Center Dr
Happy Valley OR 97086
503.207.0111
503.908.2487

StretchLab Happy Valley

There's no one reason why people find themselves at StretchLab. Some clients are looking to improve their sports performance, some are looking to decrease joint pain, and others simply just want a great stretch. No matter what your body needs – the benefits of an expert-led assisted stretching routine are tangible.

StretchLab provides one-on-one, customized assisted stretching sessions. The stretches are given on our custom designed benches by Flexologists who will customize your stretch to your needs and talk you through your stretches. Our Flexologists employ a “push & release” type of stretching (technically “proprioceptive neuromuscular facilitation stretching”, or PNF) where you will be resisting a bit at times during the stretch and then releasing, resulting in a more effective stretch



GOALS: Business Spotlight

Clint Ehlers
HVBA Vice President
(503) 750-0193
clint@arrowhomeloans.com

There has been much interest for local Happy Valley businesses that would like to be featured each month.

I'm happy to share that we are off to a great start for 2025 with Business Spotlight confirmations through July 2025.

Thank you in advance to:

- January - StretchLAB Happy Valley
- February - Amy Farrara APM
- March - Home Team Inspection Services
- April - Embold Credit Union
- May - Confluence Law Center
- June - YOLOTL Mexican Grill
- July - RECS Pickle Ball Courts

If your business would like to reserve a month to be a Business Spotlight, now is the time to connect with me before we fill the entire year.

2025 HVBA BOARD



Become A HVBA Business Spotlight

- Present at the meeting for 8 minutes
- Your business is highlighted in the meeting reminder e-blast to all members
- 1/4 page ad in the Happy Valley News for \$110 (normally \$697) - Distributed (12,500 copies) to every home, condo, apartment, and business in Happy Valley
 - Creative services are included
- See Clint Ehlers for more info: clint@arrowhomeloans.com

HVBA HAPPY VALLEY BUSINESS ALLIANCE

MEMBERS MEETING
HAPPY VALLEY CITY HALL

- Asad Butt - January Speaker
Executive Director - Metro Region
Innovation HUB
- Stretchlab - January
Spotlight

DATE January 22nd
TIME 7:30-9 am

ATTENDED BY ASAD BUTT



GOALS: HVBA Marketing

Antonio Garcia Ojuel
HVBA Marketing Coordinator
Ph. 503-891-0472
antoniogorealestate@gmail.com

HVBA Social Media and Events for 2025 Goals

I became a board member of the HVBA a few months ago. My main role is to take care of the social media platforms and I am also in charge of organizing the events and networking after hours for the HVBA.

For this new year 2025, I have a few goals to improve the HVBA social media platforms and events. Below are ideas and goals for the HVBA and their members:

- Increase the engagement in our social media platforms with the community and HVBA members by creating interactive content where our members can expose their businesses and utilize HVBA social media as a resource.
- Develop a content calendar for all of our events. We will create event recaps and highlight reels to share on platforms encouraging future participation.
- We are going to use our events and networking after hours to increase engagement with our members. We are going to use these events for members that are looking for networking for their businesses.
- Partner with local organizations such as the City of Happy Valley and other businesses in our social media platforms.
- Spotlight our members monthly with a reel and post with the business cards draw during our monthly member meeting.
- Our members can use the HVBA social media platforms to promote or communicate something specific for their businesses with the community and our members. Contact me for details.

SOCIAL MEDIA LINKS



/HVBA.OREGON/



/HAPPYVALLEYBUSINESSALLIANCE



/IN/HAPPY-VALLEY-BUSINESS-ALLIANCE-88B5B4223/

Light Up the Valley WINNERS!

After weeks of incredible displays here are the winners for Light Up the Valley 2024!



Glass Snowflake Treasure Hunt January 6 – January 31

The hunt is on starting January 6th and it's your chance to put your treasure-hunting skills to the test with an exciting winter challenge! Each week, a replica snowflake will be hidden in one of the city's beautiful public parks. Clues to its location will be shared every Monday starting January 6th on our social media channels and website. If you're the first to find the hidden snowflake, bring it to City Hall to claim your prize—a stunning, handcrafted glass snowflake made by local artist Sweet Lomy.

This free, family-friendly treasure hunt is the perfect way to embrace winter, enjoy the outdoors, and connect with the community.



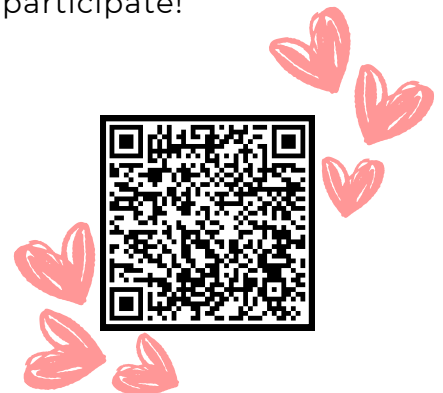
Valentine's Day Care Cards

Spread some love this Valentine's Day!

Pick up a free card kit starting Jan. 6th at the Happy Valley Library (13793 SE Sieben Park Way) or City Hall (16000 SE Misty Dr). Create a heartfelt card for a local senior and return it by Feb. 5th to either location.

All cards will be delivered to seniors in living facilities and homebound seniors to brighten their day.

All ages are welcome to participate!





What is the HVBA?

The Happy Valley Business Alliance (HVBA) is a community focused organization that supports and connects Happy Valley business owners and brings attention to their businesses, attractions, and upcoming special events in Happy Valley. We are passionate about maintaining a great place to live and work, so we strive to promote a healthy business network with our members. Growing our community partners who share our interests in contributing to the livelihood of the Happy Valley business network promotes sustainable relationships and economic growth in our community.

HVBA was formed in 2005 with the intention of maintaining integrity and livability of our great community. As the original group of local business owners connected an alliance was formed so that each business would have a voice and could equally contribute to the economic development and success of the Happy Valley area. As our local business community grows, so do our members. We continue to strive for each and every business to be as successful as possible and for our members to have a place to connect with other local business owners for support and access to the resources needed.

As a member, you will be surrounded by local business leaders that will support you and your goals. As well as give you a first hand look at what is happening around your community. Happy Valley is a premiere location for your business because of its growth and buy local feeling. By having an insight to the community events, community leaders, and the resources that the HVBA provides your business will grow and thrive along side Happy Valley!

MORE SOCIAL MEDIA LINKS



[/CITYOFHAPPYVALLEY](#)



[/HVP_RF](#)



[/CITYOFHAPPYVALLEY](#)



[/HAPPYVALLEYPARKSANDREC](#)

Not A HVBA Member?

HVBA Member Benefits

One of the best ways to connect with other local businesses and people in Happy Valley is to become a member of the HVBA. Not only do we hold monthly meetings where members can get involved in community events through sponsorships or resource sharing, we create opportunities for business owners to meet and get to know each other. The HVBA is open to any business doing business in the city of Happy Valley and surrounding areas.

Here are a few more benefits of membership:

- Members receive email reminders about upcoming community events, keeping you connected and informed
- You have a collective voice of business in the City of Happy Valley and can get problems addressed and solved
- As a member you receive City Council updates regarding decisions that might affect your business
- Hear guest speakers from community businesses speak on topics important to alliance and business in Happy Valley
- You will have opportunities to sponsor events that make our city great and make a name for your business, like the Fourth of July Festival, Summer Concerts, Harvest Fest and Tree Lighting!
- Business training with guest speakers
- Website listing and social media postings

Join Here