



OREGON LAVENDER ASSOCIATION

supporting lavender-based industries in oregon

Membership Invitation

Owners of Lavender-centric businesses and individuals interested in lavender are invited to become members of the Oregon Lavender Association (OLA). Our primary goals are:

- Promote lavender as a viable, thriving agri-business in Oregon
- Encourage the general population's interest in lavender and lavender by-products
- Educate the public about the beneficial properties and applications of lavender
- Promote the propagation of lavender and contribute to the body of knowledge regarding growing lavender
- Raise awareness through sponsoring an annual lavender festival and other events throughout the year
- Encourage a spirit of community and/or charitable giving
- Provide education and information to our members
- Raise awareness by sponsoring educational events available to the community

We are in the final stages of establishing the OLA as a nonprofit organization to further these goals. Members have the option of choosing between a basic membership or an extended membership with inclusion in the annual Oregon Lavender Festival -- a successful, well-attended, and growing festival that has been celebrating all things lavender since 2000. Attendance has increased dramatically each year, and the festival is now being featured on the Oregon Dept of Tourism "Travel Oregon" Web site as a prime destination, and OLA members' businesses are being promoted year around via publications at tourism locations.

The OLA offers two levels of membership:

General Membership (annual fee of \$100). Includes:

- Inclusion in an established support network
- Information exchange via a members' forum/blog on topics such as regional advice on growing and marketing lavender products
- Group buying power (plants, landscape cloth, supplies)
- Listing on well attended OLA Web site with link to member's Web site
- Listed in a year-round "Oregon Lavender Destinations" brochure which is distributed to tourism locations, B&Bs, wineries, garden centers, and gathering spots such as restaurants and coffee shops
- Advertising opportunities for your business
- Access to OLA library of lavender resources
- Listing in all OLA marketing efforts, including membership in a newswire service for shared and individual press releases
- Distillation advice and access to stills and equipment
- Joint selling privileges at venues such as Christmas bazaars, and other events
- Inclusion in and access to a directory of all OLA members
- Option of having artists visit your business during the Oregon Lavender Festival Paint-Out and having paintings of your site displayed in the festival's Art Show
- Membership in a non-profit organization
- Participation in OLA educational events such as distillation demonstrations
- Other benefits under investigation, such as group membership in organizations such as the Oregon Flower Grower's Assn, online sales via the website, etc.

General Membership + Festival Participation (annual fee of \$300). Includes:

- All OLA benefits as detailed above
- Promotion in festival advertising materials such as posters & postcards



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- Expanded listing, with pictures, in a year-round "Oregon Lavender Destinations" brochure which is distributed to tourism locations, B&Bs, wineries, garden centers, and gathering spots such as restaurants and coffee shops
- Listed on a glossy, full color "Oregon Lavender Destinations" rack card, which is available year around in tourism offices, B&Bs, wineries, garden centers, restaurants and other places
- Listing on Oregon Lavender Festival Web site with link to business Web site (with apx 5,000 visitors each month during the summer)
- Participation in a well-established, successful, and growing festival with statewide advertising exposure
- Group rates on festival signage, printed and promotional materials
- Help from other members to identify and promote unique strengths of each business
- Resource for vendors, bands, food, etc. for individual farms during festival weekend
- Other benefits under investigation

Standards for Membership:

- Interest in growing lavender or lavender products
- A willingness to show integrity to uphold the Oregon Lavender Festival's excellent reputation

Standards for Festival Membership:

- Lavender related business
- 100 or more lavender plants in ground or year-round inventory of several varieties of lavender in nursery
- Adequate parking
- Public restrooms/facilities (can be portable, handicapped recommended)
- Agreement to adhere to OLA standards as outlined in OLA bylaws

New members are welcome to join throughout the year at a prorated rate. For those interested in participating in the Oregon Lavender Festival, the second week of July each year, the deadline for festival membership and submission of dues is 30 November in order to be included in festival literature, publicity articles, and event calendars.

Questions can be directed to info@oregonlavender.org or by contacting Nancy Miller at 503-647-5858.

The OLA Web site is www.oregonlavender.org. Visit the Oregon Lavender Festival Web site at www.oregonlavenderfestival.org.



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Application For Membership

Yes! I am interested in:

- joining the Oregon Lavender Association (OLA) (\$100 membership)
- joining the OLA and participating in the Oregon Lavender Festival (\$300 membership)

Name:

Business
Name:

Address:

Mailing
Address:

Telephone:

E-mail:

Web site:

Business
Type:

Is your business:

- A farm Nursery Other: _____

Description
of your
business for
OLA / OLF
Web sites.
Include
contact
information
you wish
displayed on
the web*

* please see www.oregonlavenderfestival.org and www.Oregonlavender.org for samples



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<p>Description of your business for the Oregon Lavender Destinations year-round brochure:</p>	
<p>Directions to your location from major road(s):</p>	
<p>Photos are:</p> <ul style="list-style-type: none"><input type="checkbox"/> attached; please return originals<input type="checkbox"/> being sent electronically <p>Map to my farm (using mapquest.com or yahoomaps.com) is:</p> <ul style="list-style-type: none"><input type="checkbox"/> attached<input type="checkbox"/> being sent electronically	
<p>Comments:</p>	
<p>Payment information:</p> <ul style="list-style-type: none"><input type="checkbox"/> Check # _____ made payable to Oregon Lavender Association is being sent<input type="checkbox"/> Please send me a paypal invoice for payment via credit card	
<p>Return form to info@oregonlavender.org. Mail payment to Oregon Lavender Association, PO Box 741, Yamhill, OR 97148 Payment must be postmarked by Nov 30 to be included in publications.</p>	



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Sample of OLA Member listing on the website

In 2008, the website had 5,000 visitors each month during the summer, and 900 to 3,000 visitors in other months of the year. The most often visited pages, by far, were the member listings.

In your listing, make sure to include

- contact details such as your phone, website address and email address
- your hours both during the festival and outside the festival
- pictures (up to 5 – more than 5 will slow down the page)
- and a good description of your location to entice visitors

oregon lavender festival

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Blue Heron Herbarry
27731 NW Reeder Road
Sauvies Island, OR 97231
Phone: 503-621-1457
website: www.blueheronherbarry.com and [blog](#).
Open both days of the Festival from 10 am to 6 pm.

Our secret garden is located on Sauvies Island on the banks of the Columbia River. The Elizabethan knot garden is in a natural setting bordered by a wildlife refuge where waterfowl, eagles, cranes and of course, blue herons abound. The garden is home to songbirds, bees and butterflies.

Our nursery is open from the middle of March until November. We have medicinal, potpourri, everlasting, and culinary herbs for sale in the 42 and gallon sizes. We also have a good selection of scented geraniums. Lavender is for sale in every size and color imaginable. For the last two years we have been offering a wide selection of medicinal herbs to meet the growing demand for them. Most of our plants are grown organically.

Our garden shop was completed spring of 1999. We offer herbal gifts and products, Italian pottery and garden labels. We make dried herbal wreaths and floral arrangements, as well as all-natural potpourris. We have bath and beauty products that we make from herbs harvested in our gardens, and we have an extensive line of lavender products.

We are open Wednesday - Sunday 10 am - 6 pm March through November.



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