



# OREGON LAVENDER ASSOCIATION

*supporting lavender-based industries in oregon*

## Membership Invitation

You are invited by the founders of the Oregon Lavender Festival to become a charter member of the Oregon Lavender Association (OLA). Our primary goal is to promote lavender as a viable, thriving agribusiness in Oregon and support our members in their efforts to grow successful lavender businesses. We are currently in the process of establishing a 501(c)(5) 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. An exciting addition to this year's festival is being featured on the Oregon Dept of Tourism "Travel Oregon" Web site as a prime destination!

The OLA offers two levels of membership:

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

- Inclusion in an established support network – strength in numbers
- Group buying power (plants, landscape cloth, supplies)
- Information exchange via a members' forum/blog on topics such as regional advice on growing and marketing lavender products
- Listing on OLA Web site/possible link to member's Web site
- Advertising opportunities for your business
- Listing in all OLA marketing efforts, including membership in a newswire service for shared and individual press releases
- Membership in organizations such as the Oregon Flower Grower's Assn., with selling and purchasing privileges at the Portland Flower Market (if we meet qualifications)
- Distillation advice and access to stills and equipment
- Joint selling privileges possible at venues such as gift shows, Christmas bazaars, and other events
- Inclusion in and access to a directory of all OLA members
- Option of having artists visit your farm during the Oregon Lavender Festival Paint-Out and having paintings of your farm displayed in the festival's Art Show
- Newsletter
- Membership in a 501(c)(5) organization

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

- Listing in festival brochure
- Listing on Oregon Lavender Festival Web site with link to farm Web site
- Participation in a well-established, successful, and growing festival with statewide advertising exposure
- Group rates on festival signage, printed and promotional materials
- Umbrella insurance coverage for festival
- Help from steering committee to identify and promote unique strengths of each farm or nursery



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- Resource for vendors, bands, food, etc. for individual farms during festival weekend

## **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)
- Agreement to adhere to OLA standards as outlined in OLA bylaws

For those interested in participating in the Oregon Lavender Festival, July 12 & 13, 2008, the deadline for festival membership and submission of dues is April 1 in order to be included in festival literature, publicity articles, and event calendars.

Questions can be directed to [info@oregonlavender.org](mailto:info@oregonlavender.org) or by contacting Nancy Miller at 503-647-5858.

The OLA Web site is [www.oregonlavender.org](http://www.oregonlavender.org). Visit the Oregon Lavender Festival Web site at [www.oregonlavenderfestival.org](http://www.oregonlavenderfestival.org).

Sincerely,

## **Oregon Lavender Association**

Aileen Cordova Smith, President – Cordova Crest Farms

Nancy Miller, Vice President – Helvetia Lavender

Cheryl Wilson, Secretary – Helvetia Lavender

Donna Delikat, Treasurer – Woodland Lavender

Laura Grady, Communications Director – Wild Rain Farm

Marilyn Kosel, Community Relations Director – Wayward Winds Lavender

Susan Day, Art Director – Artist in Residence