

Made in the Mid-Willamette Valley: Class Act Events and Boutique

August 7, 2011

Company name: Class Act Events and Boutique

Contact: Susan Adkins

Address: 4555 Liberty Road S, Suite 120, Sunnyslope Shopping Center

Phone: 503-371-8904

Website: www.classactevents.net

Business description: Event planning, special event rentals, boutique shop

Number of employees: Six

Business specialties: Planning corporate, nonprofit and private events

Business history: In business 24 years, started as a home based business and have expanded to offices, rental showroom and retail space serving diverse customers and clients.

Biggest advantage of doing business in the Mid-Willamette Valley: The local support and loyalty exhibited by our clients and customers here.

Essential business philosophy: Always provide excellent service by going the extra mile for every client.

Best way to stay competitive: Setting ourselves apart with our creativity and quality service.

Best business decision: To diversify our services and products.

Toughest business decision: To sell our reunion coordinating part of the business to another local company which turned out to be a great decision, but it was difficult.

What trends do you see happening in your industry?: Even in challenging economic times, companies and nonprofits need assistance with their event planning. Trend is to be even wiser with funds, making sure all elements of an event give the biggest bang for the buck.

Company affiliations: Member of SEDCOR, Salem Area Chamber of Commerce, Tualatin Chamber of Commerce, ISES (International Special Events Society), Oregon Festivals and Events and Wedding Network USA.

Major clients: Army National Guard, Oregon State Fiscal Association, Confederated Tribes of



Special to the Statesman Journal
Class Act Events and Boutique.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

Grand Ronde, Tualatin Crawfish Festival, RiverFest and Carr Auto.

Upcoming event: Class Act is teaming with Bravo and the Salem Conference Center to produce the 1st Annual Willamette Valley Event Showcase of the Hospitality & Meeting Industry on Thursday, October 6th, 2011 from 11 a.m. to 5 p.m. at the Conference Center. The showcase collects the top area businesses in the event industry into one location and invites an audience of meeting and event planners to this one-day event. The Event Showcase will feature new and creative ideas for keeping events exciting and affordable within an interactive environment. For more information, contact Susan Adkins at Class Act at susan@classactevents.net.

For additional information contact SEDCOR at 503-584-7303 or sappleby@sedcor.com.