

## COMMENTARY

## The case for HB 2270

## Raising tobacco prices would save lives, taxpayer dollars

By **Kenneth Hart**  
To the Enterprise

No one knows Oregonians' health better than the state's health care providers.

Our providers are there when babies are born, we provide support to parents as they raise their children, and help patients with end-of-life care. Oregon's health care providers truly dedicate their lives and careers to the health and lives of all.

However, there are still many preventable deaths in Oregon every year. Currently, tobacco causes almost 8,000 deaths per year, more than motor and firearm accidents, alcohol, and illegal drugs combined.

In Malheur County, nearly 25 percent of all adults smoke, and Eastern Oregon has one of the highest rates of tobacco-related deaths in the state. These numbers show tobacco use continues to take a toll on the health of not only smokers, but also newborn babies, youth, and families.

In addition to the physical toll tobacco takes on Oregonians, the costs weigh heavily on our health care system. Tobacco and nicotine add millions of dollars in health care costs in

order to treat smoking-related illness.

These costs are passed on to Oregonians at the price of \$1,700 per household, per year or a total of \$1.54 billion dollars annually. The cost of tobacco-related illnesses among those who receive care through the state's Medicaid program, the Oregon Health Plan (OHP), was \$347 million in 2010, roughly 9 percent of total OHP expenditures. This cost to the state will only continue to grow if nothing is done.

Nationally, Oregon ranks 32nd in the per-pack tax on cigarettes. This low-cost threshold contributes to our high smoking rates and subsequent health care costs to our system. The proposed \$2 per pack increase and wholesale tax on e-cigarettes would help more than 31,300 adults quit, stop 19,200 youth from starting to smoke cigarettes or e-cigarettes, and prevent 4,000 infants from being born with complications due to mothers smoking during pregnancy.

Funds generated will provide medical coverage of low-income individuals and families on OHP, help stabilize health insurance costs, and support tobacco cessation and pre-

vention programs. Furthermore, Oregon would receive long-term health care cost savings of more than \$1 billion dollars per year.

Tobacco and nicotine addiction continue to cost Oregonians their lives and cause serious health problems, while adding hundreds of millions of dollars to our health care costs. The new generation of e-cigarettes are not safe either and pose health serious hazards, especially to youth and young adults, who increasingly use e-cigarettes.

It's time for Oregon lawmakers to stand up to the powerful tobacco industry that has been targeting our communities for decades. Passing Oregon House Bill 2270 will reduce the use of tobacco and e-cigarettes, save lives, pay for health care costs, and help provide health care for vulnerable children and working families.

I urge you to contact your legislator and join me in asking them to vote "Yes" on House Bill 2270 to reduce the toll big tobacco takes on Oregonians' health and our state budget.

*Kenneth Hart is president, Saint Alphonsus Medical Center Ontario.*



## ON THE EDGE OF COMMON SENSE

By Baxter Black, DVM

## The romance of calving time

There's nothing like an evening of calving to promote the romantic image of the cowboy. Right, ladies?

Don invited a nice woman out to his ranch in Alberta for an evening of candlelight, wine and canned bean dip. This dinner date coincided with calving season. After an hour of civilized conversation about French painting, Brexit and the condition of the rodeo arena in Ponoka, Don invited his date to go with him to check the cows.

She didn't exactly squeal with delight but he explained how scientific livestock raising had become.

"Almost like visiting a human hospital maternity ward," he said authoritatively.

They drove his F-250 out into the calving pasture and immediately spotted a Braymer cross cow trying to calve. "We'll watch her for a few minutes to see if everything comes out okay," suggested Don sliding an arm around her shoulders.

They sat in the warm cab, moonlight mixing with Don's elaborate discourse of bovine parturition. After half an hour he decided to assist the cow. Partly for the cow and partly to show off.

The calf appeared to be hip-locked. His date prepared to see her date save the day. Don drove up to the head end of the cow and left the headlights shining in her eyes. Sneaking out, he slipped around behind her. He slid the O.B. chains over the calf's protruding front feet. At first tug, the cow arose like a bee-stung buffalo.

She whirled to mash Don. He was jerked off his feet but clung to the straps as the cow chased him like a dog chasing its tail!

He was alternately upright, flat out, levitating, scooting, skiing, sliding, screaming and squirreling as the three of them circled like a shaky ceiling fan. His only hope of survival was to hang on and stay behind the helicoptering cow. She managed to land enough blows to win the round and tromp his fallen hat to a pulp.

On one mighty jerk, the calf popped out. Don executed a complete cartwheel and landed on his back. The cow rolled him once and headed off into the darkness.

His date, who had watched Don's calving technique from the cab, was not impressed.

"Less than professional," she commented as he climbed in his cab after giving the departed cow a four-alarm cussing.

Don tried to regain his composure and recapture the mood by explaining that he had been in control the whole time. However, it was not very convincing, what with the big glob of manure plastered on the side of his neck and the piece of placenta dangling from his ear.

## BUSINESS BEAT

## WHY YOU NEED MARKET ANALYSIS

By **Andrea Testi**  
For the Enterprise

Market analysis is a critical component when you're launching a product, trying to improve your existing service, or when you're just looking to be a step ahead of your competitors. It will provide you with all the information you need to make better business decisions.

Market analysis is a study of the vitality of the market; involving both a broad study of the business environment and market forces, as well as an in-depth examination of the business, competitors and customer base in order to understand where each is today and where each is going in the future.

Market analysis is basically a business plan that presents information regarding the market in which you are operating in. It is done so that you can formulate a strategy on how to run your business.

Generally, there are three stages to market analysis: customer analysis, distribution channels and competitor analysis.

**Customer Analysis** – Defining and understanding the customer starts with understanding market segmentation or target marketing. This is the process of dividing your market in smaller, more manageable sectors that contain customers with similar characteristics such as:

- Demographic - age, gender, fam-



ily size, income, occupation, religion, and nationality.

- Geographic - region, state, county, city, and population density.
- Psychographic - lifestyle, attitudes, values, social class, and culture.
- Behavioral - user status, usage rate, loyalty, and innovativeness.

The next defining process for customer analysis is identifying the set of needs, wants, risks and barriers a customer may consider in the purchase of your product.

A "need" is being able to use your product to solve a problem. A "want" might speak to the style or color or creativity. A "risk" could be that the product would fail to meet the expectations of the customer. A "barrier" could be a price point sensitivity that is unacceptable in your marketplace.

**Distribution Channels** – Channels are the means by which products get from your company into the hands of your customers. It may be mail-order, direct sales, resellers, trade shows, the internet or other means. Options vary by company, product line and by industry.

Channel analysis follows the same needs/wants/risks/barriers analysis as used with customer analysis. Look at the strengths and weaknesses of channel alternatives to determine the best route to your customer. You need

to assess how well the channels are working and if the existing ones are good enough or you need to develop new ones.

**Competitor Analysis** — You need to take a serious look at the overall competitive environment to gain an understanding of the business environment, market forces and long-term trends. Then you need to take an in-depth look at selected competitors to understand their strengths and weaknesses in the marketplace.

Awareness of strengths will keep you from trying to compete where there may be no room to succeed, and knowledge of their weaknesses will lead to ways you can satisfy customers when they can't.

Considering all these factors will provide you with a market analysis from which you can implement your decisions. Identifying problems before they happen is essential if you want to grow. Effective market analysis can help you predict some of the pitfalls and reduce the risk.

In order to remain in business and stay relevant, you should not only anticipate change, but be able to predict change too.

That is why good market analysis is crucial!

*Andrea Testi is director of the Treasure Valley Community College Small Business Development Center. For information, contact her at [SBDC@tvcc.cc](mailto:SBDC@tvcc.cc).*

## MALHEUR ENTERPRISE

Malheur Media LLC • 293 Washington St. W  
PO Box 310 • Vale, OR 97918  
Phone: 541.473.3377 • Fax: 541.473.3268  
Web: [malheurenterprise.com](http://malheurenterprise.com)



Editor & Publisher  
Les Zaitz  
[les@malheurenterprise.com](mailto:les@malheurenterprise.com)

**SUBSCRIPTIONS, Annual Rate**  
\$40 in Malheur County  
\$45 outside Malheur County  
\$35 Malheur Co. seniors (65+)

**PUBLISHED EVERY WEDNESDAY**  
Publication No: 0464-7735

Find us on

**NEWS TEAM**  
Pat Caldwell  
[pat@malheurenterprise.com](mailto:pat@malheurenterprise.com)  
Kristine de Leon  
[news@malheurenterprise.com](mailto:news@malheurenterprise.com)

**DISPLAY ADVERTISING**  
Rosanne Zueger  
[rose@malheurenterprise.com](mailto:rose@malheurenterprise.com)  
Candace Johnson  
[graphics@malheurenterprise.com](mailto:graphics@malheurenterprise.com)

**OFFICE MANAGER**  
Autumn Butler  
[info@malheurenterprise.com](mailto:info@malheurenterprise.com)

**BUSINESS MANAGER**  
Howard Benson  
[business@malheurenterprise.com](mailto:business@malheurenterprise.com)

**POSTMASTER**  
Send address changes to:  
Malheur Enterprise Circulation  
PO Box 310, Vale, OR 97918  
Periodical postage paid  
at Vale, Oregon

*The Voice of Malheur County*

## VALE NEWS

## Family Fun Shoot set for Saturday

The Enterprise

The Malheur County Sheriff's Department will be host its 11th annual Family Fun Shoot & BBQ fundraiser on Saturday at the Snake River Shooting Complex in Vale.

There will be three courses at the event where shooters can use either a 50-round pistol, a .22 rifle or a center-fire rifle. The first station is \$15 per person and \$10 for each additional station. Registration starts at 8 a.m. and shooting at 9 a.m. Top shooters in each age category will get prizes.

The Sheriff's office will also raffie off two firearms—a Bergara B-14 Hunter and Vortex Viper HS 4-16x44. Raffle tickets are \$20 and can be purchased at the

event or through deputies. The proceeds of the family shoot will benefit the Sheriff's Emergency Response Team, to buy new communications equipment.

## Mural talk

Frank Yraguen of Vale will present at program about the Vale Murals at this Thursday's meeting of the Malheur Country Historical Society. The group meets at noon in the Weese Building, Room 110, at Treasure Valley Community College in Ontario.

## Senior Dance

The Vale Senior Center holds its monthly dance on the third Saturday, April 20, featuring the Town &

Country Band. There is a potluck meal and music from 6 to 9 p.m.

The center, at 100 Longfellow St. S., also offers cards and other activities throughout the week.

## Alumni meet

The Vale Alumni Association will meet at 5:30 p.m. Monday, April 22, in the Vale Emma Humphreys Library conference room.

## District meeting

The Vale Oregon Irrigation District board will meet at 1 p.m. this Thursday at 521 A St. W. On the agenda: manager's report, water report and any other district business that may come before the Board.

Get **DIGITAL ACCESS** to quality local news

Get an **Online Subscription**

*Only* **\$5** a month

**SUBSCRIBE TODAY AT**  
[malheurenterprise.com/subscribe](http://malheurenterprise.com/subscribe)

MALHEUR ENTERPRISE

**QUESTIONS?**  
541.473.3377