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BCC Member Business Notes

Direct customer contact via web and mail can make your business more efficient. Read how chamber members have implemented communication tools, with notes on why the tools are effective.

Shop Bandon 2013

Since 2009, Shop Bandon has seen growing participation from shoppers and sponsors. Member sponsorships are the key to a successful campaign: More than 50 sponsors signed up for the 2013 program!



Winter 2014



Direct Customer Contact for Efficient Business Practice

Business notes from BCC members



Good use of direct customer contact on the web and through the mail can improve your marketing and make your business practices more efficient. Here are two ways BCC members implement customer communication tools, with notes on why the tools are effective.

Request for Donation Form

Steve and Margaret Pounder, Bandon Coffee Café and Bandon Fish Market

One of the tips Margaret Pounder gleaned from the BCC Tuesday Tune-Up program was the recommendation that business owners adopt a request for donation form. (The recommendation was highlighted in the Destination University webinar series.) As with many Bandon business owners, Pounder is eager to support local projects. She wants to provide equal consideration to requests and wants her donations to make a positive impact in the community.

She adopted a simple, two page request form, which is available online at both her business websites.

"It has cleared the air—allowed us to really focus on those that are well organized and have a 'Plan' to use the donation they are requesting," said Pounder. "We still have some funds set aside for the 'local' need to raise some money quickly for a specific cause that has just arisen. But for the most part we are able to encourage people to go to the website and return the form. We have only had one turned in, and it's a fantastic request for donation."

Get your customizable copy of the request for donation form at bandon.com > About the Chamber > Member Services.



Rewards Program

Phil Lehosit, Bandon True Value Hardware

Phil Lehosit has owned Bandon True Value Hardware store for 15 years. In that time, he's learned a lot about keeping up with customers and earning their loyalty. These days, quick electronic access allows customers multiple comparative shopping options.

"You have to give people a reason to come into the store," said Lehosit. "We're here to serve the customer."

Between visits, Lehosit uses his True Value rewards program to stay in contact with customers. Members of the rewards program receive sale announcements as well as rewards coupons. Lehosit says it's the 20/80 approach, and he's happy to reward the 20% of shoppers who provide 80% of his trade.

His reward is the opportunity to do business in Bandon, where people are friendly and treat each other with good will.

BCC
gets
social

Chamber Member Forum Now on Facebook

If you like Facebook for fun, news and conversation, join the Bandon Chamber of Commerce Member Forum. Members are invited to use the group page to explore ways we can improve our community—share your questions, ideas and updates about Bandon business. Facebook group pages are accessible to members only, so your comments are received by your fellow chamber members.

Visit facebook.com/groups/bandonchamber/ > click Join Group.

SHOP BANDON 2013

The 5th annual Chamber of Commerce holiday campaign is made possible by member support. Thank you!

Bandon shoppers enjoy special thanks from the local business community this holiday season.

Shop Bandon 2013 opened Monday, November 25 and continues through December 23.

During the Shop Bandon campaign, shoppers are invited to redeem product receipts from businesses in Bandon's 97411 zip code for commemorative drinking glasses at the Bandon Visitors Center. The annual program is sponsored by the Bandon Chamber of Commerce.

Since 2009, Shop Bandon has seen growing participation from shoppers and sponsors. More than 50 sponsors signed up for the 2013 program. Member sponsorships are the key to a successful campaign, according to chamber director Julie Miller. BCC sponsorships pay for the design and purchase of glasses, posters and window clings. And enthusiastic business owners remind customers to save their receipts.

Through December, Visitors Center volunteers are often greeted in the morning by a line of Shop Bandon enthusiasts. Last season, local and visiting customers turned in receipts from 152 businesses and organizations to collect more than 1,800 glasses.



In 2012, Shop Bandon participants redeemed receipts from more than 150 local businesses and organizations!

Congrats to the top 10 merchants with receipt totals topping the 2012 tally (listed alphabetically):

Bandon Beds and Furniture	The Cobbler's Bench
The Bandon Mercantile	Cranberry Sweets
Bandon Supply	Price N' Pride
Bandon True Value	Ray's Food Place
The Big Wheel General Store	Winter River Books

Trends: Shoppers Prefer Small Businesses

In November, Business2Community.com published results of a Deluxe Annual Holiday Shopping Survey. Numbers (and a holiday themed infographic) show steady gains for small businesses over big box stores as a favorite place to shop. Read more at <http://tinyurl.com/business2communitysurvey>

Rewarding customer loyalty is an extension of good customer service, according to Phil Lehosit, owner of Bandon True Value Hardware and Shop Bandon sponsor.

"I think it's a great program, not only for business owners, but for the community," he said.

When consumers spend in Bandon, they support local business owners and employees and contribute to a healthy local economy. And since most stores are independently owned, business owners give back through service and donations to community projects throughout the year.

In 2012, True Value shoppers placed the store among the top ten businesses represented in Shop Bandon receipt redemptions. Customers know True Value is a source for more than hardware.

"We like people to consider Bandon True Value a destination for holiday shopping," said Lehosit. "We have lots of toys—boy toys, man toys, girl toys. And we offer the best selection of holiday lights we can get, from the old fashioned bubble lights to LED icicles."

Participants may collect up to eight glasses, with \$85 worth of receipts per glass. Receipts must indicate products purchased between November 25 and December 23. Utilities, groceries, prescription drugs and filling station purchases are exempt. Collect glasses at the Visitors Center, open 10 AM to 4 PM.



Bandon Visitors Center
 Open 10 AM to 4 PM
 Monday through Sunday
 300 Second Street
 Bandon, Oregon
 541-347-9616
bandon.com

Bandon Oregon Chamber of Commerce 2013-14 Officers

President
 Margaret Pounder

Vice President
 Peter Braun

Secretary
 Angela Cardas

Treasurer
 Cathy Underdown

Past President
 Bart Stein

2013-14 Directors

Joseph Bain
 Dan Barnett
 Peter Bauer
 Steve Dimock
 Marc Dryden
 Melody Gillard-Juarez
 Chris Powell
 Matthew Whitmer

Executive Director
 Julie Miller

Legal Counsel
 Robert S. Miller III



The BCC hosted its Shop Bandon kick-off November 22 at Billy Smoothboar's.

Here's what our host, restaurant owner Dan Barnett had to say: "The Chamber put on an awesome event and fun was had by all! It was a great jump start to the Holiday Season for the residents of Bandon!"

And from guest, Karen Sinko: "It was awesome, and what a great crowd! A party just before Shop Bandon is a great reminder how important it is to spend at home . . . and the glasses are a great way to say thank you to our customers and guests."

Pictured clockwise from top: Margaret Pounder; Shop Bandon glasses on display at Billy Smoothboar's; group photo from left, Roger Straus, Jim Seeley, Rae Seeley, Penny Allen, Johnna Hickox; Robin Koch, Emma Wampler

Contributed Images

cover "Home, Rex" by Kelle Herrick; page 3 Geneva Miller; page 4 Angela Cardas, Cardas Photography; page 5 Rural Tourism Studio 2013 session, Port Orford, courtesy Travel Oregon; BCC Newsletter © 2013 Bandon



Tuesday Tune-Up Business Development Series II Starts February, 2014 Tuesdays through May

Board Interest

Open in 2014:

Two four-year BCC Board Director Positions

Bandon Chamber of Commerce members interested in board positions must be members in good standing for at least one year. Register interest in writing with a letter of petition signed by five other members in good standing.

Address petitions to Margaret Pounder, Bandon Chamber President. Petitions must be mailed or delivered to the Chamber of Commerce no later than 4 PM March 17, 2014; Post Office Box 1515, Bandon, 97411.

Two board directors will be elected to four-year positions beginning in 2014. For more information on the election process, contact Executive Director Julie Miller at bandoncc@mycomspan.com or 541-347-9616.

Learn, Share, Do Better Business

The BCC Tuesday Tune-Up series brings business owners together. Learn destination market strategies through John Schallert's Destination University webinars. Explore business building strategies with regional educators. Put ideas to work and share your experience with fellow chamber members.

New in 2014–

- Customer Service training for employees

Tools 2013 TTU participants have successfully implemented–

- Bounce-Back promotions, Bandon Mercantile
- Dominant Retail Display, Big Wheel General Store
- Client Endorsements, Bandon Drafting & Design
- Request for Donation Form, Bandon Coffee Café (see page 2 for details)

TTU participants meet twice monthly, Tuesdays, February through May. \$50 registration for members or member employees. Contact Julie Miller at the BCC to sign up.



In December 2013 and January 2014, south coast communities from Bandon to Brookings continue the Rural Tourism Studio, presented by Travel Oregon. Oregon's RTS workshops assist rural communities interested in stimulating their local economies through sustainable tourism development.

Workshop admission \$5, includes lunch. Register online at bandon.com –or– Contact Julie Miller at the BCC.

Dec. 3, TBD
Port Orford

Dec. 4, 9 AM to 4 PM
Port Orford

Jan. 7, 4 PM to 8 PM
Gold Beach

Jan. 8, 9 AM to 4 PM
Gold Beach

Jan. 28, 9 AM to 4 PM
Port Orford

Jan. 28, 5 PM to 7 PM
Langlois

Nature-Based Outdoor Recreation Development – Field Day
Direct visitors to nature's adventures; includes a memorable field experience

Nature-Based Outdoor Recreation Development – Workshop
Strategies and business opportunities to develop nature-based tourism

Rural Tourism Marketing – Part 1
Learn about state and regional marketing programs

Rural Tourism Marketing – Part 2
Marketing best practices; regional plan development

Teaming for Success
Establish powerful local action teams

Community Tourism Kickoff!
Participants share their vision of tourism for the region with the community



Shop Bandon 2013
November 25 – December 23

WHAT'S HAPPENING
More events at bandon.com

Christmas in the Aire, presented by Bandon Playhouse
7:30 PM, Friday & Saturday, Dec 13, 14
Sprague Community Theater, 1202 11th St SW
Admission \$8 children, \$12 adults, \$10 seniors.

Old Town Holiday Marketplace

1 PM, Saturday, Dec 14, Santa arrives by Prowler Charter boat, Port of Bandon boat launch. Photos with Santa by Cardas Photography, 1 to 3 PM at the Marketplace, 250 First Street SW.

Christmas at Billy's

6 to 8 PM, Dec 18
Billy Smoothboar's Restaurant, 3030 Oregon Ave SW
A night for Santa, Mrs. Claus and their helpers to give to less fortunate children in Bandon. Contact Dan or Lynn Barnett, 541-347-2373.

A Christmas Tale, presented by New Artists Productions

December 20, 21, 22; 7 PM Friday, Saturday; 2 PM Sunday
An adaptation of "A Christmas Story." Admission by donation. Learn about New Artists at newartistsprod.com.

Petition for BCC Board Election

Submission deadline, March 17, 2014
Members interested in board director positions are invited to indicate interest in writing. Petition details page 5.



BANDON CHAMBER OF COMMERCE
POST OFFICE BOX 1515
BANDON OR 97411