



Strut Your Stuff at the Bandon Business Fair, on page 2  
3 Things to Avoid in Your Business' Twitter Bio, on page 3  
Business Resource: 2016 Legislation & BCC board elections, on page 4  
Bandon Business Workshop schedule, on page 5

# February 2016





## STRUT YOUR STUFF: 2016 BANDON BUSINESS FAIR



BANDON VISITORS CENTER  
& CHAMBER OFFICE

~  
Open Daily  
Winter Hours  
10 a.m. to 4 p.m. Mon - Sat  
1 to 4 p.m. Sunday  
~

300 Second Street  
Bandon, Oregon  
541-347-9616  
bandon.com

2015-16 Board Officers  
President  
Chris Powell

Past President  
Margaret Pounder

Secretary  
Angela Cardas

Treasurer  
Dan Barnett

2015-16 Board Directors  
Peter Bauer  
Rushel Reed  
Kevin Shaw  
Jim Wakeman  
Matthew Whitmer  
Anthony Zunino

Executive Director  
Julie Miller

Legal Counsel  
Robert S. Miller III

**Who:** Bandon Area Businesses

**What:** The Bandon Business fair is a showcase- to acquaint Bandon Chamber and Visitors Center volunteers, and your neighbor business owners, with your business in anticipation of the 2016 summer tourism season. This event is also open to the public.

**When:** 1 to 7 p.m., Thursday, April 28

**Where:** Bandon Community Center,  
1200 11th ST SW, Bandon

**Why:** Help Bandon visitors access local goods and services-make a positive, memorable impression on those who regularly interact with Bandon visitors.

**Registration:** Booth space is just \$25 for chamber members. Space is limited. Contact Julie Miller at the BCC for event details and sign-up.

**What to Bring:** Businesses are provided a table booth space to display products and information. Plan to provide samples or a takeaway for your visitors. Offer participants the chance to sign up or play a game to win a prize or bounce-back coupon redeemable at your business.

**Participant Tip:** Your table must be attended through the entire event. If possible, businesses should assign more than one staff member, so presenters can take a break.



**M**ake a memorable impression. The Bandon Business Fair is an opportunity to network with business and community members: help them remember what's new and unique about your business with interactive conversation starters and something to take away.

Rushel Reed introduced the Bandon business community to Vacasa at the 2014 business fair. She offered refreshments and colorful collateral. Visitors to her booth took turns spinning the wheel for prizes and coupons.

Looking for ideas? Find photos and feedback from the 2014 fair in the June 2014 newsletter online at [bandon.com/newsletters](http://bandon.com/newsletters).

Images: Cover by Susan Dimock; p 2 Cardas Photography; p 3 & 5 Chamber Pros Content Marketing Bundles/HubSpot; p 4 © ChiccoDodiFC - stock.adobe.com; © kikkerdirk - stock.adobe.com; p 6 Steve Dinkowitz, contributed by Tintagel. Managing Editor Julie Miller, Contributing Editor Geneva Miller, content © 2016 Bandon Chamber of Commerce.

Bandon Chamber of Commerce Newsletter::February 2016

# 3 Things to Avoid in Your Business' Twitter Bio

## Editor's Note:

Don't have a Twitter account? Consider these tips for bringing an authentic and fun voice to your bandon.com business profile.



If you have a Twitter account for your business, or are thinking of starting one, you will need to summarize exactly what you do in 140 characters. Think of it as the shortest elevator speech ever.

It takes some finesse to find the right words. Here are a couple of accounts you can learn from:

## Avoid (only) Hashtags

It's tempting to take your businesses keywords and add a hashtag in front of them, mash them together, and call it a Twitter bio. But this does nothing to inspire people to follow you nor does it say anything about your business other than "I am a spambot."

If you feel the need to use an inordinate amount of hashtags do it with some personality like this:

#Blogger for Hire! #Counseling and  
#OrganizationDevelopment Expert.  
David: Lead #Engagement Synergist &  
Armchair #Gamification Jedi

## Ditch the Unbelievable Claims

Social media and marketing businesses sometimes fall into this trap. They desperately want to prove their abilities and in doing so, make outrageous claims. These claims, whether true or not, make people feel like they're about to be roped into a pyramid scheme if they follow you.

This Twitter bio was engaging, until the last sentence. Now I'm not sure if she's human or just another add-followers-quick scheme.

Educated [redacted] girl who enjoys  
exchanging ideas over [redacted]  
[redacted] Find out how I got over 500  
Facebook Fans in 2 Days!! .. ...

## Don't be Dull

A Twitter bio, even one for business, should give people some insight into who you are. Don't make it all about what you sell. Give someone a reason to do business with you.

With the Internet, most people have unlimited choices on products or services. Geography no longer limits our selections. For that reason, your competition

has increased exponentially. Differentiating your product or service is becoming more and more difficult. But the difference doesn't lie in what you sell, the difference is you. Consumers are now choosing to do business with someone they "like."

## Gary Vaynerchuk

@garyvee

Family 1st! but after that, Businessman.  
CEO of @vaynermedia. Host of  
#AskGaryVee show and a dude who  
Loves the Hustle, @Winelibrary & the  
@NYJets

If you're marketing is done well, people can like you without ever having met you. Here's an example of a marketing celebrity who began his life as a small business owner of a family liquor store. He produced helpful content and now he's a nationally-known speaker and author. Notice how he lets his personality shine through.

Don't be bashful. Give them something to identify with.

Sharing your personality is essential, not only because it's a way for people to "like" you, but it also facilitates conversation. If you see something on a profile that you have in common, it's easy to start up a conversation. The same is true of people who are looking at your business profile. Plus, people have a tendency to shy away from following smaller companies as they're afraid they'll immediately get a sales message in their inbox. (Your first communication to a new follower should NEVER be a sales message. That's like proposing marriage when someone asks for your phone number.) If you use your personality in your business' Twitter bio, you'll look more like the real person you are.

Take a look at your bio. Does it tell who you are, what you do, and why you're special? If not, it's time for a rewrite.

---

Christina R. Green teaches small businesses, chambers and associations how to connect through content. Her articles have appeared in the Midwest Society of Association Executives' Magazine, NTEN.org, AssociationTech, and Socialfish. Reprinted from Chamber Pros Content Marketing Bundles.



# BUSINESS RESOURCE

## 2016 Legislative Session Notes from Your Chamber Director

Welcome to the new year, and what a year it will be!

Already, the 2016 legislative session is shaping up to be quite the session with significant policy bills being introduced to address minimum wage, corporate tax and a number of other issues of interest to the tourism and hospitality industries. And, this is a short session year, meaning that the legislature has only 35 days to get the job done. The session will adjourn March 5, so the stars have to align pretty quickly in order to get bills passed.

One proposal would increase the statewide transient occupancy tax, from 1% to 2%, with some of the revenue directed to support the International Track and Field competition in Eugene in 2016.

I will make sure to keep you posted as I receive information from the Oregon Destination Marketing Organizations network, or Travel Oregon, on this issue. A hot topic for sure!

Exciting times ahead,  
Julie Miller  
[bandoncc@mycomspan.com](mailto:bandoncc@mycomspan.com)

## New Regulations: Oregon Sick Leave Law

New requirements for employee sick leave took effect in January of 2016.

All employers with 10 or more employees (at least 6 for employers located in Portland) in Oregon must provide up to 40 hours of paid leave per year. Employers with less than 10 employees (less than 6 for employers located in Portland) must provide up to 40 hours of unpaid protected sick time.

The regulations are administered by the Oregon Bureau of Labor and Industries. Find information about sick leave and other labor laws at the BOLI website: [oregon.gov/BOLI](http://oregon.gov/BOLI)

## LODGING TAX RATE, MINIMUM WAGE, & MORE

Want to keep up with Oregon legislation related to travel, business, and other topics? Follow the legislative review process of house and senate bills online: [olis.leg.state.or.us](http://olis.leg.state.or.us).

Search current bills by house (HB) or senate (SB) number, or by key word. Website visitors can also find dates for chamber and committee meetings.

Example: Proposed amendments to state transient occupancy tax laws are filed as HB 4146. The bill has been referred to the House Revenue committee.



*Will Oregon travelers have to pay more lodging tax?*



[Send board member petitions to](#)

BANDON CHAMBER OF COMMERCE  
ATT: CHRIS POWELL  
PO BOX 1515  
BANDON OR 97411

## 2016 BOD ELECTIONS Open in 2016: 2 director positions, 4-year term

2016 Bandon Chamber of Commerce board elections will be held April 20. Bandon Chamber members are invited to register for election to one of two open board positions. The four-year board service commitment begins in July.

Candidates must be members in good standing for at least one year.

How to get your name on the ballot:

Register board service interest in writing with a letter of petition signed by five other members in good standing. Petitions must be post marked or delivered to the Chamber of Commerce by Monday, March 21. Address your letter to the chamber president, Chris Powell.

Chamber board meetings are held the 3rd Wednesday of the month. Members are welcome. Meeting locations vary; contact Julie Miller for each month's time and location. To address the board or request an agenda topic, contact the chamber director at least two weeks in advance.

Members are also invited to participate in chamber committees: advertising, economic development, public policy and Cranberry Festival.



## Bandon Oregon Chamber of Commerce

Workshop space limited. Sign up today.  
Call, Email, or Stop By the BCC.

541-347-9616  
bandoncc@mycomspan.com  
300 2nd Street, in Old Town Bandon

### PROFESSIONAL TRAINING, WINTER-SPRING 2016

#### BANDON.COM MEMBER-MANAGED CONTENT

Get the most out of your BCC member content on bandon.com: Hands-on training for managing business listings and event calendar posts.

**Instructors:** Gary Edmiston & Geneva Miller  
**Session:** 5:30 - 7:30 p.m. Thursday, February 25  
**Location:** Bandon Professional Center  
1010 First St. SE, Bandon

**Cost:** Free  
**Sign up by:** Feb. 18 with the BCC  
**What to Bring:** Notes and digital images for business listing and event post; laptop required\*

#### PRESS ENGAGEMENT

Improve your marketing ROI with confident press and media engagement: Hands-on promotion planning with emphasis on production time-line and content distribution.

**Instructor:** Geneva Miller, Content Marketing Consultant  
**Session:** 2 - 4 p.m. Thursday, March 3  
**Location:** Bandon Professional Center  
1010 First St. SE, Bandon

**Cost:** \$35 BCC members/\$45 non members  
**Sign up by:** Feb. 23 with the BCC  
**What to Bring:** Notes for product, service or event

#### SOCIAL MEDIA MARKETING

Create better content for your social media accounts. Get tips on improving follower engagement based on your industry, and learn how to use your subscriber data to plan a successful editorial calendar.

**Instructor:** Tim Scahill, Bandon Dunes Golf Resort  
**Session:** 5:30 - 7:30 p.m. Tuesday, March 8  
**Location:** Bandon Professional Center  
1010 First St. SE, Bandon

**Cost:** \$35 BCC member/\$45 non members  
**Sign up by:** March 1 with the BCC  
**What to Bring:** Wi-Fi capable laptop or tablet\*

#### INTERNET SECURITY

Keep your identity, finances and other sensitive information secure: Practical tips on safe use of online platforms, from shopping to electronic health records.

**Instructor:** Maureen Haggerty, CyberLynx  
**Session:** 5 - 7 p.m. Wednesday, April 13  
**Location:** Bandon Public Library  
1204 11th St. SW, Bandon

**Cost:** Free, CyberLynx donation welcome  
**Sign up:** register through CyberLynxOregon.org, or call Bill, 541-290-8595  
**What to Bring:** Laptop required\*

Find more information about our workshops and instructors:  
January 2016 Business Resource Guide at [bandon.com/newsletters](http://bandon.com/newsletters).

\*Need a Loaner Laptop? Let us know when you register. Laptops provided by CyberLynx.

Members of any chamber of commerce in Coos and Curry counties are welcome to take advantage of chamber member workshop prices. Advance payments welcome, or pay by cash or check at the event. Make checks payable to the Bandon Chamber of Commerce.

## WHAT'S HAPPENING

More events at [bandon.com](http://bandon.com)



Bandon stormwatching– a view from Tintagel vacation rental.

### **Circles in the Sand, Beach Labyrinth**

A free walking beach labyrinth experience with artist Denny Dyke  
Saturday, February 13  
8 a.m. draw, 9 a.m. walk  
Face Rock Wayside, Beach Loop Drive, Bandon

### **BCC Workshop: Bandon.com Member Managed Content**

Hands-on training for BCC member business listing updates and event calendar posts.  
Thursday, February 25, 5:30 to 7:30 p.m.  
Bandon Professional Center, 1010 First St. SE, Bandon  
Free member event, sign up at the BCC

### **2016 Bite of Bandon with Bandon Community Youth Center**

A benefit for Bandon Community Youth Center's programs  
Saturday, March 5  
Bandon Community Center, 1200 11th ST SW, Bandon  
Youth Center information, 541-347-8336

### **BCC Workshops: March and April events**

**Press Engagement, Social Media Marketing, Internet Security**  
Session and registration info at [bandon.com/newsletters](http://bandon.com/newsletters)

### **Deadline: Chamber BOD ballot petitions**

Monday, March 21, details on page 4



BANDON CHAMBER OF COMMERCE  
POST OFFICE BOX 1515  
BANDON OREGON 97411

[Sign up to stay in touch](#)  
with the Bandon Chamber!