

# BUSINESS RESOURCE GUIDE 2016



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## 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

#### EMPLOYEE RECRUITMENT

Recruit, hire and retain the best employees for your organization: Hands-on training in pre-employment tools and practices.

**Instructor:** Amanda Poe, Cardinal Services

**Session:** 2 - 4 p.m. Tuesday, January 26

**Location:** Best Western Inn at Face Rock  
3225 Beach Loop Dr., Bandon

**Cost:** \$35 BCC member/\$45 non members

**Sign up by:** Jan. 19 with the BCC

**What to Bring:** Laptop optional

#### 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\*

\*Need a Loaner Laptop? Let us know when you register. Laptops provided by CyberLynx.  
Advance payments welcome, or pay by cash or check at the event. Make checks payable to the Bandon Chamber of Commerce.



# About Our 2016 Workshops & Instructors

## EMPLOYEE RECRUITMENT: HIRE RIGHT THE FIRST TIME

Recruit, hire and retain the best employees for your organization. Good employees build strong organizations. Understand employment laws and strengthen your hiring success using pre-employment tools such as interviews, tests, and reference checks. Practice your technique through role playing hiring scenarios.



AMANDA POE assists a variety of Oregon businesses with solutions to their tough human resource challenges. She leads the organizational effort on Cardinal's Human Resources Team to proactively meet employer needs and provide training. Amanda started with Cardinal in March 2008 as a customer service manager and is now an operations management team member. She holds an AA in Business Administration Management from the National College of Business & Technology and completed the Bay Area Chamber of Commerce Leadership Coos Program in 2014. Amanda is the Coordinator for the Oregon Employer Council-South Coast and member of the Bay Area Chamber Legislative Action Team. Learn more about Cardinal Services at [cardinal-services.com](http://cardinal-services.com).

## BANDON.COM MEMBER-MANAGED CONTENT

Thanks to the new CMS and ChamberMaster program integrations at [bandon.com](http://bandon.com), you can manage your own business updates and event calendar posts. This workshop features print and walk-through tutorials. Individual laptops recommended.



GARY EDMISTON is the digital content manager for the Bandon Chamber of Commerce. His professional experience includes communications work for the State of Pennsylvania Office of Attorney General, as well as graphics and presentation production for the U.S. Air Force. He moved to Bandon in 2014. Gary is a member of the Art by the Sea Co-op, where visitors can find his photography on display.

GENEVA MILLER has worked with the Bandon Chamber since 2012 as contributing editor of the chamber newsletter, writer and content developer for press engagement, web and print collateral. (Additional information below.)

## PRESS ENGAGEMENT

Nothing increases brand trust and customer awareness better than editorial content published by respected news and entertainment outlets. Improve your marketing ROI with confident press and media engagement. Practice promotion planning with emphasis on production time-line and content distribution. Take away reusable templates and resource materials.



Geneva Miller

GENEVA MILLER is a freelance journalist and content marketing consultant. Her articles are frequently aggregated by Oregon state agencies such as the Employment Department, Parks Department, Fish and Wildlife Service; and by organizations such as Partners for a Hunger-Free Oregon and Oregon Cranberry Growers Association. Her news pitches have prompted exposure for her clients with media producers and destination marketers throughout the Pacific Northwest, such as the Oregonian, Eugene Register Guard, Coast Explorer Media Group, Bicoastal Media and Financial Focus News. Geneva lives in Bandon and loves fish and chips and cheese curds as much as any tourist. Learn more at [genevamlillerwriter.com](http://genevamlillerwriter.com).

## 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.

TIM SCAHILL is the Digital Marketing Specialist for Bandon Dunes Golf Resort. He relocated from Lincoln, NE, to join the resort marketing team in 2013. Tim's work on the Bandon Dunes website won the 2014 New Media award for Best in Industry, Sports. The site and its content also earned four 2014 Silver Davey Awards. He is also a member of the web development committee for the Bandon Chamber of Commerce. Learn more about Tim's work at [timothyscahill.com](http://timothyscahill.com).

## INTERNET SECURITY

Keep your identity, finances and other sensitive information secure. Get practical tips on safe use of online platforms, including password selection and storage, browser settings, and how to recognize secure sites and applications.

This workshop features hands-on instruction. Individual laptops required. (Laptops available from CyberLynx. Ask for a loan when you sign up.)



MAUREEN HAGGERTY develops tutorials and offers computer literacy instruction with CyberLynx, a Bandon nonprofit, providing free computer instruction to adults and seniors since 1996. Maureen and her fellow volunteer CyberLynx instructors help students through hands-on computer lab and workshop sessions. Participants are welcome to bring their own laptops, or make use of CyberLynx computers. Labs and workshops are held at the Bandon Public Library. Visit [cyberlynxoregon.org](http://cyberlynxoregon.org) for class schedules and registration.

# BCC Business Leadership

The Bandon Chamber of Commerce board of directors includes professionals and business owners with a wealth of experience in a variety of industries. In addition to providing direction for the Bandon Chamber, our board directors are members of other local service clubs and nonprofits and participate in managing a variety of community projects and events. Chamber members are welcome to take advantage of their knowledge and offer feedback on business development in Bandon.

Contact Julie Miller, your Bandon Chamber director, 541-347-9616. The Bandon Chamber office and Visitors Center is open daily, located at 300 2nd Street, Bandon. More info at [bandon.com](http://bandon.com).

**Chris Powell, BCC President**  
**Co-Owner Bandon Baking Company**  
Additional experience as Bandon City Council member.  
Contact 541-347-9440.

**Margaret Pounder, BCC Past President**  
**Co-Owner Bandon Coffee Café**  
Experience in travel and agricultural industries, first woman president of the Coeur d'Alene Area Chamber of Commerce. Contact 541-347-1144.

**Dan Barnett , BCC Treasurer**  
**Co-Owner Billy Smoothboars**  
Experience as broadcast radio program host, nonprofit board positions; work contact 541-347-2373.

**Angela Cardas, BCC Secretary**  
**Owner Cardas Photography**  
Experience in broadcast communications and marketing.  
Contact 541-936-2755.

**Peter Bauer, BCC Director**  
**Co-Owner Second Street Gallery**  
Experience in golf industry, education and art.  
Contact 541-347-4133.

**Scott McEachern, BCC Director**  
**Executive Director, Southern Coos Health Foundation**  
Ten years experience in non-profit fundraising, event production, and program development; member of Bandon-by-the-Sea Rotary. Contact 541-329-1040.

**Rushel Reed, BCC Director**  
**Broker with Beach Loop Realty**  
Experience in vacation rental and golf industries, nonprofit board positions. Contact 541-297-5806.

**Kevin Shaw, BCC Director**  
**Co-Founder Coastal Mist Fine Chocolates**  
International travel and professional experience, additional experience in fire, dive rescue and paramedics.  
Contact 541-347-3300.

**Jim Wakeman, BCC Director**  
**Golf Pro Bandon Crossing Golf Course**  
Experience in event hosting and golf education for adults and youth. Contact 541-347-3232.

**Matthew Whitmer, BCC Director**  
**Co-Owner Big Wheel General Store**  
Bandon native, additional training and experience in law enforcement. Contact 541-347-3719.

**Anthony Zunino, BCC Director**  
**Owner Freedom Graphics**  
Experience with Coos County law enforcement and volunteer service with Bandon Rural Fire Department; community project committee service.  
Contact 541-329-0495.

## Bandon Chamber of Commerce BOD Elections

Bandon Chamber board directors and committee members provide direction for marketing, membership recruitment, visitor information, and event planning. They also communicate directly with city and state officials to promote business-friendly policy and development.

Our 11-member board is elected by chamber members. Elections are held annually: open positions are announced in February, and elections held in April each year. Bandon Chamber members interested in board positions must be members in good standing for at least one year.

Register board service interest in writing with a letter of petition signed by five other members in good standing. Petitions should be mailed or delivered to the Chamber of Commerce by the third week in March, addressed to the chamber president.

Chamber board meetings are held the 3rd Wednesday of the month. To address the board or request an agenda topic, contact the chamber director at least two weeks in advance. Members are encouraged to participate in chamber committees: advertising, economic development, public policy and Cranberry Festival.



# BUSINESS RESOURCE

## Don't miss the Bandon Business Fair 2016!

Our micro business fair presents a unique opportunity for guests to get acquainted (or re-acquainted) with multiple area businesses conveniently gathered under one roof for an afternoon and evening of fun and networking.

**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 PM, Thursday, April 28, 2016

**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. Contact Julie Miller at the BCC for event details and sign-up. Space is limited, so call soon!

**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.



## Destination Marketing Support

**South Coast Rural Tourism Studio** participants started action team initiatives in January 2014, developed with support from Travel Oregon staff. To learn more, or contribute to community-led tourism projects, contact one of the team leaders.

Agritourism and Culinary Tourism  
Team Leader: Cathy Boden, Curry Watershed  
cathy@currywatersheds.org, 541-332-5039

Outdoor Recreation  
Team Leader: Tyson Raser, POORT  
tyson@oceanresourceteam.org, 541-332-0627

Off-Season Events and Activities Development  
Team Leader: Frank Burris, OSU Extension,  
541-247-6672

Regional Marketing and Tourism Education  
Team Leader: Marie Simonds, Wild Rivers Coast Alliance  
msimonds@wildriverscoastalliance.com, 541-347-5938

## PUBLIC POLICY & OREGON LEGISLATION

Bandon chamber practice is to monitor legislation and public policy and deliver information to our members on issues that effect small businesses. The chamber board limits collective political advocacy.

2016 legislative topics of interest to small business owners and those in the tourism industry include minimum wage, corporate tax, and a proposed increase in state transient occupancy tax.

Read current house and senate bills online at [oregonlegislature.gov](http://oregonlegislature.gov). Drafts are searchable by number or key word.

BCC Members are encouraged to contact elected representatives with questions and comments. State officials representing voters in our region:

Senator Peter DeFazio  
Democrat - Congressional District 04  
Phone: 541-465-6732  
Website: [defazio.house.gov](http://defazio.house.gov)

House Representative Wayne Krieger  
Republican - District 01  
Phone: 503-986-1401  
Website: [oregonlegislature.gov/krieger](http://oregonlegislature.gov/krieger)

Senator Jeff Kruse  
Republican - District 01  
Phone: 503-986-1701  
Website: [oregonlegislature.gov/kruse](http://oregonlegislature.gov/kruse)

# R E S O U R C E S

Member access [bandon.com](http://bandon.com)



Make it fun! Guests at the 2014 Bandon Business Fair took turns at the putting green to win prizes from the Big Wheel General Store. Learn about the 2016 business fair on pg. 5.

## [City of Bandon](#)

Information on zoning, building and sign regulations, utilities, and more, 541-347-2437, 555 Highway 101, Bandon, [cityofbandon.org](http://cityofbandon.org)

## [Oregon Secretary of State](#)

Registration, resources and data for businesses and nonprofits, 1-844-469-5512, [sos.oregon.gov/business](http://sos.oregon.gov/business)

## [OSU Extension Service](#)

Training and support for agricultural producers, 541-572-5263; 631 Alder St., Myrtle Point, OR 97458; [extension.oregonstate.edu](http://extension.oregonstate.edu)

## [IRS Small Business](#)

Business & Specialty Tax Line: 1-800-829-4933; [irs.gov/Businesses/Small-Businesses-&Self-Employed](http://irs.gov/Businesses/Small-Businesses-&Self-Employed)

## [South Coast Small Business Development Center](#)

Classes, business development consulting, 541-756-6445, SWOCC campus, Coos Bay, [www.bizcenter.org](http://www.bizcenter.org)

## **Port of Bandon Economic Development Fund**

Business loans for residents of Bandon and Coos County, 541-347-9105 or 541-404-5637, PO Box 1950, Bandon

## [Wild Rivers Coast Alliance](#)

Grant funding for support of regional economic stability, community assets, and the environment, 541-347-5938; at Bandon Dunes Golf Resort, 57744 Round Lake Road, Bandon; [wildriverscoastalliance.com](http://wildriverscoastalliance.com)

## [Travel Oregon](#)

Cooperative destination marketing opportunities, [traveloregon.com](http://traveloregon.com)



BANDON CHAMBER OF COMMERCE  
POST OFFICE BOX 1515  
BANDON OREGON 97411

[Sign up to stay in touch](#)

with the Bandon Chamber!