

Happy Holidays!

LIGHTS · SHOPPING · OUTDOOR FUN
See you in Bandon-by-the-Sea

Research and develop better business practices in 2016, on page 2

Relax and celebrate the season by the sea, on page 3

Business Resource: Healthy Workforce, on page 5

December 2015

The logo features a large, stylized letter 'B' in white with a red swoosh underneath it. To the right of the 'B' is a white arrow pointing to the right. Below the 'B' and the arrow, the word 'Bandon' is written in a white serif font, and below that, 'Oregon Chamber of Commerce' is written in a smaller white sans-serif font.
Bandon
Oregon Chamber of Commerce



PROFESSIONAL TRAINING, WINTER-SPRING 2016

BANDON VISITORS CENTER SPECIAL HOLIDAY HOURS

~
Open 10 AM to 4 PM every
day during Shop Bandon,
starting November 27 and
ending December 23, 2015.
Closed Christmas and New
Year's Day.

~
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



Sign up today.

Call, Email, or Stop By the BCC.

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

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; sign up by January 19

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

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

BCC 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, BCC Digital Content Manager &
Geneva Miller, Content Marketing Consultant

Session 1: 8 - 9 a.m. Thursday, February 4; sign up by January 28 -or-

Session 2: 5:30 - 6:30 p.m. February 25; sign up by February 18

Location: Bandon Professional Center, 1010 First St. SE, Bandon

Cost: Free for BCC members/\$10 non member event calendar tutorial

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; sign up by February 23

Location: Bandon Professional Center, 1010 First St. SE, Bandon

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

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; sign up at cyberlynxoregon.org, or call Bill, 541-290-8595

Location: Bandon Public Library, 1204 11th St. SW, Bandon

Cost: Free, CyberLynx donation welcome

Happy Holidays! *LIGHTS · SHOPPING · OUTDOOR FUN* *All in Bandon-by-the-Sea!*

Shop Bandon 2015 starts Friday, November 27. Shoppers are invited to redeem receipts from retail businesses in Bandon's 97411 zip code for commemorative drinking glasses through December 23 at the Bandon Visitors Center. The annual holiday program is sponsored by members of the Bandon Chamber of Commerce.

Shop Bandon participants may collect one of the season's commemorative glasses with each \$100 worth of receipts. Receipts must indicate products purchased between November 27 and December 23. City utilities, groceries, pharmacy, contracted services, and filling station purchases are exempt.

Collect glasses at the Bandon Visitors Center, 300 Second Street, open 10 a.m. to 4 p.m. every day during Shop Bandon.

NIGHT OF 10,000 LIGHTS

Presented by The Greater Bandon Association & Bandon Chamber
3:30 p.m., Saturday, November 28, Old Town Bandon
Refreshments, caroling, photos with Santa by Amanda Elise
Photography, holiday nog-walk drinking glasses for sale, tree-lighting
at 5:30 at the Bandon Visitors Center
Contact Harv Schuboth 541-297-2342



CELTIC YULETIDE CHRISTMAS

Craicmore in concert, presented by Bandon Showcase
Thursday, December 10, 7:30 p.m.
Sprague Community Theater, 1202 11th St. SW, Bandon
Advance tickets at Bandon Mercantile Co., 535 2nd St SE, Bandon
Info at bandonshowcase.org

OLD TOWN HOLIDAY MARKETPLACE

Presented by the Port of Bandon
Friday and Saturday through Dec 19, 250 First St. SW
1 to 3 p.m., Saturday, December 13
Meet Santa at the boardwalk picnic shelter on 1st Street, 1 PM, photos
with Santa by Cardas Photography to 3 p.m. at Old Town Marketplace.



KING TIDE PROJECT

November 24-27, and December 23-25
Grab your camera and help document the reach of the year's highest tides: the "king tides." Then post photographs online through the King Tide Photo Initiative website, oregonkingtides.net. For more information about the project, contact Andy Lanier, Coastal Resources Specialist for the Oregon Coastal Management Program at 541-934-0072, andy.lanier@state.or.us.

ANNUAL CHAMBER MEMBER PARTY New Date and Venue in 2016

The Bandon Chamber board of directors looks forward to celebrating with you at our annual party. With so many wonderful ways to spend time with friends, family and customers through the holiday season, the board will choose a new date and venue for the member party in February 2016. Watch for your invitation.

Wishing you a happy holiday season and great new year!

6 Ways to Build Long Lasting Customer Relationships

In this age of consumerism, there's a choice for every product. You alone do not hold a monopoly on your product so you must understand that the customer is king. For a business to be sustained and stay viable, the customer must always come first. Keeping them happy and returning for more is the ultimate goal for any business. *Continued on page 4*

6 Ways to Build Long Lasting Customer Relationships *continued from page 3*

Several studies have shown that repeat customers buy significantly more on their visit than first time customers and repeat customers are also more likely to recommend you to someone close to them. In our current environment of increasing competition, building relationships with customers has now been brought into the spotlight and businesses are focusing a lot more of their attention on the matter.

Customers are real people with feelings and emotions, which can be tapped to establish a bond. Customers are not nameless faces on the Internet, nor are they faceless voices on the phone. For a business, each customer is a distinct individual who matters. As ad man extraordinaire David Ogily said, "The customer is not a moron. She is your wife."

1. SHOW THEM RESPECT Customers are real people with real emotions. Each one is a distinct individual who matters; not one more than the other, but all of equal importance. You must establish a bond from the outset. Customers are crucial to the survival of your business and they deserve the best possible behavior.

In order for them to warm to you, you must show sincerity and be respectful to them and their needs. Carrying yourself in a mannerly and professional fashion will help you win their respect. This is the first step to thawing the ice.

2. SHARE YOUR KNOWLEDGE Customers appreciate informative advice so if you are able to display your knowledge and expertise in your field, there is every chance they will warm to you. Staying professional in approach and demeanor are essential to success. The most widespread channel for knowledge sharing is the Internet. This is the biggest platform to show your customers that you are an expert in your chosen field.

3. RESPOND TO CUSTOMER QUERIES

A customer's query immediately answered builds goodwill and increases the chances of his returning for a purchase. Have a process in place to collect customer feedback and a way to log not only complaints, but also how you and your company respond to issues as they are reported so this can be replicated if the issue ever arises again.

This is not only the case for negative feedback. Businesses should also pay close attention to positive feedback. Not only do positive comments help tell a company what they are doing right but they also encourage others to take notice of them.

4. REWARD THEM Customers feel rewarded when an exclusive offer is made to them, or to a select group of frequent customers. Not only does a loyalty program provide a practical, hard reason for continuing to buy, (the accumulation of points towards a reward, or higher level of service), but it also provides information about the customers that allows their needs to be met more efficiently and effectively.

Rewarding existing customers for their continued loyalty will not only increase retention, but also increase the number of new customers your business brings in. This will occur through positive feedback from existing customers and also eye-catching loyalty deals, which will draw them in. Examples of reward programs include loyalty programs, offering discounts on selected lines, point rewards, and also giving away free items with multiple purchases.

5. BE ACTIVE ON SOCIAL MEDIA There is a tool available called social customer relationship management or CRM. This tool has become one of the most important marketing tools for many businesses. It lets you make the most of your social media interactions by tying them in with a database and allowing you to manage the data easier.

Social networks are a great way to stay in touch with customers and build relationships. Through social media we get a front row seat into the latest developments of our customers' lives and in doing so can begin to measure their needs. Facebook and Twitter are the most popular tools for business to interact through social media, so "Likes" and "Follows" are the first steps in building a customer relationship.



Comments on your business, or mentions in the industry you are in, can be used as valuable feedback and will determine how best to move forward. Frequently update your social media sites to try and garner some feedback and interaction from customers.

Always respond to criticism, don't simply ignore it. You must show the world you are going to find a solution and are taking steps to eradicate the fault.

6. NETWORKING A successful networker knows that it is not just what she or he receives from others, but what she or he gives, that determines whether the networker is building solid relationships. The entire purpose of networking is to build solid, trusting relationships—business relationships that are of value to everyone involved.

You want your customers to feel that they are going to obtain something of value from your service. Networking will grow your business, attract long-lasting business associates, and develop a solid referral base for your business.

Brian Cleary is the Chief Executive of County Tipperary Ireland Chamber of Commerce. He writes for a number of online publications and is a regular co-presenter of the "Small Business Show" syndicated throughout Ireland and available as a podcast. Reprinted from ChamberPros Content Bundles.

BUSINESS RESOURCE

New Oregon state paid sick leave laws take effect in January 2016. SB-454 includes minimum requirements for paid and unpaid sick leave, employer documentation and reporting requirements, and how employers and employees may negotiate unused sick days. The law is administered by Oregon Bureau of Labor and Industries, and some rules have yet to be defined. For more information-

Read the bill: olis.leg.state.or.us/liz/2015R1/Downloads/MeasureDocument/SB454/B-Engrossed

Review of requirements, published by Cardinal Services, Inc.: cardinal-services.com/oregon-sick-leave/

Review of all 2015 business-related Oregon legislation by the Oregon State Chamber of Commerce, in the OSCC Public Affairs Counsel 2015 Legislative Report, online Advocacy tab: oregonchamber.org

HEALTHY WORKFORCE: COAST COMMUNITY HEALTH CENTER

Health Insurance Enrollment Assistance at Your Place of Business & Industry-Recommended Employee Vaccinations at the Health Center

Contact the Outreach team:

in Bandon 541-347-2529 x116, in Port Orford 541-332-1114

More information: coastcommunityhealth.org



Health Insurance

Coast Community Health Center enrollment assisters offer free, confidential health insurance enrollment assistance and information. Your employees can check insurance enrollment status for their households and schedule follow-up enrollment appointments, as needed, for Medicaid and policies through HealthCare.gov.

Those who qualify for the Oregon Health Plan may enroll any time of year. The open enrollment period for employer or private plans closes January 31, 2016.

Vaccinations

Employers are welcome to contact the health center about industry-recommended employee vaccinations. Business owners may pay the health center directly for the cost of each required vaccination and \$35 for each administration. (Vaccination costs vary by type and season.)

Employees who are not enrolled as health center patients are asked to complete new patient paperwork.

HEALTH CAREER CAFÉ

Pacific View Career Café Grand Opening: A Day of Learning & Opportunity

11 a.m. to 6 p.m., Thursday, January 7, 2016

1000 6th Ave West, Bandon

Refreshments and opportunities for new employment in Bandon!

Contact Debbie Wilson, 541-347-7502, pacificviewsl.com

Pacific View provides care in a community setting, and the result is something very special. Pacific View Assisted Living and Memory Care is a great place to get a start in the health care industry: learn about dining services, building maintenance, office administration, marketing and management! The Career Café is a place to learn about the educational and employment opportunities that stem from the diverse jobs available in the community care setting. Join us for a day of learning and opportunity on January 7. Meet representatives from several area employers and educators, and enjoy refreshments. Come help us make a world of difference at Pacific View.

Photo: Pacific View activities directors Billie Green and Lorinda Harless talk and sing with Sharon Webb.



Images: Cover by Steve Dimock; p 2 Chamber Pros Marketing Bundles; p 3 Cardas Photography, Craicmore/Bandon Showcase; p 4 Chamber Pros Marketing Bundles; p 5 Geneva Miller; p 6 Cardas Photography. Managing Editor Julie Miller, Contributing Editor Geneva Miller, content © 2015 Bandon Chamber of Commerce.

WHAT'S HAPPENING

More events at bandon.com



Bethlehem Road presented by Bandon Playhouse

November 27 - 29, December 4 - 6 and 11 - 13

7:00 p.m. Friday, Saturday; 2:00 p.m. Sunday

Sprague Community Theater, 1202 11th St. SW, Bandon

A holiday musical play for all ages. \$12 adults, \$10 seniors, and \$8 school age children. Information, call Michelle, 541-290-8343.

Holiday Book Sale

Bandon Library Friends and Foundation

Saturday, December 5, 10 a.m. to 4 p.m.

Bandon Public Library, 1204 11th St. SW, Bandon

Information 541-347-3221, bandonlff.org

Remeber When: New Artists Productions Reunion Show

December 18 - 20, 7:00 p.m. Friday, Saturday; 2:00 p.m. Sunday

Sprague Community Theater, 1202 11th St. SW, Bandon

Tickets: Adults - \$10, Seniors - \$8, and Students - \$5; advance tickets at Bandon Ace Hardware and Bandon Mercantile Co.

Old Town Marketplace

2015 Farmers and Artisan Market through December 19

Fridays and Saturdays, 10 a.m. to 4 p.m.

250 First St. SW, Bandon

Information at the Port of Bandon, 541-347-3206

Pacific View Career Café Grand Opening

Thursday, January 7, 2016, 11 a.m. to 6 p.m.

Pacific View, 1000 6th Ave West, Bandon

Refreshments & opportunities for new health care employment in Bandon! Contact Debbie Wilson, 541-347-7502



BANDON CHAMBER OF COMMERCE
POST OFFICE BOX 1515
BANDON OREGON 97411