



BEST FOOT FORWARD

The BCC welcomes professionals Rushel Reed and Anthony Zunino to the board of directors, on page 2

The Bandon Chamber puts its best foot forward in digital marketing, with better service and member benefits, on page 3

Business Resource: Marketing with the BCC -and- info from the Oregon Broadband project, on page 5

July 2015





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

Open All Year
10 AM to 4 PM
Monday through Saturday
1 to 4 PM Sunday

2015-16 Officers
President
Peter Braun

Vice President
Chris Powell

Secretary
Angela Cardas

Treasurer
Dan Barnett

Past President
Margaret Pounder

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

Executive Director
Julie Miller

Legal Counsel
Robert S. Miller III

Welcome Incoming Board Directors

Rushel Reed
Principal Broker, Beach Loop Realty



I'm happy to become a member of the Bandon Chamber of Commerce board and hope to continue Bandon's vibrancy.

Thirteen years ago, I was drawn to Bandon to work as a golf caddie at Bandon Dunes Golf Resort and fell in love with the community. After returning from the University of Oregon, I became a full-time resident and started a fantastic family, which includes Todd and Marley Petrey.

Anthony Zunino
Owner, Freedom Graphics



I moved to Bandon in 1996 and have lived here full time ever since. I have a total of four children (two of whom attend Bandon schools), and I feel very vested in the vitality and quality of life in our community as a result.

I have spent time as the president of Bandon's Good Earth Community Garden board and currently serve as Vice President of the Greater Bandon Association. As the chair for the Promotions Committee for that organization, I am involved with many local events and fundraisers.

I am a Principal Broker, licensed with the Oregon Real Estate Agency. I also work with Vacasa as the Business Development Manager for Southern Oregon. My primary function is to introduce new homes to Vacasa's vacation rental inventory. Vacasa is the fastest-growing private company in Oregon.

I joined the Bandon Chamber Board because of the exciting new vibrancy I feel in Bandon and my excitement to be a part of decision-making processes that directly affect our community. I realize that through community organizations, I can help create opportunities for my child and my friends' children. I hope to continue to help Bandon become it's best self and to aid in coordination between Bandon's non-profits and merchants.

Professionally, I have a history in public safety and served as a volunteer for 15 years with Bandon Rural Fire Department and careered in Coos County Law Enforcement for 14 years.

In 2008, I came up with an idea to transform a hobby into a small business, so Freedom Graphics was born. In 2011, Jami Gallagher and I joined forces and brought Freedom Graphics forward to the point of becoming the mainstay of our family's livelihood. Over the years, I have also proudly served on numerous committees including the Cranberry Festival committee.

I whole-heartedly believe that Bandon is a GREAT place to live and raise our families and am honored to be able to serve to make sure it stays that way for many years to come!

Better Service :: Better Member Benefits

In the last decade, the Bandon Chamber of Commerce has welcomed thousands of visitors at bandon.com.

A robust web presence is a must-have service for the chamber. We anticipate launching the next version of our website by the end of the year, putting our best foot forward in the world of digital marketing.

We look forward to improving BCC member service with the new website, and here's why:

Our residents and visitors, (your clients and customers), spend more time on the internet than ever, according to data collected by eMarketer, published by venture capital firm Kleiner Perkins Caufield & Byers. Between 2008 and 2015, the average time adults in the United States spent using the internet grew from 2.7 to 5.6 hours per day. Mobile devices such as smart phones and tablets are driving the growth of internet use. Mobile connectivity now represents more than 50% of the time adults spend online.

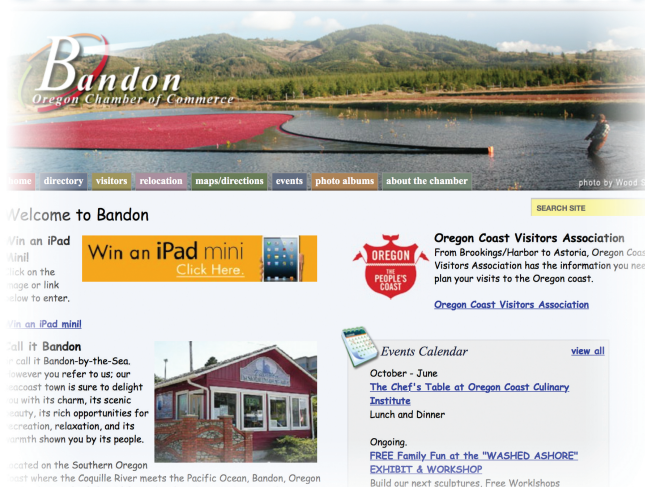
Project Direction

Our new web project isn't just an aesthetic make-over. We've gathered functional direction from members, visitors and digital marketing experts.

Local members of our digital project crew are Peter Braun, Steve Dimock, Katherine Hoppe, Geneva Miller, Julie Miller, Jan Moore, Margaret Pounder, Tim Scahill, Kevin Shaw, and Marie Simonds. Wild Rivers Coast Alliance contributed to the project start-up. And Tillamook Design landed the BCC project, among RFPs collected from four regional web developers.

Visitors and community members can look forward to responsive design that's easy to navigate, whether you're sitting at your laptop, or cruising down Highway 101 with only a cell phone in hand.

We've collected a hearty cache of content to keep site visitors up to



Data Collection

Bandon is participating with Crater Lake National Park in a \$21,000 Southwest Oregon marketing campaign and destination website at craterlakecountry.com. Though Bandon is the smallest of the five destination marketing organizations to participate in the study, first year reports show bandon.com generated the most user engagement and ranked number three in site traffic.

Find an overview of 2014-15 BCC marketing projects in the April 2015 newsletter at bandon.com/newsletters.

date with Bandon businesses, local history and events. Thanks to new aggregation tools developed by our partners at Travel Oregon, our content can populate destination marketing sites across the state.

Finally, members can look forward to streamlined access to the site for business information and event posts.

The BCC board directors have budgeted organizational funds for the new site build. Membership dues will cover ongoing management and content development. Since access to the site is offered equally, no matter the size of the member business or organization, board directors have approved a flat membership rate increase of \$50. The rate change will begin with fiscal year 2015-16 member sign-ups or renewals.

We thank all our members for choosing the Bandon Chamber, and bandon.com, as a reliable marketing investment.

Check out the Business Resource section, page 5, for a comparison of regional business marketing options.

Request for Content: Bandon Nonprofit Opportunities 2016

The Bandon Chamber of Commerce would like to thank our local nonprofits and service organizations for the programs and services they contribute in our community.

To support you, we would like to publish a list of 2016 nonprofit contribution opportunities, concurrent with our October 2015 newsletter. The list will include a brief profile of your organization, the type of contributions you will seek in 2016, and contact information.

The BCC operates as a nonprofit, so we understand the financial structure unique to nonprofits and the need for regular fundraising, grants and in-kind donations. It's also the role of the BCC to support our member professionals and business owners who regularly receive donation and funding requests.

You can help by providing information about your 2016 fundraising goals. Representatives of nonprofit and service organizations will be invited to complete the questionnaire and submit to Julie Miller at the Bandon Chamber of Commerce by August 1, 2015.

Watch your email for the BCC fundraising questionnaire or contact the chamber to request a copy.

Johnny the Bagger: A Customer Service Story

by Ron Orris

Several years ago when I was with Walmart I attended one of our conventions. A motivational speaker at the convention shared the story of "Johnny the Bagger."

The presenter was hired by a large supermarket chain to lead a customer service program, and she shared that experience with us.

In her presentation to the employees of this supermarket she said, "Every one of you can make a difference," and she challenged them to do something to make their customers feel special—create a memory that would make the customers come back.



A month later she received a phone call from a 19-year-old grocery bagger named Johnny. He proudly informed her that he had Down syndrome and told his story.

"I liked what you talked about," he said, "but at first I didn't think I could do anything special for our customers. After all, I'm just a bagger."

Then he told her of his idea. Every night after he came home from work, he would find a thought for the day. If he couldn't find one, he made one up. His dad helped him set it up on the computer and print copies. Johnny would cut out the copies and sign his name on the back. Then he'd bring them to the store the next day.

When he finished bagging someone's groceries, he would put his thought for the day in the bag and say, "Thanks for shopping with us!"

Johnny was providing a very unique experience for his customers.

The Power of the Difference

A month later the store manager called the speaker and said, "You won't believe what has happened! Today I found a crowd of customers in the line where Johnny bags, and it was three times longer than anyone else's." The manager said he tried to get people into other lines and they replied, "No, it's okay—we want to be in Johnny's lane—we want his 'Thought for the Day'."

The store manager was overwhelmed by watching Johnny make his customers happy. One of Johnny's customers said, "I used to shop in your store once a week, but now I come in every time I go by to get Johnny's 'Thought for the Day'."

Difference Inspires Difference

A few months later, the store manager called our speaker again, saying, "Johnny has transformed our store. When the floral department has a broken flower or unused corsage, they find an elderly customer or a little girl and pin it on them. Everyone is having fun creating memories!"

"Surprising" and "delighting" the customer have become marketing buzz words but for businesses that are finding real ways to do this, they're seeing some amazing results and creating raving fan customers.

Examples like this don't cost much. They're practically free and so easy to do. But these little differences are the types of things your customers don't forget.

Ron Orris is the Executive Director of the Bradford Chamber of Commerce (PA), where he has led the chamber in its adoption of social media and is a strong proponent for blogging as a way to reach your audience. Under his leadership membership has increased 40% over the past two years. He has also served as the city controller for the City of Bradford and as a store manager for Walmart, a position he values as teaching him a lot about customer service.

Article reprinted from Chamber Pros Content Marketing Bundles.

BUSINESS RESOURCE

Marketing with the BCC

"Bandon.com is the most valuable aspect of chamber membership. The chamber's website drives more traffic to our site than any other referrer and accounts for 20% of all of our (website) traffic," said Steve Dimock, past BCC board director, and co-owner of La Kris Inn.

Paid advertising isn't the only device in the business marketing toolkit. Successful marketing campaigns are built on strategic messages and smart budgeting. Whether you're seeking a simple calling card style branding statement, or an extra boost for your special event, it pays to know your audience, your product options and costs.

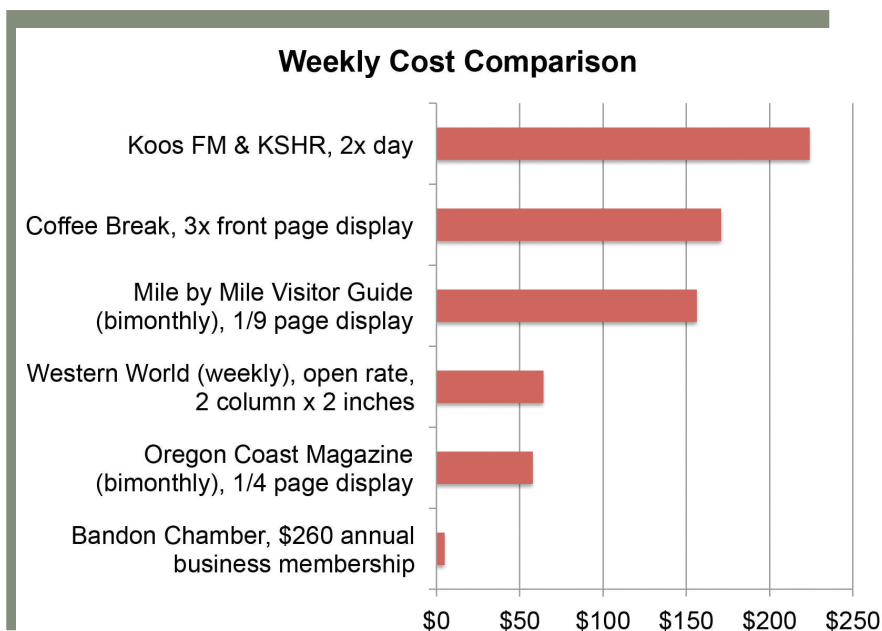
Tracking the return on your investment in networking and print exposure can be tricky. But, measuring ROI on web traffic is as simple as counting the inbound clicks, then following user behavior on your website.

Business owners who choose membership with the Bandon Chamber of Commerce join an organization whose mission is to promote its members—in person, in print, and on the web.

"The new website will be the chamber's number one marketing tool," said Julie Miller, chamber director. "My goal is to build the best chamber website in Oregon."

If your business is one of the many in the \$260 annual fee category, that's a cost of only \$5 per week.

The chart below illustrates a cost comparison, prorated weekly, between chamber membership and a few of our region's most popular print and broadcast advertising platforms.



Regional Advertising Cost Comparison

This chart is based on one-time purchase, June 2015, and may not represent seasonal prices, package rate options, or design costs negotiated with publishers or producers.

OREGON BROADBAND

Editor's Pick

Learn about internet service and use throughout the state. The Oregon Broadband Advisory Council has commissioned internet user surveys, (in 2010 and 2014), and maintains an interactive map to illustrate broadband internet accessibility in Oregon.

Find the map, survey reports and more at: oregon.gov/broadband/

Watch for FY 2015-16 Member Renewal Packets in July Your Member Benefits and Opportunities:

All business members enjoy listing at bandon.com, including index by business and event calendar. Businesses are search-able within the site and yield positive search engine results; and our content is aggregated by regional and state destination marketing partners.

Formal and informal networking opportunities put our members in touch with local and regional professionals and civic leaders, as well as state and international business and travel experts.

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

Images: Cover by Steve Dimock; p2 contributed by Rushel Reed and Anthony Zunino; p4 Chamber Pros Marketing Bundles; p6 contributed by Cleone Reed. Managing Editor Julie Miller, Contributing Editor Geneva Miller, content © 2015 Bandon Chamber of Commerce.

WHAT'S HAPPENING

More events at bandon.com



Independence Day Celebrations: July 4 in Bandon

Parade, 10 a.m., Highway 101 through Old Town

Lions Club BBQ, 11 a.m., Bandon City Park

Port of Bandon Cardboard Boat Races, 3 to 5 p.m.,
Coquille River waterfront in Old Town

Alive After Five Wine Walk, 5 to 8 p.m., Old Town

Apple Pie and Ice Cream on the Boardwalk, 8 to 10 p.m.,
Old Town

Grand Fireworks Display over the Coquille River, 10 p.m.

Summer Fun Book Sale

Bandon Library Friends and Foundation

Thursday, July 9 through Saturday, July 11

Bandon Public Library, 1204 11TH ST SW, Bandon

Information 541-347-3221, bandonlff.org

Coquille Town and Country Garden Tour

Saturday, July 18, 10 a.m. to 4 p.m.

Map & ticket \$10

In Bandon: Hwy 101 Plants and Things; In Coquille: The Sentinel,
Coquille Garden, Farr's True Value, Cedar Point Nursery, Copper
Goose Nursery; In Coos Bay: Garden Elements

Community Beautification Fund Raiser Hosted by the Coquille
Valley Garden Club

Old Town Marketplace

2015 Farmers and Artisan Market through December

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

250 First Street SW, Bandon

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



BANDON CHAMBER OF COMMERCE
POST OFFICE BOX 1515
BANDON OREGON 97411