

A FULL PLATE: Get to the heart of the home with kitchen demos and more, Bandon Mercantile Company 30th Anniversary on page 2

The flavors of Bandon are available year round: seafood, artisan cheese and desserts, not to mention sweet or savory products dried, pickled and preserved. *Brown Bag it in Bandon* on page 3

Tim Scahill, Digital Marketing Specialist for Bandon Dunes Golf Resort, offers digital marketing recommendations. *Business Resource: Member Tips* on page 5



June 2015

Bandon
Oregon Chamber of Commerce



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

2014-15 Officers
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Margaret Pounder

Vice President
Peter Braun

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Past President
Bart Stein

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30th Anniversary Ribbon Cutting



Celebrate 30 years in business with the Bandon Mercantile Company.

Store owners Beth and Ed Wood will fête customers with anniversary sales, giveaways, and product demos June 12 through 21. The kitchen has always been the heart of the home at the Mercantile, where staff love to cook and entertain. Discover extra culinary inspiration in June, when experts from Cuisinart kitchen appliances and Zyliss designer kitchen tools will share product samples and demos.

Start the celebration at the BCC Ribbon Cutting
Friday, June 12, 5:30 p.m.
535 2nd St SE, Bandon

On the Menu at the BCC

The Bandon Chamber of Commerce webfront will get a makeover this summer!

The BCC has contracted with Tillamook Design, and the website will take shape with direction from the chamber web development committee. Committee members are Peter Braun, Steve Dimmock, Katherine Hoppe, Geneva Miller, Julie Miller, Jan Moore, Margaret Pounder, Tim Scahill, Kevin Shaw, and Marie Simonds.

The professionals at Tillamook Design are experienced designing platforms for member organizations and destination marketing groups.

The new website will be the chamber's number one tool for marketing and promoting Bandon and member businesses. Stay tuned for updates!

Considering how to better manage your own web presence? Tim Scahill offers input: see the Business Resource section on page 5.

C R A N B E R R Y FESTIVAL FOOD FAIR



A crown awaits the cook with the cranberry touch. Culinary Queens need only whip up their best cranberry concoction to enter the Queen of the Kitchen

contest in Bandon's annual Cranberry Festival. The 2015 Cranberry Festival Food Fair is set for September 11 and 12, in Bandon.

The food fair and cooking contest are almost as old as the Cranberry Festival. The competition was added the second year of the festival, in 1948.

Contestants compete for the crown in three categories. Find contest rules and entry forms online:

bandon.com/cranberry-festival.

BROWN BAG IT in Bandon

Hunt and gather your way to a made-in-Bandon meal that's good to go.

The flavors of Bandon, Oregon, are available year round: seafood, artisan cheese and desserts, not to mention sweet or savory products dried, pickled and preserved.



Local flavor.



Seafood is a must on the coast. You'll get the best flavor and prices if you shop what's in season. Perennial favorites such as local crab, tuna and salmon are available frozen or smoked year round, along with bay shrimp and locally farmed oysters. Local Dungeness crab is in season winter through spring, available whole or shaken. Winter is also a good time for local rock cod. Wild caught salmon and tuna are in season summer and fall.

Good to go.

Round out your locavore spread with artisan cheese. Dried or pickled fruits and veggies from local farms add color and texture. Hand made dessert adds the finishing touch.

Check out the list of Bandon Chamber of Commerce member specialty food sellers at: bandon.com/attractions



7 of the Best Ted Talks for Small Business

compiled by Christina R. Green

One of the hardest things about running a business is finding the resources you need – be it human resources, financial resources, or educational resources. There's no question you know your product, service or industry but what do you know about running a business or social media, or marketing, or sales? And how has it changed since you last learned it all?

Finding good quality (inexpensive) learning resources to keep you at the top of your industry can mean the difference between success and struggle. A chamber membership is a great investment for your professional and business development as is some time spent absorbing the innovative ideas of others. TED talks are an amazing opportunity to learn (on your schedule) from a few of the brightest minds in our world. Best of all, the talks are free.

Here is a list of some of the best TED talks for small business owners.

Got a Wicked Problem?

First Let Me Tell You How to Make Toast

This 10-minute video from Tom Wujec presents a basic activity with interesting insights into business teams and processes, asking people to visually represent how they make toast. He discusses how different teams approach the activity from their own center – people, process or technology. The video provides some nice insight into people's thinking and what they consider to be the most important part of the toast-making process.

ted.com/talks/tom_wujec_got_a_wicked_problem_first_tell_me_how_you_make_toast#t-94176

How Great Leaders Inspire Action

If you've never watched this powerful 20-minute video by Simon Sinek, turn off your email, let your calls go to voicemail, and watch. Now. In it he talks about how people don't buy your product, they buy the "why" behind what you do. Do you know your why? You'll be thinking about it after watching this.

ted.com/talks/simon_sinek_how_great_leaders_inspire_action

How to Make a Splash in Social Media

If you don't have a lot of time, here's a 4-minute gem from Alexis Ohanian (Reddit) on becoming a hit in social media. Even though it's from 2009, it's still a funny story.

ted.com/talks/alexis_ohanian_how_to_make_a_splash_in_social_media?language=en

What Makes Us Feel Good About Our Work?

The 20-minute talk from Dan Ariely provides good insight into what satisfies us, and it's not money. Knowing the secret to inspiring work is something most small business owners understand but if you need an encouraging boost, check this out.

ted.com/talks/dan_ariely_what_makes_us_feel_good_about_our_work?language=en

3 Ways to (Usefully) Lose Control of Your Brand

If you think you own your company's brand, think again. With social media and public access to broad audiences, it's the customer who controls the brand now. This six and a half minute video by Tim Leberecht reminds us of this and shows us how to gracefully accept it.

ted.com/talks/tim_leberecht_3_ways_to_usefully_lose_control_of_your_reputation

Looking Past Limitations

This video isn't about business, per se, but Caroline Casey's ability to get past her own limitations are sure to inspire you. It's worth a watch just to hear about her interesting childhood.

ted.com/talks/caroline_casey_looking_past_limits

This is Broken

Marketing genius Seth Godin talks about what works in business and what's broken, in his unusual, funny way. His commentary will make you look at your business, and customer experience, from a different lens.

ted.com/talks/seth_godin_this_is_broken_1

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. She is a regular blogger at Frankjkenney.com and Memberclicks. She's just a bookish writer on a quest to bring great storytelling to organizations everywhere.

Article reprinted from Chamber Pros Content Marketing Bundles.

BUSINESS RESOURCE

Member Tips from Tim Scahill

Tim Scahill is the Digital Marketing Specialist for Bandon Dunes Golf Resort. He joined the resort marketing team in 2013.

With his colleague Nick Martin and Orbit Media, Tim's work on the [Bandon Dunes website](#) won the 2014 New Media award for Best in Industry, Golf; and multiple 2014 Silver Davey Awards.

Tim is a member of the web development committee for the Bandon Chamber of Commerce. He offers a few digital marketing recommendations for BCC members.

Q: *What are the top objectives a website should contribute to the marketing plan for a business or organization?*

A: My top objectives when building a website are as follows:

1. Visually represent the product your selling in a voice that fits your brand. Experienced photographers, like Angela Cardas or Wood Sabold, are a must when building image based websites, unless you can catch a talented student/intern early in their career.

2. Brand introduction/education/exposure should be a top priority when building a website.

3. Itinerary options or product use examples to entice tourists and potential customers.

4. Track conversions. Is your conversion a phone call? A website purchase? Walking through the front door? How do you plan on measuring your conversion (e.g. Google Analytics, POS system, asking customer after purchase where they heard of your business, etc.)?

Q: *What are the must-have tools or functions for a new website?*

A: The number one must-have tool when building a website for your organization is a Content Management System (CMS) that is easy for your organization or company to use/update. I recommend something like SquareSpace or Wordpress so you can easily add photos and videos



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without too much HTML knowledge needed. Followed closely by quality photography.

Q: *What are the most important services a web developer should provide in their ongoing maintenance agreement?*

A: Quarterly CMS updates, anything that can boost Search Engine Optimization (SEO) and any custom features that will inspire potential customers to come to one's website more often and stay longer (photo galleries, embedded videos, etc.). Otherwise, regular maintenance, analytics statistic updates, security updates or special custom features would be the only ongoing costs I'd fore-see.

Also, with all the mobile updates Google has been adding to it's mobile search algorithm, one would need to have their website optimized for mobile so they aren't passed over via mobile search (very important for that traffic headed down the 101). One would also want to interact with their online community via social media websites (Facebook, Twitter, Instagram) and social review sites (Trip Advisor, Yelp, etc.) to help drive traffic and provide options for potential customers.

DIGITAL APP REVIEW

Editor's Pick

These days, the questions isn't, "Is there an app for that?" The question is, "What's the best app for that?" Find side-by-side reviews for hundreds of web and mobile apps at appappeal.com.

Images: Cover by Cardas Photography, courtesy of Edgewater's Restaurant; p 2 Cardas Photography, courtesy of Bandon Mercantile Co.; Food Fair image Geneva Miller; p3 Geneva Miller; p 5 contributed by Tim Scahill; p 6 Julie Miller. Managing Editor Julie Miller, Contributing Editor Geneva Miller, content © 2015 Bandon Chamber of Commerce.

WHAT'S HAPPENING

More events at bandon.com



Debbie Llewellyn and Bryan Longland at the Sunset Lodging BCC After Hours.

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

Call for Submissions, Oregon Coast Film Festival

Video documentary submissions from professional and amateur video producers welcome through September 1, 2015.
Information at oregoncoastfilmfestival.org

Junior Explorer Programs at New River presented by the BLM

June 6 through 27, New River Nature Center, south of Bandon
Outdoor rec, wildlife and art activities for children 5 and older
Information 541-751-4471, blm.gov/or/resources/recreation/

Bandon Mercantile Company 30th Anniversary

BCC Ribbon Cutting
Friday, June 12, 5:30 p.m.
535 2nd St SE, Bandon

Shoreline Education for Awareness 25th Anniversary Series

Fishing: Jamie Doyle, Sea Grant Extension Faculty, OSU Extension
June 13, 9 a.m., OIMB Boathouse, Boat Basin Road, Charleston
SEA Information 541-260-7770

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



BANDON CHAMBER OF COMMERCE
POST OFFICE BOX 1515
BANDON OREGON 97411