

CHAMBER CONNECTION

CREATING A STRONG LOCAL ECONOMY • PROVIDING NETWORKING OPPORTUNITIES
PROMOTING THE COMMUNITY • REPRESENTING THE INTERESTS OF BUSINESS WITH GOVERNMENT

Published quarterly by the Mount Shasta Chamber of Commerce

June 2010 • Volume 18, Issue 2

Membership: 350



300 Pine Street
Mt. Shasta, CA 96067

530-926-3696 ext. 201
marie@mtshastachamber.com

mtshastachamber.com

NETWORKING OPPORTUNITY

The newsletter is published in March, June, September and December. The fee to place an insert is \$50, the deadline for the next issue is August 15th.

Newsletter printed and mailed by the Siskiyou Opportunity Center.

In this Issue

Customer service..	1
Starting on Facebook	2
County tourism	2
New members	3
4th of July	4
From the Visitors Bureau	4
To do list	4

Creating a strong local economy

Make good customer relations part of your marketing

Effective customer relations, especially at the level where employees meet customers face-to-face, are fundamental to marketing a company and its products.

Surely you've had occasion to encounter a clerk or cashier who muttered "have a nice day" in a manner that said he or she couldn't care less what kind of day you have. You may have departed feeling that the employee didn't particular like the job and that "serving" you was just another step toward quitting time. You might have been left with an unfavorable impression of the business, and if you encounter this behavior on multiple visits you might take your patronage elsewhere.

The average person who feels slighted by an employee usually won't register a complaint with management. But that person will complain to friends, relatives, and acquaintances. Employees at all levels should consider marketing the company as one of their responsibilities, and to no employees is this more applicable than those who have regular face-to-face contact with customers.

The behavior of customer-contact employees is critical in ensuring that customers will return and will perhaps even share their positive experiences with others. But dissatisfied employees often take their unhappiness out on customers. What they're doing may not be deliberate, but it's usually glaringly obvious — and frequently offensive — to customers.

Also important is the behavior of other employees who have contact with the direct-contact employees. An employee who is treated rudely or indifferently by others may pass a poor attitude along to customers. Rudeness and indifference are contagious.

Managers can have significant effects on employees' moods and attitudes. The manager who projects a dictatorial style causes unhappiness and resentment that can visibly affect employees' attitudes.

You must convey the following customer-relations fundamentals to each employee:

- Always treat customers as you would like to be treated.

continues page 4

GENERAL MEMBERSHIP MEETING

June 10th • Noon • Lalo's Restaurant

Informational meeting with the heads of city departments

TELL US WHAT WOULD INTEREST YOU FOR FUTURE MEETINGS.

Call 926-3696, email marie@mtshastachamber.com with suggestions.

The meeting allows you to network with your peers and display your flyers, brochures, business cards FREE of charge.

The Mount Shasta Chamber of Commerce is a non-profit organization dedicated to developing and promoting trade and tourism in the Mount Shasta area for the benefit of its members and the citizens the community.

President

Vince Reinig

V.P. Chamber

Rich Patrick

V.P. Visitors Bureau

Cindy Corrales

Treasurer

Paige Bullerwell

Directors

Scotty Bates

Mark Clure

Ellen Coleman

Keith Cool

Tom Moore

Jim Mullins

Terry Taforo

Brett Waite

Ex Officio

Jennifer McKinnon

Kevin Plett

Visitors Bureau Committee

Marty Bryan

Elizabeth Lahey

Terri Mazingo

Open

The Board of Directors meets the 1st Thursday of each month at Lalo's Restaurant at 12 noon unless otherwise posted. Those wishing to address the Board must notify the Chamber office at least 10 days prior to the meeting date to be placed on the agenda.

If you are interested in serving on the Board, please contact the office.

mtshastachamber.com
(530) 926-3696 ext. 201

Providing networking opportunities

Get Your Business Started on Facebook

Twenty years ago, the best way to market your business was through word of mouth. Today, there are different tools for spreading your message through word of mouth, including social media tools like Facebook. Here are four easy steps to get your business started on Facebook.

1. Create a Facebook fan page.

Creating a fan page allows Facebook users to "like" your business and provides a place for them to connect with you and with each other. A fan page includes basic information, like your company name and contact information, as well as a writing space—called your "wall"—where fans can leave comments and start discussions.

You can also use analytics to track who and how many visitors are viewing your page, a tool that cannot be used on an individual's profile page. A fan page gives companies a chance to personify their brand and engage with customers. (For an example, visit facebook.com/mtshastachamber.) To set one up go to

www.facebook.com and click on **Create a Page for a business**. Fill in the information and now you have a fan page.

2. Solicit friends, family, and current customers to build your fan base.

Just because you build a fan page doesn't mean you'll suddenly have hundreds of users becoming "Facebook fans" of your business. Ask your current Facebook friends, and others you know offline, to become fans of your business on Facebook. Then, ask them to share your fan page with their friends by using the "+Share" button on the top right-hand corner of your fan page. This action will publish an "update" promoting your business on those friends' newsfeeds.

3. Encourage more Facebook users to become fans.

Your fan page can be used as a customer service platform, with tips and solutions to customers' problems right on your fan page wall. Offer your Facebook fans discounts by using specific promotional

continues page 4

Promoting the community

County website designed for tourism

By Bonnie Kubowitz, Siskiyou County Tourism

Residents of Siskiyou County know we live in a unique place with huge variety of recreation and natural beauty, along with native and artistic communities. Visitors and residents alike now have a comprehensive website www.visitsiskiyou.org where you can go to discover a wealth of information on what to do, where to stay, and where to eat, shop and enjoy events all over the county

The website provides text and links to restaurants, motels and campsites, coming events and a wide variety of recreation and lists over 1200 chamber businesses. A

series of videos with music and narration on the four seasons and art are intended to catch the attention of potential visitors.

The site belongs to the County of Siskiyou and any business or link is welcome to be included to help increase tourism through the county. The entire site was designed and is staffed by local talents, with many local professional photographers donating photos.

Check out the site visitsiskiyou.org and if you want to make comments or add your business, send an email to info@visitsiskiyou.org.

Welcome our Newest Members

We are happy to announce that the following businesses have joined the Chamber since March 1, 2010

Businesses joining the Mt. Shasta Chamber of Commerce know they are making one of their smartest marketing, advertising and training investments, while buying access to an array of benefits for their business and employees. They can take pride in knowing that their investment has a direct impact on the quality of life here in Mt. Shasta, because the Chamber collaborates with government, education, private industry and a host of other organizations in the quest for constant community improvement.

Classic Touch Limousine
319 Berry St., Mt. Shasta, CA 96067
530-261-0376
classic-touch-limo.com

We have a white 32 foot, 9 seat stretch limousine for all your elegant needs. Customer service is our specialty for your special occasion and transportation needs.

Hemp Headz
404 S. Mt. Shasta Blvd., Mt. Shasta, CA 96067
530-926-6215
Eco friendly products. Open Mon. – Sat. 10am – 6pm

Mount Shasta Sisson House
320 Chestnut St., Mt. Shasta, CA 96067
530-926-1038
shastasummitproperties.com/node/18
Mount Shasta's immaculate, turnkey, monthly vacation rental. Completely furnished, modern single story, 4B/2.5 bath, gourmet kitchen, decks. Sleeps 6-8. Views. Enclosed garage.

Shasta Peak Endeavors, Inc.
611 Monroe Way, Mt. Shasta, CA 96067
530-918-9326, 408-930-9814
shastapeakmarketing.com
Our primary business focus is consulting — we provide consult-

ing to companies looking for innovative solutions to problems everyone faces at one point or another. There's a heavy high-tech flavor to what we do, we help people build web presence, branding, high performance automated marketing systems, eCommerce, even develop new technology.

Telos Connection
P.O. Box 844, Mt. Shasta, CA 96067
585-802-4530
diannerobbins.com

Telos, a book of telepathic messages from the people of Lemuria living in Telos, a subterranean city beneath Mt. Shasta, who have created a civilization of peace and abundance. Written by Dianne Robbins author of numerous books. Connect to Telos through the vibration of this book.

The Best of Mt Shasta
P.O. Box 360, Mt. Shasta, CA 96067
530-859-5793
thebestofmtshasta.com

Spiritual healers, teachers, integrative health professionals, visionary musicians, authors, artists and environmental innovators are gathering for the first time this summer for an inspirational conference, "Showcasing the Spiritual Community of Mount Shasta to the World."

Wayside Grill
2217 S. Mt. Shasta Blvd., Mt. Shasta, CA 96067
530-918-9234
waysidegrill.com

Informal gourmet dining in a casual, fun atmosphere. Steaks, burgers, pasta, salads, BBQ and brick oven pizza, all at reasonable prices. Open 11am, 7 days a week. Serving lunch and dinner. Full bar. Live music weekends.

Promoting the community

4th of July Celebration

We are all gearing up for the **Annual July Fourth Celebration**.

This year's event will begin downtown on **Friday, July 2nd** with entertainment, vendors and sidewalk sales from 10 am to 7 pm. **Saturday, July 3rd** the fun will continue downtown from 10 am until 7pm. **Sunday, July 4th** will start off with the Mountain Runners **fun-run/walk at 8:30 am** — register and have a good time walking the two miles while being fed and entertained. Registered walk/run participants have a chance to win the grand prize: a 2010 Nissan Versa (4 cylinder, 5 speed manual transmis-

sion.) Register online at mtshastarunners.com

At noon the parade will be on its way. This year's open theme is all about having a good time and allowing everyone's imagination to design great floats or drill teams.

After the parade everyone can enjoy themselves at the Mount Shasta Resort for their traditional "Customer Appreciation Day" — listen to music and get your favorite seat for the community's largest **fireworks** show yet! Read more at mtshastafireworks.com

To do list

- ✓ June 10: Attend membership meet.
- ✓ July 2 to 4: Attend celebration
- ✓ Advertising: Enter a float in parade
- ✓ July 31: ShastaYama, buy ticket now
- ✓ August 1: Summit Century Bike Ride, buy Jersey now.
- ✓ Submit event to Chamber's calendar
- ✓ Follow Chamber on Facebook, Twitter
- ✓ Subscribe to Chamber Weblog
- ✓ Check the chamber website at www.mtshastachamber.com

...Facebook

codes. For instance, if you own a beauty salon, tell your Facebook fans to mention a word or phrase to receive a discount on services. This encourages more people to become fans of your business on Facebook while allowing you to keep track of how much business your fan page generates.

4. Create content that will draw attention to your fan page.

Whether it's videos, photos, discussions, or news—like the arrival of a new product—offering interesting content on your page is a great way to keep customers coming back to your fan page. Customer-created content is even better. Host a photo contest or post a discussion starter asking fans to suggest new products or services for your company.

Most importantly make sure the tone of your interaction with your Facebook fans is not too sales-y. You want to engage your customers and be educational as well.

Note to merchants

Gift Certificates issued by the Chamber of Commerce must be redeemed at only one location. Please inform your staff or call 530-926-3696 if in doubt.

Promoting the community

What can they be asking?

By Kathy Anderson, VB Supervisor

Do you know what question is most frequently asked by visitors? How do we get up the mountain? If we didn't have a Visitors' Bureau over 13,000 people every summer would be wandering around lost trying to figure out if they can get up that great big mountain of ours. It is for these wonderful visitors who bring business to our town that the Visitors' Bureau is open seven days a week.

Our seasonal staff is now on board and we welcome back Jack Amason who has been with us now for ten years. Jack is very knowledgeable about our area and is always willing to get into an interesting conversation and share his thoughts. Newly hired for this season is Barbara Valenzuela. Barbara has been volunteering at the Dunsmuir Visitor's Bureau and is already familiar with many of the ques-

tions that visitors to our area ask. We are very happy to have her become a part of our staff.

If you are expecting family or friends to visit you this summer, be sure to stop by and pick up maps and brochures to help you plan an exciting visit for them. Our office is open from 9am to 5:30pm daily except for Sunday when we close at 4:30pm. Our website www.mtshastachamber.com has a Calendar of Events which is updated continually with great ideas on things to see and do.

We are ready and waiting for a very busy summer and hope for a record breaking number of visitors. ALL of them will know how to get up the mountain and how to find lodging, restaurants and your place of business.

Creating a strong local economy

...Customer service

- Do your best to remain friendly and cheerful.
- Anticipate customers' needs and know how to meet them.
- Make yourself a model of outstanding service.

Customer satisfaction often begins with employee selection. For many entry-level jobs that involve regular customer contact, it makes sense to hire primarily for manner and attitude and impart job skills through orientation and training. Train new employees in customer satisfaction requirements, then:

- Monitor their behavior and provide coaching when needed.
- Stress customer satisfaction as a condition of acceptable performance.
- Recognize those who make special efforts to please customers.
- When possible, give properly trained employees the authority to resolve complaints.

Create some means of getting feedback from customers. Customers are likely to

be displeased when:

- they don't get what they expect;
- they feel they've been treated rudely, indifferently, or patronizingly;
- they experience what they consider to be unreasonable delays; or
- they feel they're getting the brush-off or the runaround.

Always consider complaints as potential suggestions for improving service. Complaints are the least costly source of customer feedback, but to get them you often have to actively solicit them. When faced with a valid complaint, acknowledge its validity, apologize as appropriate, and accept responsibility. Then do what can reasonably be done to fix it.

Companies that prosper are companies that obviously put customers first, and the surest way to succeed in putting customers first is to make a marketer of every customer-contact employee. An effective customer-contact employee ensures a satisfied customer, and a satisfied customer is your best advertisement.