

CHAMBER CONNECTION

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

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Membership: 350



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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 May. 15th.

Newsletter printed and mailed by the Siskiyou Opportunity Center.

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Promoting the community

Chamber of Commerce 2009 Awards Banquet Recipients to be announced shortly

Join us for an entertaining and memorable evening at this year's annual Chamber of Commerce Awards Banquet on Friday, March 19th, 2010 at the Mt. Shasta Community Building, 629 Alder St. The Mt. Shasta Chamber Awards are the most prestigious and longest-standing awards given by a business or organization. Come and help support and honor all of our awards' recipients.

Exceptional Educator of the Year: A teacher with a track record of improving student achievement, using innovative instructional strategies, and making a difference in the lives of their students.

Outstanding Youth Pride Award: Nominee is any youth in the Mount Shasta area that exhibits community involvement, dedication to goals and leadership abilities.

Not-for-Profit of the Year: Granted to a non-profit organization, a club or a service organization group that has significantly contributed to the Mount Shasta community in terms of economic impact, lasting legacy and/or local, regional and national exposure.

Citizen of the Year: Nominee has made significant contributions to the local community. Nominee is an individual resident of Mount Shasta or sphere of influence.

Business of the Year: A business whose owner/owners/manager and staff offers the public excellent service and friendly attitude as well as community involvement. Recipient is a Chamber member in good standing.

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GENERAL MEMBERSHIP MEETING

March 11th • Noon • Lalo's Restaurant

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

Keith Cool

Tom Moore

Jim Mullins

Terry Taforo

Ex Officio

Jennifer McKinnon

Kevin Plett

Visitors Bureau Committee

Marty Bryan

Elizabeth Lahey

Terri Mazingo

Brett Waite

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

Unlock your local business listing on Goggle. It's free!

One of the hard things about a local business is getting noticed beyond your direct sphere of influence. Most people these days search for the business they want through the internet, blackberries and iphones. If they want a number or want to find a business, they type in such things as "Mount Shasta florist" or "best steakhouse in Mount Shasta" into their favorite search. Of course, as a business owner, your goal is to be right near the top of results. Now while I feel that most business should still consider a website, Goggle Local search does not require you to have one. All you need is a listing. (A website is still your way to tell the world about you and your business. Much as the business cards are still revered in Asian cultures, your website is very important to how you are perceived.)

First create an account at Goggle. Add information such as business info, phone number and address. Once submitted, your account will be in process. Within two weeks, Goggle will send to you (at the address indicated) a PIN number to activate your account. Upon activation you will get access to all the great tools in the dashboard. Including the following:

- **Impressions:** The number of times the business listing appeared as a result on a Goggle.com search or Goggle Maps search in a given period.
- **Actions:** The number of times people interacted with the listing; for example, the number of times they clicked through to the business' website or requested driving directions to the business.
- **Top search queries:** Which queries led customers to the business listing; for example, are they finding the listing for a café by searching for "tea" or "coffee"?
- **Zip codes where driving directions come from:** Which zip codes customers are coming from when they request directions to your location

Goggle is the search giant. This online marketing activity is very simple and doesn't require much upkeep so why not give it a try.

Promoting the community

Rail Jam at the Mt. Shasta Shopping Center March 9th

If you like to shred the mountain and rip the rails come join us for the first annual Round Table Pizza Rail Jam at the Mt Shasta shopping center. The Mt Shasta shopping center parking lot will be transformed into a winter sports fanatics dream. Snowboarders and skiers will rock the rails as the Shopping Center builds a huge drop in to several special rails designed by the Mt Shasta Ski Park just for this family friendly competition to be held Tuesday March 9th from 3:30 until 7pm.

The rail jam is slated to begin with registration on the 9th of March at noon at

Round Table Pizza, the Rail Jam headquarters, and will continue until 3:30pm, the competition will start at 4pm with prizes being awarded in many different categories, age groups and riders of all skill levels.

Sponsors will provide lots of swag and free giveaways and the music will be crankin'.

The event is organized by Mt. Shasta Shopping Center. Sponsors include Mt. Shasta Ski Park, Round Table Pizza, Ray's Food Place, Do-It Best Hardware, and the Mount Shasta Chamber of Commerce.

Welcome our Newest Members

We are happy to announce that the following businesses have joined the Chamber since December 1, 2009

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.

CASA of Siskiyou County
700 S. Main St., Ste.4, Yreka, CA 96097
530-841-0844
<http://www.siskiyoucasa.org>

Non-profit provides a voice for abused and neglected children in the juvenile dependency process. Recruits, screens, and trains community volunteers who advocate for children, until each child is living in a safe and permanent home.

Rainbow Ranch Vacation Rental
2824 Rainbow Ranch Court, Mt. Shasta, CA 96067
530-926-3651
rainbowranchhome@yahoo.com
<http://www.rainbowranchhome.com>

2 suites, 3 bedrooms, 5 bath home with a hot tub, wireless internet and cable access and a spectacular view of Mt. Shasta and Black Butte. Family vacation rental or professional retreat services are available.

Shasta Service Network.com
103 E. Ivy St., Mt. Shasta, CA 96067
530-925-5873
<http://www.shastaservicenetwork.com>

Our website provides a comprehensive directory of service providers throughout Siskiyou County.

Townhouse Motel
157 South Weed Blvd., Weed, CA 96094
Phone: 530-938-4431
<http://www.townhousemotelweed.com/Hotel/Home.aspx>

Nice clean rooms. Best deal in the town of Weed! Just 8 miles north of Mt. Shasta.

Platinum Auto Glass
2527 Victor Avenue, Redding, CA 96002
Phone: 530-229-1799
<http://www.bestpieceofglass.com>

At Platinum Auto Glass we strive to provide you with top quality products and service for an affordable price. Ask about our FREE mobile service, FREE rock chip repair & FREE windshields! We have the BEST price in town!

Center For Soul Evolution
1640 Shasta Star Lane, Mt. Shasta, CA 96067
530-926-2886
<http://www.soulevolution.org>

Nonprofit organization dedicated to the spiritual evolution of humanity and Earth: online and in-person classes and events, mystery school teachings, current channelings. Pyramid sessions. Founded by Antera and Omaran.

Committee to Elect Jim Reed to Congress 2010
P.O. Box 857, Fall River Mills, CA 96028
Phone: 530-336-5050
<http://www.reednow.com/>

Political candidate

Shop Local
P.O. Box 641, Mt. Shasta, CA 96067
Phone: 530-925-5014
<http://www.shoplocalsisq.com>

The Siskiyou County 'SHOP LOCAL' Community Coupon Book is the inspired creation of two local businesswomen committed to helping Siskiyou County flourish. They recognize the importance of stimulating our local economy by creating a better business climate, and by bringing our community together to support each other instead of channeling business outside of the local area. It is their vision that 'SHOP LOCAL' will build a better bridge between area businesses and consumers, by creating a fun, useful, and affordable way to do just that.

Mt. Shasta Ink
417 Chestnut St. Mt. Shasta, CA 96067
530-926-3577
The finest of body piercing, jewelry & tattooing in the county.

...New members

Countryside Village Retirement

1700 Kellenbeck Ave.,
Grants Pass, OR 97528
541-956-0999

<http://www.countrysidevillageretire.com>

Countryside Village provides the perfect blending of beautiful accommodations, fine dining, and a wealth of services with downtown convenience. All of our luxurious apartments and cottages enjoy unsurpassed views.

Countryside Village is a beautifully designed community that offers the finest services available. These include; elegant dining featuring full service restaurant style menus that include an array of delicious choices for each meal. There are numerous card and game rooms, a large multi-purpose activity room, community kitchen, TV theatre, library, a resident computer center, full-service beauty/barber salon, and a well-equipped fitness center.

...Banquet

The gala evening will be starting at 5:30 p.m. with no host cocktails. Enjoy mingling with board members, peers and friends. Banquet will begin at 6:30 p.m., and the program at 7:30 p.m. The dinner menu will be hosted by Gino Fiorucci of Mike and Tony's and will include Bread & Butter, Antipasto, Green Salad, Roast New York Strip or Vegetarian Lasagna (for vegetarian only), Penne Pasta and Vegetables, Spumoni Ice Cream and Coffee.

Tickets for dinner are \$22.50 per person including tax and gratuity or \$225.00 for a table of 10. Seating is limited to 180 people. Tickets must be purchased in advance and are available at the Mount Shasta Visitors Bureau, 300 Pine Street in Mt. Shasta. The Pavilion is open seven days a week from 10:00 a.m. to 4:00 p.m. For more information call 926-4865 ext. 203 or the Chamber office at 926-6004 ext. 202. Come support your peers and enjoy the evening.

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.

Evaluation Survey

As part of our continuing effort to provide the greatest benefit of chamber membership, we are conducting a survey of chamber members. You are one of 350 members to receive this survey.

Your input will be very helpful to us, and will be used to improve the services we offer members. The survey is designed to give us a better understanding of the fea-

tures of membership that would be most beneficial to you our members, and how we can continue to help make Mount Shasta a better place to do business. I encourage you to participate by taking the time to complete the enclosed survey. Once you have completed the survey, please fold, tape and return the stamped self mailer by March 31, 2010. Thanks.

Providing Networking Opportunities

Deadline approaching

By Kathy Anderson, VB Supervisor

There's still time to get your advertisement in the 2010 visitors' guide, a full color, rack sized fold-out that is an indispensable reference to those visiting the area. The guides are available at the Visitors' Bureau, local motels, restaurants and California Welcome Center in Anderson. This guide is also mailed to those requesting information which average 200 per month. Aside from the 8,000 printed copies, a searchable and printable digital version is available on our website www.mtshastachamber.com which gets an average of 7,500 visits per month.

Tourism oriented businesses have all experienced the benefits of being listed in this guide. It quickly shows people the broad range of choices they have while visiting the area and provides them with handy information about businesses. We use visitor friendly categories that are easy to reference. Lodging and dining are also organized in a grid at no extra charge to the advertiser. The primary listing includes a 25 word description of your business and cost only \$95.00. Listing the same business under additional categories, or secondary listings, include your business name, address, phone number, web and email address, and cost \$30.00.

If you are not familiar with this guide, please stop by the Visitors' Bureau to see a copy or take a look at the digital version on our website. If you have any questions, give the staff a call at 926-4865 and they will be happy to assist you

The Visitors' Bureau is open daily from 10am-4pm. Deadline for ads is March 15th.

Your to do list

- ✓ Awards Banquet: BUY TICKET EARLY
- ✓ Complete and mail survey ASAP
- ✓ Browse the online community calendar. Submit events.
- ✓ Reserve space in the visitors' guide
- ✓ Check the chamber website at www.mtshastachamber.com