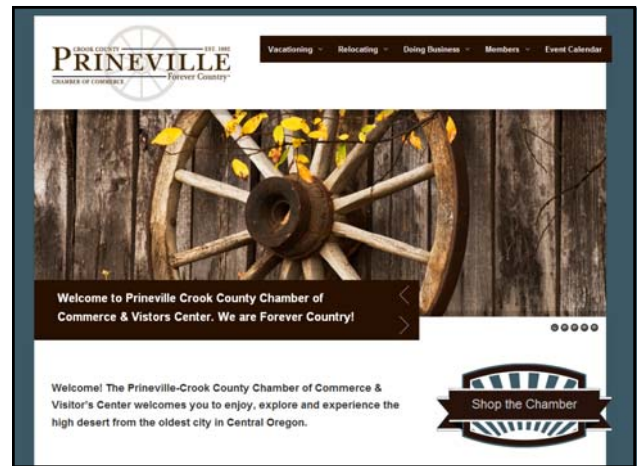


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The Chamber Has a New Website!

With the beginning of October the Chamber of Commerce began to launch its new website. We have also switched from our old URL of www.visitprineville.com to the new www.visitprineville.org. We are working diligently to get all of the features of the new site up and running, for example the new sites event Calendar is only current through the end of the month, but more events will be added shortly.



Along with the website changes we will be phasing out the email Addresses ann@visitprineville.com and info@visitprineville.com. Bill Gowen, CEO can now be reached at bill@visitprineville.org, for Jamie Wood, Communications Coordinator jamie@visitprineville.org, or Jody Gast, Office Manager jody@visitprineville.org.

Has your information changed?

Contact the chamber to update your business listing! Review your information on the chambers website...do we have the correct address, phone number, fax number, email address, web address. What about your description? Is it current and does it say what you want it to say about your business? Send updated information or changes to Jody at jody@visitprineville.org



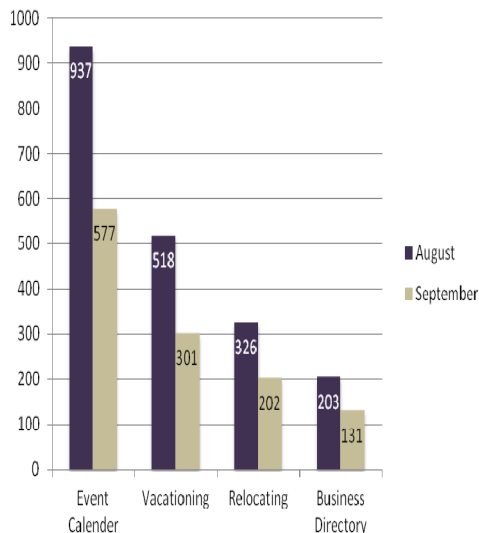
**Bill Gowen
Chamber CEO**

**September
Website
Statistics.**

2,164 unique visitors from 31 different countries, accessing 9,531 individual pages.

Visitors spent on average 2:19 minutes on our site, looking at 3.76 pages per visit. 76.04% of visitors were new visitors, while 23.96% were returning.

Breakdown of Pages Visited



A Message From Your Chamber CEO

ADVERTISING - MARKETING - MEDIA

Believe it or not the Holiday Season is just around the corner. I know like you I'm asking what happened to this year it seems to have passed very quickly. Retail merchants are already beginning the Holiday Season promotions to wet the appetites of their customers. Orders have been placed and merchandize is on its way to the shops. Do you advertise or do you market your products and services? Putting up a sign in your window is advertising. Putting up a picture of the product being used by a consumer and listing its features along with the price is marketing. Where advertising was the norm in the past, marketing will gain you customers in this economy. Marketing gives customers the vision of them with your product or service at their disposal. When you're developing your marketing approaches don't assume everyone sees your offerings the same way you do. Consider their age, gender, education, lifestyle and how your product will complement or enhance their lives. Not everything purchased this time of year is a NEED so how do you develop a want in your customer's eyes? Media is the tool of marketing. Consider carefully your market and look for ways to expand your business in a different market segment with various types of media. Radio, TV, printed material, social media and word of mouth are all media tools and each reaches a different segment of the population. The Chambers monthly Observer is one of those printed material tools and our new website is another. Both of these tools are changing and developing. Jamie Wood our Communications Coordinator would be pleased to work with you, so give her a call.
Bill

Upcoming Dates Of Interest

- October 10** - Columbus Day. *In 1492 Columbus sailed the ocean blue....*
- October 17**- Boss's Day. *Don't forget!*
- October 21, 26 & 27** - No School for Kindergarten through High School.
- October 26**- 1st rifle Elk season begins *Welcome Hunters!*
- October 31**- Halloween. *Trick or Treat!*

MONTHLY MEMBERSHIP MEETING AGENDA

OCTOBER 26, 2011

BROTHERS DINER BANQUET ROOM

SPONSORED BY:

COLUMBIA RIVER CIRCUIT FINALS

- 12:00-12:15 pm Sign-in and Networking
- 12:15 pm Call to Order
- 12:15-12:20 pm Introductions
- 12:20-12:45 pm Guest Speaker Brad Avakian Bureau of Labor & Industries.
- 12:45-12:50 pm COLUMBIA RIVER CIRCUIT FINALS
- 12:50-12:55 pm Chamber & Member Announcements
- 12:55 pm Adjournment

Meeting is free to attend!



News

State of Oregon • Employment Department • www.QualityInfo.org

Crook County

The seasonally adjusted unemployment rate was 15.6 percent in August, essentially unchanged from July's revised rate of 15.7 percent. One year ago, in August 2010, the rate in Crook County was 17.9 percent.

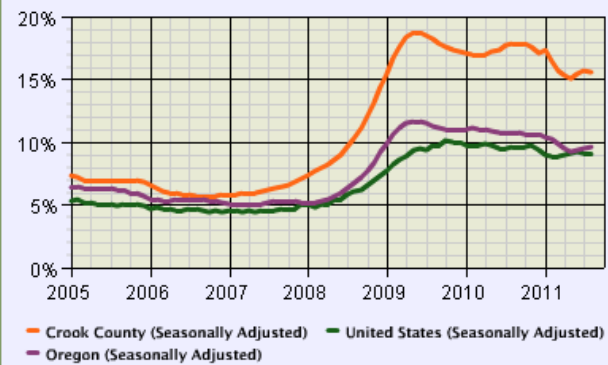
The county lost 50 jobs in August. Typically the county adds about 20 jobs this time of year. Two private-sector industries added jobs in August: other services (+20) and construction (+10). Four industries posted a monthly job loss: manufacturing (-30); education and health services (-10); professional and business services (-10); and retail (-10).

Government lost 20 jobs overall.

Crook County's total nonfarm employment declined by 240

jobs compared with August 2010. The largest private-sector losses over the year occurred in wood product manufacturing (-70). Government added 40 jobs over the last year.

Unemployment Rates



Source: Oregon Employment Department

Prineville Economic Development



Jason Carr
Manager
Prineville
Economic
Development

Facebook chooses Prineville for expansion, again – Come October, Facebook will start construction on a second building. The announcement was made public at the July 26th Prineville City Council meeting. The second building is planned for 300,000 sf and will keep hundreds of construction workers onsite for at least another year. An additional 10 full time jobs will be added to the already 54 jobs currently employed in the first data center building. As in the first site selection, Prineville faced stiff competition from other states, including North Carolina where Facebook is building another data center. The announcement solidifies the single largest private investment in one location in our region's history.

HM3 lands USDA grant – A Portland-based biomass company, hoping to build a facility in Prineville, received good news in July. HM3 was awarded a \$500,000 land grant through the United States Department of Agriculture, which will help the company reach its financing goal. The company plans to manufacture a biomass substitute that can be used in coal plants to reduce emissions. If HM3 secures the needed funds for the project, it could create over 100 family-wage jobs.

NOW PLAYING
At The Pine
Theater



The Help
 Mon 3rd -Thur 6th 4:00,
 7:30 (Downstairs)
 Friday 7th 4:15, 7:30 Up-
 stairs
 Sat 8th & Sun
 9th 1:10,4:15,7:30 Up-
 stairs
 Mon 10th - Thur 13th 6:00
 Upstairs



The Dolphin Tale
 (Upstairs)
 Last week Playing
 Mon-Thur 6:00

Event Calendar

October

Thursday, October 6th

Presentation by Monica D. Pancheco V.A. Accredited Attorney, On what benefits are available to Veterans & their spouses, who qualifies for V.A. Assisted Living Benefits.

Location: Carriage House
Phone: 541-416-0500

Saturday, October 8th

11 AM Story time with Michaela
 Join Michaela and her puppets in reading, decorating pumpkins and having a snack. Story time is for children up to age 7 (but older children are always welcome).

Location: Book & Bean
Phone: 541-447-3778

Also this Saturday, Steve and Ronalee Campbell will be doing a concert at East-side Church at 6 PM to raise money for the "Light the Fire New Zealand 2011" November Mission trip that they and Adrianna Henry will be participating. You can help by coming in and buying a raffle ticket to win a Steve Campbell custom made guitar worth up to \$5000. Tickets are only \$10 each and can be bought around town Including at Book & Bean. The drawing will be held at the concert, so come in today to get your tickets.

Tuesday, October 11

RIMROCK HEALTH ALLIANCE

236 N Main St (between the museum and the theater). We are forming a support group for men and women who provide care for loved ones; a disabled child, an Alzheimer's patient, or anyone in between. We will meet twice a month, 1st & 3rd Tuesdays of the month, from 1 to 3 PM.

Friday, October 14th

RE/MAX Out West Realty Grand Opening
 Ribbon Cutting between 2 pm and 6 pm.
Location: 298 NW Harwood St., Suite 101

Saturday, October 15

Harvest Ball

Benefits Honor Flight of Eastern Oregon.
 5:00 p.m. Barbeque begins! Tri Tip, Ham burgers, Hot Dogs, Baked Beans, Salad .

Location: Carey Foster Hall
Phone: 541-447-5451

Wednesday, October 19

First Gathering of the Merchants Group.
7 a.m. At the Book & Bean.

Thursday, October 20

Chamber after Hours.
Hosted by Oregon Open Campus OSU-COCC
Location: Open Campus Building
Phone: 541-447-6304

Tuesday, October 25

Presentation by the Identity Theft Program
Outreach Coordinator for the Oregon
Department of Consumer & Business Services. 8-
9 a.m. at the City Council Chamber.
(presentation will be repeated on the 26th at 5-6
p.m.)

Wednesday, October 26

Members Luncheon
Oregon Labor Commissioner Brad Avakian
The mission of the Bureau of Labor and Industries is
to protect employment rights, advance employment
opportunities, etc.
Location: Brother's Family Diner
Phone: 541-447-6304

Saturday, October 29

2011 Halloween Bash Skating Rink
6 to 9pm \$4 (in advance) \$6 (at the door)
Wristbands on sale Monday, October 24!

Saturday, October 29

"I made the GRADE" 5k trail run/ fitness walk
Starts at Rebound Physical Therapy, Ends at the top
of viewpoint. (shuttles will bring you back to the
start)
Start Time: 9:30 am 5k Trail run/ fitness walk
starts at Rebound.
10:15 am 3/4 mile kids fun run starts at bridge by
Les Schwabs equipment parking lot.
Entry Fee: \$ 15 Adults, \$ 10 Kids. Entry Fee
includes a goodie bag and a race beanie.

**MOVIES
CONTINUED...**

FRIDAY 7TH OPENING
Day
REAL STEEL



Friday 7th 4:00, 7:00,
9:30
Sat 8th 1:00, 4:00, 7:00,
9:30
Sun 9th 1:00, 4:00, 7:00
Mon - Thur 4:00, 7:00

The Chamber is currently accepting
images of our local area to be used on
a postcard for sale at the chamber,
and on our website. If you are inter-
ested Please submit your images for
consideration to
jamie@visitprineville.org





Using Facebook to Market Your Business

Facebook is not just about poking the people you like, secretly checking the pages of the people you don't and chatting to your great aunt Mary in Australia. More and more businesses are starting to use the website to drive more traffic to their business page and along with Twitter, it's amongst the most popular ways to use social media for marketing.

Creating a Company Profile

Originally Facebook was just for fun, personal use and setting up a personal profile for businesses was strictly forbidden. However, having seen the potential for growth there, Facebook have added a 'pages' feature in which you can set up a page for your business or service. You might find the pages facility a little tricky at first but you'll soon get the hang of it. When your page is up and running, it will be searchable so people can find you using the standard search on Facebook. You might find that your list of 'likers' is a bit limited at first so try tapping into your personal network, pointing them at your new page and encouraging them to donate a blue thumb. From here, you can use your page to post things like news, new products and blog posts that will flash up in the news feed of anyone who 'likes' you.

Starting Building a Network

Once you start mining the depths of Facebook pages, you'll probably stumble across a lot of your business contacts and even business rivals. Chances are they all have pages already. You can start working your way around these pages and adding them as friends of your page. You can also use the search facility to invite people to your page.

Use Facebook to Promote Your Website and Blog

As mentioned above, you can use your new Facebook page to drive traffic to your website and promote your blog to a whole new host of potential traffic. There's a 'notes' tab on Facebook that you may already be familiar with. This allows you to post copies of your newest blog posts – try posting the first paragraph with a 'read more' link to the rest of the blog entry on your website.

Facebook can help drive significantly more traffic to your website as part of a larger marketing campaign. But as with anything, the amount of traffic you receive from Facebook does depend on the amount of time and effort you put in to building up your page, your network and your general activity on the site.

You can start off small and just have a page that displays your logo, your basic information and your web address. You can start to build up from there as you familiarise yourself with the way Facebook works. Some of the tools can be a little tricky at first but once you've learnt how to use them, you can start syncing up your blog and any other new posts that may be featured elsewhere so that they are automatically loaded onto your Facebook page.



BBB Advises Business Owners to Secure Their Online Banking

October is National Cyber Security Awareness Month and Better Business Bureau is advising business owners to protect their identity when using online banking.

Online banking is a great tool to help small businesses quickly and conveniently track financial information, as well as pay their bills and employees. However, data thieves are now targeting small business owners — and their employees — to get access to their online banking credentials and accounts so that they can make unauthorized money transfers. A small business can protect itself against increased liability on its financial transactions by using strong procedures to secure the credentials they use to access their bank accounts.

“In this day and age when practically everything is done on the Internet, it’s extremely important to take the necessary precautions,” said Stephen A. Cox, president and CEO of the Council of Better Business Bureaus. “Not only are your business’ financials at risk when you don’t secure your banking, but your employees records could be compromised, too.”

BBB recommends the following guidelines to help you protect the computers you use to access your bank accounts and your online access credentials.

Initiate a "dual control" payment process with your bank and employees. Ensure that all payments are initiated from your bank accounts only after the authorization of two employees. One employee will authorize the creation of the payment file and a second employee will be responsible for authorizing the release of the file. This process should be in place regardless of the type of payment being initiated—including checks, wire transfers, fund transfers, payroll files, ACH payments, etc.

Have dedicated workstations. Restrict the use of certain workstations and laptops to be utilized solely for online banking and payments, if possible. For example, a workstation or laptop used for online banking should not be used for web browsing or social networking.

Use robust authentication methods and vendors. Make sure your financial service providers allow for "multi-factor authentication." This means that you need more than just a username and password to access your account.

Update virus protection and security software. Ensure that all anti-spyware, anti-malware, and security software and mechanisms are robust and up-to-date for all computer workstations and laptops used for online banking and payments. Implement a process to periodically confirm they remain up-to-date. Security patches are often available via automatic updates.

Reconcile accounts daily. Monitor and reconcile accounts daily against expected credits and withdrawals. If you see any kind of unexpected activity on your account, notify your financial institution immediately.

For more tips on data security, visit www.bbb.org/data-security.

The Original Social Network. Pictures from Member Events

After Hours at Roberson Ford



Roberson Ford of Prineville would like to extend our gratitude to everyone who came to our annual "Tailgate" Chamber After Hours event September 15th, 2011. It is always a pleasure to see everyone and we are looking forward to next years event. Until then, come by and say hi, grab a cookie and have a cup of coffee.



Members Luncheon



NPRA Rodeo

Sponsors BBQ



The Rodeo



The Chamber wishes to thank Lindsey Wyllie, lindseywyllie.com for the action images of the NPRA Rodeo.



PRESS RELEASE

FOR IMMEDIATE RELEASE
September 12, 2011

Contact: Amorita Anstett (541) 604 0994

CROOKED RIVER ROUNDUP RODEO AND RACE MEET ASSOCIATION ANNOUNCES THEIR 3rd ANNUAL QUEEN SCHOLARSHIP CLINIC

WHAT: The Crooked River Roundup Rodeo Association announces their 3rd Annual Queen Scholarship Clinic, Saturday, October 22, 2011 at 10am held at the Crook County Fairgrounds indoor arena in Prineville. This clinic is open to young ladies of all ages who are interested in becoming a rodeo queen. Cost is \$50 per applicant and \$10 per visitor. Interested applicants can contact Amorita Anstett at 541 604 0994, or email at pamorita_@hotmail.com for more information. Applications are also available on the roundup website at www.crookedriverroundup.com under the Queen section.

WHEN Saturday, October 22, 2011 at 10 am

WHERE Crook County Indoor Arena, Prineville, OR

Welcome The Newest Chamber Members!

Cornerstone Drafting & Design, LLC
Scott Kuyper
7421 SW Houston Lake Rd.
Powell Butte, OR 97754
541-236-8236
cornerstonedandd@live.com

Van Voorhees Law Offices, LLC
J.C. Van Voorhees
252 NW Claypool St.
Prineville, OR 97754
541-362-5599
vanvoorheeslaw@crestviewcable.com

Solstice Brewing Company
Joseph Baker
234 N. Main St.
Prineville, OR 97754
541-233-0883
541-233-0884
jwb@solsticebrewing.com
www.solsticebrewing.com





Crook County Fairgrounds
P.O. Box 507
1280 S. Main St.
Prineville, OR 97754
Ph 541-447-6575 /
Fax 541-447-3225
ccfgstaff@co.crook.or.us
www.crookcountyfairgrounds.com

Mt. Bachelor Kennel Club
**Friday – Sunday, Sept. 30-
October 2**

Time: Fri 2:00pm/Sat-Sun
8:30am
Indoor Arena
Free to the Public
Information: Sandy La-
chowski
541-388-4979
www.mbk.org

GOBRA Trail Ride
**Friday – Sunday, Sept. 30
–October 2**

Time: 8:00am
Grounds
Information: Michele
Youker
541-447-4139

Can Chaser Barrel Racing
Saturday – October 8

Indoor Arena
Race Time: 11:00am
Free to the Public
Information: Judee Hagen
541-416-9099
www.canchaser.com

**Harvest Ball and Barbe-
que**

Saturday – October 15
Carey Foster Hall
Time: 5:00pm-11:00pm
Cost: \$8.00 advance
Or \$9.00 at the door
\$4.00 children 12 & under
Information: Bob Ervin
541-447-5451
[www.ptrench@crestviewca
ble.com](http://www.ptrench@crestviewca
ble.com)

CRR - Queens Clinic

Saturday – October 22
Indoor Arena
Time: 10:00am
Free to the Public
Information: Amorita Anstett
541-604-0994
Pamorita@hotmail.com

**Antique & Collectibles
Auction**

Saturday – October 29
Carey Foster Hall
Time: 9:30am
Free to the Public
Information: Ramona Hulick
541-548-5770 or 541-815-
6115
www.auctioneer-4u.net

Harvest Party
Monday – October 31

Time: 6:00pm
Indoor Arena
Free to the Public
Information: Sue Uptain-
Gillham
541-416-0114
[cccswarri-
ors@questoffice.net](mailto:cccswarriors@questoffice.net)

OBRA Barrel Racing
Saturday – November 5

Indoor Arena
Race Time: 11:00am
Free to the Public
Information: Rhonda Kings-
bury,
541-410-9737
[www.Superturbopony@aol.c
om](http://www.Superturbopony@aol.c
om)

Can Chaser Barrel Racing
Saturday – November 12

Indoor Arena
Race Time: 11:00am
Free to the Public
Information: Judee Hagen
541-416-9099
www.canchaser.com

**CROOK COUNTY FAIRGROUNDS
EVENTS
OCTOBER, NOVEMBER, DECEMBER
2011**

**Crooked River Roundup
Queens Try-Outs**

Sunday – November 13
Indoor Arena
Time: 10:00am
Free to the Public
Information: Amorita An-
stett
541-604-0994
Pamorita@hotmail.com

**Crook County Kids Club
Thanksgiving Dinner**

Thursday – November 17
Carey Foster Hall
Time: 6:00pm
Free to the Public
Donations Encouraged
Information: Angelia Wag-
ner
541-447-7661
[direc-
tor@crookcountykids.org](mailto:director@crookcountykids.org)

Santa's Workshop
Saturday – November 19

Carey Foster Hall
Time: 11:00am – 3:00pm
Cost: \$3.00 at the door
Information: Jeannie
Searcy,
Crook Co. Parks & Rec-
reation
541-447-1209
www.ccprd.org

**Battle of the States Bull-
riding**

Saturday – November 26
Indoor Arena
Time: 7:00pm
Concert to Follow
Information: Jason Mattox
541-580-8901

Hospice Auction
**Friday – Saturday, De-
cember 3-4**

Carey Foster Hall
Information: Kay Kludt
541-447-2510
[kkludt@stcharleshealthc
are.org](mailto:kkludt@stcharleshealthc
are.org)

**St. Joseph's Celebra-
tion**

**Saturday – December
10**
Carey Foster Hall
Information: Mayra Sa-
lazar
541-390-0757
Msjs711@live.com

OBRA Barrel Racing
**Saturday – December
17**

Indoor Arena
Time: 10:00am
Free to the Public
Information: Rhonda
Kingsbury,
541-410-9737,
[www.Superturbopony@
aol.com](http://www.Superturbopony@
aol.com)

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FOR IMMEDIATE RELEASE
October 3, 2011

Payroll Issues

BEND – Payroll is one of the largest ongoing costs to a business and also one of the most complex. Managing payroll requires up to date skills and legislative knowledge to be accurate and be timely. Dylan Morgan, with BOLI's Technical Assistance for Employers Program, is coming to Central Oregon to answer questions regarding those complex payroll issues related to federal and state laws as applicable to Oregon Employees. *Payroll Issues* will be presented on Thursday, November 3, 2011, at 7:30 a.m., at OXFORD hotel, in Bend.

This informative half day workshop focuses on prevailing wage, record keeping requirements, minimum wage rules, garnishments, lawful deductions, overtime calculations and other payroll related issues.

The Central Oregon Employer Council is proud to sponsor this event. Human Resource Credit Institute (HRCI) credit approval is pending. Continuing education credits may be applied to several industry accreditation programs.

Cost is \$50 per person and includes a full breakfast. Registration deadline of October 27, 2011, is required, as seating is limited. For information and to register, contact Janet Ainard, 541 388-6095, janet.ainardi@state.or.us

Oregon Employer Council is a 35 year-old nonprofit dedicated to providing employers an opportunity to shape Oregon's workforce system by meeting on a regular basis with WorkSource Oregon Employment Department leadership. There are 21 local councils throughout Oregon. OEC office, 503 947-1305.

Contact: Janet Ainardi
541 388-6095
janet.ainardi@state.or.us
www.OEC.org

CROOK COUNTY PARKS AND RECREATION REQUESTS THE IMMEDIATE RELEASE OF THE FOLLOWING:

NEW AFTER SCHOOL PROGRAM! - AFTER THE BELL!: OSU Extension, CCSD, SMART, and CCPRD have teamed up to offer a new after school program. The extended day model will focus on science, homework assistance, and healthy activities. Held at Crooked River Elementary from 3 to 6pm on school days only. Grades 1 - 5. Registration is OPEN! For more information, contact OSU Extension at 447-6228 or visit <http://extension.oregonstate.edu/crook/crook-county-after-bell-0>

KARATE: Both Beginner and Advance Karate classes are starting up again. Crooked River Gym. Youth I on Mondays (Oct 3 - Jan 9) and Youth II on Wednesdays (Oct 5 - Dec 21) from 5:45 to 6:45pm. Adult I on Mondays (Oct 3 - Jan 16) from 7 to 8pm. Adult II on Wednesdays (Oct 5 - Jan 11) from 7 to 8:30pm. Youth I, II and Adult I are \$35 ID, \$53 OD. Adult II is \$45 ID, \$68 OD. Youth I & II for ages 7 to 12. Adult I & II for ages 13 and up. Crook County Parks and Recreation - 447-1209, <http://activenet2.active.com/ccparksandrec/>.

ART CLASS - IN DESIGN & TIME: Here is a great art class where participants will practice varying mediums, examine some history and related artists: Van Gogh, Mondrian, and Kandinsky! Wednesdays, Oct 5 - Nov 9. 1:30 to 3pm (ages 16+), 3:15 to 4:15pm (grades 1 - 5). Juniper Art Guild. \$66 ID, \$99 OD. Price includes all supplies! Crook County Parks and Recreation - 447-1209, <http://activenet2.active.com/ccparksandrec/>.

DOG OBEDIENCE: Handler will learn how to teach their dog to sit, down, stay, come, and walk quietly on lead. This is a great class for those seeking a well mannered pet. Juniper Art Guild. Mondays, Oct 10 - Oct 31 from 6 to 7pm. \$44 ID, \$66 OD. Ages 15 and Up. Crook County Parks and Recreation - 447-1209, <http://activenet2.active.com/ccparksandrec/>.

GYMNASTICS: Great classes for the novice and beyond. No experience necessary. Oct 18 - Nov 10. Cecil Sly Upstairs Gym, Tues & Thurs, 3:45 to 4:15 (1 1/2 to 3 years), 4:15 to 4:45 (3 to 5 years), 4:45 to 5:30 (6 to 12 years). \$20 ID, \$30 OD up to 5 years old, \$25 ID, \$38 OD for 6 to 12 years. Crook County Parks and Recreation - 447-1209, <http://activenet2.active.com/ccparksandrec/>.

CREATIVE ARTS CAMP: This four-week camp will explore a variety of mediums that will include sculpting and water color. Here is a great opportunity to explore your creative side! Juniper Art Guild. Tuesdays, Oct 18 - Nov 8 from 3:30 to 5:30pm. \$27 ID, \$41 OD. All supplies provided! For 4th and 5th graders. Crook County Parks and Recreation - 447-1209. <http://activenet2.active.com/ccparksandrec/>.

ALL PRO SHOOTING CAMP: CCPRD has partnered with a professional shooting instructor to offer this two-day camp (9 hours). This camp aims to improve shooting fundamentals and ball handling skills. Visit www.allproshooting.com for more information. Crooked River Gym. Friday, Oct 21 and Saturday, Oct 22 from 9am to 2pm. \$60 ID, \$90 OD. Ages 10 and up. Participants should bring a lunch! Crook County Parks and Recreation - 447-1209, <http://activenet2.active.com/ccparksandrec/>

\$6 (at the door)

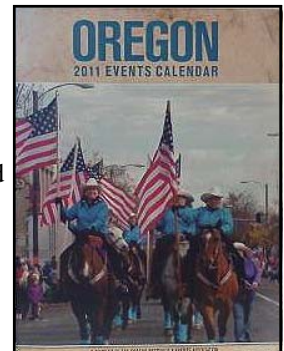
Wristbands on sale Monday, October 24!



OREGON 2012 EVENTS CALENDAR Entry Deadline November 4

The Oregon Festivals and Events Association, in partnership with Community Newspapers, will produce the Oregon Events Calendar. The event listings are organized by region, date and event type. 90,000 copies of this publication will be distributed by state Welcome Centers, Visitor and Convention Bureaus, and Chamber of Commerce.

Whether you are in charge of producing an event, a key volunteer or a supplier to events, you will benefit from membership in the Oregon Festivals & Events Association. We have information, resources, support and contacts to make your life easier and your event more successful.



Applications are available at the Chamber or you can apply online at events.pmgnews.com, and click on the Oregon event form tab.



Google Places – A New Business Marketing Tool

According to Google, over 97% of people search for businesses online versus using a traditional phone book. To meet this growing demand for accurate online business listings information, Google has come up with Google Places.

What is Google Places?

Google Places is essentially a sophisticated directory of businesses. They compile business information from various public sources and create a listing for each business. It's similar to the way they generate your business listing in Google Maps. This means your business may already be listed on Google Places. However, since information is gathered from third-party sources, it's important that you create your free account and change the information to be sure it accurately reflects your business.

How Can Google Places Help My Business?

In addition to checking if your listing is accurate, you can do a lot of other really great things to market your products or services to consumers.

Here are some of the best business features of Google Places:

- It's free! With paper directories on the out, it only makes sense to take advantage of a free, highly visible service like this.
- You get the power of Google search engines behind your listing. Google Places is cross-referenced with Google web search, Google Maps, Mobile search, Google's 411 voice directory search, and Google Earth.
- You can add photos, videos, brand information, and special information like upcoming events, parking instructions, and new products or services. You can post any information you think will help your customers choose your business.
- You can track how many people are looking at your listing, how many people visited your page, what they do while they're there, where they're searching from, and what search terms they are using. This information can help you with all your marketing strategies.
- You can have a Google Places page even if you don't have a brick-and-mortar retail business. They will simply list the geographical area in which your products or services are available as well as how to contact you.
- You can respond to reviews left for your business. Having control over what's said about your company is a very powerful tool any business owner can appreciate!

You can create online coupons. This can encourage consumers to choose your business over the competition. Because these coupons can be printed or displayed on the customer's mobile phone, you should make sure you have a system in place to process and track them.

How Do I Set Up My Google Places Page?

It's actually very easy. Google Places will walk you through the process, but here are the basic steps you'll need to follow:

First Step: Go to Google Places and sign up. If you already have a Google or AdWords account, you can use that login and password to sign in. Otherwise, just create a free account. It's quick and easy. One tip: when signing up, use an email address you don't mind other people seeing.

Second Step: Add your business information. You will be able to edit any incorrect information, such as your marker on the map for Google Maps. Make sure all other information is correct, or add it if it's absent. If you don't have a website or photos, don't worry. You can go back and add them at a later date. You will need your real business name. Add necessary key words for clarity, but do not go overboard and make it look like SPAM. For example if your business name is Claire's and you're an antiques retailer, you could say Claire's Antiques and Gifts and be okay. After you enter this information you'll have the opportunity to claim your existing listing or create a new one.

Third Step: Verify your listing. You can verify via phone or postcard. Google will contact you with a code. The reason they do this is to make sure the person who owns the business is the one who is making the changes. This ensures your competition doesn't try to sabotage your listing. Once you validate the listing, it becomes active on Google Places.

Adding your business to Google Places is a simple project that is well worth your time. The easier it is for people to find you and understand what you offer, the more customers you'll attract!



FOR IMMEDIATE RELEASE:
October 4, 2011

CONTACT:
Kevin Toon
(800) 452-0338

Albany/Millersburg, Prineville Receive Excellence Awards

EUGENE, Ore. – The League of Oregon Cities (LOC) presented its 2011 Excellence Award to co-recipients – Albany/Millersburg and Prineville – during its 86th Annual Conference, September 29 - October 1 in Bend.

The award recognizes progressive and innovative city operations and services. Albany and Millersburg were recognized for the Albany-Millersburg Talking Water Gardens; Prineville for the Prineville Freight Depot.

Cities of Albany & Millersburg: Talking Gardens

Located on the banks of the central Willamette River, the cities of Albany and Millersburg joined with metals manufacturer ATI Wah Chang to create a new kind of water reclamation system inspired by the surrounding environment: an engineered wetland that mimics the cleansing and cooling characteristics that occur in nature. The Albany-Millersburg Talking Water Gardens is the first public/private engineering project of its kind in the United States; an integrated wetlands system designed to provide an additional level of natural treatment for a combined municipal and industrial treated wastewater flow.

The collaboratively-developed project has created 39 acres of new emergent wetlands on a 50-acre site marked by waterfalls, wetland plants and walking trails. Construction was finished in June 2011, and the site is closed for another 12-18 months to foster re-vegetation and the return of wildlife. The total cost of the project is \$13.75 million; \$8 million came from federal funding, the cities each contributed \$2.5 million, and ATI Wah Chang contributed \$3.25 million.

Contact: Tom TenPas, Albany Wetlands and Biosolids Reuse Manager – Tom.TenPas@cityofalbany.net

City of Prineville – Freight Depot

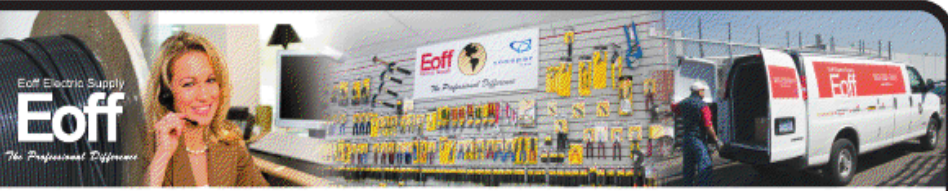
The Prineville Freight Depot is a multi-modal transload and warehouse facility designed to complement the services offered by the city's railway. Through the late 1970s, the railway was an economic powerhouse, serving five sawmills and a local Les Schwab Tire store, while providing many jobs and substantial revenue for the city. As area sawmills closed, the revenue carloads slipped from a high of 10,000 annually to just 87 in 2004. Fortunately, the city realized that its economic future and ability to attract new industry and family wage jobs was dependent on having a full-service railway serving Prineville and the surrounding region. Funding was obtained through Connect Oregon I, II and III grants, and a Federal Stimulus Grant that helped renovate the rail line and crossings. Using these grants, a land trade, and the purchase for 42 acres, the city created the Prineville Freight Depot, renovated the rail line, and is in the process of building a bulk transload facility on city-owned property at Prineville Junction.

Contact: Dale Keller, Business Development Manager, COPR – Dkeller@cityofprineville.com

About the League of Oregon Cities

Founded in 1925, the League of Oregon Cities is a voluntary association representing all 242 of Oregon's incorporated cities. The League helps city governments serve their citizens by providing legislative services, policy setting, intergovernmental relations, conferences and training, technical assistance and publications.

TOOL & SAFETY DAY



Prineville Tool & Safety Day!

Date: October 18th

Time: 2:30pm – 5:30pm

Location: Brothers Restaurant
Prineville, OR

**hors d'oeuvres
will be served**

- Safety Seminars during show
- Tool Specials!
- Vendors: Milwaukee, 3M, Klein, Greenlee, Burndy, Lenox, PIP Safety Gloves & Vests, MSA Hard Hats & Fall Protection, Dottie, DeWalt, Rayovac, and Sylvania
- Door prizes!!!
- See Eoff Tool Truck & Try the latest in tool technology!

Grand Prize Drawing: 42" Flat Screen TV!



Eoff Electric Supply Eoff <i>The Professional Difference</i>	ALBANY 541.791.3364	CLACKAMAS 503.723.0985	HILLSBORO 503.640.6979	MEDFORD 541.773.6656	ROSEBURG 541.673.3456	VANCOUVER 360.573.8220
	BEND 541.388.1544	EUGENE 541.342.1277	LONGVIEW 360.425.3633	PORTLAND 503.222.9411	SALEM 503.363.9251	PRINEVILLE 541.447.8506