

▶ CHAMBER BOARD MEETING, GEE CEE'S RESTAURANT AT 7AM, LAST TUESDAY OF THE MONTH

▶ FORUM LUNCH @ GUADALAJARA MEXICAN RESTAURANT AT NOON, EVERY 2ND TUESDAY OF THE MONTH

▶ THE CHAMBER OFFICE IS LOCATED @ 408 SILVER ST., TOLEDO, WA

South Lewis County Chamber of Commerce

Serving The
Cowlitz River Valley



Chamber *focus*

Monthly Newsletter
September 2009

Open Forum

Print Media vs. Web Advertising

How do you get the best “Bang for your Buck?”

5 Ways Companies Mistreat Job Seekers

When it comes to hiring, some employers act like they hold all the cards, and they can treat job seekers as poorly as they want, without consequence. They're wrong: Smart employers know that good candidates have options (to say nothing of the ethical implications of being rude just because you think you can). Here are five common ways employers behave badly when hiring:

Having no regard for the candidate's time. From last-minute cancellations, without apology or acknowledgement of the inconvenience, to not paying attention in the interview, some employers act like their time is the only time that matters. Most candidates go to a lot of trouble to prepare for an interview, reading up on the company, taking time off work, and often traveling, and their time should be respected too.

Not sharing their timeline. Employers have some idea of whether they'll be getting back to candidates in a week or a month. There's no reason not to share that information, and it can be agonizing on the job seeker's side to have no sense of the timeline the employer will be moving on, and yet many employers keep job seekers uninformed.

Refusing to share their salary range, but asking you for yours. Employers know roughly how much they're willing to pay; there's no reason not to share that info, other than that they're hoping to get you for a lower price. But that's lame: If they lowball you now and you figure out later that you're underpriced for the market, they risk losing you over it. They should tell you the range they expect to pay and put an end to all the drama and coyness.

Misrepresenting the work. Interviewers who make the job sound more glamorous or downplay less attractive aspects of the job, such as long hours-are guaranteeing they'll end up with a bitter employee. Truth in advertising works to everyone's advantage, because candidates who won't thrive in the job, or the culture, can self-select out before they become your disgruntled employees.

Not notifying candidates that they're no longer under consideration. This is both common and inexcusably rude. Candidates are often anxiously waiting to hear an answer, any answer, and end up waiting and waiting, long after a decision has been made. It's about simple respect and courtesy (and it just doesn't take that long to email a form letter).

5 Ways to Make Yourself Unfireable

Having a job is not a civil right. Everyone is vulnerable to cutbacks. Now is *not* the time for complacency.

The good news is, there are lots of steps you can take to [help safeguard your position](#). And who knows? You may even end up with a promotion! If you want to be the last person they'd think of letting go, follow these tips.

1. Save Your Company Money

Do you have an idea for how your company can cut costs? Pitch it!

Whether it's moving towards soft copy to save on printer paper, or a killer idea to streamline your supply chain, now is the time to show management you understand the importance of the bottom line.

Even if they don't adopt your brilliant plan, they'll respect [your eye for savings](#) and appreciate your effort.

2. Be Positive

No one wants to work with a "Negative Nancy." Ever. And *especially* not now. Bad news abounds, and frankly, everyone is really tired of it.

So instead of complaining about the state of the economy, rising gas prices or your mother-in-law, focus on the positive. Share on-the-job success stories. Be optimistic about your company, and focus on steps you can take to have a positive impact on its future.

Share good news (when you come across it). Make jokes where appropriate. Smile.

Things can't be *that* bad for you. You still have a job, remember?

3. Work Longer Hours

I'm not suggesting you stay until midnight. I'm not even suggesting you miss prime time. What I *am* suggesting is that you be prepared to stay until the task at hand is finished.

In the past, you might have left work at 5pm, just short of completing something (reasoning that you'd finish it up in the morning). Nowadays, it's good practice to stick around that extra half-hour or hour it takes to get it done.

You may also consider coming in 15 minutes early so that you can get yourself organized before the workday begins. You *don't* want to be the girl who's scrambling to start-up her laptop in time for the 9 a.m. meeting.

4. Be a Leader

You might not have a manager's job title, but that doesn't mean you can't act like you do.

[Being a leader](#) means helping others. It means understanding the bigger picture. It means being vocal about possible improvements and thinking not just about yourself and your position, but about the overall goals of the organization. Companies need leaders. Right now, *you* need to be needed. If you've got leadership qualities you've been sitting on, now is the time to let them emerge.

5. Steer Clear of Gossip

News travels fast. Especially juicy news. Well, guess what. If you heard it, chances are, so did your manager. And if you play any part in its proliferation, chances are, your manager will know that too.

As tempting as it can be, [don't get sucked into office gossip](#). As soon as you do, you implicate yourself, make enemies and come off as unprofessional. If someone else insists on telling you something, make sure it stops with you. The workplace might sometimes feel like high school, but it isn't (thank God!). The ramifications of being the office gossip are a lot more serious than detention or a missed birthday party invite.

September 2009 Events Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7 Labor Day	8 Forum Lunch Noon, Guadalajara's	9	10	11 Patriot Day	12
13 Grandparent's Day	14	15	16	17	18 ARTrails Gala & Exhibition Gallery 4pm to 8pm	19 ARTrails Studio Tour 10am to 5pm Cowlitz Indian Pow Wow 1pm to 7pm
20 ARTrails Studio Tour 10am to 5pm	21	22	23	24	25	26 ARTrails Studio Tour 10am to 5pm
27	28	29 Board Meeting 7 am	30			

Suggestions from the Membership

We would like to hear from you with any suggestions, ideas, or input of what you would like for us to put in the monthly newsletter. Your input counts. We appreciate any feedback that we receive. Please help us to become the best Chamber that we can be.

Renewals

Big Egg Investments, PO Box 5670, Lynnwood, WA 98046, 206-779-5258
Olympic Trading Corporation, 803 Kerron Street, Winlock, WA 98596, 360-785-0373

New Members

Krfty Ldy Scrapbooking, Shavanna Burlingame, 1532 US Hwy 12, Ethel, WA 98542, 360-561-1846

Don't forget to Renew your Membership Dues!

Call the Chamber office to find out when you need to renew.

Board Members

Mary Garrison, President
Old Hatchery Antiques

Rachel Phillipps, Vice President
Rachel Phillipps Insurance

Mike Alvarez, Secretary/Treasurer
United Country Real Estate

Debbie Blum
Special Moments Floral & Gifts

Dan Godat
United Country Real Estate

Jackie Steveson, Board Member
Rachel Phillipps Insurance

Chastity Clark, Board Member
CC's Photography



Save the date!

**We are planning the Annual Chamber
Banquet/Fundraiser
to be held February 27, 2010.**

Please take a moment to visit our new website:

www.thelewiscountychamber.com

2 Ways to Use Your Business Cards Successfully

1. Make your business card unique and graphically appealing. Once in a while, even the most untidy of business people will sort through their various business cards accumulated and throw away the least important one.

However, interesting and unusual business cards may be allowed to remain regardless of their immediate importance. To make sure your cards survive this selection process, make them unique and graphically appealing.

Choose an intriguing color scheme
Use holograms and optical illusions

Have important or useful data printed on the back
Use translucent plastic instead of paper

2. Your business card must be worth money to your prospects. Prospects will not throw away your business cards if they are worth something to them. Useful information printed on the back of the business card might help. However, for prospects to think of your card as a real windfall, which should never be thrown away, its value must translate into dollars and cents. To do this contact: Local restaurants, barber shops, pizza parlors, photos or fast food chains. Get them to give anyone presenting your business card a discount on their products or services. They will not be doing you any favors by agreeing — it is you who will be giving them free publicity and who will be referring new customers to them. In return your card will become a discount card that is not worth only saving, but that your prospects will want to carry with them at all times. Have the business card made with durable material (ie: plastic).



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