

**OROFINO CHAMBER OF COMMERCE
REGULAR MEETING OF FEBRUARY 17, 2010
PONDEROSA BANQUET ROOM**

CALL TO ORDER

President Stephanie Deyo called the meeting to order at 12:19 p.m. There were 26 members and 1 guest present. Staff included Burnham.

MINUTES

General Membership Meeting minutes are emailed to members.
The minutes from the previous meeting were approved as presented.

GUESTS

Our guest was Eric Statler. Our program speakers were Chris Merry and Phil Shriver with Clearwater Technical Group.

ANNOUNCEMENTS

Rotary will be taking over the food booth at the 4th of July Celebration.

COMMITTEE REPORTS

Public Affairs- The committee had their weekly conference call with the legislators this morning. The schools will be taking a budgetary hit this year. The calls take place at Walrath Insurance at 7:00 a.m. on Wednesday mornings while the legislature is in session.

Promotional- Business after Hours have been set up for American West Bank on March 11, and at LCSC Outreach Center on April 8.

SPECIAL EVENTS:

Auction- The date for the 2010 Chamber Auction has been set for May 7th at the Best Western Lodge at Rivers Edge. The theme this year is "Casino Royale".
The auction committee meeting is set for February 25th at noon at Fiesta en Jalisco.

PROGRAM

Programs- The next General Membership is March 3, 2010. Our guest speakers will be Lin Cannell, Bernice Pullen and Nick Albers with the Clearwater Historical Society.

Vice-President Joe Pippenger introduced our program speakers, Chris Merry and Phil Shriver with Clearwater Technical Group, to inform the membership on the importance of the internet and the world wide web and how to use it in your business.

Merry, Technical Consultant for the company, has been doing I.T. consulting for about a decade. He has recently been working with universities and found a niche with providing services with a computer program to them. C.T.G. has clients from California to Maryland. He wants to help the membership understand how to get their name out there

and provided a presentation which gave examples of what happens when one “googles” certain words. Shriver is the Marketing Director for the company.

Merry’s first demonstration included a screen capture of what happened when he googled “Clearwater Technical Group”. This produced a full page of results. He then typed SunGard into the search engine and found that “Clearwater Technical Group” pops up even before the maker of the product, which pops up fifth on the page after various pages of Clearwater Technical Group.

The membership was intrigued by this and asked how it happens that their company name would come up on a search before the maker of the product. Merry explained that based on the content and key words that they have provided to various websites and blogs, they are able to penetrate quite a bit of the online presence.

Merry then demonstrated a search for Orofino, Idaho. The first one that came up was the Chamber website, then Wikipedia, which has content managed by the user base. We can add our own additional content to this page. Other Orofino businesses were also listed. He then wanted to see what would happen if someone didn’t know the name of the town but wanted to know where to go Steelhead fishing. He entered the words “Steelhead fishing” and nothing that was just directly related to Orofino came up. So he tried “Best Steelhead Fishing”, and some Oregon, Alaska, Washington and Ohio entries came up, but still no Idaho. He entered “Steelhead Capital of the World” and again Orofino didn’t come up. He entered “Best Hunting in Idaho”, some searches may reference Orofino, but the majority of results were not related to Orofino.

Merry explained the difference between the free and paid spaces on the search results page. He explained that the ads on the right hand side of the page are paid advertisement, but the search results are free and the ones that the majority of people will click on when doing a search.

Merry answered the question, how does one get to the top of search engine results pages. He explained that search engines are all different, and he used Google as his example. However, results will vary from search engine to search engine. He suggested that one must identify key words that you want to be recognized for and use them frequently and consistently and on several sites such as Facebook, LinkedIn, blogs and to link to and from other sites. He also suggested keeping your content up to date.

Merry provided the membership with a list of recommendations including businesses purchasing a domain name and starting a website. He recommended that the Chamber stick together in trying to drive web traffic to Orofino, our businesses and activities to make sure that as a community we are popping up on search engine result pages. In order to do this, Merry recommended that the Chamber start a committee to help organize this effort which would create keywords, monitor search results, keep content and contact information up to date and he offered that C.T.G. could provide guidance for those that aren’t as tech savvy. Shriver and Merry answered questions from the membership pertaining to social media such as “Twitter” and Blogging.

ADJOURN

There being no further business, President Deyo adjourned the meeting at 1:00 p.m.

Stephanie Deyo, President

ATTESTED:

Heather R. Burnham, Executive Director