

The Official Publication of the Manhattan Beach Chamber of Commerce

Manhattan Beach Chamber of Commerce September Calendar

Please RSVP (required for food events) to the Chamber at 310-545-5313 or e-mail to info@ManhattanBeachChamber.net. Register online at www.ManhattanBeachChamber.net.

Sept. 3
 ● SBA/SCORE Counseling, 9:30 a.m. – Noon, MBCC office, 425 15th St., M.B., by appointment. Call 310-545-5313.

Sept. 4
 ● Chamber Pak Flyers Due, 9 a.m. – 5 p.m., MBCC, 425 15th St., M.B.

Sept. 7
 ● Labor Day – MBCC Office Closed

Sept. 9
 ● MBYP Exec Meeting, 7:30-9 a.m., MBCC Conference Room

Sept. 10
 ● SBA/SCORE Counseling, 9:30 a.m. – Noon, MBCC office, 425 15th St., M.B., by appointment. Call 310-545-5313.

Sept. 14
 ● Ambassadors Committee Meeting, 11:30 a.m. – 1 p.m., McCormick & Schmick's, 2101 Rosecrans Ave., El Segundo. Lunch is \$12. Please RSVP to: kathleen@ManhattanBeachChamber.net.

Sept. 15
 ● Board of Directors Meeting, 8 – 9 a.m. Joslyn Center, 1601 Valley Drive, M.B.

Sept. 16
 ● Chamber Mixer, 5:30 - 7 p.m., Mix & Mingle in North Manhattan, Upper Manhattan Lounge, 3500 Highland Ave., M.B. No charge for members, \$10 for guests.

Sept. 17
 ● Speaker Series – Dick Heatherton, "How to Succeed in These Tough Times" 8:30 – 10 a.m., Memphis at the Beach Café, 1142 Manhattan Ave., M.B. \$20 for Chamber members, \$25 non-members. Register (required) at www.manhattanbeachchamber.net or call 310-545-5313.
 ● SBA/SCORE Counseling, 9:30 a.m. – Noon,

MBCC office, 425 15th St., M.B., by appointment. Call 310-545-5313.

● Education Committee Meeting, 4 p.m., MCHS College & Career Center, 1401 Artesia Blvd., M.B.
 ● 2009 Business EXPO & Mixer, 4:30 – 7:30 p.m., Hosted by the Manhattan Beach & El Segundo Chambers at The Hacienda Hotel, 525 N. Sepulveda Blvd., El Segundo. Admission is free. Booth price for members \$100, \$25 for electricity. Promote your business, network and socialize! Register at www.ManhattanBeachChamber.net by Sept. 9.

Sept. 23
 ● MBWIB Luncheon, 11:30 a.m. for registration and networking, Noon for lunch, Twelve+ Highland Restaurant, 304 12th St., M.B. Join the MB Women in Business Committee for their Kick-Off Meeting! Manhattan Beach Mayor Portia Cohen is our featured speaker. We will also be talking about upcoming events, how to volunteer and how you can join in the fun. \$25 for Chamber members, \$30 nonmembers. Space is limited. Register at www.ManhattanBeachChamber.net or call the Chamber 310-545-5313.

Sept. 24
 ● New Member Orientation, 7:30 – 9 a.m., The Belamar Hotel, 3501 N. Sepulveda Blvd., M.B. No charge to attend. Please RSVP to kathleen@manhattanbeachchamber.net.

● SBA/SCORE Counseling, 9:30 a.m. – Noon, MBCC office, 425 15th St., M.B., by appointment. Call 310-545-5313.

● Economic Development Committee Meeting, 4 p.m., MBCC Conference Room. 425 15th St., M.B.

Sept. 29
 ● Legislative Advocacy Council Meeting, Noon - 1:30 p.m., AdventurePlex, 1701 Marine Ave., M. B. Please RSVP to kathe@manhattanbeachchamber.net.

Sept. 30
 ● MBYP Networking Fund-raiser at The Comedy & Magic Club, 6:30 – 9:30 p.m. 1018 Hermosa Ave., H.B. Fund-raiser and networking. Proceeds to benefit MBYP charities including Mychals Place. Tickets are \$15. Purchase online www.ManhattanBeachChamber.net or call 310-545-5313.

Eight Key Steps to Small Business Success

■ A PR/marketing strategy to build your sales pipeline

By Christine Henry Woodward
 My PR Tools

In these difficult economic times, small businesses desperately need the tools to stand out from the crowd. Public relations is probably one of the most cost-effective ways to increase your brand identity and drive sales. With the right guidelines, you can be off and running on a highly effective PR campaign.



Christine Henry Woodward

There is a common misconception, especially among small business owners, that PR is just sending out press releases. Nothing could be further from the truth. To be really effective, a campaign should consist of a variety of marketing and public relations activities that all work in concert to promote visibility. A successful strategy should include these eight key steps:

1. Define Your Target Market and Your Message: The first step in any effective campaign is to define your target audiences: Whom do you want to reach with your marketing and PR efforts? Next develop the key messages that will be emphasized across all your activities. They should clearly and crisply state what sets you apart from the competition and the benefit that you bring to your clients and customers.

2. Present a Strong Visual Image: Visually appealing, well-designed print materials can enhance your company's professional image and bolster your credibility. This image should be carried through to your Web site and all direct marketing activities.

3. Use Direct Marketing to Stand Out: Communicate with your target market on a regular basis through direct mail and e-mail marketing campaigns. Publicize your expertise and your successes, and how you stand out from the competition.

4. Publish a Newsletter: Launch a company newsletter that gives your target audiences valuable information that they want and need.

5. Host Client Events: Increase visibility and position your company professionals as experts with small seminars, roundtables, or panel discussions. These events also provide valuable networking opportunities.

6. Get Active in Business Organizations: Achieve greater visibility by becoming active in the right business, professional and civic organizations. The key is to pick and choose among all the organizations out there and focus on the ones that your key clients participate in.

7. Maximize Your Web site: Your Web site is a great tool to showcase your products, services and projects. It should be visually appealing, engage the visitor and provide accurate, up-to-date content.

8. Gain Media Exposure: Focus on the print and online media sources your target market relies on for news. Go beyond the standard press release by submitting ideas for guest columns and articles.

Here is a real-life case study that illustrates how all the elements of an integrated marketing/PR campaign can work together.

An article I ghost-authored for a client was published in a prominent industry magazine. We then e-mailed the article to their entire contact list (Now it's a direct marketing piece). One of the organizers of a major industry conference read the article and asked my client to host a panel on the same topic. City officials who were attending the conference were looking for expertise in just that area and contacted my client for consulting work. Finally, we took the same topic and turned it into a client seminar.

That, in a nutshell, is the power of a fully integrated marketing/PR campaign.

About the Author

Christine Henry Woodward is the founder of My PR Tools. She created My PR Tools to bring the benefit of her corporate marketing and public relations expertise to small businesses. She offers a full range of do-it-yourself PR guides and personal coaching packages on her Web site: www.MyPRTools.com. She can be reached at info@myprtools.com.

You're invited to our New Member Orientation Sept. 24

Are you a new Chamber member? Or have you been a Chamber member for a while and have not been to one of our new member breakfasts? We are extending an invitation to all of you to come to our New Member Orientation Sept. 24. A continental breakfast will be served. Helen Duncan, President/CEO of the Chamber, the Board of Directors, the Chamber staff and representatives of many of the Chamber committees will be there to help you learn about all

the benefits of your membership. We look forward to meeting you.

New Member Orientation, Sept. 24, 7:30 to 9 a.m., The Belamar Hotel, 3501 N. Sepulveda Blvd., Manhattan Beach. There is no cost to attend. Reservations are required. Please let us know if you will attend by e-mail to kathleen@ManhattanBeachChamber.net or call the office, 310-545-5313.

Please join the Manhattan Business Women in Business Committee for their Fall Kick-Off Event!

Mayor Portia Cohen to Speak at the Luncheon

Sept. 23 • 11:30 a.m. Networking • 12:00 Luncheon and Speaker
 Twelve + Highland, 304 12th St. Manhattan Beach.
 \$25 for Chamber members, \$30 for nonmembers.

Please join us for our kick-off meeting! We are thrilled that Manhattan Beach Mayor Portia Cohen will be our featured speaker. We will also be talking about events in the upcoming year, volunteer opportunities, and how you can join in the fun.

Reservations are required and space is limited. Register soon at www.ManhattanBeachChamber.net or call the Chamber at 310-545-5313.

City of Manhattan Beach

NEW CASH KEY RECHARGE STATION



Now located on the North-East corner of Highland Avenue & Manhattan Beach Boulevard (adjacent to 'The Kettle')

Cash Keys can also be purchased at the following downtown businesses:

Subway Sandwiches, Current Events, Manhattan Beach Creamery, Shade Hotel, Eleni Designer Shoes, Tabula Rasa Essentials, Wright's Clothing and the Chamber of Commerce.

Cash Keys can still be purchased and recharged at the City Hall Cashier.

For information please call 310-802-5550 visit the city's website at www.citymb.info

Two Ways to Volunteer at the Hometown Fair

Saturday, Oct. 3
 Sunday, Oct. 4

• **At the Chamber booth.** We will be selling our annual holiday ornament, coffee mugs, "surfboard" beach towels and other items. Have fun volunteering and network at the same time. Call the Chamber at 310-545-5313 to sign up.
 • **At the Fair.** The fair organizers are looking for volunteers, e-mail freepespeechandvolunteers@mbfair.org or call Mary Morigaki at 310-545-7888.

CIRCLE OF SPONSORS

