



# TWAIN HARTE *beat*

## February 2010

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### **Chamber General Meeting Postponed**

The February Mixer/General Meeting has been postponed until Tuesday March 9th at 5:30 pm at Twain Harte Golf Course. The Board of Directors felt that the meeting that was to be held at the same time the Tuolumne County Board of Supervisors were hosting their first ever 5-Year Strategic Plan for the County meeting would mean that people had to choose which meeting to attend. As both meetings are important, it was approved by the Board to postpone our Mixer/General Meeting.

#### ***Discover Twain Harte-Again!***

The Chamber staff and volunteers will soon be busy compiling the third annual edition of *Discover Twain Harte*, the publication that not only promotes the Twain Harte area, but provides schedules of Chamber events and serves as the Member Business Directory. Over the past two years over 12,000 copies of Discover Twain Harte has been delivered to locations along the Highways 108, 120 and 49 corridors and in the Mid-Central Valley.

This full color publication offers an excellent advertising opportunity for members of our Chamber. With ads as small as a business card to a full page, we will be able to put our businesses in front of thousands of potential visitors to our community. These ads may also create a fresh awareness of our business community to local residents after they have picked up a copy in town.

For advertising information and rates, to look at past issues, or to reserve your space in *Discover Twain Harte* please contact the Chamber office, 586-4482, or Rebecca Halvorsen at the Harte Collection or Sierra Cellars, 586-1104.

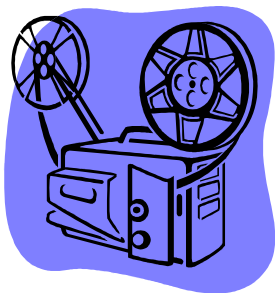
#### **Newest Chamber Member jumps aboard!**

Only moments after the membership of Siebert & Bautista was approved at the January Board meeting, Joe Bautista was nominated and approved by the Board to fill the vacant Marketing position. With a background in marketing, good ideas and lots of enthusiasm he will be a great asset to our Board of Directors.

Shannon Siebert and Joe Bautista are attorneys, recently located in Twain Harte and have become active in Twain Harte volunteerism!

#### **Mixer Hosts Needed**

**There are still several months that are available to host a Chamber Mixer at your business. If you are interested, please contact the Chamber office.**



## The Show will go on but.....

Movies in the park 2010 will have to be cut back a bit. With sponsorships down and the economy down will have to cut movies to a minimum.

All attempts to get around copyright laws which we have to abide by have proven to be difficult and impossible. With a one time showing movie costing \$250.00 to \$350.00 at ten showings a summer really adds up. So we will choose the most populated week-ends to possible show 3 to 4 movies. If you would like to make a donation please contact the Chamber office.

## Put Your Business On the Map

by Greg Falken

How would you like an easy, free and effective way to improve your business' Internet presence? Well, it's available today from everybody's favorite Internet giant, Google.

As you know, most visitors to our area begin their journey online, searching out places to stop and things to do along the way. When they need directions, they will often turn to an online mapping service, such as Google Maps. These maps have come a long way from being simple atlas-type road maps (and inaccurate ones at that). Today, they contain a wealth of information about landmarks, attractions and businesses, including yours!

Google Maps currently displays some individual business locations on its maps (see downtown Twain Harte map), with links to "more info" about each business, called *Place Pages*. In most cases, this information is compiled using online "Yellow Pages" (Superpages, Insiderpages), review sites (Yelp, Traveladvisor) and the business' own website, if they have one.

Google also offers a *free* service called the Google Local Business Center, through which business owners can claim their listing and take control of some of their most important information, such as business description, hours, accepted payment types, additional photos, etc. If a business is not shown on Google Maps, a new listing can be added by the owner. These listings are then tagged as being "owner-verified listings". It's almost like getting a free web page.

The first step is to visit <http://google.com/lbc> and click the button to "Add a New Business". You will be prompted to sign in using an existing Google account or create a new one (note that you are *not* required to use Gmail when you create a Google account). After gathering some basic information, your business will be added or, if it already exists on the map, you will be able to claim it as your own and add further details.

Note that you can't just claim anyone's business. There is a verification process which provides you with a PIN, either by phone or US Mail, using the contact information for the business. Only after entering the PIN will a new listing appear or an existing listing be editable. The process is simple and there's lots of online help, tutorials and videos that fully describe how to use all the features of the service.

Here's my challenge to the Twain Harte business community: Let's get every business in Tuolumne County to claim their business listing on Google Maps or create one, if it doesn't yet exist. Keep those listings up to date, link it to your web site, add coupons (yes, you can do that), solicit reviews and use this free tool to its full potential. Tourists and locals alike view these listings every day and I believe that providing them with more and better information will have a positive effect on our business' bottom lines.

*Greg Falken is a partner in webdancers, a Twain Harte based web development company, specializing in dynamic web sites, Internet strategies for small business and social networking. Contact him at [gfalken@webdancers.com](mailto:gfalken@webdancers.com) if you have any questions about using the Google Local Business Center.*

# Concerts in the Pines 2010!

Eproson Park  
Beautiful Downtown Twain Harte  
Saturdays, 6-8PM

June 19<sup>th</sup> **Sinister Blue**  
Blues With an Attitude

June 26<sup>th</sup> **Jana Marie with Spectrum**  
Jazz & Dance Hits

July 3<sup>rd</sup> **Brad Wilson**  
Rockin' the Blues

July 10<sup>th</sup> **Columbia Kicks Big Band**  
Big Band Swing & Dance Music

July 17<sup>th</sup> **Departure**  
Journey Tribute Band

July 24<sup>th</sup> **Homegrown**  
Light Rock

July 31<sup>st</sup> **Blues Box Bayou Band**  
Americana - Cajun - Zydeco - Fun

August 7<sup>th</sup> **Rock Haven**  
Classic Rock

August 14<sup>th</sup> **A C Miles**  
Classic Blues Guitar

August 21<sup>st</sup> **Silvermoon Allstars**  
Rockin' in the Outfield!

Special time: 7:00-9:00, held jointly with Rotary BBQ at the ball field

August 28<sup>th</sup> **Chains Required**  
R & B Classic Rock

September 4<sup>th</sup> **Rick and the Rockets**  
50's Favorites--Sockhop in the Park!

Did you know: The Twain Harte Pharmacy sells license plate frames for the Chamber and gives all the money back to the Chamber?  
Thanks Twain Harte Pharmacy