



Junie 2010

**AFTERALL** Newsletter

*What is the Chamber worth to me?*

# BEMARKING

Darelle Scheepers

## Ses laekoste-bemarkingsidees

### 1. Hou gereelde uitstallings

Hou die media dop vir interessante plekke en funksies waar jy jou produkte kan uitstal en bemark. Neem promosiemateriaal saam en skryf die besonderhede neer van elke persoon met wie jy kontak maak. Kliënte moet binne sewe dae gekontak word sodat verkope begin realiseer.

### 2. Gebruik die Internet

Plaas gratis advertensies op die internet. Gebruik 'n webtuiste wat baie bekend is en monitor jou verkope vanuit die advertensie. Jy kan selfs foto's van jou produkte op die webtuiste plaas. Onthou om altyd 'n telefoonnommer, e-posadres en naam op die advertensie te plaas. Indien jy jou eie webtuiste het, kan jy met behulp van ander mediums soos blogs en Facebook meer mense na jou webtuiste lok

### 3. Stuur persoonlike pos na jou kliënte

Stuur vir al jou kliënte 'n handgeskrewe nuusbrief of dankiesêbrief. Kliënte hou van die persoonlike kontak en hulle voel deel van jou maatskappy.

### 4. Die Geelbladsye

Almal van ons gooi dikwels koerante en tydskrifte weg, maar die telefoonboek word heel jaar gebruik. Plaas jou advertensie op 'n aantal plekke in die telefoonboek. As jy bv. in die boubedryf is, plaas jou inligting onder bouers, nutsman, argitek en as 'n persoonlike advertensie.

### 5. Gemeenskapsdiens

Dit is jou geleentheid om 'n bietjie terug te sit in die gemeenskap. Borg 'n gholfdag of eetgoed by 'n sportbyeenkoms. So plaas jy jou besigheid in 'n positiewe lig en sal mense jou definitief bo ander in jou bedryf gebruik en onthou.

### 6. Promosies

Dink aan promosie-items wat iets uniek oor jou besigheid sê. Plaas jou naam op elkeen en versprei dit aan die publiek. Niemand van ons neem die pamflette langs die pad nie, maar as jy iets interessants daarmee saamkry... wel?

Ek hoop die idees kom handig te pas en lok baie kliënte.

## Excerpt from the Management Meeting held 20 May 2010

### MUNICIPALITY

The monthly meetings that had been conducted with Wessel Rabbets were discussed and it was suggested that these meetings with the Municipality continue to take place.

It was stressed that it was of the utmost importance to get the council's input regarding the qualifications and references of a Municipal Manager and a Financial Manager.

**IT WAS DECIDED** that a letter would be sent to the Municipality regarding a meeting with the council.

### OEF

The issue of representation of all stakeholders on the OEF was discussed in detail. The possibility of including all political parties represented on the council was explored.

### MEETING WITH KEITH JORDAAN

The committee discussed the meetings with Mr. Jordaan and in a discussion with him he had indicated his willingness to continue these meetings with the Chamber.

Melcus Nel requested Helen Butler to make the necessary arrangements for "Breakfast with Keith" for Wednesday 2 June 2010.

### GOLF DAYS

The next Golf Day would be held on 26 May 2010 and would be sponsored by SASKO. The management members were encouraged to support the day by sponsoring tees.

### ABSA KKNK FEEDBACK

This event had not yet been finalised. Contact would be made with Brett Pyper to determine if this would be possible.

### ALPHEN AAN DEN RIJN – BURSARIES

Within the next two weeks there would be finality regarding the bursaries. There was much goodwill from Alphen's side and Jacobus Maloney and Melcus Nel had met with Hans van Arkel last week.

### GENERAL

The Management Committee was encouraged to support Suid-Kaap Stereo radio station.

**A lie may take care of the present, but it has no future.**

**-Author Unknown**

# *When you next doubt yourself...*

**Think of these people:**

Albert Einstein - who could not talk before the age of four

Isaac Newton - who was a bad student

Beethoven's music teacher told him he would never be a composer

Thomas Edison's teacher told him that he was too stupid to learn anything

Walt Disney was fired as a newspaper reporter, because he "lacked imagination"

Winston Churchill had to repeat a school year

The Beatles - turned down by more than one recording studio that said, "We don't like your sound"

Michael Jordan - was cut from his high school basketball team, he went home and cried

**Everyone gets knocked down. The ones who find a way to get back up - they become somebody. All of these greats were successful for one primary reason - They believed in themselves!**



- 4 - 6.6.10 Wacky Wine Weekend (Robertson)
- 10-13.6.10 Vodashop George Cheese Festival
- 11.6 - 12.7.10 SCHOOL HOLIDAYS
- 11.6 - 11.7.10 FIFA Soccer World Cup SA
- 9 - 14.6.10: Cravenweek vir spesiale skole.
- 15.6.10 Chung Wang - 19-jarige Sjinese pianis (Die Neelsie)
- 2.7.10 Knysna Oyster Festival
- 3.7.10 Pick 'n Pay Argus Cycle Tour (Knysna)
- 7.8.10 Fietsry Kamanassie MTB (Odn)
- 9.8.10 Atletiek - Woman's Day 10 km (Odn)
- 7 - 8.8.10 Oudtshoorn Dog Show Weekend
- 20.8.10 Garden Route Wedding Expo (George)
- 28.8.10 Fietsry, Herold Landboufees MTB (Odn)
- 18.9.10 Whisky, Whales & Jazz Festival (Plett)
- 24.9.10 Run/Walk 4 Life 10 km (Odn)
- 24.9.10 Odn Mountain Bike Marathon (Odn)
- 29.9 - 3.10.10 Klein Karoo Klassique (Odn)
- 9.10.10 Odn Fietse Padfietsren (Odn)
- 14.10.10 Lamprecht & Meyer Business Relay
- 16.10.10 Atletiek - Meiringspoort

Weet u van iets wat in Oudtshoorn gebeur wat nie hierbo verskyn nie?

Kontak Helen by tel 044 272 6637

Try not to become a man of



... but rather to become a man of value

ALBERT EINSTEIN

## OUTDSHOORN INFO

Members of the Oudtshoorn Business Chamber get a full advert for their businesses for R175 per year on the Oudtshoorn Info website.

Contact Greg: 044 272 0041

### WELKOM AAN ONS NUWE LEDE

Suid-Kaap Stereo : Buks Coetzee

Klein Karoo Car Wash: Boeta van der Bergh  
Tel: 082 825 1980

Johan Scholtz Tennis: Johan Scholtz  
Tel: 083 325 3253

Ondersteun lede van die Oudtshoorn Besigheidskamer. 'n Volledige lys is beskikbaar op ons webwerf by:  
[www.odnchamber.co.za](http://www.odnchamber.co.za)

PLEASE SUPPORT OUR MEMBERS/ONDERSTEUN ONS LEDE

## YOUR CHAMBER

As the **OUTDSHOORN BUSINESS CHAMBER** moves forward and we try to deliver more, we require the assistance of our members to share their successes, developments and expertise with us – communication is a two way street – we are only as strong as our members. If there are areas in which members think we are weak, we would like to know about this so that we may improve our service and the manner in which our experienced staff deliver to our members.

## KANTOORURE

Maandag – Vrydag

09:00 - 17:00

Tel: 044 272 6637

Fax: 086 295 3929

Email: [business@odnchamber.co.za](mailto:business@odnchamber.co.za)