



# the deuce

presented by



**DRIVE A LITTLE – SAVE A BUNCH!**  
3893 COMMERCIAL ST SE • SALEM  
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**Lights, Comedy, Laughs!**



**LIVE STAND-UP COMEDY!**  
**SATURDAY, OCT 14**  
Gabriel Rutledge & Chase Mayers  
7 pm & 9 pm (21 & Over)  
Admission only \$10.  
Reserved Seating for this show.

Saturday, OCT 21, at 11:00 am  
**MOVIE: THE EMOJI**  
Movie [Pg]

**Sensory Sensitive Show** ONLY \$4  
Special showing for kids and adults with Autism or other sensory sensitivities.

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**UFC217 - Sat, Nov 4**  
**St. Pierre v. Bisping**  
**MIDDLEWEIGHT TITLE FIGHT**  
**9 FIGHTS IN ALL ON THE HUGE SCREEN**  
Live Fights at 5:00 (21 & Over) - Tickets \$13  
Reserved Seating Available Now Online.

## Today in History

The last of 33 miners trapped nearly half a mile underground for more than two months at a caved-in San Jose gold and copper mine in northern Chile, are rescued. The miners survived longer than anyone else trapped underground in recorded history. — *October 13, 2010*

## Food 4 Thought

“If you want something said, ask a man; if you want something done, ask a woman.” — **Margaret Thatcher**, late Prime Minister of England, born October 13, 1925

## The Month Ahead

**Through Saturday, October 21**  
Pentacle Theatre presents *Almost, Maine*, located at 324 52nd Avenue NW. Visit pentacletheatre.org or call 503-400-6582 for tickets.

**Continuing Oct. 13-15, 20 and 21**  
*Dog Park: The Musical*. A production of Keizer Homegrown Theatre. For more information, visit keizerhomegrowntheatre.com.

**Friday, October 13**  
Feelin' Lucky Fall Gala. Join the Willamette Heritage Center for their annual fundraising dinner and auction. Live music, dinner, and games of chance will all be found at the Gala. 5:30 to 9 p.m. Willamette Heritage Center, 1313 Mill Street SE in Salem. Tickets available at willametteheritage.org

**Saturday, October 14**  
Cherry City Roller Derby Seasons 9, Bout 3: Rydell Belles vs Thrill Kill Kittens. 7 p.m. at The Mad House, 1335 Madison Sreet NE.

Second annual Salem Out of the Darkness Walk. Hosted by the Oregon chapter of the American Foundation for Suicide Prevention Registration is free. Event includes a resource fair. Walkers who raise \$150 or more will receive a free T-shirt. Opening ceremony at 10 a.m., walk begins 10:20 p.m. at Salem Riverfront Park. For more information contact Shawn Lott, 503-951-3012 or e-mail oregon@asfp.org.

Night Dance and Potluck. Features music by Lee Nicholas and Diane. Admission is \$5. 7 to 10 p.m. Keizer/Salem Area Senior Center, 930 Plymouth Drive NE.

Willamette valley Genealogical Society meets from 12 to 1 p.m. in the Loucks Auditorium of Salem Public Library (585 Liberty se SE). Kylie Pine will speak about the resources at Willamette Heritage Center. For more information, call (503) 363-0880.

**Monday, October 16**  
Keizer City Council meeting. 7 p.m. Keizer Civic Center.

**Tuesday, October 17**  
Public Arts Comission meeting. 6 p.m. Keizer Civic Center.

**Thursday, October 19**  
Keizer/Salem Area Seniors (K/SAS) bus trip to Chinook Winds Casino, 10 a.m. \$15 ticket gets you \$3-off-coupon to any restaurant in the casino, a \$10 free slot play, and raffle prizes during the bus ride. Tickets are limited to the first 55 people who sign up at K/SAS, 930 Plymouth Drive, Keizer, OR. Any questions should be directed to Chairperson Val Jean Pease, 503-391-9093.

Greater Gubser Neighborhood Association meeting. 7 p.m. Keizer Civic Center.

**Saturday, October 21**  
Barn Dance at The Oregon Garden. Dance the night away, enjoy BBQ, and listen to country music. 6 p.m. to 11 p.m. 79 W Main Street in Silverton.

Applebee's Flapjack Fundraiser to support Whiteaker Middle School's AVID program. Tickets for breakfast are \$8 for adults and \$6 for children ten and under. 8 to 10 a.m. North Salem Applebee's, 2625 Liberty Street N.E.

Night Dance and Potluck. Features music by Charles and the Angels. Admission is \$5. 7 to 10 p.m. Keizer/Salem Area Senior Center, 930 Plymouth Drive NE.

**Tuesday, October 24**  
Keizer Public Art Commission story pole design meeting, 6:30 to 8 p.m. Keizer Civic Center, 980 Chemawa Road N.E. No specific target audience, open invite.

**Thursday, October 26**  
Keizer Points of Interest Committee meeting. 7 p.m. Keizer Civic Center.

**Friday, October 27**  
The Simon and Garfunkel Story at the Elsinore Theatre, 170 High Street SE. Performance at 8 p.m. Doors open at 7 p.m. Tickets \$30 to \$55. elsinoretheatre.com/event-details-simon-garfunkel.html.

Add your event by e-mailing news@keizertimes.com.

# Consultant: Proactive social media plan yields best results for biz

By **ERIC A. HOWALD**  
*Of the Keizertimes*

Jeremy Turner's message to local businesses using social media at the Keizer Chamber Luncheon Tuesday, Oct. 10, was relatively simple even though it can seem like a Herculean task: have a plan.

“Social media is done reactively and it needs to be proactive. It doesn't mean you have to be online three hours a day, you have to know when your audience is online,” Turner said.

Turner is a social media consultant and owner of J Turner Solutions. Fortunately, he added, many of the social media platforms provide the tools to target the customers businesses want to reach — if the site managers know where to look.

Turner's talk focused primarily on Facebook, but touched on other types of social media as well. Within Facebook, the “Insights” page can tell business owners about the demographics of the people who land on the page and the most common times they are there.

“Create a content calender and preset posts to go up at a certain time. Plan your exposure,” Turner said.

Turner suggests content be focused on what a business can do to help prospective customers even before they

need services. As an example, he talked about senior care facilities and adults caring for aging parents in their own homes.

“Figure out how you can support those customers now so that when the care needed becomes too great, they know who they can trust,” Turner said.

In another example, he referred to a recent conversation in a local barber shop. He asked the barber how he handles toddlers getting their first trim. The barber said he suggests to parents that they plan to get their hair cut at the same time so that the kids can watch and learn before they have a loud pair of clippers next to their head.

“That could be turned into an ad titled *Five tips for first haircuts*, and target users with kids age 2 and younger,” Turner said.

Only about 10 percent of content should be direct calls to bring someone into a business, he added.

“It should be about helping other people rather than promoting yourself and the business,” Turner said.

Given the ever-growing social media landscape, Turner suggested focusing on one or two sites vs. trying to be everywhere at once.

“People follow food



KEIZERTIMES/Eric A. Howald  
Jeremy Turner talks social media plans with attendees at the Keizer Chamber Luncheon Tuesday, Sept. 10.

cards on Twitter to find out where they are going to be every day,” which makes a Facebook presence less of a necessity, Turner said.

When it comes to online reviews — particularly negative ones — Turner said being proactive is the only way to combat them, “Ask the people you know are going to say ‘yes’ to go out and write good reviews.”

Freebies are also an

excellent way to capture direct contact information. One organization he works with offers a free ebook in exchange for the visitors email address.

“Once we have that we can direct them to the other places we want them to go,” he said. “A major thing to remember is not to build your business or brand entirely on someone else's property.”

## Suicide awareness walk October 14

The Oregon chapter of the American Foundation for Suicide Prevention (AFSP) will host its second annual Salem Out of the Darkness Walk on Saturday, Oct. 14.

Registration is free and anyone is welcome; the fundraising goal this year is \$125,000. In 2016, the first year of the walk in Salem, organizers including Keizerites Shawn Lott and Ryan Price, the Oregon area AFSP director, collected more than \$100,000 and the event won the national award for Best First Walk from AFSP.

Registration can be completed at bit.ly/2fwPy1b or at Salem Riverfront Park the day of the walk. Registration opens at 9 a.m. and will be followed by an opening ceremony at 10 a.m. The walk begins at 10:20 a.m. and closing ceremony will

be held at 12:30 p.m.

The event includes a resource fair, walkers who raise \$150 or more will receive a free t-shirt.

Sponsorships are still available; for more information, contact Shawn Lott at 503-951-3012, or email oregon@asfp.org.



### 5 YEARS AGO

Pup escapes harm in Dennis Ln. fire

A dog escaped injury from a house fire that consumed the kitchen of Mary and Michael Watson at 349 Dennis Lane N. Wednesday morning. Firefighters from KFD found the Watsons' dog, Penny, in the backyard.

### 10 YEARS AGO

Celts steamroll Olympians

In defeating Sprague 6-0 on Tuesday, the McNary boys soccer team did more than shut out a league rival. The boys, at 6-1-1, also clinched a berth in the class 6A state playoffs. “We dominated Sprague from the start to the end,” said Coach Miguel Camarena. “Our kids are focused; they want to succeed, and they showed that yesterday.”

### 15 YEARS AGO

Brown gives Celts the blues

McNary students and staff are singing the blues about the colors used in painting the school's commons. The problem is the color isn't blue, but a brown. A bright brown. “It's like they mixed all the colors left over from West Salem, or formed a committee to make McNary the ugliest school in the district,” McNary Senior Lauren Costa said.

### 20 YEARS AGO

City checks wallet, mulls fate of prime Keizer corner land

The intersection of Chemawa and River Road may be the heart of downtown Keizer, but some officials are worried about its pulse. That's because its southeast corner sits vacant. Sure, the corner offers a good view of Shari's Restaurant to the right, the Walgreen's construction across the way, Schoolhouse Square to the left, but right now all this lot has to boast is its own potential — and that's why the City of Keizer is looking at buying it.

## KT on vacation



Submitted photo  
Bonnie Dunn recently took her *Keizertimes* on a trip to New York, she's seen here in front of Hell's Kitchen, a popular restaurant in Manhattan. You too can have your photo in the *Keizertimes*. Simply take the paper to your destination, snap a picture with you and your group holding it, and send the photo along with everyone's first and last names to kt@keizertimes.com.

## sudoku

Enter digits from 1-9 into the blank spaces. Every row must contain one of each digit. So must every column, as must every 3x3 square.

6	8			2	1		3
	3		9				7
		8	7				
8					7	4	
1			6				5
	7	2					8
		6	5				
3			7				8
7	1	9				5	6

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# Web Poll Results

Where should the OSAA place Bend, Mountain View and Summit athletic teams?

**48%** – Leave them in 5A


**23%** – Southwest Conference (Southern Oregon/Eugene)

**16%** – Greater Valley Conf. (Salem-Keizer)

**13%** – Three-team Central Oregon league

Vote in a new poll every Thursday!

GO TO KEIZERTIMES.COM



3893 COMMERCIAL ST SE

## THIS WEEK'S MOVIE TIMES

**Wonder Woman (PG-13)**  
Fri 6:00, Sun 6:10

**Spiderman: Homecoming (PG-13)**  
Fri 2:00, 6:25, 9:00,  
Sat 1:45, 4:20, 8:20,  
Sun 12:00, 2:05, 4:15, 8:45

**Dunkirk (PG-13)**  
Fri 5:15, 9:15,  
Sat 4:10, 6:15,  
Sun 12:20, 6:45

**Annabelle: Creation (R)**  
Fri 8:40,  
Sat 7:15, 9:20,  
Sun 8:50

**Valerian and the City of a Thousand Planets (PG-13)**  
Fri 2:40,  
Sat 4:40,  
Sun 8:20

**The Dark Tower (PG-13)**  
Fri 7:20,  
Sun 6:30

**Cars 3 (G)**  
Fri 12:30, 1:50,  
Sat 12:20,  
Sun 12:00

**The Emoji Movie (PG)**  
Fri 12:15, 4:35,  
Sat 12:00, 2:25,  
Sun 2:30, 4:40

**Leap (PG)**  
Fri 12:00, 4:00,  
Sat 12:50, 2:45,  
Sun 2:25, 4:20

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