

GAS CITY & JONESBORO CHAMBER NOTES

The Official Voice of the Gas City Area Chamber of Commerce

March 2007

Please route this newsletter to the other staff in your business to keep them up-to-date on services, functions and programs available to all employees of our member companies!

Have you had changes or improvements in your business? Have you received an award, reached a milestone or accomplished additional training? We want to know so we can share these things with your Chamber partners. Call, FAX, E-mail or send notes to the Chamber office.

President's Letter

As we enter the month of March, the long cold days of winter start to wear on an individual. I encourage you to smile, show a cheery face and take solace that spring starts later this month. Sadly though, it will be our first month without Nancy Hoover. Nancy left the board this month, not only as a long time treasurer, but also as one of the founding members of this Chamber. I do not know how you begin to thank someone who served on nearly every committee at one point or another. Or how do you thank someone, who at the end of the day picked up whatever was left on the table and made sure it got done. I am sure we will continue to see Nancy around but it will be strange having meetings without her presence. When you see Nancy, be sure to tell her thank you for her long dedication to this Chamber; she has certainly earned the applause.

Mark Sullivan

New Members

◆ **Mississinewa Mortgage, LLC**

Important Dates

Visit www.gascity.com to link to the online Community Calendar.

- 03/01/07 Board Officers Meeting @ 7:30 a.m. – **Chamber Office**
- 03/08/07 Board of Directors Meeting @ 7:30 a.m. – Chamber Office Conference Room
- 03/20/07 Business Mentoring Group @ 8:00 a.m. – **Edward Jones** Conference Room – Call Chamber Office 674-7545 for reservation.
- 03/21/07 Director's Luncheon @ 12 Noon – **Eastview Wesleyan Church** (Guaranteed reservations required NLT– Call 674-7545 and Leave message to make reservation.)
- 03/22/07 Newsletter Article Submission Deadline

Donations

Thank you, Joy & John Storey for the donation of your personal library of John Maxwell tapes presented to the Gas City Area Chamber of Commerce for our benefit and use.

Director's Luncheon

Sixty-four chamber members enjoyed a pork loin dinner on February 21 at **Eastview Wesleyan Church**. Two newly elected board members of the Sixty-four chamber members enjoyed a pork loin dinner on February 21 at Eastview Wesleyan Church. Two newly elected board members of the **Upland Chamber of Commerce** were introduced, Lynda Swantner and Judi Ehresman. We appreciate their interaction and hope they return and bring others. Caleb Crandall was introduced as the newest member of the Diplomats and also accepted a membership plaque for his new collaboration with Doug Johnson, **Mississinewa Mortgage, LLC**. President Mark Sullivan reminded everyone to pencil in the date April 24, 2007 (6 p.m.) and plan to attend the Annual Meeting. Mark Siegelin, Community Image Award Chairman, encouraged members to nominate leaders in the community for the Image Awards, which will be presented at the Annual Meeting. President Sullivan also encouraged members to throw their hat in the ring if they are interested in serving on the Board of Directors. He also spoke about how business can make their contributions to the Chamber tax-deductible (The "how to" information is also outlined at www.gascity.com.) John Cooper, Jr., **Cycles Unlimited**, will be having lunch with President George W. Bush in the near future. See a future newsletter for more detailed information.

Diplomat greeters at today's luncheon were Kelly Ailstock, **Renbarger Insurance & Financial Services, Inc.**, and Vincent Smith, **Peoplelink Staffing Solutions**.

Note: Image Award Form available at www.gascity.com and in this newsletter.

Jennifer Lane-Riefler, Cancer Services of Grant County, provided the luncheon program. The mission of Cancer Services of Grant County – "Cancer is a word that its mere utterance can take your breath away, yet it need not take a life or destroy its victim's future. A helping hand during the cancer journey lightens the burdens of illness, provides support, and empowers the spirit to overcome." Jennifer informed the audience that she was selling "nothing"... Cancer Services of Grant County, who has been in Grant County for 48 years, provide education, equipment, and volunteers to those in need and is always in need of contributions. The dollars they spend, Jennifer said, are spent locally. Their upcoming events are the BESS Walk of Hope, Cash for Cancer, Motorcycle Parade and their annual Golf Scramble and she invited everyone to participate. She emphasized that cancer touches everyone and this was clearly visible when she asked for a show of hands for anyone that had been touched by cancer. We applaud Jennifer for always striving to make the community healthier.

March is Red Cross Month

"I request that during that month (March) our people rededicate themselves to the splendid activities of the Red Cross." –President Franklin D. Roosevelt, first Presidential Proclamation of March as Red Cross Month, 1943.

There is a place, right here in Grant County, where a total stranger will give you food and shelter when disaster strikes. There's a place where someone you never knew will help your family prepare for emergencies. A place where you can support your community by donating blood, volunteering, or making a contribution. That place is the American Red Cross of Grant County. The Grant County

Chapter is celebrating 90 years. The American Red Cross is an organization for all walks of life; our programs their program is open to everyone in the community.

Looking For A Stylist?



Business Planning

by Jennifer Vandeburt, SBDC

Why does a business need a business plan?

A business plan has three main uses:

- For systematic planning for your business as you look forward into the future;
- To use in evaluating the performance of your business; and
- To gain access to funding.

It is this last reason that often motivates business owners to attempt to write a business plan, since many lenders require a business plan as part of the loan application process. The greater benefit, however, comes from what a business owner learns about the business and what actions are taken as a result of the planning process. When considering businesses, one can observe that businesses tend to fall into two main groups—those who are flourishing and those who are always just surviving. The difference? The barely surviving firms are constantly in reaction mode, responding to the next crisis, never looking beyond the immediate future. The flourishing firms, on the other hand, are proactive—they are making things happen for the business, not allowing things to happen to them. This “make your destiny” approach is a result of taking the time to plan out into the future for the business—having a business plan, in other words.

Does this plan need to be a formal written report?

No, but it helps if the pertinent points are written down, maybe in an outline or bullet form. There is a

great deal of benefit from the process of just putting things on paper. You will organize your thoughts better and find holes you may not have seen otherwise.

What should be in a business plan?

You should lay out what you expect to happen for the business in the near future. Depending on the business, that should be anywhere from 1 to 3 years of projections. The heart of any plan is, of course, the numbers. I prefer to start with a monthly cash budget showing the seasonal cash flows for the first year. Once you have all the numbers put together, the plan is simply a written explanation of why someone should believe your numbers. If you are taking your plan to a lender as part of a request for funding, you can bet that every plan he or she sees has numbers that show the business will cover the loan payments and have a little bit left over. Why should the lender trust your numbers? Think of the written text in a business plan as the justification for where you developed your projections. Your marketing plan will back up your sales projections; your operations plan explains your cost projections. If you build your business plan this way, you will also be forcing yourself to justify your plan to yourself.

How often should I do a business plan?

Business planning should be a repeated process, possibly annually, or in a cycle that fits your business. As you go through the process, you should look back at what you thought would happen, versus the actual performance of the firm. Observe the differences between projected and actual, and then ask why there is a difference. What you learn from this can then be applied to your business plan for the coming year.

Business Mentoring Group

Take advantage of the FREE one-on-one business assistance provided in the Gas City area by the Gas City Area Chamber of Commerce Small Business Mentoring Group, which meets the third Tuesday of the month at 8:00 a.m. in the Edward Jones Conference Room. Appointments are required and may be made by calling the Chamber Office, ph. 674-7545

Spotlight

New Hope Hospice is a faith based, locally owned and operated group of caring and compassionate professionals that are providing quality medical care to our community. The owner/operator is Jan Smith; a registered nurse who always knew that she wanted a career "helping others." Jan is married with two daughters and admires most her husband's loyalty and integrity. She enjoys the James Dean local weekend events and likes to vacation along the Carolina coasts because the ocean's massiveness brings her peace. Even though she was born in Tennessee and reared in (Marion) Indiana, both land-locked states, Jan says, "My dream job would be selling fruity drinks on the Carolina coast."

The Daffodil: a symbol of hope, renewal, and to the **American Cancer Society**, the promise that one day cancer will no longer threaten the lives of those we love. As the first flower of spring and the official flower of the American Cancer Society, a gift of daffodils is the perfect way to share this hope with others. Every spring, the American Cancer Society's Daffodil Days program enables people across the

country to join the fight against cancer by offering donors beautiful, fresh-cut daffodils to brighten someone's day and to help make a difference

DIPLOMATS welcome Caleb Crandall, **Mississinewa Management, Inc.** as their newest member and give thanks to Fran Cheney, **Good Neighbor Pharmacy**, and Nancy Hoover, **Associate Member**, who resigned their service. For information concerning membership or services of the Diplomats, contact Anita M. Rice, Diplomat Coordinator, ph. 674-7545.

Blockbuster Receives Award

Recently at the annual Blockbuster Franchise Meeting, Blockbuster Inc. recognized outstanding performances from over 100 Blockbuster Franchises representing over 1,000 Blockbuster stores. Thayer Entertainment, Inc. and Video Stop Superstores, Inc. were represented by Matt Peace, District Manager, and received two highly coveted awards from Nick Shepherd, Executive Vice President and President, Blockbuster North America and James Whatley, Franchise Vice President. Jennifer Watson, Manager, Gas City Blockbuster Store located at 202 W. Main Street is part of this winning Blockbuster group. The first award received was the Customer Service Award for exceptional customer service as measured by the Trendsourcify mystery shop program. The second award received was Blockbuster's most prestigious award, the 2006 Chairman's Award. This award is presented to the Blockbuster Franchise with outstanding performance in marketing, store operations, internal organizational development, customer service, product management, revenue growth and new store development. Please congratulate local Blockbuster Store Manager, Jennifer Watson, Corporate Office Manager, Kathy Owens and District Manager, Matt Peace for their performances in winning these awards.



Tax-Free Community Donations ...The Community Foundation now makes it easier for individuals or businesses to donate tax-free dollars to one of the Gas City Area Chamber's Valuable Community Programs. If you want your contribution to be tax deductible, please make your check payable to the Community Foundation and earmark which project you want the funds applied to in the lower left hand corner of the check; i.e., Corporate Art Series, Perfect Attendance, Golf Outing, etc. Mail your check to the Gas City Area Chamber, 316 E. Main St., Gas City, IN 46933. Thank you for your consideration. Your continued support of the Gas City Area is greatly appreciated. Together we can do what we can't do alone!

From the Desk of Penny Garrett

I believe in shopping local.... do you? Looking over my last week or so I have eaten lunch at **Flores, Jackie's Restaurant, Trejo's, China Buffet, Circle K, The Pour House** and at **Eastview Wesleyan Church**. I have taken my dry cleaning to **Good Neighbor Pharmacy**...nice to have that service in town. I have done computer business with **Basics USA** and **Barb's Bits & Bytes**. Our family has done banking with the **Marion Employees Federal Credit Union** and the **Indiana Members Credit Union**. I haven't been to **Hairbenders** or the **New Look Hair Salons** and it is abundantly clear? I enjoyed the tenderloin fry sponsored by the **Kiwanis** and thanks, John & Joy Storey, who gave me tickets. The Chamber did business with **2B Personalized, The Ink Spot** and **Peerless** this week and the President and I had a delightful meeting with the **Upland Chamber of Commerce** at **Upland Star Bank**.

There was a snow emergency last month but your Chamber was at work. How beautiful, but treacherous, it was out there in Winter Wonderland. My dogs were being boarded because **Stanley Steemer** shampooed the entire house at a bargain price. (I have a new puppy and that calls for extra cleaning of the carpets.) Our vet, Dr. Susan Brewer of **Fairmount Veterinary Clinic**, provided respite so my pets didn't have to walk/sit/lay on damp carpets. Dr. Brewer called and offered to bring them home in her 4X4. Talk about above and beyond the call of duty! I love living in a small city and having such customer-friendly businesses. Dr. Brewer's clinic is spotless and her staff is so loving. If you have animals and want them to be treated royally, at a nominal cost, stop by and visit the Fairmount Vet Clinic. Few were out during the blizzard but LeRoy Battinger, Gas City Victory Lanes, made it and stopped by the chamber office. LeRoy kept the Gas City **Victory Bowling Lanes** open until 2 a.m. for people that were going stir crazy and wanted somewhere to go to socialize, eat, drink or recreate.

Please use your local merchants. It is difficult to match that "home-spun" service.

So You Think You Know Everything?

Maine is the only state whose name is just one syllable.

Board of Directors 2006-2007

Officers

Mark Sullivan, President
Irving Materials, Inc.

Janet Blake, President-Elect
Next Level Communication

Susan Knapp, Vice-President
Visiting Nurse & Hospice Home

Nancy Hoover, Secretary-Treas.
Associate Member

Members

Cheryl Baker
Mississinewa Valley Paving

Dennis Banks
STAR Financial Bank

Dr. Philip Catey
Catey Dentistry

Fran Cheney
Good Neighbor Pharmacy

Scott Nicholson
Mutual Federal Savings Bank

Michael Powell
Mississinewa School Admin

Denny Smith
2 B Personalized

Kelly Snyder
F. C. Tucker

Larry Terwillegar
Masonic Lodge #645

Executive Director

Penny A. Garrett



**Nomination Form: Community Image Awards 2007
Gas City Area Chamber of Commerce**

Sponsors:

Salin Bank & Trust Company
Needham-Storey-Wampner Funeral Service
Edward Jones/Mutual Federal Savings Bank

I nominate _____ for the **Excellence in Business and/or Service Award**. This individual is an individual business/partnership/corporation or organization that has shown evidence of strong growth, demonstrated visions for their business or exemplified an attitude of service toward others. The nominee has demonstrated a willingness and history of going above and beyond the call of duty in their business or acts of service.

Reason for Nomination: _____

Nominator's Name: _____

I nominate _____ for the **Community Leadership Award**. This individual/business/group of individuals has consistently shown leadership in enhancing the image of this community. The nominee has demonstrated an ability and history of promoting a positive image for the Gas City/Jonesboro area.

Reason for Nomination: _____

Nominator's Name: _____

Mail Form To: Gas City Area Chamber | 316 E. Main St. | Gas City, IN 46933

