

GAS CITY & JONESBORO CHAMBER NOTES

The Official Voice of the Gas City Area Chamber of Commerce

February 2008

The Chamber Mission Statement: To Promote, Nurture and Develop the Community and Character of the Gas City Area through cooperative efforts from Business, Industry and Education.

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 information to the Chamber office.

Welcome New Members

WUERTLEY INSURANCE AGENCY

Lance Robey
1408 West Kem Road, Marion IN 49652
ph. 765-662-3700

HOMETOWN ANIMAL HOSPITAL

Mary L. Gary, DVM
94 Schaefer Drive, Gas City IN 46933
ph. 765-674-7387
Grand Opening: February 18
Ribbon Cutting: February 19 @ 10 a.m.
with tours and refreshments from 10a.m. - 12noon

BOUTIQUE 125

Lisa Schoolman, Owner
238 East Main Street, Gas City IN 46933

ANDERSON UNIVERSITY SCHOOL OF ADULT LEARNING

Jill Guion/Carrie Hoffman, Recruiters
1303 East 5th Street, Anderson IN 46012

Important Dates

Visit www.gascity.com to link to the online Community Calendar sponsored by IMI

- 2/07/08 Board Executive Officers Meeting @ 8:00 a.m. - **Chamber Office** Conference Room
2/12/08 Small Business Mentoring Group @ 8:00 a.m. - **Chronicle-Tribune Office** Conference Room - Meetings by appointment only; call the Chamber Office ph. 674-7545.
2/14/08 Board of Directors Meeting @ 8:00 a.m. - **Chamber Office** Conference Room

- 2/20/08 Director's Luncheon @ 12 Noon - **Eastview Wesleyan Church**
(**Guaranteed reservations required NLT February 15, 2008** - Call 674-7545 and leave message to make reservation.)
SPEAKERS: Grant County Convention & Visitors Bureau and Tomorrow's Angels; MENU: Meat Loaf, Potato Casserole, Green Beans, Toss Salad, Dessert and Drink - \$6.00; GREETERS: Kelly Ailstock and Randy Ballinger
- 2/22/08 Newsletter Article Submission Deadline

Quote of the Month

"Hot heads and cold hearts never solved anything." - Billy Graham

Hot News Release from Gas City, Indiana

Loren Estleman, author of over 60 western and mystery novels will make an appearance at the Gas City-Mill Twp. Public Library for a book signing session on Saturday, February 9, 2008, from noon until 2:00 p.m. He will be speaking and signing his newest book "Gas City". The book, "Gas City", is purely fictional. However, Mr. Estleman did reveal that he got the idea for the name of his book from Gas City's "impressive water tower" while traveling down I-69 with his wife.

Gas City Mayor H. Larry Leach, having been the Police Chief for 18 years, reviewed the book prior to its release and gave it a Five Star rating. Leach has been in contact with Mr. Estleman and is very excited about the upcoming event. Leach says his job is to promote Gas City, Indiana and he is hoping to capitalize on killing two birds with one stone as he helps promotes "Gas City" by Loren Estleman.

A powerful novel of corruption and redemption in a quintessentially American city from master novelist Loren Estleman

"Shamus-winner Estleman...creates a new, morally complex world in this razor-sharp tale of crime and corruption...Admirers of unsparing crime fiction will hope that Estleman plans to visit Gas City again." - *Publishers Weekly* (Starred Review)

"Portrait of a city by an old master...The chronically undervalued Estleman (*American Detective*, 2007, etc.) serves up what just might be the best novel about urban political corruption since Dashiell Hammett's *The Glass Key*."-*Kirkus Reviews* (Starred Review)

"Each of the half-dozen plotlines is executed flawlessly and presented in a context of moral ambiguity in which every choice-whether self-serving or altruistic-has consequences both good and evil. A magnificent crime novel." -*Booklist* (Starred Review)

After penning one of *Publishers Weekly's* Best Books of 2007 (*American Detective*), Loren Estleman returns with an original tale which takes the reader to a whole new world with his widely-recognized novelistic skills for creating unique and memorable characters, settings and stories: **GAS CITY** (A Forge Hardcover; \$24.95; On-sale: January 8, 2008). In **GAS CITY**, Estleman exposes the

black heart of a seemingly stable, well-run city suddenly pitched into violence and chaos. A delicate balance of forces-greed and corruption, ambition and desire-run out of control in the wake of a serial killer's grisly rampage.

A power struggle-between a police chief who has looked the other way for too long, a Mafia boss who holds the city's vices in his powerful grasp, and media reporters looking for a big story-turns what has been a minor dispute into a desperate struggle for survival.

Setting this drama in a blue-collar metropolis dominated by an oil company, Estleman, with an unerring eye for telling detail and an ear for dialogue that reveals the secret desires of his characters, crafts a fascinating, deadly tapestry of love, ambition, revenge, and redemption, a stunning portrait of the human condition.

With novels in a wide variety of genres, the prolific Loren D. Estleman is one of the most highly praised contemporary American authors. Moving away from his mystery series with **GAS CITY**, Estleman presents a great work that will interest old fans and gather new ones. As Booklist wrote, **GAS CITY** "may be the prolific Estleman's most thought-provoking and emotionally engaging novel among the 60 or so he's written."

Loren D. Estleman has written more than sixty novels. His books have won four Shamus Awards, five Golden Spur Awards, and three Western Heritage Awards. He lives in central Michigan with his wife, author Deborah Morgan.

Director's December Luncheon Recap

The monthly Director's Luncheon was held at **Eastview Wesleyan Church** on Wednesday, January 16 with Chamber President Janet Blake presiding. There were 92 members and friends in attendance including the DECA students who have returned from their winter break. New members announced included **Hometown Animal Hospital, Eastern Indiana WIFI, Inc.** and **Wuertley Insurance Agency** with Gregg Ballinger and Lance Robey, respectively, receiving membership plaques.

David Penticuff, Chairman of the Small Business Mentoring Group (SBMG), spoke about the SMBG sponsored workshops held monthly free-of-charge for those interested. Dawn Brown, committee member, defined the purpose of the group is to provide information and assistance to individuals wanting to start a business or those already in business who may require help in growing their business. The workshops are a monthly addition to better serve members and was defined by presenting everyone with a silver coin piece with the statement "You're an Essential Piece - Can't imagine us without YOU!"

Announcements were as follows:

- ◆ Tuesday, January 29 - Franklin Electric Expansion Ribbon Cutting @ 10:00 a.m. Refreshments and plant tours follow until 1:00 p.m.
- ◆ Chamber luncheon reservations are guaranteed - Starting next month those with reservations will receive a blue ticket upon registration. There will be only 10 pink tickets for issue to those arriving without a reservation. If you are the 11th individual to arrive without a reservation you will be asked to wait until everyone with a ticket is served before you will be invited for meal service.

- ◆ Gas City Area Chamber of Commerce, Community Image Awards 2008, sponsored by **Salin Bank & Trust Company**, **Needham-Storey-Wampner Funeral Service**, **Edward Jones** and **Mutual Federal Savings Bank** are now being accepted for Excellence in Business and/or Service Award and the Community Leadership Award. Nomination forms are available on-line at www.gascity.com or in the Chamber Office.

Guest speakers were as follows:

- ◆ **FUN SERVICES**, Janelle Stone spoke. FUN SERVICES, INC., is locally owned and operated in Marion, Indiana. Covering the Northeastern and Central parts of the state, they have created more than 1,000,000 smiles. FUN SERVICES is committed and dedicated to provide you with the best possible program or event. FUN SERVICES will provide you with state of the art service, great products and friendly staff, all at competitive pricing. Choosing a local company is ensuring your Commitment and support of a strong INDIANA economy. FUN SERVICES is dedicated to INDIANA. Born and raised in a small town in Indiana - we're dedicated to provide you with the most up to date, easy to run and operate programs. We want YOU to have FUN with your next event. Marion FUN SERVICES provides the BEST SERVICE - ON TIME, the FIRST TIME!
- ◆ **ENERGIZE-ECI**, Inc., Roy Budd, Executive Director - Energize-ECI's marketing efforts for economic development are working. The marketing efforts have created a new brand and image for our region of the State. It depicts the East Central Indiana region as positive and progressive with developments occurring in several industrial clusters. New manufacturing and distribution projects have been completed by new developments in Health Sciences, Customer Service and Biofuels Industry Clusters. These initiatives have helped to brand East Central Indiana as a great place in which to live, work and play. People, Passion, Pride - Making a difference.
- ◆ **GREAT DEALS MAGAZINE**, Darin Webb, Senior Marketing Consultant - Great Deals Magazine is a custom designed program, crafted to meet your needs and goals. Great Deals representatives are available to assist you with the right mix of package, market, product, offers and delivery! Great Deals Magazine is Indiana's most cost-effective; high profile community magazine direct mailed to 24 cities, over 500,000 Indiana homes! Consumers demand coupons: 48% of coupon users represent household incomes of \$50,000 and up; Coupons attract new customers, reward loyal customers and promote new spending patterns; 60% of consumers' brand choices are influenced by coupons; and 8 in 10 consumers use some form of coupons.

Thank you to Diplomat Greeters Pegg Richards and Anita Rice and DECA Sponsor **IMPA**

Hooray for the Home Team!!!

Seventy-two **MISSISSINEWA** students participated in the Districts 3/6 DECA Career Development Conference at Ft. Wayne Snider High School on January 12.

Mississinewa students competed with the following schools: Belmont, Eastbrook, Ft. Wayne Elmhurst, Ft. Wayne North Side, Ft. Wayne Snider, Ft. Wayne Homestead and Huntington North. Mississinewa won the sweepstakes for the conference followed by Homestead High School in 2nd place.

Each student had to take a 100-question multiple-choice test in his/her chosen occupational area with test emphasis on economics and marketing. In addition to the written test, students had to participate in an impromptu role-play situation with judges.

Wes Mills had the highest test score of all participants at the conference.

Students recognized at this conference have the opportunity to participate in the State DECA Career Development Conference at the Indianapolis Downtown Marriott Hotel on March 9-11.

The students winning awards and their respective places are listed below:

First - Second - Third Place Winners

1st Place	Shelby George*	Apparel & Accessories
1st Place	Abby Goodpaster*	Hotel & Lodging
1st Place	Corey Jeffrey*/Josh Kennedy	Internet Marketing Team
1st Place	Kayla Draher	Marketing Management
1st Place	Adam Young*	Restaurant & Food Service
1st Place	Katie Atkins*	Retail Merchandising
1st Place	Wes Mills*	Sports & Entertainment
2nd Place	Zach McVicker*	Business Svc. Mktg.
2nd Place	Kayla Griffin	Food Marketing
2nd Place	Alyson Arrendale*	Hotel & Lodging
2nd Place	Allison Planck*	Restaurant & Food Service
2nd Place	Josh Greentree	Sports & Entertainment
2nd Place	Tom Jeffries/Matt Osborne	Business Law & Ethics Team
2nd Place	Ryan Canon/Shane George	Sports & Entertainment Team
3rd Place	Jeri Cox	Food Marketing
3rd Place	Dustin Altman*/Daniel Watkins	Internet Marketing
3rd Place	Chad Jones	Quick Serve Restaurant
3rd Place	Kyle Shafer/Natalie Rush	Business Law & Ethics Team
3rd Place	Beau Corey*/Nathaniel Fleming	Travel & Tourism Team

Honorable Mention Winners

Individual Events

Kait Linn	Apparel & Accessories
Darcy Cunningham*	Apparel & Accessories
Bryna Garrett	Accounting
Danielle Jochem	Food Marketing
Cory Simon	Hotel & Lodging
Rob Smith-Garrison	Hotel & Lodging
Sebastian Walser	Retail Merchandising

Team Events

Devin Seekins*/Travis Shaffer	Business Law & Ethics Team
Josh Herron/Spencer Shrout	Business Law & Ethics Team

Tori Brodt & Johnna McCarty	Buying & Merchandising Team
Kandace Gulley/Katelyn Simpson	Buying & Merchandising Team
Cait Corbin/Alison Weiss	Buying & Merchandising Team
Alex Cunningham/Cassie Fleming	Hospitality Services Team
Katelin McCollum*/Qing Zheng *	Hospitality Services Team
Paige Coppock/Megan Williams *	Hospitality Services Team
Zach Brown/Zack Poling	Sports & Entertainment Team
Chris Birky/Rowdy Dawson	Sports & Entertainment Team
Kayla Foy/Samantha Hunter	Travel & Tourism Team
Julia Shannon/Kassie Watt	Travel & Tourism Team\

*Denotes a senior

Thank you DECA for representing this community in a positive way!

You are the business leaders of tomorrow.

DECA Description

Since 1946 DECA has filled the role of the premier student organization preparing high school and college students for careers in marketing, management and entrepreneurship. Through DECA's program of activities, and their partnerships with business and industry, the students develop academic, leadership, communication, human relations, employability and civic responsibility skills. DECA's activities and partnerships focus on local, state, national and international programs designed to encourage career exploration and recognize student achievement.

DECA is a 501-(C3) not for profit student organization operating in all 50 United States, District of Columbia, Puerto Rico, Guam, the Virgin Islands, Canada, Mexico and Germany. The United States Congress, Department of Education and the state departments of education charter our program of activities.

At Mississinewa High School approximately 60+ students are enrolled in marketing classes. As part of the marketing instruction, all students are members of DECA, which is a co-curricular vocational youth organization. DECA focuses on four basic principles: civic consciousness, social intelligence, leadership development, and vocational understanding. These four basic principles are integrated into the curriculum.

In 1974 the Mississinewa DECA Chapter was chartered. Since that time over 1000 students have had the opportunity to participate in DECA activities. Community service projects are annually undertaken and have included a 30+ year partnership with the Twin Cities We Care Organization, Cancer Services of Grant County, Hands of Hope (Domestic Violence Awareness), Grant County Humane Shelter--each of these organizations were recipients of at least \$500 in cash donations and/or "goods" donations.

In addition, senior DECA members have the opportunity to develop social intelligence and leadership skills as they network with the Gas City Area Chamber of Commerce members as they participate in the monthly luncheons.

Time Gets Better With Age

(Words of wisdom from all ages!)

- ◆ I've learned that if you want to cheer yourself up, you should try cheering someone else up.
- Age 14
- ◆ I've learned that although it's hard to admit it, I'm secretly glad my parents are strict with me.
- Age 15

Websites of Interest

Gas City Area Chamber of Commerce - www.gascity.com
Grant County Growth Council - www.grantcoindevelopment.com
United States Small Business Administration - www.sba.gov
United States Department of Commerce - www.commerce.gov
State of Indiana - www.indiana.gov
Indiana State Chamber of Commerce - www.indianachamber.org
Indiana Workforce Development - www.hoosierdata.in.gov

Small Business Marketing Tips...USE EMPTY WINDOWS

Wherever your business is located, there is bound to be some vacant retail space. Find the building owner or mall management and propose to display your products or services in the window until it's leased. You may be able to negotiate a small fee, which is more than they are getting now. It will also look more attractive to a prospective tenant so the landlord will get something out of it also. This is a great idea for a home-based business that can now be in front of the public for a nominal cost. Be sure to have your business phone number, e-mail address and web site info in bold type for people to contact you easily.

-BT excerpt from Small Business Marketing *Idea-Letter*

Chamber Spotlight on Business

Introducing **Rainbow Christian Camp & Conference Center** - A year round Camp and Conference Center facility right in your own backyard!

Who: Rainbow Christian Camp is a non-profit organization that began in 1948. Funded by Churches, private donors and camper/rental income, we seek to serve our community with a Christ like attitude.

What RCC offers: **Conference Center** with a large Gym/Multi-Purpose room; beautiful lobby with fireplace, meeting rooms, dormitory rooms, commercial kitchen and buffet serving line. **Cabins** equipped with bunk beds, restrooms and showers. **Cave** building offers large exclusive meeting and sleeping area with bathrooms, showers and commercial kitchen. **Picnic Shelters** ideal for large & small group picnics or outdoor meetings.

Where: Rainbow Christian Camp & Conference Center is at 3522 N 1000 W 27, Converse IN 46919. 70 miles North of Indianapolis, 21 miles North East of Kokomo, 12 miles West of Marion on the boarder of Miami and Grant Counties.

Why: Holiday Dinners, Conferences/Meetings, Camping, Group leadership, Weddings, Retreats & Reunions

Phone 765-395-3638

or visit web at www.rainbowcamp.org

Letter to the Editor... CONCERTS IN THE PARK

This year marks the 9th Gas City Area Chamber of Commerce sponsored Corporate Art Series of Concerts in the Park. What a positive impact this has made in our community. Many members of the community anticipate our summer concert series as part of their summer activities.

We have begun the initial phases of sending out letters to our business community asking for their support.

The Concerts, to be held every Tuesday throughout June and July, will begin on Tuesday, June 10, 2008 at 7:30 p.m. in the park. Mississinewa Valley Community Band will open our season and Needham-Storey-Wampner will once again host a free ice-cream social before the concert. This concert alone will have over 2000 in attendance!! We will also market our concerts in over 50 media outlets with a potential of reaching over 500,000 individuals, weekly.

We have individuals that attend the concerts that live in other communities such as: Hartford City, Wabash, Anderson, Muncie as well as several Grant Co. communities.

Please help us maintain the high standard that we have set for our concert series and thank you for allowing me to serve as chairman of this great event.

Mark Storey
Chairman, Corporate Art Series

Remember to shop local in the year 2008!

Board of Directors **2007-2008**

Officers

Janet Blake, President
Next Level Communication

Scott Nicholson, President Elect
Mutual Federal Savings Bank

Michael Powell, Vice-President
Mississinewa School Admin

Candace Eck, Secretary-Treas.
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Wal-Mart Distribution

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