

GAS CITY & JONESBORO CHAMBER NOTES

The Official Voice of the Gas City Area Chamber of Commerce

March 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.



**Gas City Area Chamber of Commerce
Annual Meeting
April 29, 2008
Grant County Event Center**

Important Dates

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

- 03/06/08 Board Executive Officers Meeting @ 8:00 a.m. - **Chamber Office** Conference Room
03/11/08 Small Business Mentoring Group @ 8:00 a.m. - **Chronicle-Tribune Office** Conference Room - Meetings by appointment only; call the Chamber Office ph. 674-7545.
03/13/08 Board of Directors Meeting @ 8:00 a.m. - **Chamber Office** Conference Room
03/19/08 Director's Luncheon @ 12 Noon - **Eastview Wesleyan Church** (*Guaranteed reservations required NLT March 14, 2008. Call 674-7545 and leave message to make reservation.*)
SPEAKERS: Marion General Hospital and Able Hands
OPPORTUNITY: 'Give Blood' sponsored by Indiana Blood Center
MENU: \$6.00
GREETERS: Mark Seigelin and Nancy Bryant
03/22/08 Newsletter Article Submission Deadline

Quote of the Month

"I want what's best for animals, and to help animals, which are in turn helping their human companions."
- Mary Gary, DVM

Save a life... Give blood... You'll have someone's undying gratitude!

The demand in Indiana for blood products is growing and is used to save the lives of local Indiana residents and visitors. Most anyone can donate blood. Consider this month's Chamber Director's Luncheon as your opportunity to give; it only takes 45 minutes of your time. The Indiana Blood Center bloodmobile will be in the Eastview Wesleyan parking lot, 414 North Tenth Street, from 11:30 a.m. - 3:30 p.m. on March 19, 2008.



Director's Luncheon Recap

The monthly Director's Luncheon was held at **Eastview Wesleyan Church** on Wednesday, February 20 with over 100 anticipated with reservations. An early morning snowfall caused a few cancellations; however, 96 members and friends of the Chamber were present. Janet Blake, Chamber President presided making the following announcements:

- ◆ Thanks were extended to Charles McCallum, Colonial Oaks Retirement Community Executive Director Health and Rehab Chaplain, sponsored \$2.00 of the cost of each lunch served.
- ◆ The "Golden Fork Award" traveling trophy will be given to the business that has the most representation each month. First-time recipient was Mrs. Roush receiving on behalf of Tomorrow's Angels, LLC.
- ◆ Distinguished service awards were presented to **AA Rents**, Mr. & Mrs. Arthur Shields, for 55 years of dedicated service and also Pastor Simpkins on behalf of **New Hope Baptist Church** for 50 years of dedicated service.
- ◆ Karen Owen accepted a check in the amount of \$125 from the Gas City Area Chamber of Commerce to be applied toward the Jonesboro Garfield Project.
- ◆ Parents of the Mississinewa High School junior class have begun preparations for the Drug Free/Alcohol Free After Prom event to be held Saturday, April 12. The event is the responsibility of the parents and its success relies heavily on the generosity of others in our community. Contact the high school for additional information or to make a donation.

Guest speakers were as follows:

- ◆ **Marion/Grant County Convention & Visitors Bureau**, Karen Niverson - The staff at the CVB is pleased to work with you to develop a custom meeting or event package that fits your group's unique requirements. CVB provides free planning services and promotional materials to help you execute a successful meeting, conference, trade show, banquet or event in Grant County. Available service include confidential lodging bids, site selection assistance, formal bid presentations, welcome bags, tour planning, on-site welcome/registration assistance, speakers list media releases, program planning, promotions materials and information packets. The very features that make Grant County an attractive place to live and work also make it a perfect destination for your next meeting, conference or retreat.
- ◆ **Tomorrow's Angels, LLC**, Brenda Roush - Tomorrow's Angels began training individuals who wanted to pursue their Certified Nurse Aide Certification in November, 2005. To date, Tomorrow's Angels has successfully trained 175 CNA. Indiana State law requires CNA

students to have 30 hours of classroom training and 75 hours of clinical training before being eligible for state testing. Students are taught by becoming a CNA they can become an Angel of Mercy in another person's life where the touch of a trained hand, caring attitude and even a simple smile can provide comfort to a resident in a long term care facility.

- ◆ **Colonial Oaks Retirement Center**, Chuck McCallum - Devoted to life... a retirement community you can have faith in. Offering a continuum of care, independent living apartments, assisted living, skilled and intermediate health care center and rehabilitation department - the Colonial Oaks goal is to provide each resident with luxurious accommodations and excellent service enabling the resident to live an active lifestyle free from the drudgeries of daily life.

Thank you to Diplomat Greeter **Kelly Ailstock**, DECA sponsor **IMPA** and door prizes provided by **Colonial Oaks** and \$50 coupon off of **Tomorrow's Angels, LLC** CNA training tuition for all attendees.

Time Gets Better With Age (Words of wisdom from all ages!)

I've learned that silent company is often more healing than words of advice. - Age 24

I've learned that brushing my child's hair is one of life's great pleasures. - Age 26

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... SELLING POINTS

1. **Be specific** in explaining the benefits of your product or service. Don't just say your product is a timesaver, if you can back that up with a statement such as, "Studies have shown that our typical customer saves 31 minutes a day with them, and that's over 188 hours a year, or about 5 full weeks of man hours!"
2. Back up specifics with **written testimonials** whenever possible. You saying your product/service is wonderful is interesting, but other customers saying it is sales closing power!
3. You've given specific examples of benefits. You've backed them up with written testimonials. Now **guarantee what you've promised**, both orally and in writing.
4. When you are selling against direct competition, **know their product/service** as well as you know your own. Then, from a position of knowledge and strength, show and invite

compassion. Note: if your product/service isn't the best even after you've added your own secret ingredient to the offer (you!), or if your product/service just won't stand up to the bright white light of comparison - then you're selling the wrong item!

5. If your product/service lends itself to it, **use trial offers**. If you and what you are selling are strong enough, a no-risk trial period is a powerful convincer. Such as letting your customer actually use and benefit from your widget is hard to beat. And if it really works like you said it would, you'll have a hard time getting it back.

Understand these five selling tips are not designed to replace your sales presentation. Just make sure they are in it!

By Ben Gay II, excerpt from Small Business Marketing Idea-Letter

It's Not WHAT We Say, But HOW We Say It

One day, there was a blind man sitting on the steps of a building with a hat by his feet and a sign that read: "I am blind, please help." A creative publicist was walking by and stopped to observe. He saw that the blind man had only a few coins in his hat. He dropped in more coins and, without asking for permission, took the sign and rewrote it. He returned the sign to the blind man and left. That afternoon the publicist returned to the blind man and noticed that his hat was full of bills and coins. The blind man recognized his footsteps and asked if it was he who had rewritten his sign and wanted to know what he had written on it. The publicist responded: "Nothing that was not true. I just wrote the message a little differently." He smiled and went on his way. The new sign read: "Today is spring and I cannot see it."

Lesson: Sometimes we need to change our strategy. If we always do what we've always done, we'll always get what we've always gotten. And remember too, sometimes it's not WHAT we say; it's HOW we say it!!

Chamber Spotlight on Business

◆ **Wuertley Insurance Agency**, Business and Commercial Lines, offers commercial, personal lines, health, life, disability and AFLAC. Lance Robey, Marion, chose this type of business because it gives him the opportunity to make peoples' lives a little better and a littler easier. Lance enjoys the local James Dean Festival and hobbies such as fishing, reading, NASCAR and poker. He says his favorite vacation destination is Minnesota because of the tremendous fishing. He is married with three beautiful daughters and considers his family as his greatest accomplishment. Having lived the past 7½ years in Bloomington he is very happy to be in Marion, which he calls "home."

◆ Introducing Mary L. Gary, DVM - owner/veterinarian **Hometown Animal Hospital**, 1988 graduate of Marion High School and 1994 graduate of Purdue SVM. Mary is married to Brian Dill, 1987 Lakeview HS graduate, and together they have two boys, ages 5 and 7, attending Marion Community Schools. They have a hobby farm - horses, beef cattle, chickens and vegetable garden. Each summer Mary makes salsa from her own vegetables, the hotter the better.

Raised on farm - dairy, beef cattle, chickens, horses, dogs and cats - is where her love of animals and interest in caring for them first began. She knew at an early age there was a special bond between people and animals. Her dad always had a way with animals. People who didn't know him thought of him as gruff, but the animals seemed to understand him. Mary wanted to have that bond, too! As she

grew, she wanted to nurture that bond for others.

She has worked in a variety of practice situations since graduation starting in a large animal practice in southern Illinois. Then just before moving back to Marion, she worked in Indianapolis for a nationwide veterinary corporation. It had multiple hospitals in the Indianapolis area and employed several specialists. Most recently, she has been a relief veterinarian, traveling between several hospitals. Throughout her career, she has gained a diversified knowledge of medicine and surgery as well as practice management.

Mary's professional interests are Senior Care, Dentistry, Practice management and environmental medicine. Her personal interests include the love of any type of outdoor recreation that her family can do together (camping, caving, canoeing, bicycling or horseback riding). Hobbies she enjoys are reading, sewing, scrap booking, bowling, volleyball and genealogy. She and her husband moved back to Marion in 2001 wanting their children to be raised near family. She became a local business owner in 2002, which created a very personal interest in seeing Grant County prosper. Civic contributions include being a member of Countryside Wesleyan Church, Grant County Evening Garden Club, volunteering for 4-H, Cardinal Greenway and Marion Community Schools. Brian is also on the Washington Township Volunteer Fire Department.

Mary's professional goals are to continue serving the people and animals of Grant County and contributing to the Grant County communities. Her mission is to treat each client and patient as individuals, utilizing her diverse background and experiences to develop a medical strategy that fits each individual's circumstances and needs.

Businesses: Don't Hold Out on America

If your business received a 2007 Economic Census form in December, and you returned it on time, the Gas City Area Chamber of Commerce thanks you. But if you missed the Feb. 12 deadline, we urge you to seek a 30-day extension and complete the form as soon as possible. Many very small businesses were not sent a form, and no action is required from them, but businesses that received forms are required by law (Title 13 of the U.S. Code) to respond.

In today's changing economy, timely and relevant facts and figures are essential for sound business and government decision-making. The Economic Census is the primary benchmark for measuring 96 percent of the gross domestic product. Ben Bernanke has said, "The Economic Census is indispensable to understanding America's economy."

Businesses can request a 30-day reporting extension, or get help with their form, via the Internet (<http://business.census.gov>) or by calling a toll-free number (800) 233-6136 from 8 a.m. to 6 p.m. EST, Monday through Friday.

If your company received but has not returned the 2007 Economic Census form, do it now. The rest of us are waiting for you.



Dr. Gary, accompanied by husband Brian Dill, receives Chamber membership plaque from Janet Blake, President

This is for USA phone numbers:

Google has implemented a new feature, which enables you to type a telephone number into the search bar, and hit enter and you will be given the person's name and address. If you then hit Map, you will get a map to the person's house! It's a nationwide reverse telephone book.

If a child gives out his/her phone number, someone can now look it up to find out where he/she lives. The safety issues are obvious, and alarming.

Note that you can have your phone number removed or blocked. I tried my number and it came up along with the map quest and directions straight to our house. I did fill out the removal form for myself, and encourage all of you to do the same.

In order to test whether your phone number is mapped, go to Google, <http://www.google.com>, type your phone number in the search bar (i.e. 555-555-1212) and hit enter.

If you want to BLOCK Google from divulging your private information, simply click on your telephone number and then click on the Removal Form. Removal takes 48-hours.

Please share this information with friends and family.

Letter to the Editor...

◆ Attention Chamber Members: It has been brought to my attention that a company, Universal Associates, is soliciting Chamber members regarding a Grant County map. ***This is not a Chamber endorsed product.*** Buyers beware.

Aaron DeWeese
Marion/Grant County Chamber

◆ Chamber Members: This is to inform you that Fairview Apartments, located at 301 South 10th Street, Gas City, Indiana 46933, is seeking low-income elderly and/or disabled housing applicants at this time. Fairview Apartments is federally subsidized; and while most rents are based on 30% of the resident's income, qualifications and minimum rent may apply. We have spacious one and two bedroom apartments with all appliances included, on-site laundry facilities and superior on-site management.

Carol Stoltz, Property Manager
Ph. 765-674-3710

◆ Attention Chamber Members: Cyber criminals are attempting to once again send fraudulent e-mails to unsuspecting recipients stating that someone has filed a complaint against them or their company with the Better Business Bureau. The e-mails are intended to appear as legitimate messages, and they address the recipients by name, and other personal information may be contained within the e-mail. Consistent with previous efforts, the scam will likely be an effort to secure your personal information. The nature of these types of scams is to create a sense of urgency for the recipient to provide a response through clicking on a hyperlink, opening an attachment, or initiating a telephone call.

It is believed this e-mail refers to a complaint that is in the form of an attachment, which actually contains virus software designed to steal passwords from the recipient. The virus is wrapped in a screensaver file wherein most anti-virus programs are unable to detect its malicious intent. Once downloaded, the virus is designed to monitor username and password logins, and record the activity, as well as other password-type information, entered on the compromised machine. Business owners and consumers alike must be consistently aware that these cyber thieves are trying to obtain such information as your mother's maiden name, your date of birth, Social Security number, bank account number, debit card and

credit card numbers, and any password that opens them to cashing in on your money. And, they are turning up the heat! Protect your personal information whenever possible. Identity theft can happen to you! The BBB will NOT issue anything like this in E-mail: BBB CASE #3908

Better Business Bureau of Northern Indiana

◆ Letter from Larry, he writes (Feb.1): We were informed first night a little after 7p.m. that I am officially on the liver transplant list at the IU Medical Center. The standard "line" they give for waiting time is 3-6 months although I was told the list for my blood type is shorter and that several on that list need multiple organs (a liver and some others) so, now we wait for the call to go to Indy and there could be one or more "dry" runs. You receive the call when they know they have a liver coming that matched what you need (i.e. size, blood type, etc). However, when they actually receive the liver they may feel it's not good enough for you and we come back home. So everyone please keep Jude and me on your prayer list and we will do our best to keep everyone informed as we progress. Thanks.

Larry Henn, former Amcast Chamber Board Member

◆ Good Morning all you wonderful Mississinewa mentors! I want to personally thank you for all the hard work and dedication you have each made to the mentoring program. Children's lives are being influenced in a POSITIVE way. I need your help!!! We need MORE mentors for the Mississinewa school district. There are a few of you that still need matches... and rest assured they are on the way... plus MANY more. If any of you have friends or relatives that would be willing to serve as a mentor, could you please have them give me a call? I would GREATLY appreciate it. In addition, if any of you belong to a civic organization or church that would allow me to speak about the program, PLEASE let me know. Have a blessed day!

Linda Lowe

Community Scholarship Liaison

Project Leadership @ The Community Foundation of Grant County
505 West 3rd Street, Marion IN 46952 - ph. 765-651-0650, ext. 114
www.projectleadership.org - Howe@projectleadership.org

From the Desk of Penny Garrett:

If you missed the January luncheon, I'm going to print an instant replay of a presentation by Dawn Brown, Community Foundation of Grant County. Dawn gave each who attended a silver coin. She then addressed the group as follows:

On your table, you'll each find a silver coin. Just like every coin, this one has two sides. Only this coin is a little different.

One side states, "You are an Essential Piece." And, it's true. Here at the Gas City (Area) Chamber, you are an essential piece of the puzzle. We are a team, hundreds of members strong, and we all need each other to prosper.

On the other side of the coin it states, "Can't imagine us without YOU!" That's true as well. Whether it's a Small Business Mentoring Group workshop, a regular monthly luncheon, a ribbon cutting ceremony, or a social event, we're proud to have you as members and call you friends.

So, now, I want you to take this coin and place it on your desk at work. Then, whenever anyone picks it up and asks what it is you can tell them that it's a token of appreciation from the Gas City (Area) Chamber of Commerce. Tell them the benefits you get from the Chamber and invite them to our next luncheon.

Who knows, they may be our very next members.

I asked Dawn if I could use her words in this newsletter because Dawn gets it! She not only 'gets it' but her words convey the heart of the Gas City Area Chamber. We need each of YOU to strengthen the Chamber. Can you help to recruit new members? Can you become directly involved by serving on a committee and lend new ideas? Currently we need a Chairman for the Non-Dues Revenue Committee. This is a new committee; one that will brainstorm ways the Chamber could raise funds and design ways to meet our needs. Revenue other than dues is a must in order for the Chamber to continue to provide the quality of service needed. This committee will take suggestions and brainstorm ways to raise funds and then recruit a Chairman of the Task Force that will implement the activity. This committee will support the task force in the venture to ensure that the activity is within our mission and the quality of service the Chamber provides its members is not compromised. This Committee Chair reports to the Vice-President.

Call the Chamber if you are interested in leading this committee or serving on the committee.

Penny Garrett
Gas City Area Chamber of Commerce Executive Director

Remember to shop local in the year 2008!

Board of Directors 2007-2008

Officers

Janet Blake, President
Next Level Communication, Inc.

Scott Nicholson, President Elect
Mutual Federal Savings Bank

Michael Powell, Vice-President
Mississinewa School Admin

Candace Eck, Secretary-Treas.
Dulin, Ward & DeWald, Inc.

Mark Sullivan, Ex-Officio
Irving Materials, Inc.

Members

M. Kelly Ailstock
Renbarger Insurance & Financial Services, Inc.

Dawn Brown
Community Foundation of Grant Co., IN, Inc.

Nancy Bryant
Gas City-Mill Twp. Library

Fran Cheney
Good Neighbor Pharmacy

Scott Murphy
Wal-Mart Distribution

David Penticuff
Chronicle-Tribune

Denny Smith
2 B Personalized

Larry Terwillegar
Masonic Lodge #645

Dorine Ward
York House

Interns

Beth Alston
Mutual Federal Savings Bank

Nichole Schroeder
Indiana Business College

Executive Director

Penny A. Garrett