

GAS CITY & JONESBORO CHAMBER NOTES

The Official Voice of the Gas City Area Chamber of Commerce

August 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

Marbrook Campgrounds

Ellen Slattery, Owner
6690 E 600 S, Gas City IN 46933
Ph. 765-674-4383

Lincare

Michelle Gott
1101 W 32nd, Marion IN 46953
Ph. 765-674-5195

Important Dates

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

- 08/07/08 Board Executive Officers Meeting @ 8:00 a.m. – **Chamber Office** Conference Room
- 08/12/08 Small Business Mentoring Group @ 8:00 a.m. – **Chronicle-Tribune Office** Conference Room – Meetings by appointment only; call the Chamber Office ph. 674-7545.
- 08/14/08 Board of Directors Meeting @ 8:00 a.m. – **Chamber Office** Conference Room
- 08/20/08 Director's Luncheon @ 12 Noon – **Eastview Wesleyan Church** (*Guaranteed reservations required NLT August 15, 2008. Call 674-7545 and leave message to make a reservation.*)
SPEAKERS: York House, Marion General Hospital, Small Business Development Center
MENU: Beef Roast, Mashed Potatoes, Mixed Vegetables, Chinese Slaw, Dinner Rolls, Cobbler, Drink - \$6.00
GREETERS: Diplomats Karen Owen, Pegg Richards and Garon Losure
- 08/22/08 Newsletter Article Submission Deadline

Hometown Animal Hospital Open House

94 Schaefer Dr, Gas City

September 6, 2008, 12-4 pm

Activities include Pony Cart Rides, Obedience and Police Dog Demonstrations (2pm), Pet Photos. All Outdoor Activities are weather permitting. Enter to win door prizes which include an I-Pod, a HomeAgain Microchip, and a Grooming Package from Char's Doggy Day Spa. Prizes will be awarded for: Name the Hometown Hedgehog Contest (judged by Larry Leach, Mayor of Gas City), Pet Photography Contest (judged by Carl Saathoff of Portrayal Studios), and the Pet Costume Contest (judged by Judy King of Gas City). For more information call 674-Pets (7387). Come and enjoy all the fun and activities and purchase your Chamber Golf Cart Raffle tickets!

Family Dollar Super Sidewalk Sale

1023 E Main, Gas City

Friday, August 1 & Saturday, August 2 from 9 am - 8 pm

Come check all the savings and enter to win raffle prizes! The Chamber Golf Cart will be there from 10 am to 12 noon. Does miss this great opportunity for savings and to purchase your Golf Cart tickets!

**Golf Cart Raffle**

Tickets only \$1.00 each or 6 tickets for \$5.00

4-passenger **Brand New 2007 E-Z-GO Sport 2+2 Gas Golf Cart** – Retail value \$6,000. The golf cart features a yellow body, tan seats, extended top, rear flip seat, trail wolf tires, rearview mirror, wheel covers, lift kit, and a 2 year factory warranty. The drawing will be held at noon on Sunday, September 28 at the Ducktail Run Car Show. You do not need to be present to win; the winner will be called following the drawing. Tickets may be purchased at the chamber office, online or at many area businesses. Contact the Gas City Area Chamber of Commerce for more information at 765.674.7545 or visit www.GasCity.com.

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

I've learned that making a living is not the same thing as making a life. –Age 58

*I've learned that if you want to do something positive for your children,
work to improve your marriage. –Age 61*

Chamber Happenings

Nancy Hoover, who helped found the Gas City Area Chamber of Commerce in 1992, has returned as the marketing and office administrator. Hoover will consult with member businesses and meet with potential members as part of her new part-time role. "It's nice to be back with the people," Hoover said.

Your Chamber office is now open Monday thru Friday from 8 am to 4 pm and closed for lunch from 11 am to 12 noon. Did you know that as a member you may display your business literature in the chamber office?

Did you see the Kiwanis 4th of July Parade – maybe you noticed the Gas City Area Chamber of Commerce Float and Golf Cart? Your chamber received a Blue Ribbon for its float. A very special “Thank You” to Cora Fannin, Jason Liddick and all who helped with this project!

Business.gov Announces new Gadget!

For most companies, gadgets have been around for awhile, but www.business.gov is one of the first government programs to utilize them as a true service tool for start-up and small businesses.

This new toolkit allows small business owners to:

- Search for information, forms, and contacts from federal, state and local governments
- Find topics of current interest to the nation's small business community
- Get a listing of licenses and permits that apply to your business
- Watch videos featuring expert advice from successful entrepreneurs and small business owners

Check it out for yourself at, <http://www.business.gov/about/gadget.html>.

Destination Development – 20 Ingredients for Creating Outstanding Destinations Something to ponder for Gas City Area and Businesses

1. A strong brand and retail focus

- Most over used Branding: Outdoor Recreation Paradise, Wine and Art Community
- Community needs to be known for something and then focus on and highlight that feature.
- Brand needs to be unique and specific. Should be activity-driven, not just something to look at.

2. The Mall Mentality

- The #1 visitor activity in the world is shopping and dining in a pedestrian setting.
- Separate “neighborhood retail” from “destination retail”
- 10+10+10 rule: 10 dining places, 10 destination retail shops and 10 places open after 6 p.m. (entertainment: movie or live theatre, bars, restaurants, clubs, music, etc.) within a three lineal block downtown.

3. The Good First Impression

- Your first impression is a lasting one and may determine if a visitor stops or just drives on past.
- Put your entrance signs (gateways) where you will make the best first impression.
- Curb appeal is an investment with a tremendous return. Make your entranceways attractive and have entry signs professionally produced.

4. Create Gathering Places

- Bring your downtown to life – If locals don’t hang out downtown, neither will visitors!

5. Quality Merchandise

- Know your audience.
- The Five C’s of tourism are: Convenience, Control, Comfort, Cost, Connection

6. Convenient, long-term parking

- Shopping and dining in a pedestrian setting is the number one activity of visitors in the world. Visitors will spend an average of four hours in a pedestrian-friendly setting.
- Parking limits force customers to leave before they are finished. If you have to limit some parking, make sure signage also says where all day parking can be found.
- Angle-in parking generates more sales than parallel parking.

7. Intimate surroundings

- People are drawn to intimate, pedestrian-friendly settings. Try adding water features, outdoor fireplaces, and music, extended window displays to exterior spaces.
- 8. Public restrooms**
- This is the number one reason people stop. Place your public restroom where people will spend money. Promote the public restroom – once a visitor is out of the car they are more likely to spend money if there is a place to spend it.
- 9. Activities after 6:00 p.m.**
- 70% of shopping happens after 6 p.m. – are you open?
- 10. Good retail signage**
- Storefront signage should be perpendicular to the street and of uniform height and size, making it easier for motorists and pedestrians to see what’s available.
- 11. A way finding system**
- Directional signage will help your visitor know what you have to offer and how to find it easily. Connecting the dots through a signage system is one of the most important things to do.
- 12. 24-hour visitor information**
- Create a place for visitors to find information. Make sure you have good signage to information.
- 13. Activities and Entertainment**
- The most successful communities do a good job of creating that important Third Place (not home or work) to gather and hang out.
 - If locals don’t hang out in your downtown, neither will visitors. They are drawn to places full of activities and life.
- 14. Experiences, not architecture**
- The experience is the 1st priority and the location is the 2nd priority for visitors.
- 15. Invitations, not rejections**
- Don’t use closed signs! Instead use signs that say when you are open and never when you are closed. Focus on the positive. If you say when you are open it invites the visitor to come back.
- 16. Gateways**
- Develop gateways to identify the downtown core area.
- 17. Downtown with a name**
- The name should be developed as part of your Brand Development Planning efforts and should be inviting and cause you to want to visit.
- 18. Hoosier Hospitality**
- Your front-line people are your most valuable sales team. They are the first people your visitor/customer will see. Attitude is critical. If a visitor/customer doesn’t feel welcomed or valued they are likely to leave and never come back and tell others of their negative experience.
- 19. Excellent curb appeal**
- The most successful cities are typically the most beautiful. Beautification or curb appeal can account for as much as 70% of gross sales for restaurants and retail shops.
- 20. Enthusiasm!**
- “Nothing great was ever accomplished without enthusiasm.” –Ralph Waldo Emerson
 - Enthusiasm is contagious.
 - Every downtown effort requires “pioneers” and those who will “champion the cause.”
 - Once people get excited, this effort becomes fun. The trick is to get everyone on the same page and pulling in the same direction.

Chamber Spotlight on Business

Mississinewa High School Partnership

April Dickey's high school Journalism students have partnered with the Gas City Area Chamber of Commerce agreeing to contact area Chamber members and submitting articles for publication in the Chamber Notes. Students, freshmen through senior grades, are using skills they are learning by making contact with area businesses, making their request, interviewing and writing "Business Spotlight" articles for publication. Following is a feature article submitted by Mississinewa High School.

Jonesboro Post Office, by Chelsea Althouse

Judy Ellis is the postmaster at the Jonesboro Post Office, located at PO Box 1 in Jonesboro. Ellis, who has worked at the Post Office for 14 years, enjoys her customers. "There are a lot of terrific people in the Jonesboro community," said Ellis. She said that they have a post office box section in this office. The three Jonesboro routes are housed in Gas City. Ellis said on average, about 3,000 pieces are processed daily through the office. But on the holidays the numbers are much higher. The busiest part of the days is the afternoon and the most sold item are postage stamps. Ellis says that beside her self there's a postmaster relief person. Ellis says that she loves her job and it's a great career opportunity. "I haven't found anything not to like about it," she said. She works eight hours daily.

The Jonesboro Post office is open Monday through Friday 8:00 a.m. to 4:30 p.m. with an hour for lunch and that is 11:30-12:30p.m. On Saturday the service window is open from 9:00 a.m. to 11:00 a.m.

Indiana Business College

830 North Miller Avenue, Marion, IN 46952
765-662-7497

PRESS RELEASE



On Friday, July 18, 2007, Indiana Business College celebrated its 2007-2008 Commencement Ceremony at the St. James Lutheran Church. Grant County District 2 Commissioner Mark E. Bardsley presented the commencement address.

William Turner of Marion was this year's valedictorian with a 3.89 GPA. Melissa Jefferies of Gas City was this year's salutatorian with a 3.85 GPA.



William Turner, Business Administration



Melissa Jefferies, Medical Coding Technology
and Medical Records Technology

Other graduates recognized for honors distinction included:

High Distinction (graduates must hold a cumulative GPA of 3.75-4.00): Kathy Jo Meyer

Distinction (Graduates receiving Distinction must hold a cumulative GPA of 3.50 to 3.74): Maria Bartrum, Kristie Bone, Tracy Bradley, Kamalpreet Braich, Stacey Faughender, Michael Fite, Jessica Higginbotham, Stacey Kelley, Melinda Kinsley, Stacey Stepp.

The following graduate has received a Bachelor's Degree:

Wabash: Kristie Bone, Business Management

The following graduates have received an Associate of Science degree:

Marion: Stacy Alford, Medical Assistant; Susan Boothby, double major in Accounting and Business Administration; Tracy Bradley, Medical Assistant; Kamalpreet Braich, double major in Accounting and Business Administration; Talisa Cobb, Business Administration; Stacey Faughender, Medical Assistant; Michael Fite, Surgical Technician from the IBC- Ft. Wayne campus; Lindsey Harrison, Medical Assistant; Jessica Higginbotham, Accounting, Rhona Johnson, Medical Records Technology; Kathy Jo Meyer, Business Administration; Rabecca Parrett, Medical Assistant; Michelle Sands, Medical Coding Technology; Linda Timmons, Medical Coding Technology; Amy Turner, double major in Accounting and Business Administration; William Turner, Business Administration

Fairmount: Maria Bartrum, Medical Assistant; Lori Pierce, Medical Coding Technology

Gas City: Melissa Jefferies, double major in Medical Records Technician and Medical Coding Technician; Inez Sosh, Business Administration

Huntington: Melinda Kinsey, Medical Coding Technology

Liberty Center: Kaitlyn Boxell, Office Administration

Matthews: Judy Mills, Medical Assistant

Sweetser: Stacy Stepp, Medical Coding Technology

Wabash: Stacey Kelley, Business Administration; Tina King, Medical Coding Technology

The following graduates received a Diploma:

Fairmount: Lori Pierce, Medical Office Assistant

Jonesboro: Nikita Haughey, Accounting Assistant

Marion: Michelle Sands, Medical Office Assistant

The following recent graduates have received a professional certification in their field:

Stacey Alford, Certified Medical Assistant, American Association of Medical Assistants (AAMA)

Melinda Kinsley, Certified Professional Coder, American Academy of Professional Coders (AAPC)

Melissa Jefferies, Certified Professional Coders, American Academy of Professional Coders (AAPC)

Letters to the Editor...

2008 Gas City Gospel Concerts in the Park - brought to you by the City of Gas City

August 5	“UPWARD PRAISE”
August 12	“FRIENDS ‘N’ STRINGS”
August 19	“ONE WAY HEAVEN BOUND”
August 26	“PSALMS 33:3”
September 2	“CROSSWALK”
September 9	“THE JUBILEES”
September 16	“ONE WAY HEAVEN BOUND”
September 23	“PSALMS 33:3”

Eugene “Beaner” Linn Bandshell

Gas City Park, South Broadway St, Gas City, IN

All concerts at 7:30 p.m. - RAIN OR SHINE

In case of bad weather, concerts will be held at New Hope Baptist Church – 800 East South “C” Street

Donations will be asked for at the concert to help cover the groups expenses.

To all our sponsors of our 6th Annual Charity Car Show. Thanks for your support of things for door prizes, goody bag items or cash donations. We had 50 cars show up this year and were able to make \$1000 for charities. We gave \$500 to We Care and \$500 to Mooseheart/Moosehaven for a total of \$4000 to each charity in the past 6 years of having the car show. Thanks again.

Gary W. Dalton, Car Show Chairman
Gas City Moose Family Center 1778

Dear Members:

Indiana Business College in Marion is now looking for first-rate adjunct instructors that have a passion to share their skills and knowledge with others.

Our Business and Criminal Justice programs require a Bachelor degree in your discipline. Our Medical Division requires various degrees and certifications relative to Medical Assisting, Medical Reimbursement, Coding, and Clinical Skills, including Phlebotomy.

We expect an organized and passionate presentation built on solid, real-world field experience. We want you to challenge our students to do their best. We expect your best.

Over this academic year, we are looking for expertise in the following concentration areas:

- Business and Medical math
- Microsoft computer applications
- Accounting and Finance
- Project Management
- Cybercrime and Forensics
- Basic and advanced medical courses

Bring your expertise to the table, and share what you know. Together we can make a difference in Marion, Grant County, and surrounding areas by developing a more highly-skilled work force for our future.

Please contact:

Business/ CJ classes Mr. Jeff Lindberg
Dean of Education
765-662-7497

Medical Programs Mrs. Jean Heath
Medical Programs Coor.
765-662-7497

Websites of Interest

Gas City Area Chamber of Commerce – www.gascity.com

Grant County Growth Council – www.grantcoindevelopment.com

Grant County Convention & Visitors Bureau – www.showmegrantcounty.com

Indiana State Chamber of Commerce – www.indianachamber.org

Indiana Workforce Development – www.hoosierdata.in.gov

Indiana Polling Places - www.indianavoters.com

Marion-Grant County Chamber of Commerce – www.marionchamber.org

State of Indiana – www.indiana.gov

The Taxpayers Network – www.taxpayersnetwork.org

United States Small Business Administration - www.sba.gov

United States Department of Commerce - www.commerce.gov

Remember to shop local in the year 2008!

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**Board of Directors
2008-2009****OFFICERS:**

Janet Blake, President

Next Level Communication, Inc.

Scott Nicholson, President Elect

Mutual Bank

Michael Powell, Vice-President

Mississinewa School Admin.

Candace Eck, Sec'y-Treas

Dulin, Ward & DeWald, Inc.

Mark Sullivan, Ex-Officio

Irving Materials, Inc.

MEMBERS:

Dennis Banks

Star Financial

Dawn Brown

Community Foundation of Grant Co., IN, Inc.

Nancy Bryant

Gas City-Mill Twp. Library

Aleta Goins

Howe's Financial Services, Inc.

Scott Murphy

Wal-Mart Distribution Center

David Penticuff

Chronicle-Tribune

Denny Smith

ZB Personalized

Larry Terwillegar

Masonic Lodge #645

Dorine Ward

York House

CHAMBER STAFF:

Nancy Hoover, Marketing/Office Administrator

Celeste Draher, Office Manager