

April and
May

The Catalyst

Emmetsburg Chamber of Commerce

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10th Annual B.A.D. Golf Outing

The Chamber's 10th annual Business Appreciation Day golf outing is set for Friday, May 29th! The B.A.D. Golf day is always a favorite among Chamber members for the opportunity to get out of the office and network with others from our community.

The Chamber's golf outing is the perfect opportunity to invite your co-workers, vendors, customers, employees, etc., to join

you for a day of relaxed networking. Begin now to gather your team. Maybe you'd like to challenge another business? Lots of fun ideas can be incorporated into this day and we hope you'll make the most of it.

Years past have always included lots of fun, camaraderie, good food and prizes!

Two Chamber board members share the chairmanship of this committee – Doug

Welander and Mary Cooper.

The brochures will be sent to you before long and you'll need to fill them out and return them to the Chamber office to hold your place in the event. Please remember that we have opportunities for sponsoring holes as well as playing golf.

Also, if you're a non-golfer, there's other fun to be had so remember to reserve the date now – Friday, May 29th!

Review of Annual Banquet & Awards Ceremony

Our Chamber Annual Banquet and Awards Ceremony was a tremendous success again this year! The Banquet is our annual opportunity to celebrate our successes, enjoy some entertainment, help raise some additional funding and have a fabulous meal together!

During the past three years this celebration has really grown. This year we

had 95 in attendance. Very talented high school students sang for our entertainment. The prime rib meal was huge and delicious. (The sugared grapes were so pretty!) The silent auction raised a generous \$1,800. The Citizen of the Year award went to Ron Hersom and he was so delighted.

Milestone Awards were presented to businesses in their 1st

– 5th year of business and then in 5 year increments after that, as well as every year after 100. 148 businesses were eligible for Milestone awards this year. Several of the awards are still here at the office to be picked up.

Special thanks to ILCC for all they do for us! Nancy Janssen chaired this event. We thank all who made it such an awesome success!



New independent research shows us that 65% of people spend more time with their computer than with their significant other.



Blogging - Should We or Shouldn't We?

There are presently more than 130 million blogs on the Internet, according to San Francisco-based blog tracker Technorati. While it's not clear how many of those are corporate, it's safe to say that your own message can risk getting lost in the mix unless you can help drive traffic to your blogsite, say experts.

Do:

* Submit your blog to search engines.

- Submit your blog to a blog directory
- Add a link to your blog in your e-mail signature file and on every page of your Web site.
- If you publish a newsletter, make sure you have a link to your blog.
- Include a link to your blog as a standard part of all outgoing correspondence and

print the URL on your business cards, brochures and fliers.

Don't

- Start a blog if you don't have someone to monitor it and post to it daily.
- Start a blog unless everyone involved in the organization is on board with it and can commit time to posting and responding to posts.

Facebook - Should We or Shouldn't We?

Facebook is probably the social network that has the broadest audience and the most community functionality of any of the big services right now. We are seeing more and more chambers getting on Facebook. Here are some suggestions if your Chamber is thinking about using Facebook as a tool to stay connected with your members and beyond.

- **Individuals.** Make sure that some people in your company are on Facebook as individuals. This is the best way to learn how people use Facebook if you haven't already used it. I would start by getting a personal account, entering

your personal profile information, and finding a few people that you know. It's a great way to learn more about how people use Facebook, and it will help you better understand how to use it for your company.

- **Company page.** After you are comfortable using Facebook as an individual, you should create a company page. Do not create a personal profile on Facebook for your company. Those look artificial and weird in addition to being outside of what people expect to see on

Facebook. A company page lets you provide information about your company along with an event calendar, video, photos, discussion board, and much more. People can then choose to become "fans" of your company, and you can use this page as a lightweight community effort.

- **Groups.** You can create a group on Facebook around any imaginable topic. I've seen groups used fairly successfully for lightweight community activities, especially when they also involve an in-person element.

Retail Association's "Spring Fling" event

Emmetsburg's Retail Association is busy planning their Spring Fling event to be held on April 24th and 25th. Their theme for 2009 is "Let's Get Growing"!

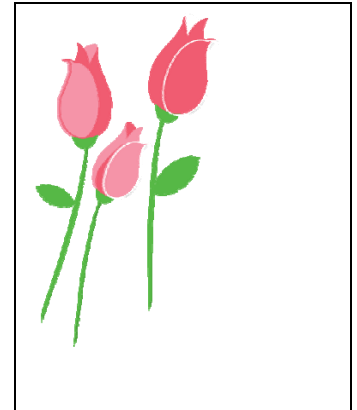
They began the kick-off for this event with an entry in the St. Pat's parade. They handed out 'Ducky Bucks' and flower lei's advertising the upcoming dates.

This group has also recently placed collection cans around the community where donations can be left to help finance the

plantings for the beautiful planters that were purchased last year by the Chamber's Beautification committee. We hope that you'll want to contribute to this fund for this worthy cause in beautifying our community.

Watch for details as they come out in the paper and the participating stores as the event dates get closer. I hear there'll be lots of spring-themed fun and prizes.

The Retail Association does a great job of promoting our entire community through the five fun annual events they sponsor each year. They meet each Wednesday morning from 8 – 9 AM at the Welcome Center and you're invited to attend and share ideas! The minutes from their weekly meetings are also emailed to all Chamber members so we can all stay up-to-date with their events, programs, etc.



Call the Chamber
852-2283
to share your
"Good News" item
in the
next edition of the
Catalyst!

Telephone Pet Peeves

In a Telephone Doctor recent survey, the following top 12 telephone pet peeves were:

1. Automated attendant
2. Lack of good manners, rudeness, and bad attitude
3. Being put on hold
4. Speakerphones

5. Cell phones
 6. Foreign accents, speaking too fast, not speaking clearly
 7. Eating or chewing gum while on the phone
 8. Voicemail
 9. Transferring calls improperly
 10. Background noises
 11. Carryover conversation
 12. Not returning phone calls
- How would you have responded? Were you surprised by the results?
- And more importantly, how do you handle each of the above?

Many of our successes in business and life can be stemmed back to the exact same issue. The issue is all about our expectations or how we control expectations.

~Rick Segel~

*"If there's one business in our community that **must remain strong**, it is the Chamber of Commerce! The chamber's image is the image of the entire business community and **confidence is the #1 tool to fight a down economy**. Membership in the Chamber has never been more important. Our membership is a dynamic economic indicator."*

The Chamber of Commerce is your full-time salesperson, and at the same time, your watchdog.

Saying "Good Morning"

Creating a workplace where courtesy reigns doesn't mean feeling obligated to say hello every time you pass someone in the hall; being preoccupied with what you're doing is only natural when you're busy, and shouldn't be taken as an affront. Of course, you'll want to greet

coworkers the first time you see them with a "Good morning" or "How's it going?" but after that a quick smile or nod will do. More important is what not to do when passing people in the hall – staring straight down at the floor with a sour look on your face. Even though it's

unlikely to be taken personally, ignoring people does little toward creating the kind of atmosphere that makes the day go better.

~excerpt from "The Etiquette Advantage in Business" by Emily Post

Chamber Membership Benefit

From your Chamber membership you receive business contacts developed through association with successful business people in Chamber activities.

You receive opportunities for personal growth and leadership experience by working with fellow members on civic and business affairs.

There is also opportunity to work collectively for the benefit of the business and professional community on city as well as state level.

You have a sense of pride and personal satisfaction in sharing in the achievement of

the goals of the Chamber in making Emmetsburg and Palo Alto County a better place to live and do business.

The prestige of your name on the Chamber's membership roster is visible proof that you believe in the community and are doing your share to help support and enhance the economy on which we all depend.

The Chamber is an organization, guided by private business, doing the things you simply can't be doing to improve the local economy, because you have your own business or profession to look

after.

The Emmetsburg Chamber of Commerce is the salesperson of our community and businesses – unceasingly promoting our products and services – and at the same time it is your watchdog – protecting your interests.

The benefit of belonging to our Chamber is full-time representation and year-round results.

Be a proud member of the Emmetsburg Chamber of Commerce... We're proud of YOU & YOUR business!

Above & Beyond

A few years ago the Chamber Board decided to institute an "Above & Beyond" opportunity for Chamber members who were able to contribute any amount 'above and beyond' their regular membership investment. The list of contributors has grown each year and we are so pleased that this year we have eleven businesses that have gone "Above & Beyond".

Poet Bio-Refining

Tourism

- *Diversifies the economy so that communities are no longer dependent on 1 or 2 industries.
- *Provides a multiplier effect where many businesses, including non-tourism industries, benefit economically.
- *Brings in "new money" that creates growth in a community.
- *Increases the tax base that helps pay

Martin-Mattice
Funeral Home

AGP

Emmetsburg Care
Center

Iowa Telecom

Super 8 Motel

Look Who's
Stamping

KW Electric

Johnson Realty

Ron's Matting &
Framing

- for community amenities and services.
- *Creates jobs and business opportunities for entry level people and entrepreneurs.
- *Promotes business development. Today's visitor may just be tomorrow's investor – something seen more and more, particularly in rural areas.
- *Boosts appearance and makes the community visually

Wells Fargo Bank

Special thanks to each of these dedicated Chamber members for their generous contributions to our program of work.

If you'd like to become an "Above & Beyond" member, it's not too late. Call the Chamber office to discuss details and benefits.

Thank you!

appealing.

Communities with a successful tourism industry import more cash than they export. Results have shown that tourism can bring substantial benefits to a community and its residents.

~excerpt from 'The 25 Immutable Rules of Successful Tourism' by Roger A Brooks & Maury Forman



Special Thanks for going Above & Beyond!

Emmetsburg is especially fortunate to host one of the state's 20 official Iowa Welcome Centers, through which we promote tourism. No state funding is provided for the Welcome Center. Volunteers keep our Welcome Center alive and friendly!

Emmetsburg Chamber of Commerce

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Chamber Coffee Schedule

April 2009

- 3: Déjà vu Antiques
- 10: E-Pride Office Products
- 17: Buena Vista University
- 24: The Glass Shop

May 2009

- 1: Lakeside Lutheran Home
- 8: Emmetsburg Care Center
- 15: Palo Alto County Health System
- 22: Iowa Lakes Electric Cooperative
- 29: B.A.D. Golf #10

Come share the fun of a community coffee each Friday morning hosted by various Chamber member businesses.

Several dates are still available for this summer so call the Chamber office today to schedule your opportunity to host.

We're on the Web!
See us at:
www.emmetsburg.com

Community Services of the Emmetsburg Chamber of Commerce
94.1 FM KEMB-LP
(712) 852-5362 • jenmeyer@kemb.org • webcast at www.emmetsburg.biz
Emmetsburg, Iowa Welcome Center
(712) 852-2283 • eburgwelcome@kemb.org

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