

Special Dates:

- School starts
August 19
- Retail Meeting
8 AM every
Wednesday
- Chamber Board
monthly on the
3rd Thursday
at 7 AM

Individual Highlights:

Conferences 2

NEW Chamber Bucks
Information 2

Guest Speaker 3

Optimism 4

Stress 5

Coffee Sched 6

Tailgate Party

Our communitywide tailgate party will be held this year on Friday, October 2nd. The high school's homecoming coronation will be held the night before, Thursday, October 1st. The King & Queen will reign over the parade on Friday afternoon. This is always such a fun event for the

entire community to join in. If your business would like to participate by lining the parade route this year to give things out to our community members, please contact the Chamber with the following information:

- 1) Name of your business.
- 2) Street location

where you'll be set up during the parade.
3) Item you'll be serving or giving out.
The newspaper does a great job of sharing this information with the public to encourage attendance at your booth. Come out and celebrate!

Above & Beyond

Each year during our annual membership drive businesses are encouraged to contribute 'above & beyond' the scheduled investment amount by any dollar amount they see fit.

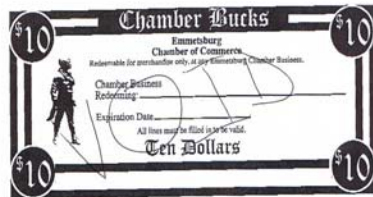
The additional investment truly makes a difference each year as we plan our budget and program of work. During 2009 we had

eleven of our local businesses contribute amounts 'above & beyond' and we'd like to take another opportunity to thank them for their generosity.

- AGP
- Emmetsburg Care Center
- Iowa Telecom
- Johnson Realty
- K & W Electric

- Look Who's Stamping
- Martin-Mattice Funeral Home
- Poet Bio-Refining
- Ron's Matting & Framing
- Super 8 Motel
- Wells Fargo Bank

Please remember to thank these members as you do business with them.



NEW Chamber Bucks are coming out soon! Only TWO lines to fill in: Business Redeeming & Expiration Date. Call Chamber with any Questions at 852-2283.

Trust matters!

2009 Edelman Trust Barometer found that **77% of customers have refused to buy a product or service from an organization they distrust in the last year.**

The 10th Annual Iowa Sales Tax Holiday will be held Friday and Saturday, August 7 - 8.

For additional information, please go to

<http://www.iowa.gov/tax/educate/holiday1.html>

Meetings & Conferences

The Emmetsburg Chamber of Commerce is a membership based organization. As a group we also belong to select other organizations including the Iowa Chamber of Commerce Executives, Western Iowa Tourism Region and Iowa Group Travel Association. Through our membership and work with these organizations we participate in meetings and conferences in order

to bring back information, training and products from these resources. Recently Cecilia Miller, our Chamber Executive, has attended a Western Iowa Tourism meeting on June 24th in Manning. Iowa Group Travel is hosting a meeting in Red Oak on July 29. Iowa Department of Economic Development will be hosting their annual Downtown Summit in Ames August 25 & 26. The Iowa Chamber of

Commerce Executives fall conference will be held in Cedar Falls September 9-11. October 9th the Regional Chamber Directors will gather in Spencer for their quarterly meeting. October 21-23 the Iowa Tourism Conference will be held in Tama. Miller attends meetings at the discretion of the board of directors when it is deemed appropriate and beneficial to our community.

Connecting with Moms using Social Media

The 75 million moms in the U.S. influence 85% of all household purchases. And, word of mouth is most frequently mentioned as the way moms are motivated to purchase a product, visit a destination or use a service. If you're attempting to reach moms through word of mouth...kinda like a no-brainer...you should consider how you're using social media.

Numerous research studies indicate that moms are time-starved and often too busy to pay attention to traditional media. Moms often find TV and magazine ads increasingly irrelevant to their lives because women want to be "connected with," not "sold to."

fran@brandchamps.com

Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently -- they're not fond of rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things... they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do. – Steve Jobs

Special Guest Speaker

You're invited to attend a presentation by a guest speaker!

The Emmetsburg Retail Association and Emmetsburg Economic Development are sponsoring guest speaker Brenda Clark Hamilton from Algona on Wednesday, August 26th from 8-9 a.m. at the Iowa Welcome Center.

Brenda will give a

presentation on Fresh Coffee: Waking up to your own best self. There is no charge to attend but reservations need to be made by calling the Chamber office at 852-2283 with the names of people who will be in attendance.

This event is designed for business owners and managers as it discusses how the attitude projected from the owner/manager affects employees

and performance.

In the future the Emmetsburg Retail Association plans to bring other speakers for presentations geared toward employee training.

If you have program ideas or speaker suggestions for this group please contact either Deb Hite at Calico Cupboard or Laura Blanchet at Mainstreet Memories Mall.

Quote of the Week:

If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours.

- Ray Kroc

Do you recognize these people?

Know-It-All: They're arrogant and usually have an opinion on every issue. When they're wrong, they get defensive.

Passives: These people never offer ideas or let you know where they stand.

Dictators: They bully and intimidate. They're constantly demanding and

brutally critical.

"Yes" people: They agree to any commitment, yet rarely deliver. You can't trust them to follow through.

"No" people: They are quick to point out why something won't work. What's worse, they're inflexible.

Grippers: Is anything

ever right with them? They prefer complaining to finding solutions.

Of course you recognize them. They're the people you work with, sell to, depend on, live with.

CareerTrack.com

Emotional Branding

It's about defining your brand as a person, understanding people's decision-making process and aligning the two to develop communications that develop and nurture relationships with potential customers.

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Vacation trends...



Midwesterners will be more likely to vacation this year, according to a recently released Meredith Travel Group Study and

Travel Omnibus Study. Midwesterners' vacation plans double the national average despite economic concerns. The study indicates they are more likely to take

shorter vacations, while the rest of the country is more likely to cancel their getaways.

~Travel Iowa newsletter

Shift to Optimism

In a car you shift gears. Today, I invite you to shift from negative to positive. Shift from pessimism to optimism. Shift from discouragement to encouragement. Shift from waiting for the other shoe to drop to giving yourself a swift kick in the rear end.

Shift from playing it safe to taking a risk. You know you want to shift but you are waiting for someone to nudge you and push you over the edge.

Examine your world and determine for yourself

what shifts you need to make personally and professionally. When you do it, you will uncover hidden gems of relationships and limitless opportunities that were just below the surface, waiting for you to shift.

~ Simon T. Bailey

How to Sell by Rick Segel



It is almost impossible to sell anything if you don't listen first. Don't make assumptions, don't try to put someone's response into a canned answer. Are you listening? Are you in the moment? Or are you thinking about what you are going to say next? When we are in the moment and focused on what the other person is really saying, we reach a new level of communication. Let me share a few quick points on listening but also think how much more effective as a sales person you would be if you adopted

them as well:

1. Look at the person when they are speaking. (There is nothing more annoying than talking to someone who isn't looking at you)
2. Reaffirming statements. That means the nod of the head or the "ah ha " indicating you understand what they are saying.
3. Use the other person's words when you reply. That

confirms that you are listening to them. An example: A customer talking to a sales associate, "I love that sweater". Then you reply, "Isn't that sweater great and the price is reasonable as well."

4. Don't jump to conclusions. Never assume you know what the other person wants. Ask and listen.

Safety and Stress

Research supports what you've known all along: Employees who are stressed or fatigued pose a greater safety risk than those who are not. No surprise. But get this, recent studies show that tired and overly-stressed employees are as dangerous as those who are legally intoxicated. That's a scary thought. This problem is more pronounced than ever. Many companies are trying to do more with less – attempting to maintain productivity levels with fewer employees. The result: Employees push to keep up, take shortcuts to get things done and stop focusing on safety. But here's the rub: Studies also show that not all stress is bad. In fact, some stress heightens performance, like the kind that pushes athletes to excel.

So, where's the line between a healthy level of stress that

fuels high performance and unhealthy stress that wears workers down and creates a dangerous workplace. How do you spot situations where "fatigue intoxication" replaces healthy stress levels?

- Distinguish between stress and distress and recognize each in the workplace
- Improve communication between supervisors and the front line so that unhealthy stress doesn't supersede safe behavior
- Reframe employee perceptions of stressful events so they embrace safe behavior -- even when no one is around to see it
- Identify stressors and take steps to eliminate those they can control
- Understand and use 4 simple steps to keep workers focused on safe behaviors
- Get workers to take personal responsibility for safety regardless of how stressed or fatigued they may be.

Thomas E. (Ted)
Boyce, Ph.D.

Positive reinforcement goes a long way and negative criticism doesn't advance anything. Compliment good behavior and WATCH WHAT HAPPENS.

~Rick Segel

Our mission is "to help young professionals in Iowa take responsibility for the growth of their communities to ensure the long term advancement of the State of Iowa." Please visit www.ypiowa.com for the latest YP news and events throughout Iowa.

Emmetsburg Chamber of Commerce

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We're on the Web!

See us at:

www.emmetsburg.com

Chamber Coffee Schedule:

August 2009

- 7: K. Jackson & Co.
5 year Anniversary
- 14: Pizza Hut
We've remodeled
- 21: Iowa Trust & Savings Bank
80 year Anniversary
Open House & Tours
- 28: Creative Stitches
2110 11th Street
Come see our new location

September 2009

- 4: Pizza Ranch
Join us for coffee
- 11: Emerald Oaks
National Assisted Living Week
- 18: Robert Emmet Society at the
Heritage Center
- 25: Horizons Unlimited
40th Anniversary
- Chamber Coffee is every Friday
from 9:30 – 10:30 a.m.

Community Services of the Emmetsburg Chamber of Commerce

94.1 FM KEMB-LP

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Emmetsburg, Iowa Welcome Center

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EMMETSBURG CHAMBER OF COMMERCE

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