

chambernews

The official publication of the Jamestown Area Chamber of Commerce

JANUARY 2009

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Leading the Jamestown area toward greater business vitality, promoting growth and economic prosperity.

CHAMBER
Jamestown

HAPPY NEW YEAR From your 2009 Board of Directors



Welcome to the new year! The Chamber's Board is excited that so many businesses, organizations and individuals believe in working together to promote our vibrant and active community. Thank you all for supporting your local Chamber so that we can help to assure a bright future for our community!

Sincerely,

Joan Morris
Joan Morris, 2009 President
Agri-Cover



Dave Smette
Retired-Public Schools
Past Chair



Curt Saylor
KSJB/KSJZ Radio
Chair Elect



Shirley Jackson
Riddles Jewelry
Treasurer



JoDee Rasmusson
Chamber
Executive Director



Alan O'Neill
Jamestown
Hospital



Carol Hanken
Newman
Signs



CJ Stoudt
Casey Stoudt,
Chevy-Buick



Jay Pickrel
Jamestown
Implement



Joni Dalke
K-Mart



Deb Hatlewick
Stutsman County
Extension Service



Dennis Sand
Dakota Rental
Center



Kathie Dunn
Gate City
Bank



Mary Pergande
Goodrich Cargo
Systems



Scot Nothing
Hometown
Property Mgmt.

Jamestown Area Chamber of Commerce

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Jamestown, ND 58401

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CHAMBER OFFICERS

- Chairman: Joan Morris, Agri-Cover, Inc.
- Chair Elect: Curt Saylor, KSJB/KSJZ Radio
- Treasurer: Shirley Jackson, Riddles Jewelry
- Past Chair: Dave Smette, Retired Jamestown Public Schools
- Exec. Dir: JoDee Rasmusson

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- Carol Hanken Newman Signs
- Kathie Dunn Gate City Bank
- Dennis Sand Dakota Rental Center
- Mary Pergande Goodrich Cargo Systems
- Deb Hailewick Stutsman County Extension
- Jay Pickrel Jamestown Implement
- Scot Nething Hometown Property Mngt
- Joni Dalke Kmart
- CJ Stoudt Casey Stoudt, Chevy Buick
- Alan O'Neill Jamestown Hospital

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- Dale Marks Stutsman County Commission
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- Connie Ova J.S.D.C.
- Nina Sneider Buffalo City Tourism Fdn.

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- John Zietz Agriculture
- Corey Bayer After 5
- Mike Bergquist Ambassadors
- Jane Austin City Beautification
- Pam Phillips Local/Regional Issues
- Scot Nething Retail Promotions

CHAMBER STAFF

- JoDee Rasmusson Executive Director
- Nicole Lemieux Finance/Program Coord.
- Tara Kapp Membership/Comm Coord.
- MOTOR VEHICLE STAFF**
- Lisa Hofmann Branch Manager



Chamber Policy

The Jamestown Chamber receives numerous phone calls, letters and e-mails each day requesting info about Jamestown businesses, services and products. We are proud to refer you as a member in response to these requests.

Chamber Chatter

The Chamber of Commerce Board of Directors & Staff cordially invite you to their annual Community Awards Banquet. We are proud to announce the 2008 award winners~

OUTSTANDING CITIZEN OF THE YEAR:

Jim Carlascio

BUSINESS OF THE YEAR:

DuraTech

ABOVE & BEYOND:

Dean Haas

CUSTOMER SERVICE AWARD WINNERS 2008

- Bonnie Page**
Depot Family Restaurant
- Pat Willey**
Willey Septic Service
- Cheri Kopp**
Washington School
- Jan Guthmiller**
Jamestown Hospital
- Jessica Kamlitz**
Dairy Queen

- Landa Boyd**
JC Penney
- Hong Mawby**
China Garden
- Jon Lagge**
Buffalo City Grille
- Mike Martell**
Don Wilhelm, Inc.
- JoAnn Brown**
Alfred Dickey Library

You are encouraged to show your support and join in the celebration as we recognize these individuals and businesses at our annual banquet on Thursday, January 22nd at the Shady's Banquet Rooms in Jamestown. Social begins at 5:30pm with the Dinner & Awards to begin at 6:00pm. Seating is limited. Cost is \$30 per ticket or 8 tickets for \$200. Contact the Chamber at 252-4830 or email tara@jamestownchamber.com for your tickets today.

Chamber News is mailed the first of every month to over 450 chamber members and other individuals. Recipients often route the newsletter throughout their organizations, thus multiplying the exposure of your paid advertisement. This is an effective, reasonably priced marketing opportunity your business can't afford to miss! Inserts must be in to the chamber office no later than the 20th of the preceding month of the newsletter being published. **Please contact the chamber office for more information at 252-4830 or info@jamestownchamber.com**



IRS's January 13th Tax Talk Today Program Gives Small Businesses a Head Start on the Upcoming Tax Filing Season

The 2009 filing season is right around the corner. The Internal Revenue Service's January Tax Talk Today (TTT) program, "Getting Ready for Filing Season 2009", on **Tuesday, January 13, 2008 at 2 p.m. E.S.T.** gives small business people a head start with a special, 100 minute program.

Tune in to this extended program to hear TTT panelists

discuss updates to forms, the latest tax law changes, common errors to avoid, and IRS processing issues that will assist you in preparing your 2008 business returns.

Sponsored by the IRS, Tax Talk Today is a free, live, monthly interactive Webcast aimed at educating tax professionals and their business clients on the most contemporary and complex tax

issues. They are encouraged to watch and submit questions.

To access the Web cast at no charge, viewers can register online at <http://www.taxtalktoday.com/>. They can view Tax Talk Today with Windows Media Player and Real Player. Both players are free software that may already be installed on your computer. If not, click the link for Installing System Software to view Internet Broadcast under "[How to View](#)" at <http://www.taxtalktoday.tv/>



New Year's Resolutions – Making them Stick

Marla Walter, MS ~ Wellness Coordinator ~ Jamestown Hospital
419 5th Street N.E. ~ Jamestown, ND 58401 ~ 701-952-4891

The start of a new year is a great time to "clean the slate" and make a change toward a healthier lifestyle. Making a New Year's resolution into a permanent change can be a real challenge. What do you want to change about your lifestyle? Do you say to yourself; "I should lose weight", "I really should quit smoking", "I have to reduce my stress level" or "I need to get more exercise". Each of these resolutions involves a behavior we "should" change. The first thing to do is change your "should" into a "want". Focus on the desire and benefit of what you want to change. So, you want to lose weight. How much weight? How do you plan to do it? When will you achieve your goal? To make a resolution work, choose a positive, clear, concise goal. Then make a plan to achieve your goal and monitor progress toward your goal.

Set a goal: Choose one behavior to change (not 3). Make a positive statement with a clear goal. For instance, change "I want to lose weight" to "I will lose 10 pounds by March 1st".

Make a plan to achieve your goal: How will you achieve your goal? You need to have specific steps. For weight loss, the steps may include: a) I will record what I eat and keep my calorie count under 1700 calories per day, b) I will join a fitness club

and exercise 4 days a week for 45 minutes and c) I will join weight watchers.

Get Motivated. Keep a record to monitor change and reward yourself as you achieve specific behavior changes. In other words, reward the behavior (exercising 3 times a week) instead of a goal (losing 3 pounds). Your reward does not have to be monetary, it could be spending time doing something you love to do – such as reading, crafts, taking a bath, etc. If you have a setback, just get back on track. Remember, behavior change is a process, it takes practice. Allow yourself the opportunity to make mistakes.

Join the New Year, New You fitness challenge: Making behavior change is hard, and it helps to have others to join in the process with you. Having a partner or team to help you stay on track can increase the likelihood of your success. The New Year, New You 2009 worksite wellness challenge is a great way to get support from co-workers and to challenge yourself to change. Check out the website at www.jamestownhospital.com search under Services and click on wellness for more information or call 952-4891 ask for Marla or Pammy.

Use Resources: To successfully make a behavior change, you need to have

the skills and knowledge necessary to make that change. Consult with a dietitian, an exercise physiologist, your physician or a counselor to help learn specific steps to take for lifestyle improvement. Classes are available for tobacco cessation, nutrition and stress management this year through the Becoming a New You Program. Log on to www.gorednd.com and click on "In your community – Jamestown" for a brochure.

Use positive thinking: Imagine yourself achieving your goal – imagine what it will feel like, smell like and be like. If possible, get a picture of your goal and put it up where you can see it. Think positively and repeat positive phrases to yourself about your progress.

Stick with it. The reason why most people fail to achieve their goals is because they are willing to give up what they want most (weight loss) for what they want at the moment (cookie). Don't be willing to give up what you want most. Don't lose sight of your goal. You can do it.

Now you are ready to set specific, achievable goals and enjoy the success of living a healthier lifestyle. Go for it!

NEW MEMBERS

Please consider the following new members for your personal and professional needs.

TIM STAIGER

702 15th St SW

Jamestown, ND 58401

P: 701-269-9105

tcs529@csicable.net

Individual Member

RENEWED MEMBERS

The following members have made a commitment to continue their support of the business community by renewing their membership.

All Vets Club

Cellular Communications

K-2 Interactive

Noridian

Strive For 5

**TAKE OWNERSHIP
IN YOUR COMMUNITY!**

www.buyjamestown.com

MEMBER SPOTLIGHT:

BISON & CINEMA TWIN THEATERS



Lyman Keim

701-252-5688



WHAT WOULD YOU LIKE OTHER CHAMBER MEMBERS TO KNOW ABOUT YOU?

I've been in the cinema business since 1983 when my family built and owned the movie theater in Hazen, North Dakota. I re-opened the Bison theater in 1986 and then acquired the lease to the Cinema theater. I have owned and operated the Bison and Cinema ever since.

WHY DID YOU BECOME A CHAMBER MEMBER AND WHAT DO YOU HOPE TO GAIN FROM YOUR MEMBERSHIP?

I have always been a Chamber Member due to their connection to the community. The Chamber assists the community by being a local center point for all businesses and I'm proud to be a part of that. I was previously on the Board of Directors for the Devils Lake Chamber from 1974-1979 and served as their Board President in 1977.

IS THERE ANYTHING ELSE YOU'D LIKE US TO KNOW ABOUT YOU & YOUR BUSINESS?

The Bison & Cinema each house two theaters. These theaters are "First Run Theaters" meaning we get first choice of any movies we want to run as long as they are on a national release from the East to the West coast. We are able to run most movies beginning on their national release date. Sometimes there are stipulations which make it difficult for us to get a specific movie. For instance, the movie is a limited release film or it has a minimum or maximum run time. Otherwise, we're able to offer area movie goers the best and most popular films available. For movie listings and run times, feel free to call the movie line at 701-252-5688.

Top 10 New Year's Resolutions for Business Success

The end of the year is a good time to reflect on your business's progress over the past year and plan how you want your business to develop. Do you want increased success in 2008 or the chance to enjoy the success you've achieved more? These top 10 New Year's resolutions are designed to help you strike a better work-life balance, so you can achieve truly satisfying success in the New Year.

- 1) Learn how to delegate and do more of it.
- 2) Promote your business regularly & consistently.
- 3) Make business planning a weekly event.
- 4) Learn something new.
- 5) Join a business organization or networking group.
- 6) Give something back to your community.
- 7) Put time for you on your calendar.
- 8) Set realistic goals.
- 9) Don't make do; get a new one.
- 10) Drop what's not working for you & move on.

Achieving a healthy work-life balance is like maintaining a good relationship; you have to keep working on it. But if you apply these New Year's resolutions throughout the year, your success is guaranteed!

Your Clients Aren't as Loyal as They Used To Be-What To Do?

by Lenann McGooley Gardner

Loyalty. It's a great idea - clients who appreciate you for what you do, and who wouldn't think of retaining someone else to do that type of work for them. It's kind of a quaint notion. Loyalty's mostly dead.

Let's check this out: are *you* loyal? Think of the people who provide services to you; do you continue to patronize them, without even thinking about it? Or do you "shop around?"

America - and much of the rest of the world, too - has evolved into a culture that shops. People are always looking - for a better deal, a lower price, or some miracle that will allow them to get acceptably good services for much less. They may not seek out other bidders, but when an amazing offer comes their way, it's hard to ignore!

In a world in which loyalty isn't the norm, where the best clients are often seeking competitive quotes just to keep current suppliers "honest," what can be done to grow a firm's revenue base?

Here are five simple ways for you to increase your customers' loyalty and encourage repeat purchases:

1. Have a Plan for Sustaining Relationships

If your clients aren't hearing from you, they're probably not thinking about you - but they *are* thinking about the people who've called them today, proffering a better deal for the services you currently provide.

Do you have a system for getting in touch with your clients, on a regular basis? You should! A minimum of one contact per quarter is essential, more if there are legitimate reasons for you to call. If nothing else, send an article likely to be of interest to them, and put a personal note on it, saying that you're thinking of them, and would be happy to discuss the subject of the article, their situation, or overall progress with them sometime soon. Say you'll call them next week to set up a time for that chat, if they feel it's appropriate.

2. Stay Aware of Your Value, and Make Sure Your Clients Do, Too

Whenever possible, calculate return-on-investment: that's the increase in profits, not sales, net of the expense of paying for your service or product over a reasonable period of time. If your services or product are likely to help your clients grow their sales, it's fairly simple to compare their sales before working with you to their sales after doing so. Other services and products cut expenses; be sure you collect information about their expenses after working with you, and compare those figures to expenses prior to your arrival.

Your value may be difficult to calculate, but you should work hard to quantify something. What's their savings-if not in money, then in time, even just reduced hassle, as a result of their decision to work with you?

3. Share the Story

When you have made a significant difference for a client, create a case study - the story of a client's experience with you, written out in narrative form. Explain to your client that you do this as a matter of course; you keep the case studies, like client testimonials, for the benefit of others who are considering working with you, so they can understand the kinds of results you've been able to help people achieve. When your clients read a case study of their own success, there's an ego boost there, and that contributes to that elusive loyalty we all seek.

If you don't have the time to put together a case study for each of your successes, there are companies that can help you. One such business is CompellingCases.com.

4. Bring Them Clients

Your prospects are in business, too, and there's probably nothing you can do for them that will be more appreciated than buying from them yourself, or sending others to do so!

5. Earn the Business

Set aside time every single week to communicate with at least a few of your clients - set up a schedule so such contacts are made regularly - and always act on any requests you uncover, even if they're not your normal line of work. Might you refer them to someone you

know who can be of help? That's better than their seeking a supplier in the Yellow Pages! Could you locate some information for them? Can you help in any way at all? If so, then do it! Going out of your way to help a customer might cost you a little in the short term, but in the long term that extra effort you put in will be noticed by the client.

It's naïve to expect that clients, no matter how satisfied, are likely to be loyal, long-term, to any supplier of services. Clients are forever alert to the possibility that they may be overspending-and, on top of that, there's an appeal to anything that's fresh and new! But it's easier to respond to the solicitation of someone new-someone who says he can do the same job and do it for less-when the relationship with the existing supplier has been allowed to deteriorate.

It's true that it's much easier to generate dollar #2 in business from an established client than it is to get a new client to spend dollar #1 ... but nurturing relationships is necessary for that, and, in a busy world, the only way such nurturing occurs is if you schedule it and make it happen!

Lenann Gardner is the author of "Got Sales? The Complete Guide to Today's Proven Methods for Selling Services." A Harvard MBA, Lenann is a winner of the American Marketing Association's Professional Services "Marketer of the Year" award. For more information, e-mail Lenann@YouCanSell.com.

The Chamber answers requests for information on Jamestown by mailing & distributing relocation packets, phone books, maps and any other requested form of information. Last month's requests came from all over the world:

Colorado Springs, Colorado
Laporte, Minnesota
Munford, Tennessee

Your support of the Chamber helps fund these mailings and continues to help encourage the expansion and promotion of Jamestown!

THANK YOU!

2009 Chamber Committees

AGRICULTURE John Zietz, Cargill Malt



The Ag Committee strives to promote and enhance good relations between the farm and business community. The committee is involved in hosting the Farmers' Appreciation Banquet, the Ag Week luncheon and the summer ag tour. Meetings are held on the 1st Thursday of the month, 8:00am at the Chamber office.

AFTER 5 Corey Bayer, Express Tech & Corbay, Inc.



After 5 is about three things: Camaraderie, Community and Connections for people age 21 to the "Young At Heart" in the Jamestown area. We are a group of people helping make Jamestown a great place to live, work and play for all generations. Meeting dates vary. Log on to www.jamestownafter5.org for more information.

Ambassadors Mike Bergquist Prudential Financial



This social committee hosts ribbon cuttings and visits for new and member businesses or businesses going through changes. They also identify and contact prospective members and present Customer Service Award winners as well as help host Business After Hours and other Chamber events. Meetings are held over the Noon hour on the First Thursday of each month at a member restaurant.

City Beautification

Jane Austin, Northern Prairie Wildlife Research Center



This committee strives for a clean, attractive community throughout the year. Members are involved in planting trees, coordinating the city-wide cleanup effort and the recycling center and working with community service groups on various activities. Meetings are on the first Wednesday of every month, 8 a.m. at the Chamber office.

Local Regional Issues

Pam Phillips, Stutsman County District Court



The goal of this committee is to encourage participation in the legislative process and active, responsible involvement in governmental issues. Activities include promoting awareness, encouraging voting, and hosting public forums. The committee meets on the 3rd Wednesday of each month over the Noon hour at a member restaurant.

Retail Promotions

Scot Nething, Hometown Property Management



With efforts such as the Strive for 5 Campaign, this committee strives to strengthen, promote and encourage expansion of the retail and service sectors in the Jamestown Area. Log on to www.buyjamestown.com for more information. The committee meets every other Wednesday, 8:30am at the Chamber offices.

BUSINESS BRIEFS



Congratulations to Jim Exner, Jamestown, the lucky winner of the airfare give-away from the Jamestown Regional Airport. The airport, as part of its marketing campaign, wanted to get the public's opinions for the airport and

in exchange participants were entered into an airfare give-away worth 600 dollars. "The airport received excellent feedback from the public. We will definitely do this again next year. The customers who use the air service know what they need and what they would like to see. We got comments on the air service, the time schedule, how the passengers were treated, where they were going, what worked, and what didn't work," said Andrew Schneider, Airport Manager.



Unison Bank invites you in to view the selection of artwork from their January Artist of the Month, Margaret Hansen. Margaret Hansen was born December 1, 1908 and passed away October 29, 1990.

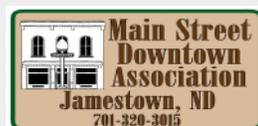
She started painting as an expression of her artistic ability, without one painting lesson. In 1977, she purchased paint, brushes and canvas and started expressing herself. If her work didn't look just right she would scrape the paint off and start over. Gardenette Gardens was her first painting. She would only paint for family and friends.



The tenants of Maple Mall, 219 First Avenue South, were judged winners in the Christmas Storefront Decorating Contest held into mid-December. North side mall tenants

Midstate Realty and Enstyle Hair Salon took first place and the South side tenants Stifel Nicolaus, Richard's Jewelry & Clock Repair and NoDak Mutual Insurance, Paul Worm took second place. Walz Pharmacy at 213 First Avenue North took third place.

"All the entrants in the contest are really well done and make downtown come alive," said Main Street Downtown Association Ambassador Charlie Kourajian. "It would be well worth your while to travel first avenue to enjoy the displays and then take a spin through McElroy Park to see Sertoma's Christmas in the Park, it's a great sight and will put you in a holiday mood," Kourajian added.



OUT-N-ABOUT



Congratulations to JoAnne Brown of the Alfred Dickey Public Library on receiving the final 2008 Customer Service Award. JoAnn has been serving the public for 13 years and was nominated for her kindness, helpful nature and her willingness to go above and beyond the call of duty.



The big scissors have been snippin' away. This time the Ambassadors helped celebrate Taco John's Re-Grand Opening in honor of their brand new remodel. Even Santa stopped by for some Tex Mex and fun!



Congratulations to Corey and Jodi Bayer on the opening of their brand new business Express Tech. Corey's computer service business has been operating since mid-2008 but he recently moved his operations next to Professional Eye Care Centers. Call Express Tech for more information at 701-320-7653.



Grizzlys Grill-N-Saloon celebrated their new remodel with the Ambassadors, the Radio Rover and a whole lot of fun. Congratulations to Brandi Block and her staff on their remodeled bar area as well as their meeting room addition. Stop by and enjoy their new digs today!



The Jamestown Motor Vehicle Branch is nice and nestled in their new location inside the Chamber of Commerce offices at 120 2nd St SE. Lisa Hofmann, Branch Director, officially cut the ribbon on the new location. Motor Vehicle handles vehicle licensing, license plates, title transfers, etc.

WHAT'S NEW WITH YOU?

You can help keep us up-to-date on your business happenings. Just email any changes you'd like us to know about to

tara@jamestownchamber.com

personnel additions /
special achievements /

management/ownership changes, etc.

Chamber News

Jamestown Area Chamber of Commerce
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January 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Chamber and DMV offices CLOSED Happy New Year!!	2	3
4	5	6	7 City Beauty, 8am, Chamber	8 GATE CITY BANK BUSINESS AFTER HOURS 5P-7P	8 (cont). Ag, 8a Chamber Ambassadors Noon, TBA	10
					9 (Friday)	
11	12	13	14	15	16	17
18	19	20	21 Local Regional Noon, Grizzlies	22 ANNUAL AWARDS BANQUET SHADY'S 5:30PM	23	24
25	26	27	28	29	30	31