

2009 Christmas Parade *Dr. Seuss Mystical Christmas*



Saturday, December 5th
Lighting Ceremony 5:15pm
Parade 6:00pm

MyBatesville.org
THE BATESVILLE AREA CHAMBER OF COMMERCE

Upcoming Business After Hours

**Edward Jones
Michael Ferry**

Edward Jones
MAKING SENSE OF INVESTING

December 8th
5:00pm—6:30pm
400 Harrison St.
Suite 200

ISSUE

08

December
2009

Monthly Update
from the
Batesville Area
Chamber of
Commerce

Chamber Update: Shop Local

Batesville, My Chamber, My Update

A letter from the President:

Dear Chamber Members,

The Batesville Area Chamber of Commerce had a very successful year in 2009! Due to the membership event we now have over 500 members and are in the *Top 20* of the largest chambers in the state. As we continue to grow, we are able to make a more significant impact on the future of Independence County and the prosperity of our local economy.

The 2010 committees of the chamber are designed to increase the overall economic environment and enhance the quality of life in Independence county. I would like to invite you to join one of the following 6 committees.

Education: To enhance the relationship between business and education through specific programs and projects.

Tourism: To educate members and the community on the value and impact of tourism to the community as well as promote Independence County.

Governmental Relations: To provide representation for the membership on governmental issues and enhance the relationship between business and government.

Membership Development: To recruit and retain member throughout the year utilizing specific programs developed by the committee.

Health Services: To improve the health of our community focusing on worksite wellness.

Special Events: To coordinate fundraisers which promote networking to members. White River Water Carnival, Annual Chamber Golf Tournament, Annual Chamber Membership Banquet, Business During Hours, Business Expo and Quarterly Meetings

Please let me know if you would like to serve on a committee or need additional information.

Sincerely,
Crystal Johnson
President/CEO

Board of Directors

Executive Board

Crystal Johnson,
President
Stacy Gunderman,
Chair-Elect
Chad Sisco,
Treasurer

Board of Directors

Thomas Baxter
Gary Bebow
Chris Buckliaw
Alan Bufford
Lisa Caplinger
David Dame
Ed Mabry
Renee Martin
Bill Miller
Bill Olson
Craig Sifford
Frank Tripp

Chamber Staff

Lacy Baker
Communications
& Events Coordinator

Visit us online at
mybatesville.org
870.793.2378

Chamber: Update Issue 08 December 2009 Shop Local Campaign

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409 Vine Street

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Ambassadors

We want to express our great appreciation to all our Chamber Ambassadors for their dedication and commitment this past year!!

Thank you for giving us your time and helping make our Business After/ During Hours, Grand Openings, Ribbon Cuttings, Golf Tournament, White River Water Carnival and all our other events successful!

The Chamber of Commerce and our Ambassadors are ready to take on a new year in a new way. If you have the dedication and are committed to supporting your Chamber of Commerce and community, then you may be interested in serving as an Ambassador of the Chamber.

If you would like more information about becoming an Ambassador please contact
Crystal Johnson,
Lacy Baker, or Janelle Shell, 2010 Ambassador Chairperson.

"Bucks Stop Here Campaign"



Presented by the Batesville Area Chamber of Commerce and participating merchants.

November 27—December 31

Coupon booklets (Sponsored & Printed by Batesville Printing) are available for pickup at the Batesville Area Chamber of Commerce 409 Vine Street, or download from our website www.mybatesville.org.

Participating Merchants

Hallmark Gold Crown 682 Harrison Street
JC Penney 475 Saint Louis Street
Heritage House 2025 Harrison Street
GameDay Sports 1280 North Saint Louis Street
Vivians Fashion Closet 4539 Harrison Street
Denim Blues 4539 Harrison Street
Edward Jones—Michael Ferry 400 Harrison Street Suite 200
Apex Communications #7 Eagle Mountain
Maurices 1255 East Main Street
Peppermint Daisies Gift Baskets & More
Call 870-251-2434(phone orders only)
Newark Furniture & Appliance West Front Street
Signature Baskets, Flowers & Gifts 384 S. Broad St.
The Old Independence Regional Museum 330 S. 9th Street
Superior Senior Care 679 Harrison Street
The Flower Shoppe 1615 N. Central Avenue
Body Inc. 1215 E. Main Street
Gracie Barra—Brian Davis 1215 E. Main Street
Ivory Owl 655 Saint Louis Street
House of Flowers & Gifts 520 Harrison Street
VanWinkle Sports 3417 Harrison Street Suite B
Schwegman's 308 East Main Street
Western Sizzlin 1375 N. Saint Louis Street

Help BOOST our Local Economy during the Holiday Season and Shop Local!

New in 2010

Sign up today to host or co-host Business After Hours

This is great opportunity to advertise your business, network with other professionals and make new contacts.

Business After Hours events are held on 3rd Thursday of each month from 5:00pm to 6:30pm. The fee to host BAH at your business is \$350. The Chamber is responsible for sending an invitation, with your logo, via email to our membership. Your business will also be featured in our monthly newsletter. Business After Hours events are advertised in our weekly chamber updates, monthly newsletter and listed on the calendar of events on our website.

Refreshments and 2 door prizes (more if you choose) are to be provided by the host.

Dates in 2010 are still available. If you have any questions or would like to host or co-host a Business After Hours event please call or email Lacy Baker at 870-793-2378 or lacy.baker@mybatesville.org.

Email Blasts for Chamber Members

Effective January 1st, 2010 members will have the opportunity to create their own email blasts to communicate with other chamber members. Please call for more instructions on how you can create your own free *Constant Contact* email blast, limit one per month.

Making Your Marketing Bucks Work Harder For Your Business

Herb Lawrence, ASU SBTDC Center Director

At the Arkansas Small Business and Technology Development Center we know that it is often difficult for small businesses to see results from their marketing dollars. In today's economic times, finding ways to communicate with customers is even more important. But traditional methods are becoming more difficult with "Do Not Call" lists, the introduction of TiVo to skip commercials on TV, and introduction of Sirius and XM radio. To keep in communication with customers many small businesses we work with have adopted social media options and look for innovative ways to connect with potential customers through Inbound Marketing. Adopting social media marketing is not just for online businesses, many small businesses and non-profits are finding that Social Media Marketing can make dramatic improvements in their ability to find, communicate with, and retain good customers regardless of economic conditions.

The ASU SBTDC will be offering a number of new workshops in the spring on Social Media Marketing issues co-sponsored by the Batesville Area Chamber of Commerce. Be looking for these in the New Year! The Batesville Area Chamber of Commerce, UACCB, and local banks have also teamed up with the ASU SBTDC for a seminar in Batesville, **Guerrilla marketing...Cutting Edge Marketing for Your Bottom Line.** We have updated this seminar with a special section on how Guerrilla Marketers use Social Media. Registration is \$35 per person or \$20 for Chamber members. To register call (870) 972-3517, e-mail asubtdc@astate.edu or go on line at <http://asu.asbtdc.org>. Look for New Social Media Marketing Seminars coming to Batesville in the spring!