

McNairy County Moments

*McNairy County Chamber of Commerce and
Economic Development Commission*
www.mcnairy.com

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VOLUME 1
ISSUE 2

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**M McNAIRY
C COUNTY**



**ECONOMIC
DEVELOPMENT
COMMISSION**

2009 Annual Banquet

This year's Annual Banquet was by far the most attended event in recent memory. This year's event sold out prior to the evening's festivities. After enjoying a catered meal by the Saw Meal restaurant, the audience moved into the Little Theater where they were entertained by Kuala and Wind Dance from the Rose Creek Village. Both groups were very entertaining. After the entertainment, the presentations were made to the following various businesses, organizations, and individuals for their contributions to the community:

Community Enhancement Awards:
Midwest Woodworking

David Goodman
McNairy County Imagination Library
McNairy Co Habitat for Humanity
Rising Star Award
Mary Lou Johnson Foundation
Professional Achievement Award
Dr. James King

Outgoing Chamber of Commerce and Economic Development Board Members

Doris Smith
Marcus Anderson
Sharon Sciple
Penny Carroll
Steve Sweat

Bill Rail Award:

Mr. Billy Wagoner
After the awards ceremony, guest speaker Randy Kelly spoke to the audience about the importance of regional partnerships. Kelly was one of several Mississippi leaders responsible for recruiting Toyota to their area. Throughout his presentation Kelly consistently charged local leaders to be prepared for future economic growth and possibilities.

Thanks to the community, members, sponsors, and all that made this year's banquet a success.



Pictured above: Guest Speaker—Randy Kelley, Three Rivers



Pictured above: Mary Lou Johnson Foundation



Pictured above: Windancers, Rose Creek



Pictured above: David Goodman Insurance



Pictured above: Ms. Janet Rail



Pictured above: Imagination Library



Pictured above: Mr. Matthew Ernst presenting Professional Achievement



Pictured to above: Mr. Billy Wagoner



Pictured above: Habitat for Humanity

THANKS TO ALL OF THE SPONSORS FOR THIS YEARS BANQUET!!

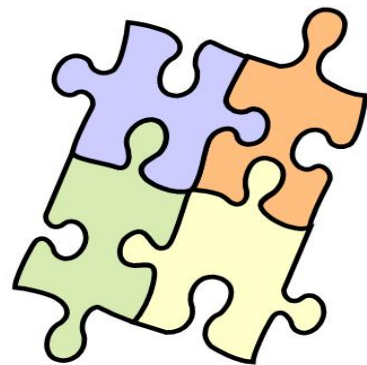
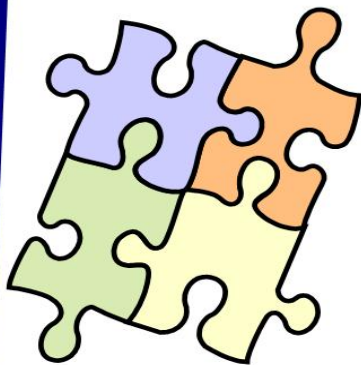
*McNairy County Chamber of Commerce
and Economic Development Commission
2009 Annual Banquet!!*

The Chamber of Commerce and EDC proudly recognizes
our 2009 Banquet Sponsors

Platinum Sponsor

MASCO Bath™

Diamond Sponsor



Gold Sponsor



*TN State House Representative
Mr. Vance Dennis*



Member Spotlight....



Village Creative

www.villagecreative.com,

(731) 645-9299

creative@villagecreative.com.



Village Creative LLC is a small design and technology services company located in Selmer, Tennessee.

We are committed to building relationships with our clients through honest and clear communication.

Design Services:

We offer expert and refined web, graphic, and media design services for clients of all sizes.

Whether you need a personal blog, a corporate website, a new logo, business cards, brochures, or an event captured on video, we've got you covered.

With a wide range of experience in graphic design, web and paper publications, we can identify and produce marketing materials that will knock the socks off your customers and prospective business leads. Rich graphics and professionally managed publishing will bring your business image to the front of others, offering you a defi-

nite advantage over the competition.

Some of the services we offer are:

Website design, development and hosting

Graphic design, Logos and branding, brochures, business cards, letterhead, flyers, posters

Video, audio, and motion graphics production

Slideshow and presentation design

Technology Services:

Our technical staff has helped small, medium and large sized organizations bring about beneficial changes and cost-effective methods of developing and maintaining their computer systems and technology solutions.

With over 30 years experience in business and the computer technology industry we have an extensive background and

experience in:

*Computer and equipment sales and repair

*Business computer systems maintenance

*Network systems design, integration and management

*Technology consulting and systems planning We thrive on serving people and companies by creating designs that blow them away, and showing them how to get more satisfaction, productivity and profitability out of their technology equipment.

We offer special savings for Members of the McNairy County Chamber of Commerce, call for details! If you would like more information on how Village Creative can help you realize your design or technology goals, visit us online at

www.villagecreative.com, call us at (731) 645-9299, or email us at creative@villagecreative.com.

Thank You For Renewing your Membership...

The following businesses have renewed their Chamber Memberships for the 2008 and 2009 year. Please utilize these companies for your purchasing needs

- Bodiford—White Insurance
- Centruy Tel
- Dr. Ronnie Fullwood
- AFC Security Regions
- Lakeview Baptist Church
- America's Best Inn
- Sonic Drive Inn—Selmer
- West TN Realty
- St. Jude
- Eveready
- Steve Sweat Body Shop
- McNairy Hospital
- United Stainless
- Knight Sawmill
- American Johnny
- McDonald's
- West TN Lumber
- Lashlee—Rich Inc.

- Southwest HRA
- Senator Delores Grisham
- Quinco
- Hampton Inn
- Burger King
- B & R Supply
- DaVita
- Larry Raines Realty
- Selmer Finance
- Central Bank
- State Farm—Leonard Durham
- Economy Inn
- First United Methodist Church—Selmer
- Hollingsworth Locksmith
- First Class Storage
- Selmer Clinic
- Mid-South Farmers Cooperative
- Hailey—Seaton

Thank You!



New Members

We appreciate
YOUR BUSINESS!



Cardinal Logistics
Management, Corp.
Mr. Ron Curtis

Yachad Painting
Mr. Chashaq Denson
Sofas & Beds for Less
Mr. Rick Ratcliff

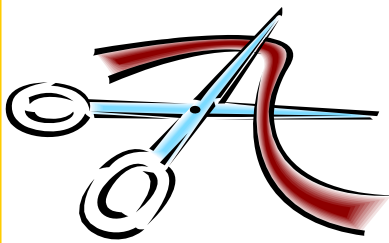
Michie Medical
Clinic Inc.
Mrs. Mary Sue
Humphries

Trinity Medical Clinic
Rhonda Hunt, FAPN

Rep. Vance Dennis

Yachad Building Co.
Nathanael Schepp

Saw Meal Restaurant
Mrs. Sherry Kiser



Open Houses & Ribbon Cuttings

UTM—Selmer
Ground
Breaking
Ceremony



Midwest
Woodworking
Open House



Christmas Open
House
Community
South Bank



Trinity Medical
Clinic
Rhonda Hunt,
FAPN and Staff



Survival Series Calendar

Tuesday, March 3rd

Small Business Survival in Tough Economic Times

FREE - 7:30 -9 a.m. or 11:30 a.m. - 1 p.m.

Joel Newman, Small Business Counseling Service

Wednesday, March 18th - Survival Series—7:30 -9 a.m. or 11:30 a.m. - 1 p.m.

Topic: Financial - Key Areas that Impact Your Bottom line

Speaker: Tom Carson Jones, CPA & Partner

Steele, Martin, Jones & Company

Thursday, March 26th - B for Business

Topic: Enhancing Productivity Through a Shared Vision

Speaker: John Redden, Stability Growth Solutions

Thursday, April 9th - Survival Series—7:30 -9 a.m. or 11:30 a.m. - 1 p.m.

Topic: Getting to the Heart of Customer Service

Speaker: Joel Newman, Small Business Counseling Service

Thursday, April 30th - B for Business—7:45 a.m.-9:00 a.m.

Topic: Marketing Savvy - Building Customers

Speaker: Steve Pitcairn, Action COACH

Wednesday, May 13th - Survival Series—7:30 -9 a.m. or 11:30 a.m. - 1 p.m.

Topic: Marketing Tips You Can Bank On

Speaker: Seth Chandler, DCA/DCPR

Costs for each survival

Session will include breakfast/lunch and materials.

\$10 for Chamber members \$15 for Non-members

All seminars will be held at The Chamber in Jackson, TN.

To make reservations, call 427-7900 or email

bstutsman@jacksontn.com

A word From Matt Ernst and Ted Moore...

Dear Chamber Members,

We've had an exciting few months and we would like to share with you what has been going on and what you can expect coming up in the near future. This year, we had a wonderful turnout to our Annual Chamber of Commerce/EDC Banquet Dinner. We appreciate the hard work it took by our Board Members to make this year's banquet one for the books. We know that during these difficult times, it's important for businesses and industries to become more efficient with their operations, and we hope the Chamber/EDC can be a useful tool for education, businesses best practices, and networking. So far this year the Chamber/EDC has already put into place our 3-Star Committees and Leadership. As business owners, it will be important for you to become actively involved with these committees to help strengthen McNairy County as a whole. If you would like to participate in any one of our 3-Star Committee's, please call the Chamber of Commerce/EDC. Our Industry Appreciation Golf Committee has already schedule this year's event and we hope that you will join us for a great day of fun in the sun and golf of course. Please see the flyer about the 2009 Industry Appreciation Golf Tournament included in this month's newsletter. Also, we have already started planning for our quarterly Mayor's

Meeting scheduled for March 25, 2009. We have also begun reaching out to all of our local governments for their active participation for the future growth of McNairy County. The next several months will be busy for this office that will include; FY 2009-2010 Budget Planning, Mayor's Meeting, Business After Hours, 2009 Leadership Class, City Government Meetings, Economic Stimulus funding/distribution meetings, and 3-Star Committee Projects. The Chamber of Commerce and the Economic Development Commission are excited about this year and would love to have any feedback, comments, and participation from all of our members. Once again, thank you for your support and please let us know how we can serve you better!



Mr. Ted Moore, EDC



Mr. Matt Ernst, Chamber



Mrs. Jacey Miller,
Administrative Assistant

Don't Forget To Submit Your News Now For Our Next Newsletter!!

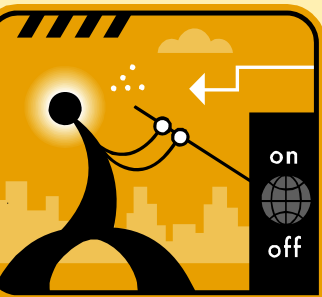
Send News Letter Info To:

Mrs. Jacey Miller @
mcnairy-
adm@charterinter.com

A Word From Your Chamber President...



John Liddy



Dear Fellow Members,

As 2009 is upon us we need to seriously think about our approach to doing business in this new economic climate.

In the coming months and possibly years the look and consciousness of our community is going to change dramatically. We need to work together to help our business community grow and change with these coming times.

With our traditional and familiar manufacturing base eroding, it is going to take some work by all of us to keep moving forward with an awareness of where we have been, where we are, and create the vision of where we can be in the future. Potential new investors will be looking at McNairy County and the region to create new employment opportunities. McNairy County economic development efforts may well transform into a regional endeavor. Our business community should position itself to take advantage of these emerging opportunities.

With a new board in place for 2009 it promises to be an exciting year. The Chamber of Commerce is now fully staffed with two full-time employees who work for you! As could be seen at the Annual Chamber Awards Banquet, our business organization is lucky to have the talents and skills of Matthew Ernst and Jacey Miller. In January, The Chamber Board met for a strategic planning session where we set our goals, calendar, and began work on committee structures. Our newsletter will now be published on a regular basis; the web site is getting closer every day to being up to date and viable. Work is already underway by the volunteer board on exciting events like the Administrative Luncheon in April, the Industry Appreciation Golf Tournament in May we are working on bringing some expert speakers to McNairy County to motivate and inform our members. Several new members have volunteered to chair Committees.

We still have a lot of

work to do! Your input is welcomed and in fact is essential to the board as they make plans for 2009. Please call the chamber office, fax or email us your thoughts, concerns and ideas.

See you soon,

John Liddy
Chamber of Commerce
President
2008-2009

USEFUL TIPS FOR BUSINESS OWNERS/MANAGERS BUILDING AN EFFECTIVE REFERRAL NETWORK

The thought of attending a NETWORKING event is sometimes tough for a small business owner or manager to consider given most owners/managers are overworked and don't enjoy spending their free time making small talk in a large room of people who are probably mostly strangers.

However, instead of networking with potential clients only, consider networking with other businesses that can help you succeed. When networking with other businesses, you will look for ways to meet new clients through the other company's referrals. This may also lead to strategic alliances, thus increasing your business's perceived capabilities. That said, then everyone within your circle of influence sends clients to each other and uses the skills and expertise of each other to build their own business.

Consider the following guidelines to make your networking endeavors more successful:

Know thyself. You should first know your own business thoroughly and what makes it unique. Why would someone choose you over your competition? What do you offer that no one else can match? Be specific! Simply saying your offer "great customer service" or "lower prices" is not unique. However, offering a lifetime guarantee or same-day delivery may be key factors that set you apart.

Be clear about your wants. Know your goals and objectives before contacting another business. What do you want this business to do for you? What kind of referral are you looking for? Referrals that do not meet your business's target client profile are useless.

Network Face-to-Face. It's now time to make contacts. Attend Chamber of Commerce events. Join a referral or networking club. Go to the office of another business owner and introduce yourself. Be sure to have your short speech ready at all times to tell about your business, product or service. It should cover who you are, what you do and how you do it! Be sure to network face-to-face, not through e-mails or phone calls, except to make appointments that may be required.

Follow up. This may be the most important part of your networking. Chances are, someone won't remember you after the initial meeting so you will need to remind the person of your business once again and re-state your short speech, (as above). Also realize that sometimes following up with someone doesn't involve business talk at all. You may need to conduct a social meeting for coffee or lunch to talk impersonally, not just about business, as this may enhance the relationship.

Give as well as get. No relationship can be one-sided and successful. You have to give referrals as well as receive. If you are always on the getting end and never giving, the other business owner/s will perceive you as greedy and misusing the relationship. Be sure you are constantly giving referrals. On the other side, be sure the relationship is truly beneficial to you if **you are not receiving referrals. By all means, thank the referring party for the opportunity.**

Network to win. Individual networking may gain you some quick rewards, but networking with other businesses and creating referral sources will give you long term results. Remember that the more alliances you form, the greater your potential client base becomes.

Upcoming Events

March 2009

12th	Taste of McNairy—Habit of Humanity
21st	Artisan Trial

April 2009

4th	Carl Perkins Dinner & Auction
22nd	Administrative Luncheon

May 2009

6th	Industrial Appreciation Golf Tournament
20-23rd	Buford Pusser Festival



McNairy County Chamber
and EDC

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*Peaceful, Progressive,
and Proud*

What Does the Chamber Do?

The Chamber of Commerce and Economic Development Commission is a vital link between business and prospective industries which enhances survival of local retailers. The Chamber and EDC strives to create community pride, growth, and to help businesses and companies maintain a viable workforce, customer base, and clients. Our members and their investments, through Chamber memberships, help to create a thriving community.