



Paxton Area Chamber of Commerce

"Encouraging Residents To Live Local, Be Local, And Buy Local."

November 2013

Chamber Bucks Christmas Promotion

Buy \$50, Get \$10 Free!

Starting November 1st, when you buy \$50.00 of Chamber Bucks you'll receive \$10.00 free! Chamber Bucks can be used all around the Paxton area and make a great gift. Use them as Christmas gifts, teacher gifts, stocking stuffers, or keep them for yourself! Chamber Bucks come in \$10.00 and \$25.00 denominations and must be spent entirely as no change will be given from the retailer.

This is a limited time offer so purchase your Chamber Bucks today! You can purchase Chamber Bucks by calling our office at 379-4655 or stopping by Hudson's Drug & Hallmark Shop during business hours. Limit one per household.



If your business already accepts Chamber Bucks we hope that this promotion will bring you more sales this Christmas season. When your business receives Chamber Bucks just pop them in the mail to the chamber for reimbursement at PO Box 75 Paxton, IL 60957 or drop them off at Hudson's Drug Shop.

Want to sign up your business to accept Chamber Bucks? Contact Kristina at 379-4655 to get your business on the list! Spend your Chamber Bucks at the following retailers:

This Month's Calendar

November 11th

Veterans Day

November 18th

City Council Meeting

7:00 pm

November 26th

Chamber Exec. Board Mtg.

11:30am at IKTH

November 28th

Thanksgiving

November 29th

PRIDE'S Christmas Tree

Lighting at 6pm

November 30th

Small Business Saturday

Christmas Parade 1:30pm

Auditory Care Center	FlipSwitch Consulting	Leonard Performance Center	Paxton Veterinary Clinic
Casey's General Store	The Flower Cart	Market Street Barber Shop	Picket Fence Florist
Central Lean	G & S Service Station	Market Street General Store	Pizza Hut
Compass Insurance Agency	Gibson Area Hospital	Massage Elements	Pro-Type Printing
Country Financial	Heyman & Heyman Optometry	Monical's Pizza	Shields Automart
Country Garden	Houston Plumbing & Heating	Paxton Auto Laundry & Lube	Signs & Designs
Country Thyme Tea Room	Hudson Drug & Hallmark Shop	Paxton IGA	Simply Pat's Hats & Things
Dairy Queen	Jeff's Custom Exhaust	Paxton Ready Mix	Timber Creek B&B
Designer Dog Salon	Johnson & Johnson Insurance	Paxton Record	Tim's Lawn Service & Snow Removal
Doug's Compounding Pharmacy	Kirchner Building Center	Paxton True Value	Tin Pan
Fiorillo, Shaffer & Assoc.		Paxton Variety Liquors	WPXN

Small Business Saturday: November 30th

In 2010, American Express started a movement to encourage shoppers to support their locally owned businesses the Saturday after Thanksgiving. The campaign was named Small Business Saturday and it grew in popularity quite quickly. In 2011, 67% of the population was aware of what Small Business Saturday was and 47% of those people spent at average of \$75.00 at local businesses on the day of the event.



In the wake of Black Friday which is the unofficial start to the Christmas shopping season, many small businesses are pushed out of consumer's minds with big ads and marketing schemes of the national store brands. In 2005, Cyber Monday was created to encourage online shopping on the Monday after Thanksgiving. American Express realized that small businesses were left out of the Christmas shopping hysteria and created Small Business Saturday to draw attention to supporting the locally owned businesses in communities large and small.

The American Express website has many tools to use for small businesses to sign up for this event, and you don't have to accept American Express cards at your business in order to be involved. Businesses can sign up for free and download marketing items and logos to encourage customer participation on Small Business Saturday. If you do accept American Express at your business, you can also register your business to be included in the location search of businesses who are participating in Small Business Saturday but you must register by November 4th.

We'd like to help you with this idea and are encouraging all of our members to be open for business during PRIDE'S Christmas parade on Saturday, November 30th. Many people will be in town for the event and we hope that it is a successful shopping day for your business.

Check out www.americanexpress.com for all of the Small Business Saturday promotional products and be sure to advertise with your customers online to remind them to support their community on November 30th!

Free Ads To New Residents!

We are in the process of making new resident baskets to help encourage local spending. Introduce new residents to your business before they make a habit of shopping somewhere else! We're looking for flyers, brochures, menus, coupons, business cards, samples, and more!

We'd like to include your business in these new resident baskets for free! Simply drop by the chamber office or call Kristina at 379-4655 to come pick up whatever you have for us to include.

Help us help you create more business!

Renew Your Membership & Take Our Survey

Membership renewal packets are on their way! We appreciate your continued support of the Paxton Area Chamber Of Commerce and we look forward to supporting your business in the new year.

Be on the look out for your membership renewal packet to arrive this month. We've made a few changes to our paperwork and have added the option of receiving emails from us as well as a chance for you to sign up for the Chamber Buck program if you haven't already done so.



We are also including a Membership Services Survey so that you can tell us what we can do better in supporting your business. You can also take the survey online if that is more convenient for you. Check out the online survey at www.surveymonkey.com/s/PJV3KCZ.

Membership renewals forms are due January 31st.



We have been spotlighting our business members on our Facebook page...why not yours be next? If you haven't already, join Facebook and then like the Paxton Area Chamber Of Commerce page! We'll spotlight your business as well as share any of your business updates!



Like us on our facebook page at

www.facebook.com/paxtonchamber

Chamber Of Commerce Board Members

President: Nancy Ecker

Vice President: Cliff McClure

Karen Abbe Craig Loschen

Lori Epps Candi Riecks

Andy Hudson Jennipher

Cody Wilson

Kietzman Ross Sorensen

Executive Director

Kristina Phelan

Telephone: 217-379-4655

PO Box 75 Paxton, IL 60957

Kristina@paxtonchamber.org

www.paxtonchamber.org

Office: 165 S. Market Street

Tuesday & Thursday 8am-2pm

Technology: A Must For Business

By: Kristina Phelan

I was recently talking with my two sons about what technology was like when I was young. They were shocked to learn that cell phones were non existent. "Mom, the phone was hooked to the wall?", my oldest asked in horror. I told them that movies were watched on VHS tapes and played in a device called a VCR, and that I listened to music on cassette tapes played in my bright yellow Walkman that was about the size and weight of a brick. You couldn't ask Siri where the nearest ice cream shop was and you had to carry an atlas in your car if you didn't want to get lost. The weight of our conversation hit my youngest when he finally asked, "Mommy, were there stores when you were little?"

Keeping up to date on technology is one of the many challenges of owning a small business. Customers expect the technology benefits of the big name stores and the younger generation is more adaptable to all things electronic. As a newcomer to the area, I've been surprised that a few businesses in town don't have voicemail systems for phone messages or don't accept debit or credit cards. Although it is nice to write a check if needed, these other basic technology upgrades are going to be a huge part of keeping your business current in today's world.

One of the best examples of how technology has changed our culture is this split screen picture of the announcement of the new Pope in 2005 and 2012. How quickly things changed in how people view the world, the news, and share information!

Jan Kemmerling, Assistant Deputy Director of the Illinois Office of Tourism stated that 1 in 4 minutes spent online are spent on some sort of social media site. YouTube itself gets 4 billion daily views.



Courtesy NBC News

What technology will we be using in our daily lives in ten, twenty, or thirty years? Keeping ahead of the technology curve is a must for any small business. Looking for new ideas for your business? See the RSVP insert for our quarterly luncheon on social media and business!

Meet Our Newest Member

Kim Evans of the Ford County Circuit Clerk's Office recently joined the chamber. Kim's office is located at the Ford County Courthouse and can be reached at 379-9420. Kim is also the Freedom of Information officer. Check out the Ford County website at www.fordcounty.illinois.gov. Welcome Kim Evans to the chamber!



Paxton Area

Chamber of Commerce

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