



Paxton Area Chamber of Commerce

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

December 2013

ERS & Fire Department Appreciation

By: Kristina Phelan

We hosted a small token of our appreciation on Saturday, November 2nd to the Paxton ERS and Fire Department volunteers with a wonderful dinner at the Tin Pan. Over 40 people attended the event which included volunteers and their spouses. Mayor Bill Ingold spoke about how important these volunteers are to our community and how they sacrifice their sleep, work, and family time in order to keep our community safe.



Chamber president Nancy Ecker also spoke on how much the chamber appreciates the volunteers and how important their role is in our community. We'd like to thank Paxton ERS

Director Ed Hanson and Paxton Fire Chief Dennis Kingren for all of their hard work leading these two very important groups. Thank you to the following chamber business members who sponsored this fantastic event:

Gibson Area Hospital • Auditory Care Center • Tim's Lawn Service & Snow Removal • First National Bank • Pizza Hut • S & P Rentals • Country Thyme Tea Room • Market Street Barber Shop • Vital Education & Supply • Northwestern Mutual Financial Network– Tedd King • Baier Family Funeral Services • Heartland Healthcare • Moore Surveying & Mapping • Illinois Knights Templar Home • Compass Insurance Partners • Paxton True Value • 523 Design • Paxton Ready Mix • Nicor Gas • Mediacom



Free Chamber Bucks

Are you looking for the perfect gift for that hard to shop for person on your Christmas list? When you buy \$50.00 in Chamber Bucks you'll get \$10.00 free! Chamber bucks come in \$10.00 and \$25.00 amounts and can be spent at over 40 businesses in our area. Feel good

about supporting the local economy, check a gift off your list, and let your gift recipient choose what they really want!

This promotion is only for a limited time so purchase your Chamber Bucks today! Buy them at Hudson's Drug Shop or by calling the Chamber office at 379-4655. Limit one per household. Limited quantities available. Offer ends soon so get them before they run out!

This Month's Calendar

December 9th

City Council Meeting
7:00 pm

December 19th

Chamber Exec. Board Meeting

December 24th

Christmas Eve

December 25th

Christmas

December 31st

New Years Eve

Did You Know?

*Shoppers plan to spend an average of \$800.00 on gift this Christmas season

*Gifts cards are the #1 most asked for item on Christmas wish lists

*The most popular gift card amount is \$25.00

*Shoppers who redeem their gift cards spend 20-40% more than the gift card amount

*Christmas sales can make up 20%-40% of a retail store's total annual sales

*On average, men wait until December 6th to start buying gifts whereas women have most of their gifts purchased by that time

*The average Christmas tree costs \$40.00

Source: American Research Group, Gift Card Exchange, UnCommon Goods, www.statistica.com.

A Note From The Director

By: Kristina Phelan



You may have noticed that the chamber has been going through a slow progression towards a new logo recently. The first thing we did was streamline the font that we used for our business name. Finding a font that was more modern looking, easy to read, but not the normal Times New Roman was actually quite easy considering the range of fonts available. Working off of what Bob Curry started on

our website, we updated our font to include both Scriptina and

Arial. Bob also had our website set up with a lime green and black color scheme that we chose to integrate into the color version of our logo. We solidified this idea with choosing to print our newsletters on a lime green paper as well. Speaking of the newsletter, I revamped the look of the newsletter to create a more modern public image. This



helps to support the fact that we're updating the chamber, using modern technology, and incorporating new ideas and techniques to better support your business. Finally, we needed an image that was unique to the chamber. Before, we were using different pictures of the clock tower. Lori Epps and I worked with Pro-Type Printing to create a new logo for us with a sketch like drawing of the clock

tower. This image is unique to us but it still conveys the understanding that we are here in

the Paxton Area and are a local asset to our community. You'll notice our new logo on our envelopes, letterhead, website, and social media.

Could your business use an updated logo? Stay tuned for more tips and tricks of branding in next month's newsletter!

Shop Paxton This Christmas Season!

Many of our retail members will be open on Sunday, December 8th for Christmas shopping!

Hudson's Drug & Hallmark

Bag Sale: Friday, December 6th-Sunday December 8th

Christmas Open House: Sunday, December 8th from Noon to 4pm

Central Lean

Open 11am-2:30pm Sunday, December 8th
Samples of spiral ham and cheeses
Taking pre-orders for Spiral Ham • Samples of unique craft and all natural sodas • Door prizes • Ugly Sweater Contest

Visit Central Lean or check out their facebook page at www.facebook.com/centrallean for more details.

State Street Mall

Open 1pm-4pm Sunday, December 8th
Carriage Rides, Santa, Vocalists

Massage Elements • Flower Cart • Simply Pat's Hats & Things • State Street Salon • Country Financial

Market Street General Store

Opens at Noon on Sunday, December 8th

Social Media Luncheon

Over 30 business members joined us at our last Quarterly Luncheon of the year on Wednesday, November 20th. Kristina Phelan, Executive Director of the Chamber, spoke about Facebook business pages and how businesses can use the site to expand their customer base. She also talked about what the Chamber is doing for their business members on facebook including advertising, sharing business posts from member business pages, and announcing chamber events.

Craig Loschen, a chamber board member and co-owner of FlipSwitch Consulting, spoke about mobile devices and the Connected Commerce program which helps businesses stay in touch with their customers via a smartphone app that rewards customers with coupons and sales.





Quiz: How many of our members have business facebook pages?

A: 10% C: 50%

B: 30% D: 75%

Answer: B, 30%



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 Wilson

Cody Kietzman Ross Sorensen

Executive Director

Kristina Phelan

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Renew Your Membership!

Renewal forms have been mailed to all of our chamber members and we are looking forward to a very exciting 2014! Changes are coming your way and we hope to only strengthen our chamber and our community through the exciting new things that we'll be incorporating in the coming year.

If your business would like an official invoice for your membership fee, please let Kristina know at the chamber office. We've updated our membership form this year and are hoping to transition into using more email contact with our members so please don't forget to fill out the email contact information!

We'd like to thank all of our chamber members for their continued support of the Paxton Area Chamber Of Commerce and we look forward to your continued partnership in the future with us.

SIGN UP FOR CHAMBER BUCKS!

If your business hasn't already done so, please make sure to sign up to receive chamber bucks at your business. Chamber bucks help support our local economy and are easy to use. Simply accept chamber bucks and then pop them in the mail to Kristina for reimbursement. We've sold over \$7,000 in Chamber Bucks this past year! If you're not accepting Chamber Bucks, you're missing out on the opportunity to cash in on this beneficial program!

RETURN YOUR MEMBERSHIP SURVEYS

In your membership packet you received a membership survey. In an effort to continue improving as your chamber, we need your feedback! Please don't be afraid to be honest! Kristina is looking forward to receiving these surveys and implementing the necessary items to create better support for your business.

However, she can only change for the better what she knows about! All surveys will be kept confidential and there is no need to state your name or business name on the survey if you'd rather not include it. Just pop it in the mail to us in a separate envelope from your renewal form if you'd like. And to make it more convenient for you, we are also offering this survey online at www.surveymonkey.com/s/PJV3KCZ.



Meet Our Newest Member



We'd like to welcome the Arcade Pancake House to the chamber! You can find the Arcade Pancake House at 132 N. Market Street. Known around town as "The Arcade", you'll find great food, friendly staff, and a new large banquet room. Hours are 6am-8pm. Welcome to the chamber!



Paxton Area

Chamber of Commerce

PO Box 75 Paxton, IL 60957



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