



Paxton Area Chamber of Commerce

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

January 2014

All articles written by Kristina Phelan

New Year Brings Changes To Chamber

Happy New Year! I am so excited to announce that we will be making some changes here at the Chamber this year. As you may have noticed with our renewal forms, we are hoping to change over to doing more communication via email this year. This will allow us to stay in better contact with you as a business owner and will help us serve you more efficiently. If you would like to only receive emails from us regarding certain things (i.e. meetings, sales, seminars) please let me know. We are also going to start doing more workshops that will help your business and will be starting things off with our Facebook workshop this month.

We had an amazing amount of success with our Chamber Buck program last year and sold over \$10,000.00 since starting the program in 2012! We gave away \$500.00 in our Chamber Buck promotion in November and December which helped to sell \$3,580.00 in Chamber Bucks! That's over a 700% return on our investment in the community. All of this money stays right here with our business members who accept them and we are happy with the response that we received from our promotion.

Do you have an idea that you'd like to see the chamber do this year? Please tell me no matter how big or small the idea is. I look forward to what this year will bring and wish you and your employees a very Happy New Year!

- January 1st
New Years Day
- January 13th
City Council Meeting
7:00pm
- January 20th
MLK Jr. Birthday
- January 23rd
Facebook Workshop
9am-Noon
- January 26th
Chamber Exec. Board Mtg.
11:30 am
- January 31st
2014 Membership Forms Due

Learn How To Market Your Business With
Our First Workshop!



With Craig Loschen from FlipSwitch Consulting

**Thursday, January 23rd
9am-Noon
Monical's Pizza
500 W. Ottawa Street Paxton**

**\$19.95 For Chamber Members
\$29.95 For Non-Members**

**RSVP to the chamber office at 379-4655
by January 21st**



AstaCare
CENTERS OF ILLINOIS

Along with Passages Hospice & Palliative Care

Presents

**"Happy New Year's
Community Appreciation Celebration"**

**Friday, January 10th
6pm-8pm
1240 N. Market Street in Paxton**

**Enjoy Appetizers, Dessert, Cocktails, and Drinks
Entertainment Provided By Jake's Boys**

**Come To Enter The Raffle For a 40" Flat Screen TV!
Questions? Call ASTA Care at 217-379-4896**

Collaboration Is Key: IACCE Report

In November, I attended the Illinois Association Chamber of Commerce Executives (IACCE) fall conference in Peoria. It was a great experience to get to collaborate with over 100 other Executive Directors from other chambers across our state. There was a good mix of large chambers with multiple employees to small chambers like ours with only one person working in the office.

Our speaker, Kyle Sexton, is a Chamber of Commerce consultant out of Oregon. He was incredibly informative on how to run a better chamber, different ideas on how to support members, and how to keep chambers running smoothly. He was very witty and honest with some popular chamber techniques and I found his boldness refreshing. He made me really

think about every aspect of our chamber: what we are doing now, what we have done in the past, and what we can do in the future.



I also attended breakout sessions that focused on LinkedIn, Constant Contact, and branding. I learned so much and am

excited to start incorporating what I learned into our chamber.

In the spirit of collaboration, I also started a "Small Chamber Roundtable" where I invited Chamber Executives from neighboring small communities to join me for some discussion. I met with representatives from the Watseka, Fairbury, and Gilman chambers for our first meeting back in November. We discussed what is working for our chambers, what we need help on, and new ideas of what we can change in the future. It was a great time to just chat about our chambers and support each other in new ideas. We'll be meeting on a quarterly basis while rotating our location. I've also invited Hoopston, Gibson City, Monticello, and Tuscola chamber executives to join us so I hope that this group grows over the course of this year.

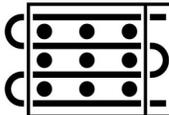
Updating Your Business Logo: Part 2

There are many different factors to consider when updating your business logo. First of all, what is your business known for? Is there a simple picture or drawing that best represents your business? Once that is decided, you'll need to look at incorporating this symbol in with the name of your business. With so many font options today it is rather easy to find a font that best conveys your business. Remember to choose a font that is easily recognizable but also easy to read. Combining two complimentary fonts is also another option. When it comes to coloring your logo be sure to stick with just a few colors and again, make sure that those colors are easy to read. You want your customers to remember and recognize your logo easily.

See how many logos you can recognize and name in this quiz, then take what you've learned from their logos and start revamping your own!

Test Your Paxton Business Knowledge! Name Each Business Symbol:

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



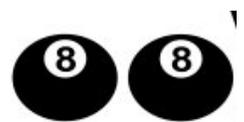
11.



12.



13.



14.



15.



Find answers on the back of the newsletter!



Like us on our
facebook
page at

[www.facebook.com/
paxtonchamber](http://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

**Check Out These Workshops Provided
By Our Local SCORE Chapter:**

January 9th

Starting A Small Business

3:00pm-5:30pm

January 23rd

Writing A Business Plan

3:00pm-5:30pm

January 25th

Financing A Small Business

9:00am-11:30am

February 13th

Non-Profit Organization Workshop

3:00-5:30pm

**Register for these events by going to
<http://eci-score.org>**

Constant Contact: Save As A Chamber Member!

Are you looking for a way to easily reach your customers via email? The chamber has recently started using Constant Contact which is a great way to make your emails look more professional. You can group your customers into segments according to what they want to be notified about and in just a few clicks you'll have an email sent to all of your customers! The best part about constant contact are the logistics that come with the software program. You can quickly see who is opening your emails and adjust when you send them in order to reach the greatest amount of customers.



As a chamber member, you'll receive 20%-25% off a pre-paid purchase to use the program. The service is \$15.00 per month for up to 500 contacts and \$30.00 per month for up to 2,500 contacts. You'll save at least \$36.00 per year just for being a chamber member! Check out www.constantcontact.com for more information.

Board Member Resignation



Jennipher Wilson has turned in her resignation to the Board of Directors which will be effective after elections at the Annual Meeting. Jennipher's business, Vital Education & Supply, has been located at her home since 2006 and she has recently moved her office to Champaign which has made it difficult for her to attend the monthly chamber board meetings. She will still be a member of the chamber and would like to continue volunteering when needed. We'd like to thank Jennipher for her work and dedication to the board of directors and we wish her business well as it continues to grow! We'll miss you Jennipher!

Meet Our Newest Members

**The Upper Cut
Salon & Tanning**

149 N. Market Street
in Paxton

379-3262

Hair cuts, color, nail
services, and tanning!

*Accepting Chamber
Bucks too!*

**Paxton
Foundation**

Preserving the
Historic
Buildings in Paxton

217-349-4111

State Street Salon

201 N. Railroad in
Paxton

379-2748

Hair cuts, color, and
nail services

*Accepting Chamber
Bucks too!*



Paxton Area

Chamber of Commerce

PO Box 75 Paxton, IL 60957

2014 Advertising Policy

You may have noticed that we are no longer including advertisements on the back of the newsletter. Kristina just has too much content to include! However, we are still offering advertising that can be purchased.

Newsletter Insert

\$100.00

You provide an 8.5" x 11" printed flyer, we'll include it in our newsletter. Limited to only one insert per month. Reach all of our business owners with your ad. Call to reserve your month before they fill up!

Email Advertisement

\$50.00

We'll send your email ad to our entire email contact list. Limited to one ad per week.

Need help designing your advertisement? Contact the chamber office for help. (Charges may apply).



Correction: We'd like to thank the Paxton IGA for helping to sponsor the ERS Appreciation Dinner and apologize for their business name not appearing in last month's newsletter.

Answers To Logo Quiz:

1. Colmac Coil
2. Hudson's Drug Shop
3. Doug's Compounding Pharmacy
4. Compass Insurance Partners
5. EIEC
6. Casey's General Store
7. Gibson Area Hospital
8. ASTA Care
9. Northwestern Financial Network
10. Heartland Heathcare
11. Illinois Knights Templar Home
12. Monical's Pizza
13. Shooky's
14. Rosenboom Realty
15. Pizza Hut

0-5 Correct: New To Paxton
6-10 Correct: Paxton Resident
11-15 Correct: Always shops Paxton first!

Thanks for playing!