



Paxton Area Chamber of Commerce

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

February 2014

Annual Meeting March 6th

"We're Going Places in 2014"

It's that time of the year again! Our Annual Meeting for the chamber will be on Thursday, March 6th at Lakeview Country Club at 6pm. This is a chance for all of our members to come and get an update on what we did in 2013 and what our plans are for the upcoming year. Members will also vote on financial reports from 2013 and on any changes in our Executive Board members.



Our speaker this year is Tom Johnson, a past resident of Paxton who went

on to become the pilot of Air Force Two along with being a successful military pilot.

Johnson now is a pilot in the private sector and will be speaking about his career experiences.

Johnson's speech is entitled, "You Can Take The Boy Out Of Paxton But You Can't Take Paxton Out Of The Boy."

We will also be hearing from Mayor Bill Ingold on the state of the city as well as an outlook on where the chamber is going in 2014 from Executive Director, Kristina Phelan.

Reservations are required for this event. Tickets are \$20.00 per person and include dinner and drinks. Business owners are welcome to attend as well as employees.

Please return your reservation slip with payment that is enclosed to PO Box 75 Paxton, IL 60957.

All articles written by Kristina Phelan

The Month Ahead:

February 10th

City Council Meeting
7:00pm

February 14th

Valentine's Day

February 17th

President's Day

February 20th

Professional Pictures with
Life by Charley

Call for appointment

February 25th

Chamber Exec. Board Mtg.

March 6th

Annual Meeting @ Lakeview
Country Club, 6pm

Thank You To The Following Annual Meeting Sponsors: 523 Design, Baier Family Funeral, Busey Bank, Country Thyme Tea Room, Compass Insurance Partners, Fiorillo, Shaffer & Associates, First National Bank, Gibson Area Hospital & Health Services, Hudson Drug & Hallmark Shop, Mediacom, Nicor Gas, Northwestern Mutual- Tedd King, Paxton IGA, Paxton Record, Paxton True Value, Pizza Hut, Tim's Lawn Service & Snow Removal

Need A New Picture For Work?

Join Us For Our
Professional Picture
Day Featuring

Life by...

Charley Danielle
♥

Thursday, February 20th

Appointments available between

9am-11am & Noon-2pm

Chamber Of Commerce Office, 165 S. Market Street
Book Your Appointment Today By Calling 379-4655

Use Your Picture On Websites, Business Cards, & Social Media



\$14.95 Each For Chamber Members

(Employees of members welcome)

\$19.95 Each For Non-Members

Price includes an edited electronic file for your full unlimited use!

Business After Hours With



Thank you to everyone who came out to AstaCare's Community Celebration on January 10th. Many people attended the event despite some questionable road conditions. AstaCare gave tours of their brand new beautiful addition to their building which was done extremely well. Many of the guests were very impressed with how gorgeous the new addition is. The event included a beautiful food buffet, drinks, and a chocolate fountain for dessert. The musical group Jake's Boys performed for the residents and many raffle prizes were given away. The night ended with a raffle drawing for a 42 inch TV which went to a very surprised Jennifer Wilson from Vital Education & Supply.

Thank you to AstaCare for a great night and for showing us your new facility. If you are looking for care after surgery or are in need of other long term care call AstaCare of Ford County at 379-4896.



Above: Jen Wilson and Nancy Ecker won raffle prizes

Left: Jen Wilson of Vital Education & Supply with Dominique Harvey and Norm Gross from ASTA Care of Ford County

Top Eight Customer Service Tips

Small business owners in small communities know a thing or two about trying to encourage customers to be loyal. However, emotion plays a much larger role in customer loyalty than rationale. So, although your customer knows that shopping and supporting local businesses is best and ultimately helps the community, emotional aspects including how shoppers feel in your business may come into play and take away business.

Gregory Ciotti, from Help Scout, an online company who specializes in providing customer support to businesses, broke down customer service into the following key items:

- Utilize The Element of Surprise**
It's the thought that counts! Look for small opportunities to send your customer a follow up freebie.
- Find Common Ground**
Research shows that we like people more if we think they are like us. So

- find that one little piece of life that you have in common with your customer.
- Give Credence To Complaints**
Having to deal with what is wrong with your business is never fun, but studies show that customers are 70-90% likely to stay loyal if you successfully find a solution for their complaint.
- Use Positive Language**
This helps to keep miscommunication errors at bay and allows you to show your customer that you are doing everything possible to help them out.
- Slow Things Down**
Customers are more interested in how well you do your job rather than how fast you do it. Although speed is important in some areas, quality will always beat out quantity.

Did You Know?
It is **5 times** harder to gain a new customer than it is to keep an existing one.

- Use Your Best Channels**
Know how your customers want to communicate with you and do that one communication channel well. Having too many ways a customer can reach you actually demotivates customers from contacting you at all.
- Get Out Of Their Way**
We've all been at a store where the employees were almost too overbearing. Allowing customers to approach you with questions and giving customers their space is important.
- Follow Up With Customers**
When a customer comes in asking about a product or service, make sure that you do a little follow up afterwards by sending a note in the mail or quick email.

Source: Ciotti, Gregory. "20 Customer Service Tips You Need To Know." www.helpscout.net. 2 July 2013.

Tell Us How We're Doing!
You are the chamber's customer! Let us know how we're doing by returning your membership survey! Contact Kristina anytime with suggestions or feedback!



We Need Your Pictures!

Do you have pictures that you've taken this past year of your business? New employees? Events? Renovations to your business? Send us your pictures so that we can include them in our slideshow at the Annual Meeting. Email them to kristina@paxtonchamber.org.



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

Phone: 217-379-4655

Address: 165 S. Market St.

Mailing: PO Box 75 Paxton

kristina@paxtonchamber.org

www.paxtonchamber.org

Office Hours:

8am-Noon & 1pm-2pm

Tuesdays & Thursdays

(Hours subject to change)

In Business News:

*Emily Sandholdt, owner of **Massage Elements**, has hired Macey Swanstrom as a licensed massage therapist! Macey will be helping Massage Elements provide more appointments throughout the week to better serve their customers. Enjoy 20% off services with Macey from now until February 15th! Call her at 217-714-6731.



***FlipSwitch Consulting** is excited to announce that Zac Harris will be joining them to provide his expertise in SEO development and management for websites. Zac's knowledge and continuing education of the ever changing SEO world, along with real life experience (running a successful online clothing business) brings tremendous value to all FlipSwitch clients.

*Shannon Seibert, owner of **The Upper Cut Salon & Tanning**, has hired Paige Weber as a new stylist. Make an appointment with Paige by calling 217-379-3262 today!



Do you have news from your business? Email Kristina at kristina@paxtonchamber.org!

Meet Our Newest Members

Abbe Insurance Agency LLC / AFLAC

520 S. Railroad St.
Buckley

217-394-2243

abbeinsurance@yahoo.com

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Ford County Soil & Water Conservation District

1380 W. Ottawa Rd.

217-379-2372 ext. 3

<http://fordcountyswcd.tripod.com>

victoria.wilson@aiswcd.org

Conxxus

Providing Cable TV,
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www.conxxus.com

330 W. Ottawa Road

Paxton, IL 60957

217-379-2026



2014 Membership
Forms Were Due
January 31st! Don't
Forget To Turn Yours
In Today!

Simply Mail To: PO Box 75
Paxton, IL 60957

Want To Get Involved In the Community?

We need a few more volunteers to help
us plan our annual Old Fashioned July
4th Event.

We need volunteers for:

- *Children's Games
- *Set Up
- *Entertainment

Please call Kristina at 379-4655
with questions .



*Have A
Bright
Idea?*

Do you have an idea for a
workshop, seminar, or event that
we can do this year?

Tell Us About It!

We're always looking for ways to
help our business owners learn
more about doing business better
as well as keeping you informed
on issues that will affect Illinois
business owners.

*If you want to see something
happen, tell us!*