



MEMBER CONNECTION

November
2007

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A CHAMBER PERSPECTIVE

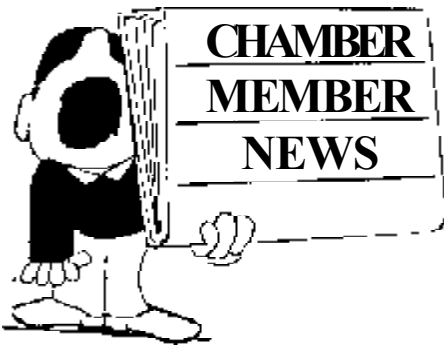
"Why write an article about a company that is closing?" I was asked. Well, it's similar to dealing with the loss of a family member. Only this is a Chamber family member. GDX has had a long history in our community, dating back to 1936. The company has changed owners, names and number of employees at various times, but it has been a Wabash County staple and a strong Chamber member for many years. The Chamber honored the company with the Business of the Year Award in 1985, when they were known as The Engineered Elastomers Division of DiversiTech General (a GenCorp Co.) And so, we want to thank those who believed in the company, stayed with it, sought out new markets, and worked to keep those jobs in our community. We appreciate the state's efforts as well as our local economic development corporation, city, and community partners for working hard to try to keep the company a viable entity. Alas, change does happen, investment groups do purchase companies, and sadly, people lose jobs. Be assured your Chamber is working hard with the Rapid Response Team to help the displaced employees secure upgraded training, new skills training, and to receive adequate funds and opportunities to assist them through the transition to other employment opportunities. The team is putting together a packet to assist the employees and seeks input from our fellow Chamber members, as well.

HOW MAY OUR CHAMBER MEMBERS ASSIST?

- * Make sure any local and regional job opportunities are well advertised, and be willing to assist in the transitional training which may be required.
- * Let us know if you are willing to provide a discount on groceries or other necessities during the period employees are re-training.
- * Financial/Accounting partners: We thank you for assisting us in providing free training on alternatives to employees having to dip into retirement funds, learning about tax planning/ consequences, and exhibiting a willingness to be flexible with mortgage and other financial obligations.
- * Educators: We appreciate your collaboration in the training opportunities
- * Others: We are grateful for your knowledge and expertise in diverse fields, please share them.

Thank you, members, for helping us all to work together and keep our community strong through a difficult time. I may be reached by email: kim@wabashchamber.org

A handwritten signature in black ink that reads "Kimberly A. Pinkerton". The signature is written in a cursive, flowing style.



Please route this newsletter to the other staff in your business to keep them up-to-date on services, functions and programs available to all employees of our member companies!

HAVE YOU HAD CHANGES OR IMPROVEMENTS IN YOUR BUSINESS? HAVE YOU RECEIVED AN AWARD, REACHED A MILESTONE, OR COMPLETED ADDITIONAL TRAINING? WE WANT TO KNOW. SHARE THESE THINGS WITH YOUR CHAMBER PARTNERS. THEY TOO ENJOY HEARING. CALL, FAX, E-MAIL, OR MAIL NOTES TO THE CHAMBER OFFICE.

Beauchamp & McSpadden welcomes Kendra Scrafton as the newest member of their Wabash Commercial Lines CSR team. Kendra is a graduate of ISU with an Insurance and Risk Management major and a Criminology minor. Welcome, Kendra!

Jim Falkiner, the Mark E. Johnston Professor of Entrepreneurship at Manchester College, invites the public to a special lecture. Innovator Kent Sweitzer, live from Hiroshima, Japan will be addressing the Entrepreneurial Thinking class on Wednesday, November 14, at midnight North Manchester time. No class registration is required, simply show up before midnight in Room 102, Science Center, to listen and talk with Sweitzer.

Just a reminder — **Wabash Friends Counseling Center** is once again offering the *Day of Healing*, November 3, 9:00 a.m. - 4:30 p.m. There is a large variety of informative sessions dealing with marriage, depression, parenting, mental health, leadership and much more. To register contact them at 260-563-8452.

Oldies 106 invites businesses to participate in a Christmas Night to Remember. Participating business will have their own unique picture to add to a photo album that will be sent to local and regional troops that are away for the holidays. They also ask that businesses create an open house atmosphere for that evening from five to nine p.m. Interested businesses should contact Wade Weaver at Oldies 106, 260-563-1161, for participation information.

The **New 95.9 KISS FM** and the **North Cass Business Association** are teaming up for a community-wide holiday promotion. All businesses in the City of Wabash are invited to participate in this exciting event. It's an UPTOWN KISSMAS! will be held Thursday, November 29. Anyone wishing to participate should contact 95.9 KISS FM at 260-563-4111.

The **Honeywell Foundation** has been named a finalist in the 2007 BKD Indiana Excellence Awards. Now in its 12th year, the awards program recognizes business excellence through the improvement of a product, service or business practice and the positive impact it has on the organization and the State of Indiana. Winners will be announced at an awards luncheon November 15 at the Indianapolis Hyatt downtown. Congratulations and Good Luck to the Honeywell Foundation and staff.

The Honeywell Center announces upcoming programs:

Naptown Jazz Quintet	November 9	7:00 p.m.
A Year with Frog & Toad	November 13	10:00 a.m. & 12:00 p.m.
Steve Seskin	November 16	7:00 p.m.
Kids Christmas Festival	December 1	1:00 p.m. & 3:00 p.m.
Madrigal Dinner	December 7 & 8	6:30 p.m.

Congratulations to the 5th grade class at **St. Bernard School**. They published a first class newsletter complete with informative articles, survey results, interviews, pictures and jokes. Good job, students!

WELCOME NEW MEMBERS

DS Products, 202 Wedcor Ave, Wabash, IN 46992 Phone: 260-563-9030, FAX: 260-563-9035
 Email: bill@drudgescrew.com Contact: Bill Essman, Plant Manager. DS Products is a screw machine facility. They turn steel, brass and aluminum on 50 multiple spindles.

Big Brick House Bakery, Wabash, IN 46992 Phone: 260-563-1071 Email: bigbrickhouse@hotmail.com Contact: Leigh Rowan, co-owner. They grind wheat and make bread from scratch; also pies, cheesecakes, cookies, and breakfast muffins.

BUSINESS BEFORE HOURS

BUSINESS AFTER HOURS

The next Business Before Hours will be December 12, 7:00 a.m., at the Honeywell Center, 275 W. Market St., Wabash.

Business Sponsors are **Wabash MPI/ Carver, Visionary Computers, Atlas Building Services, Junior Achievement, and Thorne Insurance**. The emcee will be **Celia Briggs, Wabash City Schools**. To make reservations call the Chamber at 260.563.1168, email beth@wabashchamber.org or visit our web site at www.wabashchamber.org.



The next Business After Hours is scheduled for November 14. The sponsor will be **The Honeywell Center**. Please plan to visit their 275 West Market Street location between 4:00 and 6:00 p.m. Don't miss this opportunity to tour their facility and network with their staff and other business people.



Business After Hours has been a very popular event. Those businesses who have sponsored a BAH have been very pleased with the number of visitors to their facilities. If you would like to sponsor a BAH, please call the Chamber office, 260.563.1168. We are now booking for 2009.

LABOR FORCE ESTIMATES FROM THE INDIANA DEPT. OF WORKFORCE DEVELOPMENT

AREA	LABOR FORCE	EMPLOYED	UNEMPLOYED	RATE	Seasonally Adjusted RATE
U.S.					
September 2007	153,400,000	146,448,000	6,952,000	4.5	4.7
August 2007	153,493,000	146,406,000	7,088,000	4.6	4.6
September 2006 (Benchmark)	151,635,000	145,010,000	6,625,000	4.4	4.6
INDIANA					
September 2007	3,204,388	3,071,978	132,410	4.1	4.5
August 2007	3,212,083	3,057,716	154,367	4.8	4.9
September 2006 (Benchmark)	3,272,016	3,122,353	149,663	4.6	4.9
WABASH					
September 2007	17,505	16,783	722	4.1	
August 2007	17,287	16,490	797	4.6	
September 2006 (Benchmark)	17,971	17,056	915	5.1	



**VOTING
IS YOUR
PRIVILEGE
AND DUTY
AS A U.S.
CITIZEN—GO TO
THE POLLS
NOVEMBER 6!**

As employers we are very careful when hiring new employees. Remember to be just as diligent when choosing candidates. Ask yourself:

- ✓ Does this candidate exhibit good leadership attributes?
- ✓ Ethical, visionary, community before self?
- ✓ Delegates wisely?
- ✓ Works well with others?
- ✓ Qualified: Education/experience to do the job well?
- ✓ Thoroughly understands the nature of the job and the issues which they will regularly be handling?
- ✓ Passionate about our community?
- ✓ Professionally represents our community?
- ✓ Physically able to do the job?

In other words, speak to your candidates and ask questions. Talk to others who have worked with them in various capacities. Know who will represent us for the next term—it's a vote we all have to live with.

**REMEMBER: TURN BACK
THE CLOCKS**

Sunday, November 4, 2:00 a.m. is the official time when Hoosiers move their clocks back an hour. Eighty Indiana Counties will now be on Eastern Time with 12 counties on Central Time. For a map of Indiana's new time zones, go to: www.indianachamber.com/currenttime.

**MEMBERSHIP
COMMITTEE NEWS**

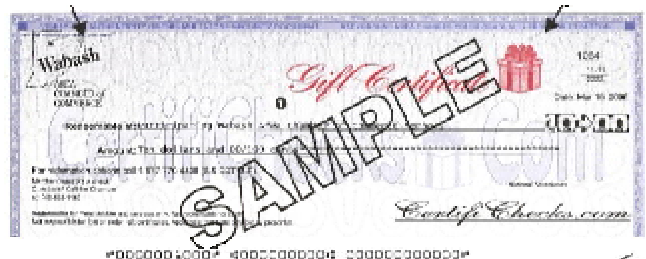
**WANTED: BUSINESSES FOR THE 2008
MEMBER TO MEMBER DISCOUNT CARD**

The Chamber is seeking Member Businesses who wish to be included in the 2008 Member-to-Member Discount Card. The card is just one of our shop local efforts and features member businesses who offer discounts on products/services. There is no fee to be listed on the card, but we need your commitment by November 16. Just call (260.563.1168) or email (info@wabashchamber.org) with your business name and discount offer and we'll do the rest. The cards will be distributed to all employees of Chamber member businesses by the new year.

**CHAMBER CERTIFICHECKS MAKE GREAT
GIFTS**

Remember to do your holiday shopping at your local Chamber. Chamber gift certificates are redeemable at any one of our 330 members and help keep over \$100,000 in shopping dollars right here in Wabash County. Gift Certificates are available in denominations of \$5, \$10, or \$25, and may be purchased online at www.wabashchamber.org or through the Chamber office. Large corporate orders should be ordered online and if an invoice is needed, call ahead as payment must be received at time of purchase.

Businesses: Remember to train your employees in the proper handling of these gift certificates. They are just like a check and are deposited along with other checks. However, if you use electronic check scan, make sure your employees know to never hand the Certificheck back to the customer.



From the Chamber President

by Kimberly Pinkerton



Over 300 members attended the Chamber's 66th Annual Dinner Meeting on October 18 in the Honeywell Center. Members enjoyed a delicious dinner, were recognized for their many contributions to the community and service to their Chamber organization, were entertained by Comedian/Magician Chris Linn, Honored Business of the Year



Bulldog Battery Corporation and recognized Dee Byerly as this year's Distinguished Citizen. The night was a reminder of what a supportive and involved business community we are privileged to experience here in Wabash. Thanks again to all of those companies who choose to continue their business operations right here and who also go the extra mile in their support of local programs and events. We



appreciate the jobs you provide and the investment in our citizens. THANK-YOU, Wabash Businesses! We also want to thank the sponsors who made this year's event extra special: Almo Wire & Cable, Wabash Electric, Duke Energy, SIHO Insurance Services, Hydra-Matic, Superior Packaging Products Inc.



A m e r a c e
Microporous Products, NIPSCO, Rider Electric, National City Bank, Livonia Tool & Laser, Quality Electric, Motor Appliance Corporation, Hank's Construction and Steel Warehouse Company, Inc.



HEARD FROM OTHER ORGANIZATIONS...

From the Indiana Youth Institute

The Braitmayer Foundation supports K-12 education initiatives including professional development for teachers, school reform programs and teacher recruitment. Grant range: \$10,000. Deadline: November 15, 2007. Information: www.braitmayerfoundation.org

The Verizon Foundation supports efforts to improve literacy, increase knowledge and use of technology as well as reduction of domestic violence. Grant range: varies. Deadline: November 30, 2007. Information: <http://foundatio.verizon.com/02008.shtml>

Small Business Administration:

Offers information on Bonding for Government Contracts. Contact them at www.sba.gov

Inside Indiana Business shared an article by Elaine E. Bedel of Bedel Financial Consulting dealing with the prevention of unauthorized access to your consumer credit reports. For the full article press control and click to go to: www.insideindianabusiness.com/contributors.asp?id=1054

FROM THE LIBRARY

by Ware W. Wimberly, Director

Wish you were as successful as Jack Welch, Katie Couric, or Tiger Woods etc? While we can't be these people, learning from their experiences or roads to long term success can only help us individually, career, or in our businesses. At the **Wabash Carnegie Public Library**, one might be able to find resources to discover important strategies, traits, or techniques these famous people either used or had to have long term success. As in previous newsletters, I will highlight a couple of books and provide some information about them.

The Library also has subscriptions to a number of periodicals that are business and/or entrepreneurial in nature that are available for patrons to use.

Print Resources:

Booth, Nate. **Tiger Traits: 9 Success Secrets You can Discover from Tiger Woods** to be a Business Champion. Las Vegas, NV: Harrison Acorn Press, LLC, 2007.

What are Tiger's secrets to his success both as a golfer and millionaire? Nate Booth examines Tiger's life and identifies nine traits that have made Tiger Woods a champion. For each trait, Booth explains how these traits play out in the business world and how you can use them. Besides the world's best golfer, Tiger is becoming a top entrepreneur in the world of sports utilizing these traits too.

Welch, Jack and Suzy Welch. **Winning**. New York: HarperBusiness, 2005.

As a veteran of corporate business who has become a legend, Jack Welch discusses his success and what can teach others. Organized in three chapters, Welch provides insights, original thinking, and solutions to nuts-and-bolt problems that will change the way people think about work. The advice and teachings in the book are applicable to both one's business environment and personal goals.

Periodicals/Magazines of business/entrepreneurial nature available at the Wabash Carnegie Public Library:

- Business Week
- The Economist
- Forbes
- INC.
- Indiana Business
- Indiana Business Review
- Kiplinger's Personal Finance
- Money

If you are interested in these sources or other resources, please call the Library at (260) 562-2972 or stop by at 188 W Hill Street and we will gladly be of assistance.

EDUCATION PROJECTS

Lunch & Learn Series – The next Lunch & Learn Seminar will be held on November 8 and will feature E. Jake Gamble, MSM, speaking on “Dealing with Difficult People.” Sponsored by Lynne’s Lien Searching & Dedicated Services, this educational luncheon will be held in the Chamber Meeting Room, from noon to 1 p.m., on the 2nd Floor of City Hall. Cost is \$12/members and \$24/non-members and includes lunch. Register through the Chamber office.

CHAMBER AND SMALL BUSINESS DEVELOPMENT CENTER ANNOUNCE THE FIRST IN THEIR



“TRIPLE PLAY BUSINESS SEMINAR SERIES”



The Small Business Development Center and the Wabash County Chamber have teamed up to bring you three advanced seminars:

Guerilla Marketing – November 15 – presented by Kathy Gerstoff, a Certified Guerilla Marketing Trainer. Whether a novice or experienced business owner, this seminar presents an unconventional way of performing promotional activities using a very low budget. Not only for Small Businesses, this technique has been used increasingly by fortune 500 companies such as Nike, Sony Ericsson, and Citigroup.

E-Retailing – January 24 – presented by Mark Sapusek, owner Visionary Web, LLC. This will be a more detailed look into E-commerce and selling your product online. The session will include merchant services, Ebay, PayPal, Authorize.net, Security and Shopping Cart Software in the discussions.

Customer Service – March 27 – presented by Mary Ellen Griffin, Executive Director of St. Joseph Hospital, Kokomo. Mary Ellen will bring her extensive knowledge of customer relations and keys to exceeding your customers’ expectations to this top-notch customer service seminar.

Each of the seminars will be held in the Chamber Community Meeting Room, from 10:30 a.m. – 1:30 p.m. and will include lunch and all materials. Cost is \$59 each session or save \$27 by registering for the Triple Play Business Series for \$150. Register through the Chamber office.

CELEBRATION OF LIGHT

Sponsored by First Farmers Bank & Trust

Don’t forget to attend this year’s Celebration of Light at 6 p.m., on November 28. A long-standing Wabash County tradition, this event kicks off the Holiday shopping season in Wabash County. A brief, reverent reflection on the meaning of “Light” for this season will be given by Solomon David, pastor of Bachelor Creek Church of Christ. Cindy Flanagan and daughters will lead the caroling while Bob Vanlandingham, Mayor of Wabash, will initiate the lighting of the community candle, followed by county representatives who will spread the light among attendees. Emily Perkins will act as event emcee and lead the singing of “Let There Be Peace on Earth” as the Court House Christmas Lights are officially lit. Santa will be arriving to visit with all ages thanks to event sponsor First Farmers Bank and Trust. The event kicks off two days of special retail promotions throughout Wabash as noted under member news. Support Wabash and shop local this holiday season!

BOARD MEMBERS

2007-2008

Andy Eads, Chair
Wabash Plain Dealer
Trisha Metzger, Chair Elect
First Federal Savings Bank
Kathy Jones, Vice Chair
First Farmers Bank & Trust
Doug Mays, Treasurer
Thermafiber
Brian Campbell
Randall Miller & Associates
Ron Kerby, Past Chair
First Merchants Bank
Kimberly Pinkerton, President
Chamber of Commerce

John Andersen
Ford Meter Box Co., Inc.
Robert Pearson
Wabash County REMC
Celia Briggs
Wabash City Schools
Scott Rands
Indiana American Water Co
Mark Sapusek
Visionary Web
Lynne Schafer
Lynne's Lien Searching &
Dedicated Services
Skip Daughtry
Beauchamp & McSpadden
Chris Goff
Judge, Superior Court
Phil Brown
Alumitech
Diane Morris
Borders & Beyond
Brian Howenstine
Wabash True Value
Larry Hoover
Quality Electric

Upcoming Events

Nov. 6		Election Day Office Closed
Nov. 8	12:00 - 1:00 p.m.	Lunch & Learn Seminar Chamber office
Nov. 10	6:00 p.m.	Wabash County Hospital Gala Honeywell Center
Nov. 14	4:00 - 6:00 p.m.	Busines After Hours Honeywell Center
Nov. 22 & 23		Thanksgiving Holiday Office Closed
November 28	5:00 p.m.	Celetration of Light Courthouse
November 28	5:00 - 9:00 p.m.	Downtown Holiday Night to Remember
November 29	5:30 - 8:30 p.m.	Uptown Kissmas

Gold Members

We thank and salute those member businesses who carry GOLD LEVEL status:

Beacon Credit Union
Pettit Printing, Inc.
First Federal Savings Bank
Richard Ford
Bulldog Battery
Wells Fargo Bank
Miller's Merry Manor
First Merchants Bank
Ford Meter Box Co., Inc.
First Farmers Bank & Trust
Kirtlan Automotive Machine & Repair, Inc.
Physician's Health Plan of Northern Indiana, Inc.
K & R Office Supply, Inc.
Indiana American Water Company
Mutual Federal Savings Bank

Any Wabash County Chamber Member can elevate their membership status to Gold Level by investing an additional \$500 above their regular membership investment. In addition to having their company acknowledged at Chamber events and in publications, Gold Level Members receive \$100 in Chamber Bucks and receive a free large rotating banner ad on the Chamber website.

Please notify us of any changes on address label



P.O. Box 371
Wabash, IN 46992



www.wabashchamber.org



Special Opportunity for Chamber Members Only

MAKE THE MOST OF YOUR ADVERTISING DOLLAR PLACE YOUR AD ON THE NEW CHAMBER WEB SITE

The Wabash County Chamber of Commerce is offering a special opportunity to our members to place an ad on one of the most visited web sites in the area. When someone wants to do business in Wabash County, the Chamber of Commerce is one of the first places they contact. By advertising on our Web Site you can be the first to reach potential customers. In March 2007 the Wabash Chamber site recorded the following statistics:

- ◆ Daily Hits — approximately 2500
- ◆ Daily Pages Visited — more than 850
- ◆ Monthly Hits — approximately 77,000
- ◆ Monthly Pages Visited — 22,000
- ◆ www.wabashchamber.org ranks #1 for Yahoo!, Google, MSN and AOL with the keyword “wabash chamber.”

Static and Rotating Ads are Available in the Following Sizes - see attached rate sheet for prices

- ◆ 130 x 100 pixels (*approx. 1 7/8” x 1 1/2”)
- ◆ 130 x 200 pixels (*approx. 1 7/8” x 3”)
- ◆ 468 x 60 pixels (*approx. 6 3/4” x 1”)

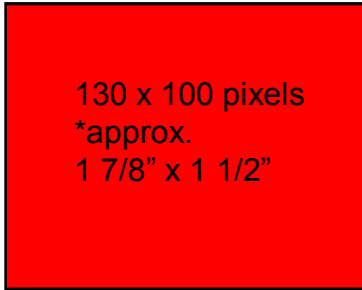
* size based on 1024 x 768 standard screen resolution.

Call Beth Miller at the Wabash County Chamber of Commerce, 260.563.1168 or email beth@wabashchamber.org to set up your account. There are a limited number of ads available, so call now to reserve your space. Minimum contract is 3 months and includes ad creation. 10% discount available for 1 year contracts.

“I did a closing for a Colorado business thanks to being listed on the Wabash County Chamber of Commerce Web Site.”

Lynne Schafer, Lynne’s Lien Searching & Dedicated Services

Wabash County Chamber of Commerce Web Site Advertising Rate Sheet



Static Ads

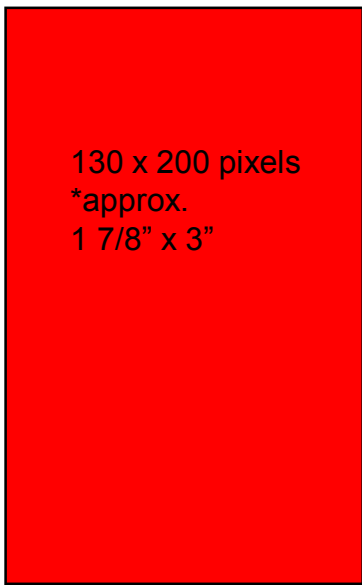
130 x 100 \$75
(viewed on all pages)

130 x 200 \$125
(viewed on all pages)

Rotating Ads

130 x 100 \$25
(viewed on all pages)

130 x 200 \$50
(viewed on all pages)



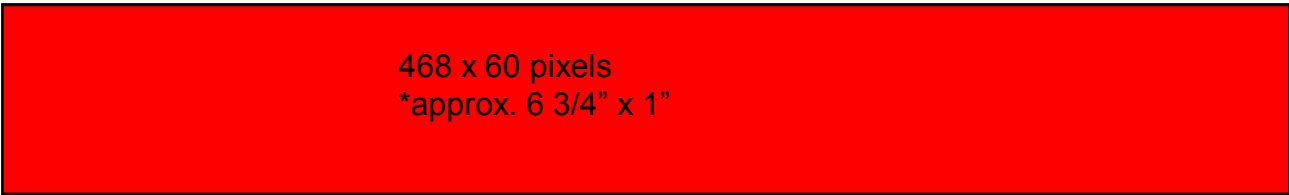
468 x 60 \$250
Choice of Home Page,
Events Pages, or
Membership Page
Includes rotating ad on
all other pages

468 x 60 \$125
Viewd on all pages
except Home,
Events, Membership

All prices stated per month

Minimum 3 month contract (includes ad creation)

10% discount for pre-paid 12 month contracts



*size based on 1024 x 768 standard screen resolution

Special Offer

Featured Business of the Month

\$500

Includes:

- ◆ Ad on banner at top of each page during sponsored month
- ◆ Ad on Newsletter page during sponsored month
- ◆ 130 x 100 rotating ad for remaining 11 months
- ◆ Ad in Newsletter and brief article about business during sponsored month