

October, 2009 Newsletter
Humboldt Chamber of Commerce

1200 Main Street,
Humboldt, Tennessee 38343
731-784-1842

www.humboldttnchamber.org

Established 1905

**Home of the West Tennessee
Strawberry Festival...since 1934!**

www.wtsf.org

WELCOME NEW MEMBERS!

Tennessee Regional Clinic of Chiropractic

Dr. Mark Weiland, owner

**1702 E. Main Street
Humboldt, TN 38343**

phone: 731-784-8707 fax: 731-784-8708

E mail: TNRegionalChiro@gmail.com

Chiropractic Clinic

Quality Moving Service

Jimmie James, owner

**20 Morris Moore Dr.
Humboldt, TN 38343**

Phone: 731-787-6739

e mail: jimmiej@click1.net

Moving household furniture & goods

Scott Myatt

P.O. Box 3931

Jackson, TN 38303

Phone: 731-427-8770

e mail: scottmyatt@scottmyatt.com

website: www.scottmyatt.com

Mellow Music Performance

To our Members:

Allow us to declare a hearty "thank you" to all who contributed to the success of our annual Membership Banquet...to the committee that planned, set up, and conducted the meeting, all who donated auction items, our caterer, the entertainment, our auctioneer, the Hospital for use of the Conference Center, all who provided props and decorations...and to all who attended.

The banquet is another great example of people working together for a common good, a hallmark of our community and so very evident in many areas of our lives here.

May we always celebrate that which is so good about our community and pledge to work together toward that which can be made better.

The Chamber is proud to serve among you, and we are most grateful for your support!

Respectfully submitted,

Gil Fletcher

Calendar of Events - October, 2009

1st...5:30 pm Youth Leadership Gibson County Orientation

Dyersburg State Community College-Trenton Campus

2nd...6:00 am till 11:00 am March of Dimes fundraiser...Humboldt Grill

..."Paint the Town Pink"-Breast Cancer Awareness (all of October)

3rd...4:00 pm Jr. Hostess Revue...Humboldt Middle School

3rd...6:00 pm Jr. Miss Hostess Revue...Humboldt Middle School

3rd...7:00 pm Miss Teen Hostess Revue...Humboldt Middle School

10th...10 am till 2 pm Downtown Fall Event (fun, games, \$1 movie matinee, & more)

12th Columbus Day...Chamber office closed

13th...8:00 am Downtown Business Association @ Peoples Furniture

**14th 1:30-4:30 pm...Ron Acree, Small Business Specialist at Humboldt Chamber
(call the Chamber office for an appointment)**

**15th...4:30 till 7:30 pm Taste of Gibson County...Milan National Guard Armory
(tickets available at the Chamber office)**

17th...7:00 pm Hostess Princess Revue...Humboldt Middle School

19th...Youth Leadership Gibson County ACES Session

20th...7:30 am Chamber Board Meeting

November 1...Daylight Saving Time ends

Thursdays @ 10:30 a.m. Humboldt Library Story Time

(*note the new day of the week for this Humboldt Library function***)**

**2nd Annual
Taste of Gibson County... "Food for the Holidays"
October 15, 2009
4:30 pm-7:30 pm
Milan National Guard Armory**

If last year is any indication, you surely do not want to miss this year's "Taste" event. Approximately 300 people enjoyed the fine food served by 23 of our area's restaurants and caterers.

Tickets are:

\$10...ages 12 and up

\$5...ages 6-11

Free..ages 5 and under

**And, if you stop and think about it, it's all you can eat.
So, plan now to join us...you may call the Chamber to purchase your ticket for the event.**

2010 Census Facts

Census Day: April 1, 2010

***The census is a count of everyone living in the United States every 10 years.**

***The census is mandated by the U.S. Constitution.**

***The next census is in 2010.**

***Your participation in the census is required by law.**

***It takes less than 10 minutes to complete.**

***Federal law protects the personal information you share during the census.**

*****Census data are used to distribute Congressional seats to states, to make decisions about what community services to provide, and to distribute \$400 billion in federal funds to local, state and tribal governments each year.**

Begin now to encourage all in your circles of influence to participate in the census...so many areas of our community are impacted, and **we need to be certain ALL are counted!!**

USEFUL TIPS FOR BUSINESS OWNERS/MANAGERS TELEPHONE ETIQUETTE IS A 'MUST' FOR ALL BUSINESSES

Workplace rudeness is one of the major complaints of customers and at the top of the list is the annoyance created by employees using the telephone improperly. From an unfriendly greeting to being put 'on hold' too long, to an 'unintelligible' response by an employee, many customers have good reason to become a 'prior customer'. Here are some tips to help improve the telephone habits in the workplace:

- **BEING FRIENDLY.** The first voice a person hears when calling your business will generally set the tone for a good business conversation. **SMILE** when answering. By being friendly and professional, a 'Positive' impression is established.
- **SPEAK CLEARLY AND DISTINCTLY.** When answering the telephone, say your business's name followed by your name. Don't hurry the response- take the time to clearly pronounce your name? Also, don't speak while chewing gum, eating or drinking as it will slur your words and make the caller feel that he/she is interrupting. Above all, don't **SHOUT** into the telephone but make sure your voice is heard clearly by the caller.
- **LISTENING.** Don't use the phrase, 'May I put you on **HOLD**' and then do so without waiting to hear the response from the caller. The use of the term, 'Hold for one second' or something similar is unrealistic. It is always important to repeat pertinent information back to the caller to avoid confusion.
- **REMAIN FOCUSED.** While you are speaking to the customer, don't answer e-mails, talk to someone nearby, open mail or do other work. If you are taking notes on your computer, advise the caller of this. It is very frustrating to a caller to hear the click of computer keys or whispered side conversation.
- **KEEP THE CALLER INFORMED.** Should you have to check on a matter for the caller, inform that person of how long it should take and that you will place him/her on hold. The use of 'It will take just a second' isn't accurate. Tell the caller it will take several minutes and offer to return the call later if they cannot hold.
- **PUT YOUR ENERGY INTO THE CALL.** If you sound bored or tired in your speech, the caller will consider you unprofessional and uninterested in assisting with his/her request. It is sometimes good to stand up when speaking as it may help you to breathe better and gain some energy and focus.
- **KEEP YOUR VOICE MAIL CURRENT.** If you cannot personally answer a call, make sure that your voice mail message is just as professional and friendly as if answered in person. Always offer the caller to leave a message asking for their name and telephone number with a promise to return the call as soon as possible.

If you would like more information on this or other topics regarding your business, a **FREE** and **CONFIDENTIAL** visit with Ron Acree, Director of the TN Small Business Development Center, (JSCC), may be helpful. This counseling is offered as an additional service of your Chamber of Commerce. Ron will be at the Humboldt Chamber office on Wednesday, October 14th, from 1:00 to 4:00 pm. Contact the Chamber office at 731-784-1842 for an appointment or for more information.



GIBSON COUNTY EARNS THREE-STAR CERTIFICATION

NASHVILLE, TENN.- Tennessee Department of Economic and Community Development Commissioner Matthew Kisber announced that Gibson County has achieved certification under the state's Three-Star program for excellence in economic development.

"The Three-Star designation is the result of a great deal of hard work on the part of Gibson County and the cities within Gibson County," Kisber said. "Three-Star communities know that sustainable economic development is always built on solid community development, and ECD is proud to support Gibson County in its dedication to long-term economic growth and success."

Gibson County and the cities within Gibson County are now eligible to receive additional incentives under the guidelines of the Tennessee Three-Star program.

The Three-Star program has set high standards and incentives like no other state-run program in the nation. Governor Phil Bredesen's five-year asset-based economic development strategic plan is the cornerstone of the program. In 2005, the Southern Growth Policies Board, a bipartisan public policy think tank devoted to strengthening the South's economy, recognized the Three-Star program as a best practices program and a Southern leader in community certification programs.

Tennessee's Three-Star program helps urban and rural communities develop strategic economic and community development plans that meet the needs and challenges of an ever-changing economic environment. It helps communities preserve existing employment, create new employment opportunities, improve family income and develop a strong leadership base for economic development.

The Tennessee Three-Star Program, which is currently active in 88 counties and one city, represents more than 340 Tennessee cities.

"On behalf of ECD, I applaud Gibson County on its accomplishments and dedication to the Three-Star Program," said ECD Assistant Commissioner of Community Development Rick Meredith. "This prime demonstration of Gibson County's commitment to economic development is indicative of more success to come."

In order to receive the certification, communities are required to meet criteria in organizational, community, business, education and work force development categories. Incentives for receiving the certification include identification on all FastTrack infrastructure and job training applications; eligibility for matching grants, if criteria set by ECD are met; and the advantage of earning points in the Community Development Block Grant (CDBG) program.

To view and download the photo of Gibson County with Governor Bredesen and Commissioner Kisber at the Recertification ceremony, visit www.tn.gov/ecd and click the "Photo Gallery" button. To find out more information about the Three-Star program, visit www.tn.gov/ecd.

Humboldt Viking Football Varsity Schedule-2009

| | | |
|--------------|---------------|------|
| August 21 | Gibson County | Home |
| August 28 | Henry County | Home |
| September 4 | Lake County | Home |
| September 11 | Milan | Away |
| September 18 | South Fulton | Away |
| September 25 | McKenzie | Away |
| October 2 | Trenton | Home |
| October 9 | Union City | Away |
| October 16 | Greenfield | Home |
| October 30 | Halls | Away |

All game times are 7:30 pm

LOCAL OPTION SALES TAX

The Department of Revenue collected and allocated (less administrative costs) the following funds for August, 2009.



| | |
|----------------------|-------------------|
| Gibson County | \$ 62,260 |
| Trenton | 90,409 |
| Bradford | 7,809 |
| Dyer | 34,980 |
| Gibson | 3,882 |
| Humboldt | 208,242 |
| Medina | 13,936 |
| Milan | 245,675 |
| Rutherford | 11,734 |
| Yorkville | 232 |
| Kenton | 6,995 |
| | |
| Total | \$ 686,154 |

2009-2010 Board of Directors:

Roger Swaim, President - Cell Plus (Verizon)
Gary Caraway, President-elect- Caraway Motor Company
Jessica Alsobrook-Pritchard Realty
Jocelyn Bundy-The Bank of Humboldt
Terri Crider-Flippin & Atkins PC
Dwayne Curtis-Delta Contracting Company, LLC
Harry Davidson-Peoples Furniture
Laurie Gamble-Strawberry Festival President
John Hale-First State Insurance
Larry Johnson-Mid South Industrial, Inc
Ralph Jones, III-Jones Companies, LTD.
Greer Lashlee-Lashlee-Rich, Inc.
Michael Longmire-Humboldt Plaza 3 Theater
Matt McLean-Humboldt Higher Education Center
Joan Smith-Coldwell Banker Creswell Realty
Randy Terry-State Farm Insurance
Jared Wilkerson-Professional Cuts Barber Shop
Jennifer Wilson - Dwight Hawks Law Firm
Roger Ziegler-Edward Jones
Chuck Lovell, Alderman - City Liaison
Ex Officio: Janeice Frisbee-BancorpSouth

Gil Fletcher, Executive Director
Cindy Acree, Executive Assistant

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Newsletter Sponsored by:



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