

2008-2009 Board Members

President

Pennie Engler
Northwest Property Care
340-3790

1st Vice President

Patty Denner
Kings Materials
285-2565

2nd Vice President

Matt Briebl
DuTrac Community Credit Union
285-7100

Secretary/Treasurer

Dr. Joshua Lawlor
Park View Back & Neck Care Ctr.
285-8230

Members at Large

Brenda Drummond
First Central State Bank
285-285-2033
Lynnette Olson
Valley Bank
285-8800
Matt VanWaus
City of Eldridge
285-4841
Kim Wilkins
Ruhl and Ruhl
441-5177

Past President

Linda Reickard
United Egg Producers
285-9100

Director

Carolyn Scheibe
carolyn@northscottchamber.com

Office Manager

Ann Mohr
ann@northscottchamber.com

Chamber Office Hours:

Monday – Friday 9:00 a.m. - Noon
Office – 285-9965
Fax – 285-9964

Website

www.northscottchamber.com



North Scott Area Chamber Of Commerce

August 2008

CHAMBER CHAT

Thank you from the Moonlight Chase!



The Moonlight Chase was another great success because of our volunteers.

With near perfect race conditions, the race boasted a field of 1,793 runners. We couldn't do it your volunteer support!

See you for the Moonlight's 25th Anniversary on July 11, 2009.

RAGBRAI

No sooner were we finished with the Moonlight Chase then did our community come together to host Eldridge as a "Pass Through" town on the RAGBRAI route.

Again, our volunteers stepped up to provide food and fun for the riders. Special recognition goes to the City of Eldridge crews for their hard work with both RAGBRAI and the Moonlight Chase. The Chamber would also like to recognize the organizational efforts of the local steering committee: Carolyn Scheibe, Scott Campbell, Jeff Martens, Matt VanWaus and Brian Wessel.



New Member

Beene Insurance Agency
Brandy Beene
5357 Eastern Ave
Davenport, IA 52807
(563) 344-0087

Brandy Beene has opened a Farmer's Insurance Group Agency in north Davenport to serve the auto, home, life and business insurance needs of the community.

Brandy has worked with Farmer's Insurance for the past 4 years. She and her family come to the Midwest from Texas, and have already discovered the friendly communities of North Scott.

Service is a very important part of what Brandy provides her customers. She really enjoys working with people, and is looking forward to meeting other Chamber members soon.

If you are looking for insurance coverage, Brandy would be happy to provide a quote for you.

Golf Outing 2008

The 2008 Golf Outing is set for Friday, August 8, at **Glynn's Creek**. The day starts with a Noon shot gun start and culminates with awards and a steak fry at 5PM. Thanks to the Local businesses who are hole sponsors:

Edward Jones Investments
Eller Construction
Davenport Printing
First Central State Bank
Beert –McCoy Insurance
King's Material
American Family Insurance
DuTrac Community Credit Union
Steve Fahrenkrog
Sierk Orthodontics
Eldridge Post Office
Curves
Central Scott Telephone
Beene Insurance Agency
Cobra Graphics
Lighting Maintenance, Inc.
Overtime Bar & Grill
Eldridge Barber Shop
Del's Eatery & Pub
J.E. Rice Concrete Construction
Mel Foster Co.—Eldridge
North Scott Chamber of Commerce

“The Marketing Minute”

by Marcia Yudkin

"Why does Report A, with 292 pages, cost less than Report B with 129 pages?"

"Why does your X service cost \$997?"

"How much time do you spend on Y for \$2,295?"

When you get questions like these, act like a sphinx. Smile. Change the subject.

Not every customer question deserves an answer, and these demand to peek into the sanctum of your business, where you keep preferences, procedures and strategies. Those belong to you and you alone.

In addition, such questioner curiosity shines attention on factors that you don't want customers focusing on.

As Mike Schultz and John Doerr put it in their RainToday.com 2008 fees and pricing report for consultants: "The more the conversation focuses on the underlying components of the price and price structure, the less it focuses on value, quality and outcomes."

You want customers to care not how efficiently you work or what you pay contractors and employees, but how they benefit from what you do for them.

Value, quality and outcomes: Keep buyers' eyes on that trio!

Ready to Lead? Apply for a Federation Leadership Course

Enrollment is now open for the Quad City Chamber of Commerce Federation's Leadership Academy fall programs. The Academy is offering two courses: "Quad City Community Leadership" and "Leadership Essentials."

"Quad City Community Leadership" integrates onsite visits with discussions about available resources, how to get involved, and "hot" community issues such as economic development, education, healthcare, government, social agencies and arts/culture. Participants will also hear from community leaders about issues impacting the region. This is a terrific orientation to the bi-state region and "big picture" of the Quad Cities.

"Leadership Essentials" helps build leaders by honing strategic and practical skills such as visioning, goal-setting and change management. Participants will be required to work in small groups to better understand an issue impacting the Quad-City region using skills learned during the course. This course is geared toward anyone who wishes to learn or improve their leadership skills that apply directly to the workplace as leaders and managers.

For more information, contact Susan Zelnio at szelnio@quadcitychamber.com or at (309) 757-5416. Detailed information and registration forms are available at www.QCleadership.com. Partial scholarships are available.

Business Implications of Iowa Smokefree Air Act



Do you have questions about how the Iowa Smokefree Air Act, which prohibits smoking in public places, places of employment and certain outdoor areas, impacts your business? Type the link, www.northscottchamber.com/images/SmokeFreeActSummary.pdf into your internet browser for a summary of your responsibilities as a business owner.

No Smoking window clings can be picked up from the Eldridge-North Scott Chamber Office (limited quantities available). There is no charge for the window clings.

For more information, visit <http://www.iowasmokefreeair.gov/>

Mileage Rates Increased July 1– Dec. 31

The optional standard mileage rates for businesses, medical and moving expenses increased by eight cents per mile on July 1, 2008. Business rates increase from 50.5 to 58.5 cents per mile. For more information, go to www.irs.gov/newsroom/article/0,,id=184163,00.html

Eldridge-North Scott Chamber of Commerce
220 West Davenport Street
Eldridge, IA 52748

Address Service Requested

2008 Discover North Scott Business Fair

Thursday, October 9, 2008
4:00PM to 7:00PM

Eldridge Community Center
400 S. 16th Avenue
Eldridge, IA

Don't miss this opportunity to
showcase your business to the
North Scott community.

See registration form inside this
newsletter or online at:
northscottchamber.com

Make Your Reservations!

2008 Golf Outing
Friday, August 8
Glynns Creek Golf Course

Sponsorships Available

Call the Chamber at 563-285-9965

to be a hole sponsor or to sign up for golf!

Sign Up Today!

Registration forms online at
northscottchamber.com