



Chamber Chat

Eldridge-North Scott
Chamber of Commerce

December 2009

Celebrate the holiday season!

**Enjoy the holidays
with good friends,
great food, and holiday
cheer at the
Chamber Holiday Mixer!**

**December 10, 2009
5:00 P.M.— 7:00 P.M.
Lancers Grille
Free Hors D'oeuvres & Cash Bar**

Thanks to our sponsors:



**The
Chiropractic
Care Center, PC.**



**Parkview
Back & Neck
Care Center**

2009-2010 Board Members

President

Patty Denner
Kings Materials
285-2565

1st Vice President

Matt Briehl
DuTrac Community Credit Union
285-7100

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Park View Back & Neck Care Ctr
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Matt VanWaus
City of Eldridge
285-4841
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Ruhl & Ruhl

441-5177

Brenda Drummond

First Central State Bank

285-285-2033

Lynnette Olson

Valley Bank

285-8800

Seth Porter

Porter Insurance

285-4321

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

www.northscottchamber.com



5 Tips for Small Businesses

1. **Create a Simple Service.** Fine-tune your brand name, website, and marketing tactics to focus solely on selling your unique specialization and expertise. Remember: Focus. Focus. Focus.
2. **Research Your Market.** Consider the following questions: Who lives in your marketplace? Why have they been underserved? How can you better serve them? How can you unite them? In short, why is your simple service the solution to their problem? Join groups to meet people. (The Chamber is a GREAT start!)
3. **Become a Leading Authority.** As the creator of your service, you offer valuable insight and advice. Make sure you know your market better than anyone.
4. **Be Specific, Distinctive and Relevant.** Seize every opportunity to point out why your service is a better fit for your market better than anyone.
5. **Copy, Paste, and Repeat.** Keep hammering your message home. You know what's worked; now increase your exposure. Copy, paste, and repeat.

First Dollar/New Member.....



Chamber Ambassadors presented Bloomer's owner and new Chamber member Sara Kook with a First Dollar on November 10. Pictured are Chamber Ambassadors Lynelle Anderson, Brenda Drummond, Bloomer's owner Sara Kook, Ambassadors Lynnette Olson and Seth Porter.

North Scott Chamber Looking for Membership Salesperson

The North Scott Chamber of Commerce is looking for an individual interested in selling Chamber memberships on a part-time basis. For more information, contact Carolyn Scheibe at the Chamber office (285-9965)

A Quick Course on Business Cycles

In the late 1960's there was a popular song by the Yardbirds the included the line, "turn, turn, turn... and a time for every purpose under heaven"...so it is with business cycles.

For the 179 years that business cycles have been tracked in the American Economy—what goes up always comes down with a fascinating regularity. The higher the peak, the lower the trough. Some business cycles have been small burps; others are great mountains of huge wealth normally followed by equally deep down times. But throughout the life of this industrialized nation, the business cycles regularly come and go with reliable regularity with the exception of events like 9-11.

Leading indicators are a reliable science. Whether you know what goes into them or not, you can be sure that if they turn up or down two months in a row, you count on products, services and commodities that stay offset from these indicators by predictably reliable measure of time to follow—just like a train on a track.

So while your business may not be feeling it yet, this nation's leading indicators have turned. And, the great thing about long downturns is that they make for much pent-up demand. This demand will blossom...roughly 3-6 months after the turn for consumer goods...followed by replacement of larger goods...followed by an approximate 12 month lag for engineered products. Industrial products follow cyclic turns by 18 months. International markets lag by 2 years. ***With all these offsets in time, at any given moment, you are at the best time to sell a particular product to a particular market.***

The bottom line is do the right things...at the right times and your business will prosper... no matter the economic season.

RECIPE FOR A HOMETOWN HOLIDAY

BUSINESSES WILL BE DECORATED
AND OPEN WITH A SAMPLE OF
A FAVORITE HOLIDAY TREAT
AND A RECIPE TO SHARE!

OTHER ACTIVITIES INCLUDE:

- ROAST MARSHMALLOWS AT WIESE PARK
- SANTA WILL BE HERE
- HORSE DRAWN CARRIAGE RIDES
- WRITE & MAIL YOUR LETTERS TO
SANTA AT THE POST OFFICE
- "GRINCH" CONTEST
- AND MORE!

FRIDAY, DECEMBER 18
5:00 PM - 7:00 PM
SECOND STREET IN ELDRIDGE



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

Address Service Requested

We're on the web!
www.northscottchamber.com

Eldridge-North Scott Chamber Power Lunch Series

Identity Theft: Business & Personal

**Join us for lunch and an informative program led by
Gene Hoth of Per Mar Security**

Thursday, December 3

Noon—1PM

Scott County Library, Eldridge Branch

Cost: \$10 (Members)\$15 (Potential Members)

Call 285-9965 or email “info@northscottchamber.com”