

2006-2007 Board members

President

Linda Reickard
United Egg Producers
285-9100

1st Vice President

Pennie Engler
Wells Fargo Home Mortgage
340-3790

2nd Vice President

Patty Denner
King's Material
285-2565

Secretary/Treasurer

Matt Briehl
DuTrac Community Credit Union
285-7771

Members at Large

Matt VanWaus
City of Eldridge
285-4841

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

Dr. Heather Jordahl
Back to Health Chiropractic
285-1414

Director

Carolyn Scheibe
carolyn@northscottchamber.com

Office Manager

Trish Kisner
trish@northscottchamber.com

Chamber Office Hours:

Monday – Friday 9:00 a.m. - Noon

Office – 285-9965

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Website

www.northscottchamber.com



Chamber of Commerce

**North Scott
Area Chamber
Of Commerce**

October 2007

CHAMBER CHAT

Captain North Scott strikes again!!!!



Thanks to Jeff Martens as Captain North for putting together this years float in the North Scott Homecoming parade. It wouldn't have been complete without Brian Rathjen. Thanks to both of you.

**Chamber Holiday Mixer
December 20th
Lancers Grille**

Sponsors needed:

We are looking for a few companies that would like to sponsor our "Hors d'oeuvres and Drinks" for the evening. This is a great networking opportunity that is well attended. Please contact the Chamber at 285-9965.

Moonlight Chase Grants totaling \$9,000 will be awarded that night!

Chamber Study Released at ACCE Convention

A new national study reveals that membership in a local chamber of commerce can significantly boost a business's image among consumers, as well as among other businesses. In a scientific survey of 2000 U.S. adults, The Schapiro Group, an Atlanta-based strategic consulting firm, found positive perceptions of chamber members in a number of areas, including overall favorability, consumer awareness and reputation, and likelihood of future patronage.

The study, commissioned by the American Chamber of Commerce Executives (ACCE), IBM, Administaff, Small Business Network, Inc., and Market Street Services, showed that when respondents were told that a particular small business was a member of its local chamber, they were 44 percent more likely to rate it favorably than study respondents who were not told of the chamber affiliation. Respondents were also 63 percent more likely to want to purchase goods or services from a small business that is a chamber member.

"We discovered that informing someone about a company's chamber membership opens the door to substantial increases positive perceptions of that business," said Alex Trouteaud, Ph.D., senior strategist for the Schapiro Group. "There clearly is a feeling by our respondents that chamber membership is synonymous with quality and desirability".

To tap into this reservoir of good will, a small business should not only join the local chamber of commerce and participate, but also make sure consumers and other businesses are aware of that chamber affiliation.

The positive impact of perceived chamber membership is felt by big business, too. For example, when consumers believed that a restaurant chain was a member of the local chamber of commerce, they were 40 percent more likely to eat at the franchise in the future. And if a consumer believed that

one of the major automobile manufacturers was a member of its local chamber, that consumer was 9 percent more likely to consider purchasing his or her next car from that automaker.

"This study reinforces research done in 2005 about the perceived capacity of chambers to lead businesses and lead communities," said Mick Fleming, president of the American Chamber of Commerce Executives (ACCE). "These new national findings point to even more direct benefits for companies willing to be stakeholders in their local chamber."

The study results had good news for chambers themselves, where 82 percent of respondents indicated that a local chamber of commerce "creates jobs and promotes economic development."

The message from this national study is as simple as it is ground-breaking," said Jim Blasingame, small business expert and president of Small Business Network, Inc., "Join your local chamber, be an active participant in your chamber's programs and be sure to let your customers and prospects know you're a proud chamber supporter when they come in your business and when they see your marketing material."

J. Mac Holladay, CEO of Market Street Services, an economic development consulting firm based in Atlanta that helped create the study, said, "It is refreshing to learn what we have suspected for years—that chamber membership and community involvement are good investments."

For the full study go to: http://www.acce.org/uploadedFiles/Research_and_Benchmarking/Schapiro%20Group%20ACCE%20Report.pdf

Member News....

If you would like to share company news (growth, recognitions, promotions, new hires, etc..) with the Eldridge/North Scott Chamber, please email, or fax us with your information: email: info@northscottchamber.com

Quality Inn and Suites in Eldridge, Iowa has received a 2007 Gold Hospitality Award from Choice Hotels International, Inc. (NYSE:CHH), one of the world's largest lodging franchisors.

This year, all Choice Hotels properties were judged based on a customer focused awards process that measured the hotel's ability to meet guest needs. The Eldridge Quality Inn & Suites earned this prestigious award because it was among the top hotels in the Choice family of brands, meeting several key thresholds important to achieving guest satisfaction. First, the hotel scored high marks for cleanliness and property maintenance. Second, they maintained a low ratio of guest complaints. Third, they had no more than one "unresponsive" guest complaint on record over the last year. Fourth, the hotel met or exceeded Quality Inn & Suites standards and fulfilled all promises of Quality Inn & Suites to consumers. Finally, guest surveys revealed that they were much more likely to recommend this hotel to friends and family following their stay because of the great experience they had.



Grand Haven Retirement Community

The Chamber Ambassadors presented Grand Haven their First Dollar certificate to Jodi Fahrenkrog, Director of Grand Haven, on September 8 during their Open House.

Friends of Scott Co. Library **Fall Book Sales**

Oct 4, Preview for friends/members 4—8 pm

Oct 5, 8 am—4:30 pm

Oct 6, 9:30 am—4:30 pm

Oct 8—11 8:00 am—8:00 pm

Oct 12—8:00 am—4:30 pm

Oct 13—9:30 am—12 Noon

New this year—on Oct 13 only all books are
\$1 per bag

Scarecrow Row

Kuhl's Under the Sun
1850 South 1st St. Eldridge, IA 52748

Friday, Oct. 5th 9 am—6 pm

Sat., Oct 6th 9 am—4 pm

Sunday, Oct 7th 10 am—4 pm

Antiques, one of a kind gifts, handcrafted gifts, Tabor Home wines, pumpkins, gourds, corn shocks, baked goods, food tent and more!

Come spend the day with us. You'll be glad you did!

FREE PARKING-FOOD TENT
(ribeye & pork chop sandwiches)
285-4214

Eldridge Rec & Fitness **OPEN HOUSE**

Saturday, October 6, 2007
11:00 am—2:00 pm

Ribbon Cutting at 11:00 am
Aerobic Classes every 30 minutes
Racquetball Demonstrations
Free hot dogs, chips and beverages
Door Prizes
Membership Specials

Tax Classes

The following tax classes are taught by tax specialists with the Iowa Department of Revenue. Please pre-register to ensure sufficient seating and handouts. A nominal fee may be charged by the college, ask about fees when you register.

Tax Professionals: These classes qualify for continuing education units.

Davenport
Scott Community College
Call 1-888-336-3907 to register.
10/10/2007: Sales and Use Taxes 1-3 pm

Upcoming Events.....

October 18, 2007

Roxanne Steffens with Etiquette Consultants will host a luncheon featuring "Dining Etiquette" See Last Page for more information.

November 15, 2007

Mike Hovda, President and Founder of a training firm called InsideOutLeadership will be sharing insight on "Am I the Only Normal Person Working Here?"

Note: Cost of session will be \$25 for members/
\$35 for non members

AM I THE ONLY ENTIRELY NORMAL PERSON WORKING HERE?

By
Michael A. Hovda
President
InsideOutLeadership®

Did you ever go home after a particularly challenging day at work and think something like "I would be such a good team-member if I could just work with someone else" or "I would be such a good leader if I just had different people working for me"?

You tell yourself that they just don't seem to make people like they used to. In fact after some particularly bad days you may actually long for the days of public flogging! If so, then **AM I THE ONLY ENTIRELY NORMAL PERSON WORKING HERE?** is for you.

Mike Hovda, an expert in dealing with a variety of people, will help you understand yourself and others, as well as help you navigate through the workable solutions. You will understand how we are all inclined to approach problems, people, pace, and policies in a unique way... and yet with similarities. All this is done with a light and humorous tone.

Mike will leave you refreshed and confident, ready to work with just about anyone.

December 20, 2007—Holiday Mixer at Lancer Grille

February 21, 2007—Chili Cookoff

March 28, 2007—Wine, Dine & Bid Night

April 17, 2007

Kathy Edwards of Edwards Creative will share good ideas of marketing "How to get the more bang for your buck."

Note: Cost of session will be \$25 for members/\$35 for non members

Member News

Ashford University

Ashford University is waiving the application fee and providing a \$100.00 book voucher for students enrolling in its campus accelerated programs this fall.

Students in these programs take classes one night a week, one course at a time for five or six weeks. Degree programs offered in the accelerated format are the Bachelor's degree in Organizational Management, Master's in Business Administration (MBA) and the new Master of Arts in Organizational Management.

The University will waive the normal \$55.00 application fee for students who register for classes starting in October. In addition, these new students will receive a voucher work \$100.00 toward the purchase of test books.

For more information on classes and how to register, please contact Spittler at 800.242.4153, ext. 3411

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

Address Service Requested

Learning at Lunch—October 18, 2007

Dining Etiquette

With Roxanne Steffens



Don't know how to properly eat soup? What do I do with all those forks??
Join us for a fun, interactive session with great food!

Learn the "art of dining" both American (zigzag) and Conventional (European) for use in both business and social settings.

As new technology transforms the business world, the rules of doing business are changing. Knowing how to conduct business in social environments is vital to the success of any business professional—not to mention those holidays parties around the corner!

When: Thursday, October 18, 2007

Time: 11:30 am—1:00 pm

Where: Lancer Grille

Cost: \$20.00 per person

Call the Chamber for reservations—285-9965