



February/March 2006

Nappanee Area
Chamber of Commerce
(574) 773-7812

Nappaneechamber.com
nappaneeecofc@kconline.com

**2006
Calendar
of Events**

Dates to Remember

Chamber Retail
Committee Meeting
Chamber Office – 7:30 am
March 3

Business Luncheon
“Self-Talk”
Heritage House - Noon
March 3

Apple Festival
Committee Meeting
Westside Park – 6:30 pm
March 13

Leadership Academy
March 14

New Bremen Hospital
Ribbon Cutting and
Dedication Ceremony
March 18

Chamber of Commerce
Board of Directors
Meeting
March 20



Nappanee Area Chamber
of Commerce
451 N. Main St.
Nappanee, IN 46550
574-773-7812
Fax: 574-773-4691
nappaneeecofc@kconline.com

ANNUAL MEETING



Annual Meeting Award Winners:

Genie Tobias, Principal Nappanee Elementary – Educator of the Year
Larry Perks, Nappanee Window – Business of the Year
Sandra Seanor, MACOG – Craftsmanship Award
Sonya Harman, ECCVB – Harold Hoffer Award
Max Bigler – Citizen of the Year

A prime-rib dinner, the serenade of a harp, an *enlightening* presentation and the surprise on the faces of the award winners made missing the Olympic Games for one night very much worth it!

Dal-Mar provided the dinner, Nancy Lentz the harp music and Jack Schultz, author of BOOMTOWN USA, presented his 7 ½ Keys To Big Success In Small Towns. Mr. Shultz has trademarked the term: AGURB (a prospering small town outside of a metropolitan statistical area). “Many people are moving out of the big cities to escape the rat race. They want to move to small, charming towns that offer a sense of place.” Schultz stated. He used to think that money invested into revitalizing main streets rather than industry was “throwing money down a rat hole” but has since realized that the charm a town offers and a “sense of place” is well worth the investments.

Shultz’s 7 ½ Keys to Success:

- *Adopt a Can-Do Attitude
- *Shape Your Vision
- *Leverage Your Resources
- *Raise Up Strong Leaders
- *Encourage an Entrepreneurial Approach
- *Maintain Local Control
- *Build Your Brand



Chamber Board Objectives 2006

*The goal of the Administrative committee is to review and revise the Nappanee Area Chamber of Commerce by-laws for 2006

*The goals of the Events committee is to study the possibility of having a downtown LED lighting program during Christmas At Home

*The goal of the Programming committee is to be a key partner in the effort to improve Nappanee's downtown area.

*The goals of the Membership committee is to increase membership to 200, and to encourage the Chamber Board, staff and ambassadors to make personal visits to members in 2006.

*The goals of the Marketing committee is to establish a task force to study the Welcome Center, redesign relocation and welcome packets and to encourage use of the Embrace The Pace Brand

Annual Dinner Cont.

A LOOK AT THE CHAMBER – 2005 AND 2006-02-22

Executive Director Andrews presented the Nappanee Area Chamber of Commerce Highlights of 2005 and Objectives of 2006 in five key areas: administration, events, marketing, membership and programs. (See side column)

EDUCATOR OF THE YEAR

John Leavitt presented the Jim Andrews Educator of the Year Award to **Genie Tobias**, principal of Nappanee Elementary School. Tobias has served Wa-Nee for 16 years as guidance counselor and principal. Under her leadership innovative programs such as Reading Recovery, Literacy Collaborative and Bulldog Basics for student character and development were implemented. Tobias stated that "Teaching and working with children is absolutely the most wonderful profession".

BUSINESS OF THE YEAR

Dick Pletcher made the Business of the Year presentation to **Nappanee Window** in his clever and humorous fashion playing on the fact that Nappanee Window's product line is only 5% windows. Larry Perks, Quality Manager, graciously accepted the award plaque and a bottle of glass cleaner on behalf of the owners; the Brenneman family.

HAROLD HOFFER AWARD

Attorney Brian Hoffer presented the Harold Hoffer Award to Chamber Board Member **Sonya Harman**, who has gone above and beyond while serving as a Nappanee Chamber Board Member. Sonya, Group Marketing Manger at the Elkhart County Convention and Visitors Bureau lives in Nappanee and has been in the tourism business for 20 years. Ms. Harman gave a heartfelt thank you to her mentors Peg Hoffer and Dick Pletcher.

CRAFTSMAN AWARD

Mayor Larry Thompson presented **Sandra Seanor**, Executive Director of the Michiana Area Council of Government (MACOG) the Craftsman Award. Sandra helped obtain over \$1 million in funding to help Nappanee with the downtown improvement project, bike/pedestrian path, Elder Haus Van and Oakland Avenue projects.

CITIZEN OF THE YEAR

Max Bigler, Citizen of the Year, was under the impression that he was to be the presenter of an award, not the recipient. He had convinced himself that is was worth missing the Olympic Games to present Gale Gerber with an award "because at the age of 78, who knows if you'll be around to see "the next one." Bigler, a life time resident of Nappanee was a postal clerk for 32 years where his cheerful and positive attitude brightened people's days then just as it does now as he drives the Elder Haus van and works with the Elder Haus Senior Center. Max is known for his love of sports and is a strong supporter of Northwood Athletics. He is also known as the sweetest guy around town because of all the candy he passes out. He made it clear that he may be sweet but he's also cheap, "he only buys candv when it's on sale."



LIGHT THE FIRE WORKSHOP

70 people from around the state were fired-up by **Jack Schultz** Thursday, February 16th at Heritage House. Schultz presented half his Key Elements to Success and then a panel of experts addressed each key with their personal experiences. ***Shape Your Vision** – Kevin McCrory, President, The LandPlan Group ***Leverage Your Resources** - Al Walus, General Manger, Sanitary District of Michigan City ***Raise Up Strong Leaders** – David Daugherty, President, Goshen Chamber of Commerce.



Jack Schultz
Author,
Boomtown USA

Wendy Dant-Chesser, Executive Director, Cornerstone Alliance, Benton Harbor, Michigan shared her insights on Economic Development during a lunchtime presentation entitled "**Can-Do Attitude**".

Mr. Schultz addressed his final Key Elements in the afternoon followed by another panel: ***Encourage an Entrepreneurial Approach** – Wendell Wiebe-Powell, Executive Director, ASSETS Elkhart County ***Maintain Local Control** – Jeff Noffsinger, Town Manager, Syracuse ***Build Your Brand** – Sonya Harman, Group Marketing Manger, Elkhart County Convention and Visitors Bureau

BoomtownUSA by JACK SCHULTZ

Visit www.boomtownusa.net, look under **Jack's Blogs** and you will see folks from Nappanee! Here are clips from a few of the blogs:



Panel:
Al Walus, David Daugherty,
Kevin McCrory

More Workers than Beds?

I knew I was in a special town as soon as I drove in, passing manufacturing plant after plant. I checked the population again. Was it possible that Nappanee, IN only had a population of 6,710? From the number of plants and workers that I saw on the drive into town, it looked like it could be double or triple that size.

Embrace The Pace:

"Embrace The Pace" is the motto of Nappanee, IN (population 6,710), an incredible manufacturing and tourist centric town. Dianne and Dennis Debelak have fully integrated themselves into the town since moving here from Chicago about six years ago. Dennis is a physical therapist and Dianne was a financial planner when they began searching for a bed and breakfast to buy. They fell in love immediately with Nappanee and its laid back atmosphere, buying a lawyer's office and converting it into the Homespun Country Inn (www.hmespuninn.com), a five bedroom, antique filled treasure. I stayed there when I was in the town last week.

College Experiment into Nationally Known Institution

Dick Pletcher laughingly told of how he violated the three keys to business in turning Amish Acres into a local institution, "First: Location, location, location; Second: Give the customer what they want and Third: Profit should be your number one motive. We didn't do any of them, but it has all worked out just fine."

Amish Entrepreneurs

My question of "Where are the employees' cars?" was met with a laugh from Larry Andrews, head of CED in Nappanee, IN, as we walked into Quality Hardwood Sales. The only mode of transportation on the grounds was several bicycles at the entrance.



Wendy Dant-Chesser



Sonya Harman,
Jeff Noffsinger, Wendell
Wiebe-Powell



Chamber of Commerce Board of Directors

- Brad Baum**
John Mast Construction
- Tom Bradway**
Curtis TV
- Dianne Debelak**
HomeSpun Country Inn
- Gary Fraelich**
Nappanee Ford
- Sonya Harman**
Elkhart County Convention & Visitors Bureau
- Shane Henry**
Fabwel Owens Corning
- John Leavitt**
Salem Insurance
- Gavin Miller**
Lake City Bank
- Gary Shuder**
Newmar Corp
- Criss Walter**
Holmes & Walter Attorneys

2006 Heritage House BUSINESS LUNCHEONS

Self-Talk



Negative Positive

March 3 – “Self-Talk”

April 19 – Stay out of Trouble with the Equal Employment Opportunity Commission

May 19 – The Value of Cooperative Marketing

June 16 – Women In Leadership - Panel

WWW.NAPPANEECHAMBER.COM

Are you one of the **22,553** to hit the Nappanee Area Chamber of Commerce website last year? Since its inception in May the average hit per day is 61. The median visitor views our site for 3:05 minutes.

THE DISNEY INSTITUTE COMING TO ELKART COUNTY

The professional development program “**The Disney Keys to Excellence**” will be presented **Thursday, April 20** at the Essenhaus Inn & Conference Center, Middlebury. Sponsored locally by Goshen Chamber of Commerce in partnership with the Elkhart County Chamber Coalition, the full-day event will give area business professionals a chance to discover the business behind the Disney magic. The day will include four exciting sessions introducing participants to innovative Disney Business strategies that they can easily implement. Registration and tuition fees for the program are \$99 per person, per session and include course materials. Chamber members can participate in all four sessions for only \$396/non-members \$496. Call 574-533-2102 or visit the Goshen Chamber website www.goshen.org. or Nappanee Chamber: 773-7812.

RIBBON CUTTING FOR SCHROCK FINANCIAL

Grant Schrock’s friends and colleagues filled his office at the Ribbon Cutting Ceremony held Wednesday, February 22nd. Grant and his wife, Rhonda live in Wakarusa and attend church in Nappanee so they are excited to provide financial service to their friends and neighbors. Grant will also be pleased to help you with your stewardship needs. Visit his beautifully renovated office at 107 E. Market, M-F from 9 – 5:30 pm. Ph: (574) 773-4671



Larry Andrews, Pastor Norm Reimer, Mayor Larry Thompson, Rhonda & Grant Schrock, Ron Bedward, Dwayne Borkholder, David Gautsche

MARCH 3rd BUSINESS LUNCHEON

Learn how to reach your full potential with right thinking!

Mike Aemmer, Family Counselor and Host of WFRN’s Aim Straight Friday will accompany a \$5 boxed lunch at Heritage House (off CR 7 on Waterfall Drive) **Friday, March 3rd from Noon – 1:00** addressing the topic of “**SELF-TALK**”. Right thinking CAN be learned!! What are you telling yourself? Do you build yourself up or put your self down? For reservations call **Heritage House** (574)773-3592. Monthly business luncheons being sponsored by **Heritage House** and the **Nappanee Area Chamber**.



**Free
South Bend
Silverhawks Tickets
Available at your
Chamber office!**

4/10, 4/11, 4/12
West Michigan
Whitecaps
6:30 pm

4/12, 4/22, 4/24
Wisconsin Timber
Rattlers
6:30 pm
4/23 – 1:30 pm

4/25, 4/26, 4/27
Clinton LumberKings
6:30 pm
4/28 – 10:30 am



**September 15-17,
2006**

SPONSORSHIP OPPORTUNITIES

**Golf Outing – June 27th – Invited Celebrities:
Gale Sayers and Gov. Mitch Daniels**

2006 Sponsorship levels:

Level 1 Major Sponsorships	\$2500.00
Level 2 Team of Four	\$500.00

Plus any one of these listed

Hole sponsor	Water sponsor
Snacks/pop sponsor	Hole in One sponsor
Towel sponsor	Longest drive sponsor
Longest putt sponsor	Putting contest sponsor

Level 3 Hole sponsorship	\$300.00
Level 4 Flag sponsor	\$100.00

There will be morning and afternoon play this year. Start times will be 8:00 am and 1:30 pm. The goal is to have at least 22 teams for both morning and afternoon play. Call the Chamber office: 773-7812 to reserve your sponsorship level.

Apple Festival – September 15-17

Be looking in your mail box for this years Apple Festival Sponsorship Letter! The Committee is initiating a new program. Sponsorship levels will now be in the categories of **Red Delicious, Yellow Delicious, Jonathan** and **McIntosh** ranging from \$200 to \$1000. If you are a past sponsor of an event and would like to sponsor the same event this year you have first choice. Last year we estimated 45,000 people visited our festival. At the International Festival & Event Association indicated that the 45,000 people that attend the festival over a three day period brings to the community a value of \$854,000.00.

SPONSORSHIP VALUE EXAMPLE: Nappanee Apple Festival

45,000 Attendance

Media	Value
Signage	2,250
Public Announcements	1,350
Program Book	1,800
Website Presence	1,000
Sponsor Cost \$400.00	Advertising Value \$4,400.00

Make your marketing dollar count in and for Nappanee!!

SENIOR CLASSES AT GOSHEN COLLEGE

Literature, folklore, music and culture. No tests, no grades and low tuition. The Lifelong Learning Institute (LLI) is offering mini-courses (**Exploration of Contemporary Novels, Folklore Here and Now, Music Across Cultures, and A Kaleidoscope of Local Hispanic Cultures**) that meet from 2 – 3:30 at the Newcomer Center Room 19 (Goshen College). Scholarships are available for seniors living in HUD Housing or on Medicaid. For more information of time and dates and to Register go online at www.greencroft.org. or phone 574-535-7572.



Mullet's Dining
has a new phone
number:
574-773-2140



Star Staffing has a
new name:
**Personnel
Management,
Inc. (PMI)**
Sarah Hunsberger,
Manager



Stauffer & Company
is now
RSM
McGladrey, Inc
PO Box 135
Goshen, IN 46527
PH: 574-534-8000
F: 574-533-5197
Email:
sue.moneyheffer@rsmi.com

AMISH ECONOMIC DEVELOPMENT

The course “**Effective Small Business Marketing**” is underway and being attended by 20 Amish business owners. David Miller, owner of Business Resources Company is instructing the 8-hour Course (2 hours per week for 4 weeks). The course offers marketing principles and practices relative to small businesses and illustrates effective marketing techniques needed to grow a small business.

BUSINESS PROFESSIONALS OF AMERICA ACADEMIC TEAM

Twelve NorthWood high school students are heading to the State Business Professionals of America Competition March 5-7. This is the first year NorthWood has fielded a BSA Team. The team won the district competition in Warsaw January 17th. Ashley Schmitt qualified for state as an individual in fundamental accounting. The Nappanee Area Chamber of Commerce is showing their support with a generous financial donation to support this trip to State!

Good Luck!

WAGE SURVEY

Nappanee Area Chamber of Commerce, Elkhart County Chamber Coalition and the Economic Development Corp of Elkhart County joined forces to produce a **wage survey** of 81 Elkhart County Manufacturers and Health Care businesses. The survey gives average wages for 73 positions from Administrative Assistants to CEO’s to Welders. The survey also gives an indication of what benefits are given to each position; ex: Life/ADD, Dental, Drug Plan, Vision, 401K, etc. The average wage and salary increase was 4.44% for 2005. Several Nappanee Chamber Members participated in the survey. Chamber Members who did not participate may purchase the booklet for \$75.00 and Non-Chamber Members \$150.00. If you would like a copy contact your Nappanee Chamber.

Examples:	Company Size	Ave. Wage
Painter	101-251	\$14.79
Maintenance Helper	101-251	\$13.35
Tool & Die Operator	1-100	\$21.73
Pattern Maker	1-100	\$22.43

DID YOU KNOW:

According to the **Indiana’s Workforce** Newsletter **Elkhart County** gained 6,840 jobs in manufacturing employment in the last 5 years and the average weekly wage for those manufacturing employees is \$702. **Indiana** is ranked 26th smartest state in the country for the 2005-2006 school year and the National Retail Federation found that the average consumer spent \$738.11 this past holiday season.

www.incontext.indiana.edu