



June/July 2006

Nappanee Area  
Chamber of Commerce  
(574) 773-7812

Nappaneechamber.com  
nappaneeecofc@kconline.com

**2006  
Calendar  
of Events**

**Dates to Remember**

**Golf Outing Planning Meeting**

Miller's Asst. Living  
June 26 – 12:00 pm

**Natural Solutions Ribbon Cutting**

June 23 - 9:00 am

**Golf Outing Volunteer Meeting**

McCormick Creek Golf Course  
June 26 – 6:00 pm

**Joint Chamber Golf Outing**

June 27 – 8:00 am

**Telephone Etiquette Seminar**

Goshen Chamber  
June 28 – 12:00 pm

**City Council**

July 3 - 7:00 pm

**Chamber Retail Meeting**

July 7 - 7:30 am

**Marketing Committee**

Chamber Office  
July 10 – 12:00 pm

**Chamber Board**

July 17 – 12:00 pm



**NEW MEMBERS:**

**Floored Inc./Kingdom Builders**

Eric Stutzman, Owner of Kingdom Builders and Floored Inc. offers home building, remodeling & additions along with experience in all types of flooring. Established in 2000, Eric, the father of four, offers flexible, family accommodating hours with excellent customer service and pricing (Free Estimates).

You can reach Eric at 574-215-9269 or [ehstutz@maplenet.net](mailto:ehstutz@maplenet.net).



**C&S Convenience Inc.**

New owner of C&S Convenience Store (**Marathan Oil**), formerly BP, Chanty Long is excited to serve the Nappanee community. This friendly, family run business offers fresh homemade donuts every morning along with all the regular conveniences. Marathan offers gas discounts with the use of the Marathan Credit Card plus sign-up promotions. Don't pay at the pump every time, run in and introduce yourself to Chanty!



**EMBRACE THE PACE DAY – JULY 15, 2006**

Serene West Side Park will be the hub for family activities geared to slow down and celebrate Nappanee's Brand, **Embrace The Pace**, on **Saturday, July 15**. Families and friends are urged to show their spirit during their unstructured gathering by packing a picnic, bringing a ball for catch, flying a kite, biking on the 4-mile city path or bargain hunting in the **City Wide Garage Sales** (Thur – Sat), Start "**Embrace The Pace**" day by enjoying coffee and rolls with Mayor Thompson at **Traditions Diner**. While in town enjoy strolling through all the shops. **Nappanee Merchants will be handing out FREE Embrace The Pace Day Frisbees!!** Also enjoy a family story time and crafts at the Nappanee Public Library between 3-4 PM before you head toward the Fire Station for the **Annual Volunteer Fireman's Fish Fry** (4-8 pm) and **Concert on the Green** (4 – 9 PM).



**THANKS TO OUR MAJOR GOLF OUTING SPONSORS:**

**Dr. & Mrs. Abel**

**MONACO Coach Corp.**

**CFA Compass Financial Advisors Greg Taylor**

**PrimeCare Physician Network/ Anglemeyer Clinic**

**Nelson's**

**J&N Stone**

**McCormick Motors**

**Hole/Team**

**Sponsors:**

Jenkins Automotive  
NIPSCO

1<sup>st</sup> Source Bank

Weldy Enterprises

Heritage House

Chiphone FCU

Downie Chrysler

Community Hosp of Bremen

The LandPlan/First Group

Martin Supermarket

Nappanee Public Library

McCormick Motors

Wakarusa Family

Chiropractic

Whiting Team

Farm Bureau Insurance

Council on Aging

Shinneman Team

Embarq

OSMC

Persing Tire & Lube

Owens Corning Fabwel

PHP

R. Yoder Construction

Lake City Bank

**2006 JOINT CHAMBER GOLF OUTING**

McCormick Creek Golf Course will be the place to be on **June 27<sup>th</sup>** where 192 golfer tee off at either 8:00 AM or 1:00 PM. The opportunity to golf with Celebrity Golfer, **Gale Sayers** will go to the highest bidder for both sessions. A **continental breakfast** donated by **Dal-Mar Catering**, a **Buffet Lunch** provided by **Nelson's** and **after play snacks** will be enjoyed along with **many, many prizes!!!**

Hole:		\$Value
1. Longest Putt	(Nike CPR)	169
2. Closest 2 <sup>nd</sup> Shot	(Nike Bag)	159
3. Long Drive in Fairway	(Cleveland bag)	149
4. Closest to pin	(Cleveland Golf Bag)	149
5. Long Drive Fairway	(Ping Bag)	129
6. Closest to pin	(Ping Bag)	149
7. closest to pin	(Titleist Bag)	165
8. Long Drive Fairway	(Ping Crazy Putter)	165
9. Longest Putt	(Ping Uglie Putter)	165
10. Closest to creek	(Ping Zing Putter)	135
11. Closest 2 <sup>nd</sup> Shot	(Bushnell Range Finder)	220
12. Closest to pin	(Bettinardi 2006)	180
13. Long Drive in Fairway	(Cleveland Wedge)	140
14. Closest to ping	(Vokey Wedge)	120
15. Long Drive Fairway	(Vokey Wedge)	120
16. Longest Putt	(Titleist 904)	250
17. Closest 2 <sup>nd</sup> Shot	(Ping Hybrdi)	189
18. Closest to water fairway	(Ping G5)	219
	Total:	\$2972.00

TEAM PRIZES: McCormick Creek Golf Course Gift Certificates / each player  
1<sup>st</sup> - \$100 each 2<sup>nd</sup> - \$75 each 3<sup>rd</sup> - \$50 each 4<sup>th</sup> - \$35 each 5<sup>th</sup> \$25 each

There will be TWO (2) chances at a Hole-In-One for a **car** donated by **McCormick Motors** and **Downie Chrysler Jeep Dodge**. The closest putt in the Putting Contest will receive a **\$200.00 Callaway 3 ball putter**.

**A brand new set of Cobra 3100 Irons** and **FIVE (5) coupon books for 4 free rounds of Golf** (Timber Ridge, Oak Hills, McCormick Creek, Black Squirrel) will be **raffled** (1 ticket \$5, 3/\$10).

**71 Volunteers** are going to be lending a hand to fill 106 positions. So if you see a yellow shirt, make sure to say thanks!!

**LEADERSHIP ACADEMY GRADUATION**

Jackie Walorski, state representative for District 21, was the guest speaker at the 2005-2006 **Nappanee Leadership Academy Graduation breakfast** at Heritage House on Tuesday, June 13<sup>th</sup>. Participants in this year's program were honored for their accomplishments and presented and overview of their group projects. 1. Establishing a Frisbee Golf Course 2. Organizing and hosting a New Venture Workshop and 3. Establish A Community Service Project with the Wa-Nee School System. The Leadership Academy is sponsored by the **Nappanee Public Library** and **Nappanee Area Chamber of Commerce**. The goal of the leadership academy is to improve personal leadership skills that can be used on the job and in the community. Since the start of the program in 2000, over 70 area residents have participated in the program. Anyone interested in learning more about this innovative leadership initiative should contact the Library or Chamber about enrolling in the next session.



**Hole/Team**

**Sponsors Cont.:**

- A-One Apparel
- Youth For Christ
- FBCU
- Elkhart Clinic
- Kindig & Sloat
- Aluminum Trailer
- Aflac
- Utilimaster
- Chase JPMorgan
- Edward Jones Investments
- Elkhart General Hospital
- Barnes & Thornburg
- Chase Bank
- Martin Bros Contracting
- Brooks Construction
- Schwartz Electric
- Thompson, Lengacher,
- Yoder Funeral Home/Mayor
- Larry Thompson

**Hole Sponsors:**

- Lawson-Fisher Assoc. Civil Engineers
- Jim Moore Motors
- State Representative Bill Friend/Dist 23.

**Flag Sponsors:**

- R. Yoder Const.
- The LandPlan Group, LLC
- Synergy Insurance Group
- Elkhart General Hospital
- Spherion
- Reliance Construction

**Door Prize Donor:**

- RSM McGladrey, Inc
- Heritage House

**Water Bottle**

**Sponsor:**

- Physicians Health Plan

**FALL FURNITURE FESTIVAL**

In conjunction with the Nappanee Apple Festival, September 15 & 16, Borkholder Dutch Village will host the annual **Fall Furniture Festival**. Enjoy a Haystack supper Friday night and a Sausage gravy & biscuit breakfast Saturday morning. Approximately 25 Amish Businessmen will be showcasing their hand crafted handcrafted furniture in a wide variety of styles and woods. The craftsmen at the festival will be glad to discuss how they can build a product to suit your needs. Form more information call 1-800-873-0583.

**WHY YOU NEED TO BE A BRAND**

What does our brand say about our community? Is it a strong brand? Does it have a clear identity? Does it position us as something distinct in our market? When someone says Nappanee, what do people think? Does our community rise above the rest, into a place of its own? A Brand is a personal mark that makes us special, memorable, desirable, and worth extra money in the bank. ***The power of branding creates the perception of leadership and competency in the minds of market.*** Community brands start at the core of one's existence and spread throughout every point of contact to the target audience. Bottom line: Our **Embrace The Pace** Brand simply defines and communicates our **purpose, personality, and passions. Making our community remembered and recognized is as important as any other marketing function.** Making "Embrace The Pace" recognizable to Nappanee is invaluable to us. Large corporations spend millions on their brand promotion but a small business doesn't have anywhere near that kind of money to invest, so we must join together to use what we can afford and what is available. The *Small Business Marketing Idea Business Letter* suggested that one of the easiest and affordable tools we can use is promotional products. Promo products help create and reinforce a lasting impression and brand recognition by keeping our **BRAND** in their face. The Nappanee Area Chamber of Commerce has purchased **"Embrace The Pace"** Frisbees to be given to patrons **on Embrace The Pace Day, July 15<sup>th</sup>**. We also have mugs, caps, t-shirts and floor entrance mats for sale at the Chamber and at various member business sites. Labels (large and small) are also available at the Chamber Office and very easy to put on Nappanee products. These can be purchased at the chamber office.





**Goodie Bag Donations:**

- U4 Comm
- Edward Jones Investments
- PHP
- Evangel Press
- Cathy Searcy
- Dr. Oglesbee
- Reliance Construction
- Chiphone FCU
- Nappanee Family Eyecare
- Kristin Row
- 1<sup>st</sup> Source Bank
- KeyBank
- Amish Acres
- Christian Light Bookstore

**WELCOME CENTER CLOSED on July 4<sup>th</sup>**



Have a Happy Holiday!!!

**Did You Know?**

“One out of every 115 American workers is employed by Wal-Mart”  
Source: The United States of Wal-Mart

**EFFICIENT FARMERS’ MARKETS WORKSHOP**

Purdue Small Farms Team, New Ventures and the Department of Agricultural Economics co-sponsored an “Operating an Efficient Farmers’ Market” workshop at Amish Acres on June 15<sup>th</sup>. The One-Day workshop offered an overview of marketing ideas, as well as state regulations for food handling and insurance.

**NATURAL SOLUTIONS RIBBON CUTTING**

Mark and LeAnn Osborn, new owners of **NATURAL SOLUTIONS**, would like to invite you to a **RIBBON CUTTING-GRAND OPENING** ceremony spotlighting their new business location at 110 E. Market St. in Nappanee. Your presence is requested at the ribbon cutting ceremony scheduled for **Friday, June 23, 2006 9:00 am**. Mark and LeAnn are most excited about the opportunity to serve the community from their new location. They look forward to having you join them and to your helping promote this special occasion. This will also be a wonderful opportunity for you to welcome the Osborns to our Nappanee Business Community.

**CHAMBER MARKETING COMMITTEE**

The NACC Marketing Committee:

- Sonya Harman – Elkhart County Convention & Visitors Bureau
- Marvene Pippenger – Chamber Ambassador
- Criss Walter – Holmes & Walter, Attorney
- Darren Shaw – Evangel Press
- Dianne Debelak – Homespun Country Inn
- Angie Stillson – Stillson Studios
- Ron Bedward – Borkholder Dutch Village
- Mark Neidig – Community Hospital of Bremen

Reviewing and updating the following agenda has kept the Marketing Committee busy.

- Review and Update New Member Packet
- Review and Update Relocation Packet
- Update the Media Release Process
- Review Efficiency and user Friendliness of Welcome Center/Office
- Organize City-wide Brochure racks
- Review and Refine Website and Website graphics
- Encourage Brand usage (Embrace The Pace)
- Develop a Data Base for Chamber Volunteers
- Identify additional benefits for Chamber members

**APPLE BLOSSOM QUEEN CONTEST NEEDS CONTESTANTS**

**August 5<sup>th</sup>** (Note date change) will be the day new royalty reigns over the 2006 Apple Festival. **You can sponsor a queen candidate for only \$50.00.** There is no talent contest but a 500 word essay on “Why I Like The Nappanee Apple Festival” is required. Girls ages 16-21 can win \$1,000.00 1<sup>st</sup> place, \$300.00 2<sup>nd</sup> and \$200.00 3<sup>rd</sup>. Get your application at the NACC office or online at [www.nappaneeapplefestival.org](http://www.nappaneeapplefestival.org).





### TOURISM NEWS

In the last 20 years, shipments of all RVs have doubled, from 189,000 units in 1986 to 384,000 units in 2005

Industry studies show that visitors staying overnight in a community will spend an average of \$120 per day for lodging, food, fuel and incidentals.

### BIODIESEL

Biodiesel is the name of a clean-burning alternative fuel produced from domestic, renewable resources. Biodiesel contains no petroleum, but it can be blended at any level with petroleum diesel to create a biodiesel blend. The word "biodiesel" is used to refer to the pure fuel before it is blended with diesel fuel.



Heritage Pkwy

### MIDWEST FARMERS' MARKET BREAKS GROUND

The ground has been broken for the \$4.5 million barn that will cover 15 acres. The project known as the "American Countryside" is expected to become a regional tourist attraction for Elkhart County. "It will be like an old-fashioned country fair several days a week" stated LeRoy Troyer, project director. Expected to open next spring, the market will offer locally produced crafts and produce. Future plans include restaurants, hotels and family attractions.

### HERITAGE HOUSE BUSINESS LUNCHEON

"Women In Business Leadership" was the topic for the June Business Luncheon at Heritage House on Friday, June 16<sup>th</sup>. A panel including Joan Andrews, FCDC; Liz Mullett, Liz's Furniture; Dianne Debelak, HomeSpun Country Inn; Linda Yoder, Nappanee Public Library; Jenni Wysong, Amish Acres and Kami Bunch, 1<sup>st</sup> Source Bank shared their experiences and wisdom gained in the business world. The next Heritage House Business Luncheon will be August 25<sup>th</sup>. Rich Hays, U4 Communications will enlighten us to the communication gadgets available on the market today.

### 2007-2008 BROCHURES TO BE PRINTED

The Chamber Retail Committee has approved Spectra-Print (The Paper) to produce 20,000 Chamber brochures in December. The 2007-2008 Nappanee brochures will be distributed on the Toll Road (I 80-90), I-65, I-90 and in brochure racks all over North Central Indiana. Advertising sales will start in July.

### NIFTY GRANT MONIES AWARDED

The following grants were awarded by the NIFTY Board:

- Holmes & Walters LLC – Criss Walters  
Brick tuck pointing \$1000
- Old Rexall – Dwayne Borkholder  
Repair Façade \$3000
- Teakwood – Dwayne Borkholder  
Restore façade to 1900 original \$2000
- Curtis TV – Tom Bradway  
Improve North & West Façade \$3000

The NIFTY BOARD: Rod Stump, Jane Leavitt, Don Lehman, Chuck Grimm and Jeff Stillson appreciate the entire effort put forth by applicants and hope that non-winners will submit application again in November of 2006.

### HABITAT FOR HUMANITY IN NAPPANEE

Community in action – Kudos to the Nappanee Area Chamber of Commerce Members who contributed to the building of the Habitat House in Nappanee: **FCDC, BORKHOLDER DUTCH VILLAGE, MARTIN'S SUPERMAKEKET, CORNER CAFÉ, AND DAL-MAR CATERING!!!**