



March/April 2006

Nappanee Area  
Chamber of Commerce  
(574) 773-7812

[www.nappaneechamber.com](http://www.nappaneechamber.com)  
[nappaneeecofc@kconline.com](mailto:nappaneeecofc@kconline.com)

## 2006 Calendar of Events

### Dates to Remember

**Chamber Marketing  
Committee Meeting**  
Mar. 23 – 4:00

**NIFTY Board Meeting**  
Mar 23 – 7:00

**City Council**  
Apr. 3 – 7:00 pm

**Spring Break**  
April 3 – 7, 2006

**Chamber Retail Meeting**  
Apr 7 – 7:30 am

**Apple Core Meeting**  
Apr. 10 – Noon

**Leadership Academy**  
Apr 11 – 7:30 am

**Chamber Board**  
Apr. 17 – Noon

**City Council**  
Apr 17 – 7:00 pm

**Business Luncheon**  
How to stay out of trouble  
with the Equal Employment  
Opportunity Commission  
**Heritage House**  
Apr 19 - Noon

**Spring Into Art Show**  
**Main Street Suites**  
Apr. 21-23

## MIDWEST LIVING MAGAZINE – EMBRACES THE PACE



Dan Kaercher, Midwest Living® Editor-in-Chief, ate his way across 8,207 miles in the 12 Midwest states last summer to produce the book *Taste of the Midwest* and a public-television special and series. Along the way, he reconnected with the area's food traditions, discovered new flavors and experienced the land. In the April 2006 issue of *Midwest Living*, he highlights three of those places that help tell the regions

rich culinary story and offer some of its tastiest specialties – a leading-edge farmers market, A Great Plains Ranch, and Amish Acres. This article, "Flavors of the Heartland," excerpted from the book, focuses on "Capital Flavor Sensations" the Dane County Farmer's Market in Madison, Wisconsin; "Eating Like The Cowboys Did-Sort Of," the Prairie Rose Chuckwagon Supper north of Wichita, Kansas; and "A Pace To Embrace," Amish Acres, The Inn at Amish Acres, and baking Shoofly pie with Frieda Miller in our kitchen.

Dan bought into the new brand for Nappanee: "Embrace The Pace." He was intrigued that the pace can range from horse drawn buggies, Amish men and women on bicycles, often with aluminum trailers attached to the seat post, to half million dollar motor homes coming and going from our manufacturing plants. The pace of Nappanee is simply unique.

## NEWMAR CORP. ANNOUNCED NEW PRESIDENT

**Matthew Miller** has been appointed to the Newmar executives committee as **President**. The son of owner Mahlon Miller, Matthew has been with the company since 1991. Dick Parks is now chairman of the board and will continue to be a part of the daily operations at Newmar. Miller said the company is concentrating on returning to its roots as an innovator as Newmar unveiled their "2007 Diesels" during a three day gathering in South Bend, IN. The **Class A All Star 4153 Diesel Toy Hauler** boasts a rear garage, offering access from the full bedroom suite and a side door.





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

Chamber Ambassador Assistance

If your business or organization is celebrating a milestone in 2006 (a 5 year, 10 year, 30 year... 100 year anniversary, open house, grand opening or ribbon cutting), please call the Chamber.

Our Chamber Ambassadors will be honored to assist you!

RELAY FOR LIFE

Chamber Member, Tony Bucci/Extreme Entertainment would like to invite you to participate in the fight against Cancer. The American Cancer Society's Relay for Life will be held May 20 & 21 from 3:00 PM to 9:00 am (overnight event) at the Elkhart County Fairgrounds. Sponsorship opportunities are available until April 21st. Please call Tony at 574-354-1050 or email him at Tbuccid@aol.com if you would like to join the fight!!

SPONSORSHIP OPPORTUNITIES

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

2006 Sponsorship levels:

Table with 2 columns: Sponsorship Level and Amount. Includes levels 1-4 and plus options like Snacks/pop sponsor, Longest drive sponsor, etc.

There will be morning and afternoon play this year at the McCormick Creek Golf Course - Nappanee. Start times will be 8:00 am and 1:00 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 team and 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 Harvest, Blossom, Seedling and Seed 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. Table with 2 columns: Media and Value. Total Advertising Value \$4,400.00.



Make your marketing dollar count in and for Nappanee!!



**Congratulations!**

**Community Hospital of Bremen for your new facility!!**

**Dollars for Scholars**  
**Monday, March 27**  
**and**  
**Tuesday, March 28**



**2006**  
**Heritage House**  
**BUSINESS**  
**LUNCHEONS**

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

**Call 773-3592 for Reservations**

**DISNEY INSTITUTE COMING TO INDIANA**

The Goshen Chamber and Elkhart County Chamber Coalition are proud to welcome a special event on **Thursday, April 20, 2006** at the Essenhaus Inn & Conference Center in Middlebury, IN. The **Disney Keys to Excellence** program offers four 90-minute sessions from 8:00 am – 4:30 pm.

- Leadership, Disney Style
- Management, Disney Style
- Service, Disney Style
- Loyalty, Disney Style



Registration for the program is \$396 per person for members and \$496 for non-members, and the fee includes course materials. Individual sessions are \$99 per person per session. Register at the Nappanee Chamber (773-7812).

**COMMUNITY IMPRESSED WITH NEW HOSPITAL**

Nappanee Chamber Member, **Community Hospital of Bremen** opened their door to more than 1,600 people for their first look inside their \$19.4 million replacement facility that began construction in October 2004. "We've had an incredible response," said **Mark Neidig**, Executive Director of the hospital foundation. The new facility is located on **High Road**, near the intersection of the US 6 bypass and SR 331, just north of the town of Bremen.



Memorial Hospital's helicopter will be one of several to utilize Bremen Community Hospital's new helipad for emergency patient transport.

Patient care will begin there at 7 am on March 25<sup>th</sup>. "The state-of-the-art facility itself is a masterpiece of design and décor. The healing process begins the minute a patient enters the building," said **Scott Graybill**, President and CEO.

**DOLLARS FOR SCHOLARS**

Don Abel, President of **NorthWood Dollars for Scholars** said get your checkbooks out and sit by the phone on Monday and Tuesday evenings (March 27 & 28) from 7:00 to 9:00 pm. NorthWood High School students will be utilizing their "Talk Time" during the Annual **Dollars For Scholars** fundraising event to raise college scholarship funds for NorthWood High School graduating seniors.

**APRIL LEADERSHIP ACADEMY**

The April 11, 2006 Leadership Academy topic is **Economic Development**. Bill Bradley, Executive Director of the Economic Development Corporation of Elkhart County; Mike Yoder, Elkhart County Commissioner and Larry Andrews, Executive Director of the Nappanee Redevelopment are slated presenters.



**What Do You Have To Say!!**

You are *cordially encouraged* to contact Larry Andrews, Executive Director, Nappanee Community and Economic Development Office at:

574-773-7812

or

[nappaneeced@kconline.com](mailto:nappaneeced@kconline.com)

and share your thoughts, dreams and visions about making **Nappanee** a great place to stop, shop, live and visit!

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**KEEP THE FIRE BURNING!**



Nappanee can be like Tombstone, AZ, "A Town Too Tough To Die" said Jack Schultz, at the "Light The Fire" Workshop last month. Where do the sparks lie in Nappanee? Who has the fuel for the fire? Who gets to handle the stir stick? We have a "Brand" (Key #7); are raising up Strong Leaders (Key #4); have A Can-Do Attitude! (Key #1); and a "Vision" to Shape (Key #2). Let's do it! Let's Leverage our

Resources (Key #3), Encourage an Entrepreneurial Approach (Key #5) and make Nappanee the place everyone will want to Embrace! What can you do? What should the Nappanee Community do? Attend a chamber meeting or stop in and chat with Larry Andrews.

**AMISH UNITE IN HOLMES COUNTY, OHIO**

The Holmes County Journal (Millersburg, OH) featured a report by Joseph Ledford about an **Amish Country Furniture Association (ACFA)**.

Furniture manufacturers, retailers and concerned business people throughout the area are joining forces and pocketbooks to market one of Amish Country's most visible exports to the nation. The Association seeks to pool resources with a goal of increasing furniture sales in Ohio's Amish Country through strategic advertising, marketing and public relations. The ACFA has raised more than \$200,000 already and has hired a full-service advertising agency with 30 years of experience to start promotions in 7 major cities and plans to attend trade shows beginning in 2007.

This is a prime example of implementing the "Keys To Success" Jack Schultz stresses. All it takes is an idea with initiative!!

**VISIT WITH CONGRESSMAN SOUDER**

Family Christian Development Center Executive Director, Joan Andrews was recently invited by the White House to attend a faith based conference on how agencies can network with major funding corporations. Joan and her tag along husband, Larry, enjoyed hearing President George Bush speak at the luncheon held in Washington D.C. and were pleased to have the opportunity to spend important discussion time with Congressman Mark Souder.



**TOUR OF GOSHEN**

Recently a group of Nappanee builders visited with Dave Pottenger and Jeremy Stutsman who have and are currently restoring buildings in Downtown Goshen. The Nappanee group was especially interested in learning how second level loft apartments can contribute to the revitalization of Nappanee's downtown area.





**Spring Into Art**  
**Saturday 10 – 5 pm**

**Creation Station I**

- 11 am –  
Sculpey Animals
- 1 – 2:30  
Polymer Beading\*
- 3:30  
Pottery Painting\*

**Creation Station II**

- 1:00  
Charcoal Sketching
- 3:00  
Sculptural Knitting\*

**Sunday 1 – 5 pm**

**Creation Station I**

- 1-2:30  
Painting
- 3:00  
Oriental Brush Painting\*

**Creation Station II**

- 1:30  
Jewelry Making\*
- 4:00  
Beading for Kids

\*Pre-Registration  
Recommended

**ENTERTAINMENT:**

- True Tales of Hero's & Heroines
- Quick Sketch Drawings
- Gardner's Delight
- Stained Glass Demos
- Accessorize with Floral Design
- Balloon Sculpting
- NorthWood Jazz Band
- Caricatures
- Rick Morris & Drew the Doodling Zoink

**BLOG Definition *blog***

A frequent, chronological publication of personal thoughts and Web links.

**Information:** A blog is often a mixture of what is happening in a person's life and what is happening on the Web, a kind of hybrid diary/guide site, although there are as many unique types of blogs as there are people. People maintained blogs long before the term was coined, but the trend gained momentum with the introduction of automated published systems, most notably Blogger at [blogger.com](http://blogger.com). Thousands of people use services such as Blogger to simplify and accelerate the publishing process. *Blogs* are alternatively called *web logs* or *weblogs*. However, "blog" seems less likely to cause confusion, as "web log" can also mean a server's log files.

Dick Pletcher has started a Blog page. He has blogged some very interesting articles in connection to our Nappanee community. Visit them using this link:

<http://www.amishacres.com.blogspot.com/2006/03/amish-marketing-101.html> .

Enjoy the following excerpt:

**Amish Marketing 101**

Most people who don't live in Amish communities tend to think of them as a static culture because of their voluntary choice to not bring modern conveniences into their homes. Few things are more nostalgic in America than an horse drawn black Amish buggy along a gravel country road. Yet a series of events involving Amish entrepreneurs surrounding Nappanee this past week illustrates how change is as much a part of their lives as it is in ours, the difference is in how we each manage change. Those of us who are not Amish tend to react to change while the Amish tend to observe change, choose those that will strengthen rather than weaken the cohesiveness of the community.

Nearly 150 Cottage industries now surround Nappanee, mostly involving woodworking skills, are fast becoming accepted as a way of maintaining economic viability on the farm, involving multi-generational skills, and finding markets outside of traditional agricultural products. The Nappanee Community and Economic Development director and visionary, Larry Andrews, has organized these entrepreneurs to receive business training that helps insure success for these ventures. Most recently a series of classes has taught elementary marketing skills to those eager to learn. These classes are being made possible by a grant of \$90,400 through cooperation with the Elkhart County Convention and Visitors Bureau, Elkhart County Economic Development Corporation, and Learning Generation Initiative from the Indiana Rural Development Council, along with \$5,000 from the community foundation. These focused cooperative efforts are bringing economic development and vitality in unexpected ways and places. Now you can add Shingle Shops to Silicone Valley and the Research Triangle.

**SPRING INTO ART SHOW AND SALE**

Mark your calendar for **April 21-23, 2006**. This year's **Spring Into Art Show** will be blooming with inspiring activities and original creations from high quality art for the serious collector to live bands for music lovers, landscaping ideas from gardening experts to doodling demos and storytelling for kids of all ages. Event coordinators have lined up workshops and activities all weekend long to inspire visitors to create, imagine, and explore the arts! The exhibit takes place at the Main Street Suites Building and Boys and Girls Club at 451 N. Main (Sat. 9 – 5 pm/ Sun 1 – 5 pm) and features over 50 exceptional artists working in a variety of media including painting, oils, sculpture, pottery, jewelry, photography and much more. For more information or a complete schedule of events, call (574)773-7919 or go online to [www.nappanee.lib.in.us](http://www.nappanee.lib.in.us).