



May/June 2006

Nappanee Area
Chamber of Commerce
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**2006
Calendar
of Events**

Dates to Remember 

**Chamber Marketing
Meeting**

May 18 – 4:00 pm
Homespun Country Inn

**Business Luncheon
Cooperative Marketing**

May 19 – Noon
Heritage House

Apple Festival Committee

May 22 – 7:00 pm
Nappanee Library

**Redevelopment
Commission**

May 23 – 6:00 PM

**Economic Dev. Corp. of
Elkhart County
Annual Meeting**

May 24 – Noon
Elcona Country Club

**Christmas-At-Home
Meeting**

May 30 – 7:00 pm
Borkholder's

Chamber Retail Meeting

June 2 – 7:30 am
Chamber Office

**Leadership Academy
Graduation**

June 13 – 7:30 am

**Farmers Market
Workshop**

June 15 – 9:00 to 3:00 pm
Amish Acres

Chamber Board

June 19 – 12:00 Noon

**CHAMBER SPONSORED WORKSHOP TO HELP
BUSINESS OWNERS "EMBRACE THE PACE" OF THE
DISABLED**

Friday, April 28th Dwight Grieser, Grieser Consulting and Development, Goshen, who specializes in the American with Disabilities Act stated that if a business wants to invite disabled customers, it needs to project a "welcoming" attitude. Offering a helping hand of assistance, even if rejected, means a lot. Grieser said, "The ADA does not have a blanket set of rules it expects businesses to comply with to accommodate various disabilities, but it does require that a business make itself accessible within its business practices". For Kris Best, shopping can be quite a chore because of her Multiple Sclerosis. Best knows and loves all the Nappanee business owners and feels that bringing businesses up to code should not be a financial concern but a social one. "It's just trying to be nice" she said. Grieser agreed, "That's the critical part – who wants to?" he said. Grieser advised people to remember there are all kinds of disabilities: sight, hearing, dexterity and mental impairments, as well as mobility and in Nappanee up to 20% of the population are likely to have some sort of disability.

**BUSINESS LUNCHEON MAY 19TH –
"COOPERATIVE MARKETING"**

Cooperative marketing works – look at what "Go Rv-ing" has done for the RV Business. Larry Andrews will be sharing the Value of Cooperative Marketing for Nappanee businesses at the May business Luncheon, **Friday, May 19th – Noon to 1:00** (Lunch \$5.00) at Heritage House. Special awards will also be presented to nine Nappanee Businesses who joined forces in a cooperative **I 80-90 Travel Guide** advertisement and another cooperative advertising opportunity will be announced. Don't hesitate to make your reservation at Heritage House right away (773-3592).

**NIFTY PROGRAM – Nappanee Improving Facades
Today and for Years to come!**

Eight 2006 NIFTY Program applications, requesting a total of \$19,765.19, were received by the May 1st deadline. Improvements ranging from a little paint to a complete overhaul filled the NIFTY Board with much appreciation for the desire to maintain, preserve or restore the historic architectural integrity of downtown Nappanee.



**NAPPANEE
NIGHT AT THE
COVE**

Get your **FREE**
South Bend
Silverhawks Tickets at
the Chamber Office for
Thursday, May 25th

*Nappanee Night
at the Cove!!*



**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

"EMBRACE THE PACE"

Last year the Nappanee Area Chamber of Commerce unveiled a new Marketing Brand Campaign featuring the brand: **Embrace The Pace**. The **Embrace The Pace** brand, is to be used by Chamber Members and we do encourage all NACC members to use the **Embrace The Pace** brand in your marketing. Using the brand will help to unify us as a cohesive group as it increases our Community awareness. *How can you use this brand?* In your newspaper ads, brochures, business cards, website, radio and TV ads. *How can you get the logo?* Contact the NACC office and we'll put it into any format you'd like. We do use a special font for the phrase and would like everyone to use this specific font. Your media salespeople can contact the NACC office to help workout the details of getting the logo into your ads. By all of us using the ETP Brand we're advertising, without spending any additional dollars, that indeed, there is a Pace to Embrace only in Nappanee.

NEW VENTURE WORKSHOP

Have you ever thought about becoming a "business owner" or are you already a business owner who has said, "I wish someone would have told me that when I started my business"? A 2005-2006 Leadership Academy Committee decided to ask questions such as these and to share their findings at a **FREE workshop Saturday, May 20th, 8:30 – 11:30 at the offices of Kindig & Sloat** (102 Heritage Parkway – Nappanee). Charles Zercher, Kindig & Sloat; John Borkowski, 1st Source Bank; Melissa Kinsey, Entrepreneurship Learning Center; and Larry Andrews, Nappanee Area Chamber of Commerce will address the questions: What legal form your business should take, How to Raise capital, How to create loyal customers and How to build business relationships. To register call Kathy Royer toll free at 800-898-3908 ext. 203.

APPLE FESTIVAL SPONSORS NEEDED!

\$1000 Laser Light Show	\$900 Antique Fire Engines Bike Ride	\$800 Helicopter Rides Entertainment Antique Tractor Pull	\$700 Raffle Road Run
\$600 Farm Tractor Show Cheer Contest Blossom Queen Contest	\$500 Garden Tractor Pull	\$400 Antique Fire Engines Apple Butter Demo Apple Peel Contest Bingo – Senior Cruise-In Adult Pedal Pull Pie Eating Contest Scarecrow Contest Entertainment Apple Cider Relays Wings & Wheels Entertainment	\$200 Horseshoe Pitch Parade Fly-Over Cruise-In Helicopter Rides

APPLE FESTIVAL CHAIRPERSONS NEEDED!

Farm Tractor Show	Bike Ride	Apple Festival Food Tent
Shuttle	Teen Dance	

Get Involved ... Call the Chamber!!



BOOK REVIEW:

**The World Is Flat
(Updated and Expanded)
By Thomas L. Friedman**

The new edition of ***The World Is Flat*** is Friedman's account of the great changes in our time, as lightning-swift advances in technology and communications put people all over the world in touch as never before – creating an explosion of wealth in India and China, and challenging us to run even faster just to stay in place.

**The Tipping Point
(How Little Things Can
Make A Big Difference)
By Malcolm Gladwell**

Defining that precise moment when a trend becomes a trend, Malcolm Gladwell probes everyday occurrences to reveal some surprising dynamics behind explosive social changes, the power of word-of-mouth and explores how very small changes can directly affect popular perspective. *The Tipping Point* is a ground breaking book destined to overturn conventional thinking in business, sociological, and policy-making arenas.

NEW MEMBER

ANCO Office Products, 213 N. Michigan St. Plymouth is a locally owned and operated Canon Digital Copier Dealer. **Jeff Jones, President** since inception in 1975 emphasizes system integration and networked color solutions. **ANCO** is one of Indiana's oldest Canon "FULL SERVICE" dealerships offering factory-trained sales and service. Jeff stated that they are also an "Office Pro" product dealer offering low prices and free deliver on office supplies and furniture. You can welcome Jeff yourself at 1-800-262-2655.

WELCOME HOME TRINA!

Trina Andrews, Purdue Senior, will be assisting the Chamber office staff this summer for the third year. Trina, who is majoring in Psychology, came to us thru Purdue's Work/Study program and brings fun and smiles to the office. Trina helps the office keep up with Golf Outing, Apple Festival and heavier visitor traffic during the summer months.

FARMER'S MARKET WORKSHOP

Operating An Efficient Farmers' Market: A Workshop for Market Masters and Vendors sponsored by the Indiana Cooperative Development Center, Purdue Small Farms Team, Purdue New Venture and the Department of Agricultural Economics/Purdue University will be held at **Amish Acres, June 15, 2006**. Registration (\$20) includes attendance at the one-day workshop, lunch and snacks. An overview of marketing ideas, state regulations for food handling, insurance and breakout sessions both for market masters as well as vendors will create renewed energy and enthusiasm for operating and collaborating with farmers' markets. Register with Brenda Pearl/Purdue University at pearlb@purdue.edu by June 8th. Contact NACC for more information.

NETWORKING: CHOICE OR CHORE?

Networking events are a great opportunity to strengthen existing relationships and expand your business. The experience can be fun, productive and valuable or uncomfortable, unproductive and time-consuming – how well you prepare for and conduct yourself can make the difference:

Networking Tips:

Get Involved: Volunteer – gives you something to do and naturally connects you with other volunteers and participants

Focus on Others – listen to what others are saying and not on what you are going to say

Listen – Listening conveys an interest in others

Use People's Names – It helps you remember them

Excuse Yourself Graciously – "Nice to meet you" Good luck with your new venture"

Exchange Business Cards – Give out yours, ask for others Networking is meant to be fun – relax, be yourself and make some good solid contacts. The goal should be quality not quantity of interactions.