



November/December 2006

Nappanee Area Chamber of Commerce

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2006 Calendar of Events

Dates to Remember

Chamber Board
Nov. 20 – Noon

Apple Core Meeting
Library
Nov. 27 – 6:00 pm

Redevelopment Meeting
Nov. 28 – 6:00 pm

Open House
Elkhart General's Oncology Center
Dec. 2 – 10-2 pm

EDCEC Meeting
Dec 7 – Goshen

FCDC Christmas Jubilee
Boys and Girls Club
Dec. 9

Chamber Board Meeting
Dec. 11 – Noon

Redevelopment Commission Meeting
Dec. 12 – 6:00 pm

Chamber Planning Retreat
Dec. 14 – 5:00 pm

Golf Outing Planning Meeting
Wakarusa
Dec. 15 - Noon

INDIANA FEATURED IN "TASTE OF THE MIDWEST"



Amish Acres and Borkholder Dutch Village are highlighted stops on Dan Kaercher's taste-testing jaunt across the Midwest. This book is available at Pages & Ivy. Short video clips featuring Amish Acres and Dutch Village can be viewed at www.iptv.org/tasteofthemidwest and there is a special article on "Embrace The Pace".

NEW APPLE FESTIVAL CHAIRMAN

Gale Gerber will be leaving his position as "Apple 1" (Apple Festival Chairman) after 6 years but will still be around to serve as Amusement Rides and Sound System Chairman. New Apple Festival Chairman, Sam Beachy, Gale Gerber and Mike Sheetz are already on the job. They attended a Festival Conference in Indianapolis the weekend of Nov 11-12. Sam and the Apple Festival Committee are looking forward to another great Nappanee Apple Festival.

DR. ANGLEMEYER OFFICIALLY RETIRES

Dr. Walter Anglemeyer has announced his official retirement after 45 years of caring dedicated community service. Please mark your calendar and plan to attend an **OPEN HOUSE** celebrating Dr. Anglemeyer's career on **Saturday, December 2nd from 1-4 PM** at the Anglemeyer Osteopathic Family Clinic at 1953 Waterfall Drive.

GRABER'S FLOORING STUDIO

New location, new name, new logo but same quality, dedication and service.



Ribbon Cutting Ceremony was held Friday, November 3, 2006



WEBSITE
STATISTICS

Y.T.D.

nappaneechamber.com

Successful Hits
46,466

Visits
4902

Average Per Day
161

Repeat Visitors
518

nappaneeapplefestival.org

Successful Hits
134,819

Visits
22,852

Average Per Day
369

Repeat Visitors
1,870

September Visits
6,200

A visit is where a person views a page.

A hit is when they request something from the server.

Page visits are a good measure of traffic, whereas page hits measure the number of times your server has to send out data - but that could be an image, or style sheet, or html doc, or favicon, or robots.txt file, or whatever else. Page hits are a poor measure of traffic, unless you are viewing the page hits for a specific page.

MERGE OF TIF DISTRICTS

The Nappanee Redevelopment Commission has proposed the merging and expansion of all three of Nappanee's TIF districts in order to accrue the funds needed for infrastructure projects in the Downtown, Buss Westside Industrial Park and proposed Lincoln Street thruway project. A public hearing will be held Jan. 9th to allow comments from the community.

NAPPANEE WINDOW - ENVIRONMENTAL AWARD



Eric Strader

Steve Brenneman, Owner/CEO, **Evan Bontrager**, President and **Eric Strader**, Environmental Coordinator (pictured) were recently presented with the **Governor's Award for Environmental Excellence** under the category of recycling and reuse. The company has also received the EARETHA Award from the Elkhart County Chamber of Commerce

for their use of environmentally friendly procedures. Nappanee Window reuses scrap materials and utilizes skylights and high-efficiency light fixtures in their plant.

GEHL INDUSTRIES OPEN HOUSE

Roman and Deborah Lehman enjoyed a steady flow of patrons at their open house Thursday, November 9th at their new location: 72377 Airline Dr., Nappanee. Gehl specializes in custom hardwoods and recreational specialty parts, custom cabinet doors and bed ends.



Deborah Lehman, Randy Lehman, Roman Lehman, John Borkowski

BEAUTIFICATION AWARD WINNER ANNOUNCED

The 4th quarter Beautification Award Winner for "exterior improvements" is Loren Sloat for the improvements made to his building at 202 N. Main.



ANNUAL MEETING DATE SET

The Chamber Annual Meeting will be held March 10, 2007 at Amish Acres. Staci Lugar-Brettin, Small Business Development Center, will be the guest speaker highlighting Nappanee's Small Business Development Center's Circuit Rider program. The cost is \$35.00 per person, \$275 for a table of 8. **Business is alive and well in Nappanee!!!**



INFOUSA

Nappanee Market Area

(5 mile radius)

Population

12,673

Per Capita Income

\$23,390

Median Disposable

\$44,949

Nappanee Market Area Population of

12,173 have available to spend:

\$30,579,950.00

for Auto Vehicles/Parts

\$2,846,218.00

for Furniture/Home Accessories

\$12,635,894.00

for Grocery Items

\$2,109,755.00

for Clothing/Accessories

Providence Publications



Woman



INDIANA ACHIEVEMENT AWARD

The **Family Christian Development Center** was one of six recipients of the Indiana Achievement Award and a \$10,000.00 check. This award celebrates the good work of our state's top nonprofit organizations that excel in innovation, impact and sustainability.



Ken Woodcox, Kami Coffin, Joan Andrews, Rob Wenger, Andrea Reeder

THE DNA OF A PLACE

Branding has proved to be more than a "Tagline" it is what communities pass on to the next generation. Community branding is a strategic process for developing a long-term vision. Jack Schultz, author of Boomtown USA, guest speaker at our 2005 Annual Dinner described the importance of branding in Key #7 (Build Your Brand) of his book and has now studied it further and authored a new book "**Branding Your City**". Jack's Book **BOOMTOWN USA** is available at the Chamber Office for a discounted price of \$10.00.

EDWARD JONES – 30 MILLION STRONG

Mike Sheetz, Investment Representative and **Lauri Schmucker**, Branch Manager, hosted an open house Tuesday, November 14th in celebration of their 30 Million Dollar milestone and the remodeling (inside and out) of their office building. Customer Service Representatives from Edward Jones Corporate Office were also celebrating by sharing free investment tips-of-the-trade.



EMBARQ HELPING NACC REACH NEW HEIGHTS

Embarq has partnered with our Nappanee Chamber to offer Exclusive Members discounts on DSL and unlimited local and long distance service. Call the Chamber (773-7281) or email nappaneecofc@kconline.com for more details.

NEW MEMBER: Providence Communications

Providence Communications is the publisher of 3 magazines: 1) **Upstate Indiana Business Journal** speaks to issues of Northeast Indiana and it's business leaders and reaches 45,000 affluent readers each month, 2) **Fort Wayne Woman** promotes the wealth of health care services and expertise available in Northeast Indiana, 3) **Sandbar** (also interactive Edition online – lifeonthelakes.com) you will learn everything you need to know about lake living in upstate Indiana and southern Michigan – the essential guide for lakers, life and style. For information visit upstatein.com or call Terry Tucker at 1-260-420-5415 ex 35.



Legislative Lunch and Launch

Share lunch with your state lawmakers and help them get ready for the 2007 legislative session.

Tuesday, Dec. 5th
Noon – 1:30
Elcona Country Club

Lunch is \$20 for Chamber Members
\$30 for non

Make your reservations via the Nappanee Chamber Office



Toys for Nappanee Tots

You can donate Toys for Nappanee's Tots at over 70 locations in Nappanee. The toys will be dispersed Dec. 9th at the FCDC Christmas Jubilee

BUSINESS FEASIBILITY WORKSHOP

Staci Lugar Brettin, Business Advisor, at the Small Business Development Center in South Bend will be holding **Business Feasibility Workshops** each quarter to provide pre-venture clients the valuable information needed before venturing into the business world.

Proposed Nappanee dates are:
Jan. 18 8-10 am
Apr. 19 1- 3 pm
July 19 8-10 am
Oct. 18 1- 3 pm

Staci is Nappanee's circuit rider for the **Small Business Development Center**. Her consulting services are **free** to Nappanee area businesses. Staci meets one-on-one monthly with Nappanee business owners/managers. Nappanee's December date is full but you can schedule her for January or to meet at the South Bend office by contacting the Nappanee Chamber.

CONGRATULATIONS TO NWHS



For the third consecutive year, NorthWood High School is an Indiana Chamber of Commerce Best Buy School. For the second year since the program began, NWHS been given special distinction as one of the top six schools in the state!!! All of the Best Buy schools are getting the utmost out of their taxpayer dollars by, in turn, delivering high-quality education to their students.

NAPPANEE WINDOW BREAKS GROUND

Nappanee Window broke ground on Thursday, November 16th for its aluminum extrusion factory which will bring 30 new jobs. They plan to begin production this spring.

Photo:

(Evan Bontrager, President; Steve Brenneman, Owner/CEO; Ryan Brenneman, Project Manager; Larry Andrews, Ex. Director, Nappanee Area Chamber of Commerce)



4 POWERFUL QUESTIONS

Having a **planned word of mouth marketing campaign** can increase your sales. When your Customer leaves ask yourself:

- When they walk out the door (or leave my website) what have I given them to talk about?
- How will they remember to tell their friends?
- Could I have made it easier for them to talk to more people about me?
- Was anything about their experience remarkable?

What people talk about doesn't have to directly connect with your business. When Saturn sent chocolate truffles after I purchased a car, it converted a ho-hum experience into something I told everyone.

Source: Word of Mouth Marketing