

Smithville Area Chamber of Commerce January 2010 E-Newsletter



From the Presidents Desk

At the beginning of each year there are always new adjustments to make and new trends to learn and follow if we choose. This year my first decision is whether to call the year twenty ten, or two thousand ten. I'm still trying to decide. Which did you choose?

In an on-line magazine called Small Business Trends I leaned something interesting that may affect us as small business owners. Will we include in our marketing budgets mobile marketing? It seems that now mobile texting has reached across generations with average Americans receiving twice as many text messages as phone calls. What does this mean for marketing? You'll see more mobile coupons coming on your phones, you will be able to order food ready for pick up at fast food restaurants such as Subway, Pizza Hut, Wendy's and Burger King, and you be able to order from places like Best Buy, Wal-Mart, Sears, and Penney's.... all through your phone. As this trend grows, will we be sending our own discount coupons, specials, and info to our customers or prospective client's phones? Will it be something they want to receive?

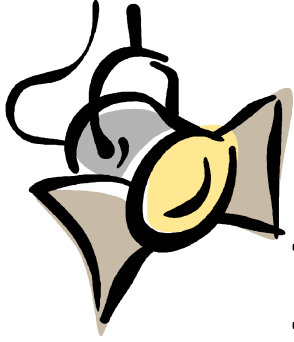
I'm beginning to realize how my folks felt as they were getting older and asked me to set their digital clock!

Some other interesting tidbits from CareerBuilder.com. One-fifth of the employer's surveyed plan to add full-time employees this year, while 37 percent of the employers interviewed plan to cut benefits. Many employers said they plan to take advantage of the large labor pool and replace low-performing employees. As we recover from the struggles of 2009, it is a must to evaluate our normal business procedures and practices and make changes if needed. No one wants to become a statistic.

Thank you for the privilege of being your 2009 President. It was great fun and brought to me many personal benefits and a feeling of great pride. I look forward to working with your Chamber Board throughout the next year.

Best Wishes to each of you for a successful two thousand ten.

Cheryl Taylor
2009 Chamber President.



Sponsor Spotlight

Platte-Clay Electric Cooperative

Platte-Clay Electric Cooperative operates under seven cooperative principles:

- 1) Voluntary and open membership
- 2) Democratic member control
- 3) Members' economic participation
- 4) Autonomy and independence
- 5) Education, training and information
- 6) Cooperation among cooperatives
- 7) Concern for community

Based in Kearney, Mo., with a district office in Platte City, Mo., the rural electric cooperative was established in 1938 by 22 area community leaders. Today the co-op provides electric service to over 20,000 members in Buchanan, Caldwell, Clay, Clinton, Platte and Ray Counties and is one of the three fastest-growing co-ops in the state.

Platte-Clay Electric Cooperative is affiliated with Touchstone Energy®, a national alliance of more than 700 cooperatives in 44 states serving more than 22 million customers. Touchstone Energy requires its members to operate within the parameters of their four basic business values: innovation, accountability to member-owners, integrity in all business operations and a strong commitment to community.



JANUARY'S PROGRAM

2010 State of the City Address

THE SCOOP from the Executive Director



MEMBERSHIPS, MEMBERSHIPS, MEMBERSHIPS

The office has been busy the last few weeks getting the 2010 Membership Renewals processed for the publication of the new directory. Our goal is to have the directory at the February Chamber Meeting for distribution. If you haven't already sent in your renewal, please contact me before January 15th to ensure your name and information is printed in this year's directory. *Remember - payment arrangements are available!!*

In the back of the Chamber Directory, we include a calendar of events for the year. If you have an event you would like included, please contact me prior to January 15th!

MARK YOUR CALENDARS – Thursday January 14, 2010 5:00pm-7:00pm
CHAMBER AFTER HOURS

January 2010 Chamber Luncheon
Wednesday January 13, 2010 11:30pm – 1:00pm
Good Shepherd Catholic Church

February 2010 Chamber Luncheon
Wednesday February 10, 2010 11:30pm – 1:00pm
Good Shepherd Catholic Church

We are still looking for 2010 Chamber Luncheon Sponsors!
If you are interested in hosting a luncheon and/or giving a program, contact the Chamber office so we can get you on our luncheon calendar!!

Questions or comments? Contact us at...

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