

## The Business Voice

September 2017

### Starting Your Holiday Marketing Campaign Now

It's never too early to talk about Christmas, especially when it comes to your upcoming holiday marketing campaign. Fall is upon us, and the holidays are waiting right around the corner. The holidays are a perfect time to connect with your customers and a popular time to market. So, it's important to put a lot of thought into your holiday marketing campaign. You want to appeal to everyday emotions, but stand out from the crowd. During the holidays, there's a lot of spending that occurs. You want your customers to spend their money at your business, not at your competition.

Here are six musts of a successful holiday marketing campaign ([Source](#)):

1. Plan a personalized campaign. Personalize your marketing campaign by allowing your customers to get involved. The more innovative and fun the experience is, the more likely they are to share it on social media and beyond.
2. Get your staff involved. This can boost your marketing campaign's effectiveness. Some businesses feature their staffs directly in newspaper and television advertising, while others simply encourage their employees to participate and share their personalized campaign. You can't afford to ignore your employees.
3. Hit key emotions with your campaign. So, you think your decision-making is purely rational? Think again. We make decisions emotionally before justifying them rationally. Therefore, a successful holiday marketing campaign should be an emotional one. Focus on the feelings that fit the season, including friendship, "home for the holidays", family, and gratitude.
4. Create an easy-to share campaign. Consider that 74% of consumers rely on word of mouth as their top influencer of their purchasing decision.
5. Include online deals. About 10 million more Americans shopped online than in stores over Black Friday weekend. A survey released by the National Retail Federation on Sunday, November 27, 2016, [estimated that 108.5 million Americans](#) shopped online over the long weekend that kicks off the holiday shopping season in earnest, well above the 99.1 million who hit stores. In 2015, the numbers were about even for both avenues for shopping. ([Source](#)).

Online networks make it easy to feature deals with fun campaigns such as countdowns, contests, and games. Use the power of email when reaching out to your customers and advertising your deals both online and off for tempting in-store deals.

6. Create a consistent experience across all channels. The deals you are offering to your customers should always remain consistent. Train your staff to understand your individual deals, online-only offers, and any restrictions that apply.

The perfect time to build an emotional bond with your customers is during the holidays. Positive feelings of friendship, family, and gratitude are already at the forefront of the season and you can use these emotions for your marketing campaign. Remember to personalize your campaign to your customers and get your staff involved.

Now you're ready for maximum holiday season success.



### ***“Bridging the Training & Communication Gaps In the Agricultural and Food Industries”***

**TCTS Global LLC** is a consulting firm that helps companies in Agricultural and Food related Industries “bridge the gap” in the training and communication areas. The company has been helping businesses since 2001 when it started offering its clients translation and interpretation services. With more than 30 years of combined experienced, **TCTS Global LLC** expanded their translation and interpretation services to include additional support in the areas of training and development, and in providing American Ag producers a consistent flow of talent to staff their operations through their “Leadership Development and Cultural Exchange Program. Today, **TCTS Global LLC** helps companies meet their training, communication, and international recruitment opportunities by offering a range of customized services. We develop talent...

#### **Key services include:**

- **Staff Training and Development Workshops and Programs\*:** (Available in Spanish-English)

- ◇ How to Train Effectively by bridging the Cultural and Language Challenges
- ◇ Leadership Development
- ◇ Cultural Diversity Awareness
- ◇ Safety Programs
- ◇ On-boarding Programs/Employee Orientation/Employee Retention
- ◇ Language Skills Training
- ◇ Technical Training
  - ◆ PQA Plus and TQA Certifications

\*Most Training Programs can be available onsite/online/over-the-phone

- **Translation and Interpretation Services:** Spanish, English and Portuguese

- ◇ Training Manuals
- ◇ Human Resource Manuals
- ◇ Safety Manuals
- ◇ Industry Specific Customized Glossaries
- ◇ “Interpreter on Demand” – over the phone interpretation services

For more information on our services and how we can help you and your organization meet and bridge the challenges and opportunities in the areas of training & development, communication, and international recruitment, please visit our [website](#) call us directly at **712-240-0624** or [email us](#).

## Upcoming Chamber Member Events:

### Business After Hours/Open House\*

Thursday, October 5, 5 - 7 pm

Monogram Prepared Meats

1231 870th Street, Harlan

\*(for Chamber members only)

### Ambassador Visit\*

Friday, October 6, 9 am

Farmers Trust & Savings Bank

1901 Chatburn Avenue, Harlan

\*(the public is invited)

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## Article Submissions

We are looking for content from Chamber members about your business that would be interesting to others, providing us with valuable and useful information. Tell us something new or some interesting bit of information about your industry and how to use your products and services.

Articles should be informative, non-promotional, and should not be a commercial intended to steer readers to use your product or service before competitors.

You have a full page, so we are looking for articles of 300 to 500 words. Photos of your business are encouraged. Please submit your article, (we prefer a Word Document) and photos to [Carol](#). Our editorial committee (Todd and Carol) will review all submissions. We reserve the right to edit articles and to schedule them according to the needs of the publication.

**Deadline:** The second Friday of the month. Please make sure to include your company's contact information.

# Welcome New SCCCI Members

Cambridge Law Firm, P.L.C. Joined September 15, 2017

## SCCCI Membership Renewals

**The Chamber wishes to thank the following members who renewed their membership:**

Kwik RX Pharmacy \* Milk & Honey  
Harlan Pizza Ranch, Inc. \* Fareway Stores  
Farm Sweet Farm \* Panama Transfer \* The Agency  
KNOD \* Schaben Insurance & Financial, Inc.  
Salem Lutheran Homes & Rehabilitation Center \* Gene Gettys  
Iowa Community Kitchen \* Danish Villages Economic Development Assn.  
Terry Knapp Real Estate \* Schmitz Financial Group  
Nishnabotna Valley REC \* Conductix-Wampfler  
Camblin Plumbing & Heating \* Hybrid Corn Pioneers Museum  
Farmers Mutual Cooperative Telephone Co.  
Molded Products \* Shelby County Historical Society & Museum  
Concerned, Inc. \* Myrtue Medical Center

**All Chamber Membership Renewals are sent via email through our website, 30 - 60 days prior to their due date.**

**You can also renew your membership online via our website.**

## SCCCI Mission Statement:

To create a climate of opportunity for business growth, economic development, and a high standard of living throughout Shelby County.

## Chamber Gift Certificates

The Shelby County Chamber of Commerce & Industry offers gift certificates that are accepted at many of our area's retailers, restaurants and professional services. The program is designed to promote and have consumers patronize Shelby County businesses. They make a perfect gift for employees, coaches, teachers, friends and family. Gift certificates can be purchased in any denomination. There is no minimum purchase required. All major credit cards, checks and cash accepted.

Certificates are easy to purchase. On our [website](#), call the office 712-755-2114, [email](#), or stop by and see us.

Each gift certificate expires after six months from the date of issue.

## Upcoming Events

**Iowa Community Kitchen**, every Tuesday evening, 4 - 6:30 pm  
First Baptist Church, Harlan.

**FarmTable Procurement & Delivery**  
Open Warehouse, every Wednesday, Thursday, and Friday, 12 - 4 pm  
1901 Hawkeye Avenue, Harlan.

**Myrtue Medical Center Flu Vaccination Clinics.** Appointments required for Harlan Clinics only.

\* **Monday, October 2**, 5 pm - 7 pm, Ayzlee's Clinic, Elk Horn School, 4114 Madison Street, Elk Horn.

\* **Tuesday, October 10**, 9 am - 12 pm, Community Health Building, 2712 12th Street, Harlan.

\* **Friday, October 13**, 4 pm - 7 pm, Ayzlee's Clinic, Community Health Building, 2712 12th Street, Harlan.

**Voices from Ellis Island**, performed by One's Company actress, Pippa White, Wednesday, October 18, 6 pm at the Brick Wall Gallery, 1010 6th Street, Harlan. Hors d'oeuvres served at 5 pm. Sponsored by the Shelby County Historical Society and Museum.

**Brown Bag Lunch Program**  
Thursday, October 19, 12 - 1 pm  
Museum of Danish America, Elk Horn.

**Blood Drives - Walk-ins Welcome**  
\* **Monday, October 2**, 11 am - 5 pm  
Community Building, 504 Ann Street, Irwin.

\* **Thursday, November 9**, 7:30 am - 12:30 pm, Conductix, 1417 Industrial Parkway, Harlan.

**Have a special event coming up?** Let us know about it. Contact the Chamber office at 712-755-2114 or [email](#) Carol with your event information.

**Contact Us:** Give us a call at 712-755-2114 or [email](#) us for more information about becoming a Chamber member.

## “Kick Start the Leader in You” Leadership Series to start October 13<sup>th</sup>!

With the success of our initial “Kick Start the Leader in You” workshop this past March, the Chamber of Commerce is very pleased to announce the expansion of this workshop into a full series.

The “Kick Start the Leader in You – Leadership Series” will expand on the topics of the original workshop and offer a more in-depth examination of the topics that will help develop new supervisors while offering a refresher to others. The total series is comprised of seven sessions discussing leadership principles. The initial session, a full day session (9:30 am to 4:30 pm), introduces multiple characteristics of being a leader and identifies the areas that will be examined in-depth during the instructional series. The additional six (6) sessions are held in the afternoon, each focusing on one facet of being a leader. Orlando Gil, president of TCTS Global, will be facilitating the series.

### Series schedule:

Friday, October 13th: 9:30 am to 4:30 pm

Friday, October 20th through Friday, December 1st: 1 pm to 4 pm each Friday (no class on Friday, November 24th)

### A sampling of the topics to be discussed include:

- Leadership types
- How to train effectively despite language and cultural differences
- The Herzberg Theory
- How to motivate employees
- Developing an action plan
- Accountability and effective communication
- goal setting and SMART goals
- Managing your time
- Delivering excellent customer service within and outside your organization
- The challenge of presence and attention
- Impacting your company and employees by becoming a community leader
- Benefits and the need for goal monitoring
- And more...

Each student will receive a certificate at the completion of the program, HRCI learning credits are available (pending approval), a workbook to keep after the series, course materials, 2 ½ hour “coaching calls” at the end of the program to be used by the student when needed, a pre-brief and de-brief with each student’s manager to set goals and provide feedback, and access to a private Facebook community leadership group.

Space is limited to the first 15 participants signed up. The cost for the program, including all the materials, is \$500 per student. Call the Chamber of Commerce at 755-2114 with questions or to sign-up your employees. **Deadline for signing up for the series is October 6th.**



## Club Level Members

### Platinum Plus Club Members

***City of Harlan***

***Harlan Industrial Foundation***

***Harlan Municipal Utilities***

***Myrtue Medical Center***

***Shelby County***

***Shelby County State Bank***

### Platinum Club Members

***Conductix-Wampfler***

***Monogram Prepared Meats, LLC***

### Gold Club Members

***Essentia Protein Solutions***

***FMCTC***

***Farmers Trust & Savings Bank***

***Midstates Bank***

### Silver Club Members

***Elm Crest Retirement Community***    ***Panama Transfer***

***Variety Distributors, Inc.***

### Bronze Club Members

***The Agency, Inc.***    ***All Purpose Contractors, LLC***    ***CDS Global***  
***Counsel Office & Document***    ***Cyclone Lanes***    ***Fareway Stores, Inc.***

***Harlan Golf & Country Club***    ***The Harlan Tribune***

***Hy-Vee***    ***Keast Motors***    ***Terry Knapp Real Estate***

***KNOD Radio Station***    ***EJ Leinen - State Farm***

***Molded Products***    ***Nishnabotna Valley REC***

***Pitts Family & Sports Chiropractic Center, PC***

***Smitty Bee Honey, Inc.***    ***Subway***    ***Town & Country Credit Union***

**2017-2018  
Chamber Board  
Members**

**President**  
Brent Scheve  
The Agency

**Vice President**  
Steve Kenkel  
Shelby County Board of  
Supervisors

**Past President**  
David Tyrrel  
Molded Products

**Treasurer**  
Janell Hansen  
Marne & Elk Horn Telephone  
Company

**Board Member**  
Josh Grimes  
Hy-Vee Stores

**Board Member**  
Tami Kloewer  
Secret Serenity Salon  
& Day Spa

**Board Member**  
Tim Nauslar  
Elm Crest  
Retirement Community

**Board Member**  
Darializ Ramos  
Monogram Prepared Meats



Shelby County Historical Society & Museum, 1805 Morse Avenue, Harlan. Their mission is to be a trusted resource of/for the history of Shelby County that instills pride while educating and inspiring all generations.

Marne Elk Horn Telephone Company, 4242 Main Street, Elk Horn, provides quality communication products - internet, cable television, and telephone service - to the communities of Marne, Elk Horn, Brayton, Kimballton, Exira, and Atlantic, Iowa.

Living Well Home Care, Harlan, a business providing care services to seniors in Harlan and Shelby County, enabling them to live safely and happy in their homes.

The Museum of Danish America (formally known as The Danish Immigrant Museum), 2212 Washington Street, Elk Horn, is the only national museum dedicated to preserving and promoting Danish culture in America.

Beauty N the Beast, LLC, 614 Market Street, Harlan, offers full spa treatments and style for dogs, as well as retail gifts for their two legged guests.

Want to find out more about the Shelby County Chamber of Commerce & Industry? Visit our [website](#) and check us out on [Facebook](#) (when you do, make sure to "like us").

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**Do You Have A New Member  
To Refer Or Know Anyone Who Has  
Moved Into The County?  
[Email Carol](#)**

**Chamber Staff**

Todd Valline  
Executive Director

Ed Hendley  
Information Technology  
Manager

Carol McHugh  
Administrative Assistant

Debbie Stendrup  
Membership/Events  
Coordinator

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**Do You Have A 2018 Event?**

The Shelby County Chamber of Commerce & Industry is gathering event information for our 2018 calendar. We post Shelby County and surrounding area events on our [website calendar](#) for free. This information is also used in our weekly "Did You Know" emails and on our Facebook page. We can help to be sure locals and tourist can find you.

Contact the Chamber office at 712-755-2114 or [email us](#).

## Event Info

For additional information on community events, please visit our [events calendar](#).

| October 2017                                                                                            |                                                                                                                      |                                                                                                                                           |                                                                                                               |                                                                                                                          |                                                                                                                          |                                                                                                                                                                                                                                                                |
|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sun                                                                                                     | Mon                                                                                                                  | Tue                                                                                                                                       | Wed                                                                                                           | Thu                                                                                                                      | Fri                                                                                                                      | Sat                                                                                                                                                                                                                                                            |
| 1 Grandpa's Pumpkin Farm – Panama                                                                       | 2 Blood Drive – Irwin Community Building<br>Irwin<br><br>Myrtue Medical Center<br>Flu Vaccination Clinic<br>Elk Horn | 3 Iowa Community Kitchen Meal – Harlan<br><br>ESL Class Registration & Assessment – IWCC<br>Harlan                                        | 4 Healthiest State Walk, Pioneer Park, Harlan<br><br>Grief Classes – Myrtue Medical Center, Harlan            | 5 Lean into Life, Myrtue Medical Center, Harlan<br><br>Business After Hours/Open House, Monogram Prepared Meats – Harlan | 6 Ambassador Visit, Farmers Trust & Savings Bank, Harlan                                                                 | 7 Harlan Fire Department Association Stop, Drop, and Run 5K Harlan<br><br>Grandpa's Pumpkin Farm – Panama                                                                                                                                                      |
| 8 Harlan Fire Department Association Breakfast/Open House Harlan<br><br>Grandpa's Pumpkin Farm – Panama | 9 Columbus Day<br><br>Events Committee Meeting – SCCC<br>Conference Room                                             | 10 Myrtue Medical Center Flu Vaccination Clinic – Harlan<br><br>Iowa Community Kitchen Meal – Harlan                                      | 11 Grief Classes – Myrtue Medical Center, Harlan                                                              | 12                                                                                                                       | 13 'Kick Start the Leader in You' Leadership Series, Harlan<br><br>Myrtue Medical Center Flu Vaccination Clinic – Harlan | 14 Grandpa's Pumpkin Farm – Panama<br><br>Nishna Bend Recreation Area Camper Trick or Treating – Harlan                                                                                                                                                        |
| 15 Grandpa's Pumpkin Farm – Panama                                                                      | 16                                                                                                                   | 17 SCCC Board Meeting<br><br>Myrtue Medical Center Flu Vaccination Clinic<br>Defiance & Irwin<br><br>Iowa Community Kitchen Meal – Harlan | 18 Voices from Ellis Island – Brick Wall Gallery, Harlan<br><br>Grief Classes – Myrtue Medical Center, Harlan | 19 Brown Bag Lunch – Museum of Danish America, Elk Horn<br><br>Lean into Life, Myrtue Medical Center – Harlan            | 20 'Kick Start the Leader in You' Leadership Series, Harlan<br><br>Myrtue Medical Center Flu Vaccination Clinic – Harlan | 21 Grandpa's Pumpkin Farm – Panama                                                                                                                                                                                                                             |
| 22 Grandpa's Pumpkin Farm – Panama                                                                      | 23                                                                                                                   | 24 United Nations Day<br><br>Myrtue Medical Center Flu Vaccination Clinic<br>Earling & Panama<br><br>Iowa Community Kitchen Meal – Harlan | 25 Grief Classes – Myrtue Medical Center, Harlan                                                              | 26 Murder Mystery Dinner, "1920s Speakeasy" Potter House Bed & Breakfast Harlan                                          | 27 'Kick Start the Leader in You' Leadership Series, Harlan                                                              | 28 Harvest Fest - Harlan<br><br>Myrtue Medical Center Flu Vaccination Clinic Harlan<br><br>Relay for Life Breakfast Fundraiser, Harlan<br>Grandpa's Pumpkin Farm – Panama<br><br>Murder Mystery Dinner, "1920s Speakeasy" Potter House Bed & Breakfast, Harlan |
| 29 Grandpa's Pumpkin Farm – Panama                                                                      | 30                                                                                                                   | 31 Halloween<br><br>Iowa Community Kitchen Meal – Harlan                                                                                  |                                                                                                               |                                                                                                                          |                                                                                                                          |                                                                                                                                                                                                                                                                |

| November 2017 |     |                                                                                                 |                                                     |                                                                                                                                 |                                                                                                                                                  |                                                                            |
|---------------|-----|-------------------------------------------------------------------------------------------------|-----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Sun           | Mon | Tue                                                                                             | Wed                                                 | Thu                                                                                                                             | Fri                                                                                                                                              | Sat                                                                        |
|               |     |                                                                                                 | 1 "Getting Your Local Business Found Online" Harlan | 2 Lean into Life, Myrtue Medical Center. Harlan<br><br>Murder Mystery Dinner, "Mardi Gras" Potter House Bed & Breakfast, Harlan | 3 'Kick Start the Leader in You' Leadership Series - Harlan                                                                                      | 4 Murder Mystery Dinner, "Mardi Gras" Potter House Bed & Breakfast, Harlan |
| 5             | 6   | 7 ESL Class Registration & Assessment – IWCC Harlan<br><br>Iowa Community Kitchen Meal – Harlan | 8                                                   | 9                                                                                                                               | 10 'Kick Start the Leader in You' Leadership Series, Harlan                                                                                      | 11 "Stomp Out Suicide" Fun Run – Shelby                                    |
| 12            | 13  | 14 Iowa Community Kitchen Meal – Harlan                                                         | 15                                                  | 16 Brown Bag Lunch – Museum of Danish America, Elk Horn<br><br>Lean into Life, Myrtue Medical Center. Harlan                    | 17 'Kick Start the Leader in You' Leadership Series, Harlan                                                                                      | 18                                                                         |
| 19            | 20  | 21 SCCC Board Meeting<br><br>Iowa Community Kitchen Meal – Harlan                               | 22                                                  | 23 Thanksgiving – SCCC office Closed                                                                                            | 24 SCCC office Closed<br><br>Julefest – Danish Villages of Elk Horn & Kimballton<br><br>Museum of Danish America Julefest Celebration – Elk Horn | 25 Julefest – Danish Villages of Elk Horn & Kimballton                     |
| 26            | 27  | 28 Iowa Community Kitchen Meal – Harlan                                                         | 29                                                  | 30 Lean into Life, Myrtue Medical Center. Harlan                                                                                |                                                                                                                                                  |                                                                            |