

Mount Carroll



Chamber of Commerce

Chamber Pot

May 2008

Membership: 94

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★ 27th Annual ★ **MAYFEST**

2008



*At Campbell
Center in
Historic
Mount Carroll,
Illinois*

MEMORIAL DAY WEEKEND

**Friday, Saturday & Sunday
May 23, 24 & 25**

Board of Directors

Sibyl Doty—President
Nancy Tobin—Vice-President
& Membership Chairperson
Terrie Miller—Treasurer
Christiene Gable—Secretary
Three year Board Members:
Laura Miller Barb Lange
Two year Board Members:
Carol Remrey (vacancy)
One year Board Members:
Nancy Gable Joan Hough
Gwen Lowe—Events Chairperson
Jan VanBuskirk—Marketing Chairperson
Jean Hutchison—Past President

Chamber of Commerce Business After Hours **Fiesta Night**

May 1, 2008: 6 - 8 PM

Hotel Glenview Courtyard
(Downtown Mt. Carroll)

BAH Sponsors:

Bring your own Lawn Chairs

BRICK STREET DOLLAR

110 E. Market
Mt. Carroll, IL 61053
815-244-5606



Cards • Housewares • Party Supplies • Decor • Food Items

Proprietors:
Carol and Randy Remrey
Email: brickstreetdollar@yahoo.com

IRA's/Rollovers
Annuities

Long-Term Care Insurance
Medicare Insurance

Laura Lee Miller



"The Insurance Lady"

815.244.1630

InsLdy57@yahoo.com

Mission Statement: The Mt. Carroll Chamber of Commerce is a community organization in partnership with business, tourism and government to further promote economic growth and quality of life in Mt. Carroll.

Treasurer's Report

Balance as of 3/25/08	\$5,990.65	
		REVENUE
3/31/2008 Interest		\$1.36
3/31/2008 Stale Dated Check #5446		\$10.00
4/7/2008 Meeting Cash		\$100.00
4/7/2008 Meeting Meals		\$253.00
4/7/2008 50/50		\$10.00
4/7/2008 Donation		\$10.00
4/7/2008 Dues		\$75.00
4/18/2008 Dues		\$150.00
4/18/2008 FM Vendor Fees		\$25.00
4/21/2008 Dues		\$18.75
4/21/2008 FM Vendor Fees		\$25.00
Subtotal		\$678.11
		EXPENSE
4/2/2008 Meeting Cash		\$100.00
4/3/2008 Nancy Tobin		\$75.00
4/3/2008 Timber Lake Resort		\$60.00
4/3/2008 Gallatin River		\$34.52
4/3/2008 Oakville Country Club		\$253.00
4/4/2008 Village Voices		\$60.00
4/5/2008 Mirror Democrat		\$15.20
4/5/2008 Christiene Gable		\$150.00
4/18/2008 Rock Valley Publishing LLC		\$6.20
4/18/2008 Herrell Electric		\$65.00
4/18/2008 Land of Oz		\$39.18
4/21/2008 Prairie Advocate		\$10.75
Subtotal		\$868.85
Balance as of 4/21/08	\$5,799.91	
Projects Account	\$5,237.43	
Balance of Website Account	\$756.90	
	\$11,794.24	

Christmas Ornaments

The 2007 Limited Edition Treasured Scenes Ornaments featuring the Mt. Carroll Methodist Church are available. Please contact JoAnn Palmer at 244-2343 or stop by Flower Fan-A-See. Some past ornaments are still available; including Colehour Elevator, & Main Street School.

2008 Ornaments (Lutheran Church) will be available at Mayfest.

★ **June 21- 22nd** ★
500-700 visitors are coming to town. What can you do to get them into your business?

Events Committee

The 2008 Calendar of Events has been finalized. Farmer's Market will begin May 3rd, weather permitting. Mayfest will be May 23 - 25th at the Campbell Center campus.

The next Events committee meeting will be 6 PM on May 15th at Carroll Lanes.

Just a Minute... April 3, 2008

Meeting called to order by
 President Sibyl Doty
 Pledge of Allegiance: Sibyl Doty
 Blessing: John Boelkens
 Introduction of Guests:
 Kirsten Adami (H.B. Wilkinson Title Company)
 Dinner: Oakville Country Club
 Motion to Approve Minutes:
 Paul Tobin, Barb Lange seconded
 Motion to Approve Treasurer's Report:
 Carol Remrey, Jan VanBuskirk seconded
 Committee Reports:
 Events: Rummage Sale, Mayfest Wine Tent,
 & Farmers Market
 Marketing Report: Jan VanBuskirk—Summer

Ads, Website, New Sign, creation of Campbell Center Student packets
 Old Business: Chamber Survey, MC Moto Park Event, New Sign, and Learn Great Foods' Tri-State Tourism Tour of Mt. Carroll
 New Business: Adoption of CCI Resolution (Laura Miller moves to accept and John Hutchison seconded), Nominating Committee report, Ribbon cutting for Flower Fan-A-See's new location, Open House for Area Small Engine, Inquire as to an Open House date for The Buzz, and Analyze This! Marketing Seminar to be held April 10th
 May Meeting to be May 1st as a Business After Hours
 Program: People For Progress
 50/50: \$10.00—Lou Schau (donated back)
 Meeting Adjourned

May 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p>For more event info, visit the Community Calendar online at www.mtcarrollil.org</p>				<p>1 6 PM—Chamber Business After Hours: Fiesta Night (Hotel Glenview Court- yard)</p>	<p>2</p>	<p>3 Farmer's market Begins (weather permitting)</p>
<p>4</p>	<p>5</p>	<p>6 8 AM—CDC Executive Com- mittee meeting at Team Products</p>	<p>7</p>	<p>8 6 - 8 PM— Analyze This! Part 2 Marketing Seminar at Land of Oz</p>	<p>9</p>	<p>10 Farmer's market</p>
<p>11</p>	<p>12 6 PM—City Committees meeting at City Hall</p>	<p>13 8 AM—CDC Executive Com- mittee meeting at Team Products 7:30 PM—Mt Carroll City Council meeting at City Hall</p>	<p>14 5:30 PM—Relay For Life Planning Committee meet- ing 6:30 PM—Relay For Life Team Captains meeting</p>	<p>15 9:30 AM— Carroll County Board meeting at Courthouse 6 PM—Events Committee meeting at Carroll Lanes</p>	<p>16</p>	<p>17 Farmer's market</p>
<p>18</p>	<p>19</p>	<p>20 8 AM—CDC Executive Com- mittee meeting at Team Products</p>	<p>21 5:30 PM— Chamber Market- ing Committee meeting at Land of Oz</p>	<p>22 5:30 PM— Carroll County Health Dept Board meeting at Health Dept building</p>	<p>23  MAYFEST May 23, 24 & 25</p>	<p>24 Farmer's market</p>
<p>25</p>	<p>26 Memorial Day</p>	<p>27 8 AM—CDC Executive Com- mittee meeting at Team Products 7:30 PM—Mt Carroll City Council meeting at City Hall</p>	<p>28 8 AM—Chamber Board meeting at Land of Oz</p>	<p>29</p>	<p>30</p>	<p>31 Farmer's market</p>

**Be a member of the Mt Carroll Chamber of Commerce (renew your membership).
Dues are \$75 for businesses and \$37.50 for individuals.
It is NOT necessary to own a business to be a Chamber member.
Mail to: Mt. Carroll Chamber of Commerce, P.O. Box 94, Mt. Carroll, IL 61053**

Mt. Carroll Chamber of Commerce

P. O. Box 94

Mt. Carroll, IL 61053

Phone: 815-244-2255

E-mail: info@mtcarrollil.org

Web site: www.mtcarrollil.org

"We take the time to care."

Rules for More Effective Advertising

1. Does the ad tell a simple story, not just convey information?
2. Does the ad make the desired call-to-action a part of the story?
3. Does the ad use basic emotional appeals?
4. Does the ad use easy arguments?
5. Does the ad show, and not tell?
6. Does the ad use symbolic language and images that relate to the senses?
7. Does the ad make an impact?
8. Does the ad speak for itself?
9. Use a clever headline and lead text. Your headline is 70% responsible for the success of your ad.
10. Keep body copy simple (bullets, side bars). About 1/3 of readers will stop after reading the first 50 words; an additional 25% will stop reading after 200 words
11. Include bigger, more beautiful images to motivate and inspire action by your readers.
12. Use compelling visual imagery – attention is everything – be different. Twice as many readers will look at a picture than read a headline.
13. Your photos must match your message – make a connection.
14. Consider the psychology of color.
15. Include an easy-to-find and distinguishing call-to-action.

Nominations for 2008—2009 Chamber Board of Directors

Nominated Officers:

Past President Sibyl Doty

President Laura Miller

Vice-President Mike Lenz

Three year Board Members:

Jeff Davis Tom Cravatta

Two year Board Members:

Nancy Tobin Ann Crouse

One year Board Members:

Barb Lange Carol Remrey

Further nominations will be accepted through June 12, 2008. Contact John Swiech, Lou Schau, Sibyl Doty, or Laura Miller to submit nominations.

The proposed Board of Directors will be voted on and installed at the General Membership Meeting held June 12th.

Good Customer Service Your #1 Priority!

A study done by Texas A&M University Center for Retailing Studies found the following:

- On average, satisfied customer tell 5 people about the good service that they receive. Dissatisfied customers tell a minimum of 10 people about the poor service.
- For every unsatisfied customer who complains, there are 26 other unhappy customers who say nothing. Of those 26, 24 will not come back.
- The average company loses approximately 20% of its customers each year. Of the customers who take their business somewhere else:
 - 15% find cheaper products elsewhere
 - 15% find better products elsewhere
 - 65% leave because of poor customer service

"We've collected the most common service complaints, and every one of them is rooted in lack of respect for the customer."

(Thanks to Pam Brown, Savanna Chamber of Commerce Director, for this article.)