



WEAKLEY COUNTY CHAMBER NEWS



P.O. Box 67 ~ Dresden, TN ~ 38225 ~ (731) 364-3787 ~ FAX (731) 364-2099 ~ www.weakleycountychamber.com ~ March 2009

DRESDEN - GLEASON - GREENFIELD - MARTIN - SHARON

2009 Legislative Breakfast a Huge Success

The Legislative Breakfast held at the UTM University Center on Friday, February 13, was a great success. More than 145 state, county, and city elected officials along with community leaders from Weakley County and throughout the region attended to hear reports on issues and activities related to Northwest Tennessee.

The event was a joint effort of the Weakley County Economic Development Board, TVA, and the Chamber of Commerce. Judge Tommy Moore was the master of ceremonies. Speaking that morning were Senator Roy Herron and State Representative Mark Maddox. Reports were also given by Mr. Ronnie Price, President / CEO Weakley County Economic Development Board; Mr. Jimmy Westbrook, Chairman Weakley County Economic Development Board; and Mr. Chuck Gray, Tennessee Valley Authority, Gleason.

From the many comments after the session, it was clear that those in attendance felt this was time well spent. The exchange of information and discussion of issues was the objective of the Legislative Breakfast planners and it happened as desired. Plans to conduct a similar forum in 2010 are already under consideration.



2009 President's Banquet & Golden Anniversary Celebration

Tuesday, April 28, 2009

6:00 pm Golden Anniversary Reception

6:30 pm Banquet

Boling University Center Ballroom

Reservations & payments by April 15 to:

Weakley County Chamber of Commerce

P.O. Box 67

Dresden, TN 38225

Reservations confirmed upon receipt of payment.

Board of Directors

Executive Committee

President - Mike Wilson
Past Pres.- Joe Brasher
President Elect -
Randy Huffstetler, Jr.

Board of Directors

Shelly Bowers
Jerry Brigance
Jake Bynum
Faron Collins
Traci Crawford
Gary Hall
Martin Hamlin
Todd Hampton
David Lackey
Tracy McGehee
Zack Montgomery
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Jack Dunning
Danny Forrester
Bob Gardner
Eddie Joe McKelvy
Junior Moore
Houston Patrick

Staff

Barbara Virgin
Executive Director

Marguriet Frazier
Administrative Assistant

Nominations Being Accepted

Nominations are now being accepted at the Chamber Office for the 2009 Weakley Countian of the Year, Business of the Year, and Youth Achievement Award. Anyone wishing to make a nomination, please call the Chamber office at 364-3787 or email wcassistant@crunet.com for more information about rules and voting forms. **Nominations must be submitted to the Chamber by April 1, 2009.**

Business Survival in Tough Economic Times Seminar

The Tennessee Small Business Development Lead Center has developed an important presentation "Small Business Survival in Tough Economic Times". It addresses four main areas that effect every business, large, or small - Marketing, Financial, Human Resource, and General Business Management. It is an excellent presentation that acquaints participants with various survival techniques and provides resources that can aid in survival.

A free training event with Mr. Joel Newman, Tennessee Small Business Development Specialist, has been designed to address a wide range of steps busines owners can take to preserve cash and maintain business operations during the present national economic recession. For your convenience two dates and locations are offered:

Thursday, March 12, 5:00 - 6:30 pm
W.C. Chamber of Commerce Office
Dresden, TN

Thursday, March 26, Noon - 1:30 pm
REED Center, 406 S. Lindell St.
Martin, TN

Register online at www.utm.edu/reed or by calling the REED Center at 587-7333. Seating is limited.

? Chamber Trivia ?

In honor of the Weakley County Chamber's Golden Anniversary, we have come up with a Chamber Trivia Game. Each month a different question concerning the Chamber or Weakley County will be included in the newsletter. You can call the office for the answer or wait till the next newsletter to get the answer. At our anniversary celebration, all the questions will be asked again to see who has the most correct answers.

This month's question:
Where were the first Chamber meetings held?



Answer to last month's question:
Five. Highways 22, 45, 54, 89, and 118.

32nd Annual Stephen Wright Memorial Industrial Appreciation Golf Tournament & Dinner

***Persimmon Hills Golf Course
Thursday
May 21, 2009***



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Proudly sponsors this page and welcomes all new businesses and individuals to
Weakley County!



Ribbon Cuttings



State Farm Insurance



A Ribbon Cutting and Grand Opening celebration was held February 20 at Joe Sarrio, State Farm office in Dresden, TN. On hand for the celebration were State Representative Mark Maddox, Weakley County Mayor Houston Patrick, Dresden Mayor Danny Forrester, Chamber Executive Director Barbara Virgin, along with several county and city officials, businesses, Chamber members, family, and friends.

State Farm Insurance is located at 811 Morrow Street, Suite 102. Office hours are Monday through Friday from 9 am to 5 pm and Saturday from 9 am until noon. For more information or help with your insurance needs, feel free to contact Joe Sarrio or any of his staff at 731-364-2511.

New Chamber Members

Discovery Park of America

Larry Snider

P.O. Box 927

Union City, TN 38281

(731) 885-5455; (877) 885-5455

Email: info@discoveryparkofamerica.com

Web address: www.discoveryparkofamerica.com

Museum opening late 2010

Wetterman Brothers Lawn Care

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Dresden, TN 38225

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USEFUL TIPS FOR BUSINESS OWNERS / MANAGERS

YOUR CUSTOMERS = YOUR SUCCESS

Good customers are a result of good customer service which translates into the success of your business. The initial greeting of a new or existing customer will show that person that you are sincerely interested in taking care of their needs, how big or little it / they may be. Here are some helpful tips regarding the elements of a good greeting:

- * Do an attitude check. Before entering the doors of your business, make sure that you do a self-inventory as to how you are feeling, what you are thinking, and leave your personal emotions at the door. It is hard to treat customers well if you are battling with your own problems.
- * Recognize your customer immediately! Acknowledge that person's presence even if you are with another customer. Nothing is more frustrating than waiting for someone to notice you. EYE CONTACT is most important, with a simple nod of the head, or a brief comment to let them know you will be with them soon.
- * Be certain that your greeting is warm and sincere. If a customer senses that you are insincere, he / she may decide to take their business elsewhere. If you are not truly grateful that the customer is there to make a purchase from you, remember who writes your paycheck, (THE CUSTOMER). The more you express your appreciation to this customer, the better both of you will feel.
- * While it is customary to offer your hand as a greeting, it can be optional, and can be viewed as offensive in some cultures. The best suggestion is to wait with your hands at your side until the customer makes the first move, then you can respond to what they do.
- * Avoid asking "How may I help you?" This generally allows the customer to say, "just looking" which may place you at a disadvantage for your sales opportunity. Think about saying, "How are you" or a compliment on something they are wearing, such as a clothing item or similar. Conversations like these can often "break the ice" and begin building rapport. Avoid excessive small talk and get to the point.
- * Understand your customer. Seek out their wants and needs, and then try to make sure that you fulfill them. Working with this goal will help define every action you need to take to make the sale.

Your customer has needs that are sometimes unspoken. This means that you must listen very carefully. Listen with your ears, eyes, heart, and mind. Listen to the words they are saying, observe their body language, listen to their tone to understand the emotional content, and be aware of what is NOT being said. Your goal should be to meet and exceed their needs and if this is done, you can create a loyal customer who will tell their friends and family about you and your business.

Calendar of Events

March 12
5:00 - 6:30 pm

"Business Survival in Tough
Economic Times" Seminar
Weakley County Chamber Office
Dresden, TN

March 21
6:30 pm

The Carl Perkins Center
A "Taste" of Weakley &
Obion Counties
Volunteer Distributing Company
Dresden, TN

March 26
12:00 - 1:30 pm

"Business Survival in Tough
Economic Times" Seminar
REED Center
Martin, TN

April 10

Good Friday
Chamber Office Closed

April 11
9 am - 6 pm



C & C Railroads of Sharon
Train Display
Greenfield Community Room



April 25 - May 2



Tennessee Iris Festival
Dresden, TN
www.tennesseeirisfestival.com



April 28
6:00 pm

Chamber 50th Anniversary
"Walk Down Memory Lane"
UTM Boling University Center

April 28
6:30 pm

President's Banquet &
Leadership Graduation
UTM Boling University Center

May 21



32nd Annual Stephen Wright
Industrial Appreciation
Golf Tournament



May 29 - 30
6 pm through 6 am

Relay for Life of
Weakley Southwest:
Representing Dresden, Gleason,
and Greenfield



June 5 - 6
6 pm through 6 am

Relay For Life of
Weakley West:
Representing Martin and Sharon





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