



MT. STERLING-MONTGOMERY COUNTY CHAMBER OF COMMERCE NEWSLETTER

1st Quarter 2010

A publication of the Mt. Sterling-
Montgomery County
Chamber of Commerce
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Tips To Help Grow Your Small Business in This Economy

By Stacy Karacostas

Whenever times are tough, and we're forced to make change, it's easy to want to play ostrich. You know, stick your head in the sand and hope things will be back to normal the next time you look up.

But the world is changing so fast these days. And the small businesses that survive are going to be the ones willing to change with it. That means you're probably going to need to do a few things differently. Whether that means changing what you offer or how you offer it, or changing how you do your marketing and advertising.

Below are five tips to help your business grow regardless of what happens with the economy.

#1 Stop turning the crank long enough to step back and assess the state of your business AND your marketing. The best way to do that is to schedule a chunk or two of uninterrupted time with no cell phone or email. Get out of your office, or even out of town, if you have to.

#2 Figure out what's working and what's not, then either change or ditch what's not. If you haven't been tracking results from your marketing and advertising, there's no time like the present to start. Set up Google Analytics on your Website. Use coupon codes. Or simply ask people where they heard about you when they email or call.

#3 Don't operate in a vacuum. Consumer behaviors are changing radically, but that doesn't mean people aren't buying. It just means they are thinking longer and harder before making a purchase instead of just throwing cash around like it grows on trees.

You need to understand what your customers want now and find a way to deliver it. So talk to clients to learn what's most important to them right now; whether you call 'em on the phone, do an email survey, or troll online message boards.

#4 Make plans for the future, then take action. Don't wait for the changing economy and business landscape to impact you. Decide where you want your business to go and make plans to get there right now.

I know this can seem really hard to do when you don't know what the future holds. But you just have to do your best with what you know, then bite the bullet and go.

#5 Accept that change is going to be uncomfortable. There's no way around it. I don't care whether you're trying something completely new and different or just trying to adjust what you already do, in the beginning it's bound to feel awkward and wrong.

So keep your eye on the end goal and commit to pushing through for a period of time. Before you know it you'll likely realize the new way is better, more comfortable, and more profitable than the old.

Here's to your future success!

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Welcome to our 2010 Board of Directors!

2010 EXECUTIVE COMMITTEE

Claude Bentley - President
Ellen Morgan - Past President
Mike Bonfield - Treasurer
Rebecca Cooley - Secretary

2010 BOARD OF DIRECTORS

Dwight Akers - Dwight Akers Realty
Andy Baker - Traditional Bank
Claude Bentley - Peoples Exchange Bank
Mike Bonfield - Community Trust Bank
Rebecca Cooley - Windsor Care Center
Tracey Hendrix - Hoffman Robertson
Gary Hutson - Open Eyes Montgomery Co.
Dr. Janet Kenney - MSU at Mt. Sterling
Sheryl King - Sheryl's Hallmark
Steve Lane - City of Mt. Sterling
Ellen Morgan - Gateway Dental Care
Jennifer NeSmith - Personal Member
Lynn Romano - Caswell Prewitt
Rebecca Rue - U.S. Postmaster

2010 EX-OFFICIO BOARD OF DIRECTORS

Adrian Arnold - Agricultural Representative
Floyd Arnold - Montgomery Co. Judge Executive
Greg Beam - Mayor of Camargo
Dr. Daniel Freeman - Montgomery County Schools
Tony Fritts - Industrial Authority Board
Anthony Henderson - Mayor of Jeffersonville
Richard Henderson - State Representative
Tracy Pearce - Tourism Director
Sandy Romenesko - Executive Director-Chamber & Industrial Authority
Laura Tipton - City Treasurer
Gary Williamson - Mayor of Mt. Sterling

COMMITTEE CORNER

Get involved...get noticed...get connected...get more out of your membership by joining one of our committees! Committees generally meet monthly at 8 a.m. or 12 noon. If you would like to get involved while broadening your network of contacts with an annual investment of less than 12 hours of your time and talent please give us a call!

For more information contact the Chamber office at 859-498-5343 or contact@mtsterlingchamber.com.

2010 CHAMBER COMMITTEES

BANQUET COMMITTEE	EDUCATION/PR COMMITTEE	EVENT COMMITTEE	MEMBERSHIP COMMITTEE
Tracey Hendrix - Co-chair Lynn Romano - Co-chair Donna Amburgey Gaye Barnard Jamie Baxter Sheryl King Tracy Pearce Julie Tuttle	Dr. Janet Kenney - Chair Andy Baker Shannon Cook Dr. Dan Freeman Gary Hutson Cay Lane Lori Looney Bill & Sue Wolsky	Dwight Akers - Co-chair Jennifer NeSmith - Co-chair Stephen Howard Steve Lane Jerry Matheny Ellen Morgan Doug Reeves	Claude Bentley - Co-chair Becky Cooley - Co-chair Donna Amburgey Adrian Arnold Mike Bonfield Katy Hedge Jerry Matheny Rebecca Rue

About our Committees.....be sure to look for updates from Committee Chairpersons in the next issue!!

The Banquet Committee assists with planning and executing all Chamber Banquets, including the Annual Chamber Banquet and the Public Service Banquet. If event planning is your forte the Banquet Committee is right up your alley! The most recent event was the Public Service Banquet held at MCHS on April 1st, where the public service employees of our community were honored. The committee is now hard at work on planning the Annual Chamber Banquet. If you have any questions, comments, or ideas for the committee please contact us at the Chamber office. We would love to hear from you!

The Education portion of the committee encourages interaction between business and educational institutions. We promote opportunities for students and adults to learn job skills, as well as personal and professional enhancement opportunities. The Public Relations portion of the Committee is charged with raising awareness and attendance of Chamber activities and events, and ensuring recognition from the community of outstanding citizens, business leaders, and Chamber members. Some of the items on our agenda are Educational Seminars, Newsletters, and Website Updates. We would appreciate your input on content for the newsletter or the Chamber website!

The Event Committee is actively involved with the scheduling and set-up of the following Chamber events:
Annual Golf Scramble
Industry Appreciation -Keeneland
Cal Ripken League Baseball Tournament Opening Dinner
Fitness Event planned for 2010
We are currently in the planning stages for the opening night dinner at the Ohio Valley Regional Baseball Tournament in July. This project is in conjunction with Mt. Sterling Parks & Recreation. We are also exploring a number of ideas for a community-wide fitness event. If you have any ideas for a fitness related event please contact us at the Chamber, we are looking for input!

The mission of the Membership Committee is to strengthen the Chamber's membership base and help it grow; we make decisions and assist with planning and executing some of the following:
New Member Roundtable
Membership meetings
Recruitment/Retention of Chamber Members
Ribbon Cuttings
Business after Hours
Membership Directory
Dues Structure
Member2Member discounts
If you have ideas or comments on how the Chamber can be a better partner to the business community please let us know! We welcome insight from our members.

MEMBER RENEWALS IN 1st QTR 2010

JANUARY

AccuSigns Plus
Blue Grass Council, Boy Scouts of America
Columbia Gas of Kentucky, Inc.
Crockett Family Vision Center PSC
Flowers by Peggy on Main
Huddle House (Food Court Solutions)
Insight Media Advertising
Long John Silver's
Mobile Tech Inc.
Morehead State University
Mt. Sterling Advocate
Murphy Realty Group LLC
R S Technical Services Inc.
State Farm Insurance – Brooke Combs

FEBRUARY

J.C. Penney Company
Montgomery Co. Fire Dept.
Pentair Technical Products
Shaw's Heating & Cooling
Sleep Outfitters
Sterling Manufacturing & Rework, Inc.
Toshiba Business Solutions

MARCH

Albert Vollmer, DMD
Charles Rice, DMD
Dede's on Main & Bank
H&R Block
Kenney Orthopedics
Mt. Sterling Clinic
Mt. Sterling Public Library
Oney Construction Inc.
RK Drug Testing, Inc.
Twist Shout-N-Cheer
Williams Estates Apartments

MARDI GRAS BREAKFAST

The Annual Mardi Gras Membership Breakfast held on Feb. 17th was a big success! Doug Gessford of Gateway Manufacturing and Mary Grider of KDMK were crowned our King & Queen.



Thank you for your support!

RIBBON CUTTINGS



Rudy's Wholesale



Hope Hill Children's Home



Arby's Grand Re-Opening

E-MEMBERSHIP

Not a business but want to stay informed? Try E-membership! For only \$35 a year non-professionals can enjoy these benefits:
Notice of upcoming events in the community
Legislative and business updates
Invitations to Chamber events and new business openings
Please tell your friends!

NEW MEMBERS SPOTLIGHT



John Ward

Ward Lithographs, Inc.

301 Fox Chase Court
Mt. Sterling, KY 40353
859-498-5475
john@jwardstudio.com
www.jwardstudio.com

Montgomery County artist, John Ward, and his wife, Susan, began Ward Lithographs, Inc. in 1995 with his first limited edition print release. They have since branched out into commissioned artwork and licensing John's images to companies to use on their products. The majority of art sales occur through galleries, gift shops, and publishing houses. Currently, his work is being showcased at the New York Gift Expo. He also does a limited schedule of art festivals in Kentucky, West Virginia and Ohio. John has created artwork for Talon Winery's Equestrian Series wine and is currently focusing on works for the World Equestrian Games.



Doug Johannes

Chef Doug Johannes

859) 585-1464 Cell
859 697-3640
douglas_johannes@excite.com
www.chefdougjohannes.com

A native of the Caribbean, Doug has always enjoyed cooking, and comes from a long line of restaurateurs. His first catering job came about as a request to cater for a distinguished group of guests – including the Governor of the Virgin Islands, and numerous senators, local politicians and FEMA Officials. In June 2000 Doug felt the need to enhance his culinary knowledge; so off he headed to Charleston, SC to attend the world-renowned Johnson and Wales University. In May 2001 Doug graduated cum laude with an associate in science in Culinary Arts. Chef Doug is also a member of ACF & is ServSafe Certified. Please check out his website or contact Doug for more information about his products or your next catered event!



Hatton's Landscaping, Inc.

376 Cabin Creek Road
Winchester, KY 40391
859-744-1415
williamjrhatton@bellsouth.net
www.hattonlandscaping.com

Hatton's Landscaping, owned by William Hatton, has been in business for 35 years serving Clark and the surrounding counties. The majority of their business is residential landscaping in the Mt. Sterling area; they use updated equipment and specialize in landscape design, retaining walls, and horticulture. 7 acres of nursery stock is available at their location for sale retail or wholesale, they also carry mulch and other ground covers. 20% off nursery stock (cash & carry) in the month of April.



Old Silo Retirement Community at Silver Creek

Check out Old Silo Retirement Community at Silver Creek – an Active Seniors Community! All Brick Construction; two and three bedrooms; two full baths; fully landscaped; all one level; outside maintenance free; age qualified (55+) You can select from one of our Models or you can customize the interior to meet your needs. Price starting at \$160,000. If you are interested in a private showing please call Donald Bentley at 859.585.0270.



Rudy's Wholesale Unlimited

1440 Owingsville Road
Mt. Sterling, KY 40353
859-585-9503
shannon.stull@ky.gov

Rudy's (named after the co-owner's Yorkie "Rudy") is a locally family owned and operated wholesale store that carries overstock and returned merchandise such as bedding, furniture, cookware, shoes, clothing, etc. They strive for a friendly, well organized facility that people can afford to shop and they are always ready to make a deal. Also included within the store are Cindy's Quilts & Embroidery (Cindy can personalize using heat applied vinyl or embroider just about anything, and carries a line of purses, make-up bags, totes, etc); Initially Incredible (Brandy Cook will personalize almost anything you'd like); and What Makes Scents, electric candles in an assortment of fragrances sold by Dawn Goodan. Please check out Rudy's Wholesale, it's worth the trip!

L-R: Don Walters, Shannon Stull, Stan Stull "Jr." (owner), Nichola Hayes, Steven Hayes (owner), Dalton Hayes

COMMUNITY NEWS & EVENTS...please see our Calendar on the next page for more upcoming events!

MT. STERLING WELCOMES "RUN FOR THE WALL"

Mt. Sterling will kick off Memorial Day activities with a special welcome to the motorcyclists riding to Washington D.C. in the annual Run for the Wall. The group, composed of approximately 350 motorcyclists, has been stopping in Mt. Sterling every year for 22 years on their way to our nation's capital. This year Mt. Sterling resident Carolyn Brewer and Tourism Director Tracy Pearce decided we should extend an official welcome to the group. The American Legion Post 22 has generously decided to provide a free lunch and reception for the group at the old Food Lion parking lot on the by-pass at approximately 1:30 pm on Wednesday, May 26th. The parade of veterans will be led into Mt. Sterling at Exit 110 by local Law Enforcement Motorcycle Club "The Blue Knights". On behalf of Mt. Sterling Tourism and the American Legion Post 22 we encourage you to come out and support the group as they support our nation's veterans. Small American flags are available free of charge at the Tourism office at 126 W. Main Street. Please help welcome the group as they roll into town, and wish them farewell by waving flags. Volunteers are needed for the event - if you are interested please contact Charlie Sparks at 859-498-5158 or charliesparks123@hotmail.com.

REALITY STORE VOLUNTEERS NEEDED!

Reality Store is a real-life simulation that allows young people the opportunity to explore careers and make lifestyle and budget choices. Montgomery County Schools needs volunteers to work booths from 8 am-12:45 pm on May 7, 2010 at the Clay Community Center. Breakfast and lunch will be provided. If you would like to volunteer please call 859-497-8735 or email tonja.may@montgomery.kyschools.us.

POLITICAL FORUM

Don't miss the upcoming public forums at MCHS Auditorium!

April 20, 2010 6 p.m.

Q&A session including general and agriculture related question for candidates in the following races:
US House of Representatives 6th District
Kentucky House of Representatives 74th District
Kentucky Senate 28th District
Montgomery County Judge Executive

April 27, 2010 6 p.m.

Presentations from candidates in the following Montgomery County races:
County Commissioner (3 Districts)
Coroner
Jailer
Sheriff
Surveyor

**THANKS TO THE CHAMBER OF COMMERCE
2010 ANNUAL CORPORATE SPONSORS**



Brooke Combs
Mark Smith
Donna Payne



Montgomery Co.
Fiscal Court



City of Mt. Sterling
Gary Williamson,
Mayor

CALENDAR OF EVENTS

- 4/14/10 Chamber Board Meeting 8am - Peoples Exchange Bank on by-pass
- 4/15/10 Industry Appreciation/Keeneland Day
- 4/20/10 Political Forum - Event # 1 - 6pm MCHS Auditorium
- 4/24/10 6th Annual Gateway Regional Farm, Home, & Garden Show 10am - through Sunday at Gateway Plaza (former Food Lion Bldg.)
- 4/27/10 Political Forum - Event # 2 - 6pm MCHS Auditorium
- 4/28/10 Industrial Authority Board Meeting 3pm - Chamber office
- 5/01/10 Cruise-In Car Show 6pm - Courthouse Square
- 5/05/10 Legislative Update Breakfast/Chamber Board Meeting 8am - Clay Community Center
- 5/07/10 Reality Store 8am - Clay Community Center
- 5/07/10 First Friday Art Gallery Reception/Exhibit 4:30pm - Gateway Center for the Arts
- 5/13/10 Leadership Montgomery County Graduation 6:30pm
- 5/18/10 Election Day
- 5/26/10 "Run for the Wall" Event 1:30pm (approx.) Gateway Plaza shopping center
- 5/26/10 Industrial Authority Board Meeting 3pm - Chamber office
- 5/31/10 Memorial Day - Chamber office closed
- 6/02/10 Chamber Board Meeting 8am - Peoples Exchange Bank on by-pass
- 6/05/10 Rick Smith's Fishing in the Park - All day at Easy Walker Park
- 6/05/10 Cruise-In Car Show 6pm - Courthouse Square
- 6/08/10 Speed Networking Breakfast
- 6/10/10 Main Event 6pm - Courthouse Square

IF YOU WOULD LIKE MORE INFORMATION ABOUT A SPECIFIC EVENT, OR WOULD LIKE TO SEE ADDITIONAL EVENTS LISTED ON OUR CALENDAR PLEASE CONTACT US AT THE CHAMBER OFFICE



**Mt. Sterling-Montgomery County
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126 W. Main Street
Mt. Sterling, KY 40353
RETURN SERVICE REQUESTED

