



*Paris/Henry County*

NOVEMBER 2011

# CHAMBER NEWS

2508 East Wood Street • Paris, Tennessee 38242 • [www.paristnchamber.com](http://www.paristnchamber.com)

## **November Chamber Coffee Host Paris-Henry County Heritage Center**

The Downtown Paris Association, in partnership with the Paris-Henry County Heritage Center, proudly presents the 2011 **"Trees on the Square"**. The beauty of this historical home makes this such a special event during the holiday season. We have space for 40 trees, three mantle/fireplace areas, the entrance way, the staircase, four exhibit cases for Christmas collectibles, and the top of the antique piano in the music room. If you have had a tree before we certainly hope you will return this year. For those who have not participated, we hope you will consider being apart of this year's holiday celebration. It is a great opportunity to display your business, organization, group, or school in the spirit of Christmas!



for First, Second, and Third Place plus Most Original Tree will be announced at the Chamber Coffee. Winners are determined by a secret panel of judges, The 2011 event will run from November 29 through December 18. The hours are noon to 6 PM Tuesday though Saturday, and Sundays from 1:00 PM to 4:00 PM.

Businesses and organizations join in celebration of the season and the historic Cavitt mansion is filled with beautifully decorated trees as well as elaborately decorated entrances, mantles and staircase. Bring your cameras and take a family photo in

front of your favorite decoration. We hope to see you at the Paris-Henry County Heritage Center for **"Trees on the Square"**! For contest rules or an application contact Kathy Ray at 642-8000 or Norma Steele at 642-1030.

The Chamber Coffee on November 29 at 8:00 AM at the Paris-Henry County Heritage Center will begin the gala affair for this holiday season. Winners of Best Decorated

## *November Calendar of Opportunity*

November 3	Ribbon Cutting	Extencicare Home Health	11:30am
November 14	Executive Committee	Chamber Office	3:30pm
November 15	Leadership Class	Chamber Office (Economic Development Session)	8:00am
November 17	Board of Directors	Chamber Office	8:00am
<b>Chamber Office Closed - November 24 - 25</b>			
November 29	Chamber Coffee	Heritage Center	8:00am - 9:00am



## Paris / Henry County Chamber of Commerce

2508 E. Wood Street

Paris, TN. 38242

731-642-3431

Tourism: 800-345-1103

Fax: 731-642-3454

Email: [parisoc@paristnchamber.com](mailto:parisoc@paristnchamber.com)

Website: [www.paristnchamber.com](http://www.paristnchamber.com)

Office Hours: 8 AM - 4:30 PM

### EXECUTIVE COMMITTEE

President: Wayne "Butch" Powers

President-Elect : Sam Mahan

VP Community Development:

Stacia Puckett

VP Tourism: Jeff Seaton

Treasurer: Andrea Lamb

Past President: Carlton Gerrell

### BOARD OF DIRECTORS

Chip Anderson, Michele Atkins, Lisa Casteel, Jennifer Hayden, Rosie Johnson, Jeremy Lindsey, Gary McEntire, Traci Middleton, Jamie Orr, John Penn Ridgeway, Darrin Thompson

### EX-OFFICIO

Carl Holder, Sam Tharpe, Kenny Paschall, Brent Greer, Joe Qualls, Machele Operia

Executive Director: Jennifer Wheatley

Henry County Alliance CEO:  
Larry Crawford

Administrative  
Assistant: Galia Greer

Chamber Services  
Coordinator: Susie Umstead

*The mission of the Paris-Henry County Chamber of Commerce is to improve the economy and quality of life in our community.*

## From The President

WAYNE "BUTCH" POWERS



Have you heard about Small Business Basics? Small Business Basics, what is that? I'm glad you asked. Small Business Basics is a class being offered by the Chamber beginning in January and lasting for seven weeks. Funded in part through a pending grant from the USDA, the class is geared toward existing small businesses and people who are interested in starting a small business. Classes will cover topics such as writing a business plan, understanding accounting, how to borrow money, introduction to legal aspects of a business, hiring employees, and marketing your business. We have experts in each of these areas lined up to share their knowledge and answer your questions. One night there will be a panel of small business owners presenting "What I Wish I Had Known," sharing their experiences with starting up and owning a small business. Our goal is to educate these small businesses and aid their understanding of those important factors that will help them reach their full potential and become more successful business owners.

How much would a program like this cost? It's FREE! How great is that! You get a wealth of information from people who are experts in their field and it doesn't cost you anything if you meet certain attendance requirements. An initial \$50 fee will be paid up front. However, that fee will be refunded if you meet the attendance requirements.

Who can attend? Anyone who currently owns a small business and thinks they need help or anyone who is thinking about starting a new business can attend the classes. And, you do not need to be a chamber member to participate. We want to help our entire community of small businesses.

Be thinking about this. January will be here soon. If you or someone you know can benefit from this excellent opportunity, contact the Chamber office to get more information and to sign up soon. Our co-chairs are Sam Mahan at First Bank and Jennifer Hayden with Hamilton Ryker. They would be happy to talk with you too.

The Chamber Tourism Committee is again working with Paris Landing State Park to put on "Light Up The Lake". This event is a drive-through Christmas lights display at Paris Landing State Park. Last year's event had some great displays. You could see the lights coming over the bridge, which made an excellent entry into Henry County. They are working to make this year's display even better. Please consider supporting this event by placing a display and help us "Light Up The Lake."

## From The Executive Director

JENNIFER WHEATLEY



### What's On Your Mind?

Serving as your Chamber means that we take your input very seriously and we take the work that we produce very seriously. We want to provide relevant service to our members and to the larger community. Members are encouraged to call, email or stop by any time. Last summer we posted a survey online and asked for your comments. The survey was available to members and non-members. The Board of Directors used the survey results to plan our program of work for 2011-2012. We looked at the organization as a whole and each event individually. We want to do all that we can to serve and be good stewards of finances entrusted to us.

The Chamber is a broad organization focused on economic development, community development, organizational development and tourism development. The events and programs we offer are diverse, but each one is conducted by people who generously volunteer their time and talents. We are grateful for each employer who allows these dedicated people the opportunity to work with us.

We will continue to sponsor events and programs that have proven to be successful, such as the Small Business Expo, Leadership Henry County and Kentucky Lake Water Fun Run, while always looking for new ways to shine a spotlight on our member businesses and organizations. Each committee works to make these events the best they can be and to improve on each one each year. We distribute surveys, poll participants and look for ways to increase attendance and community involvement.

Two events which were new last year, Light Up the Lake, a holiday decorating event at Paris Landing State Park, and the Small Business Basics, a two month training class, are very different, but both met needs and will return this year. What else should we be doing? What service would make us more relevant to your business? This is your organization. Your input guides us. Volunteer for a committee, or just work at an event. Make the Chamber work for you.

# HELPFUL BUSINESS TIPS

## Developing a Marketing Plan

Marketing takes time, money, and lots of preparation. One of the best ways to prepare yourself is to develop a solid marketing plan. A strong marketing plan will ensure you're not only sticking to your schedule, but that you're spending your marketing funds wisely and appropriately.

### *What can a Marketing Plan do for Your Small Business?*

A marketing plan includes everything from understanding your target market and your competitive position in that market, to how you intend to reach that market (your tactics) and differentiate yourself from your competition in order to make a sale.

Your small business marketing budget should be a component of your marketing plan. Essentially, it will outline the costs of how you are going to achieve your marketing goals within a certain timeframe.

If you don't have the funds to hire a marketing firm or even staff a position in-house, there are resources available to guide you through the process of writing a marketing plan and developing a market budget.

#### **Bend Your Budget When Necessary and Keep an Eye on ROI**

Once you have developed your marketing budget, it doesn't mean that it's set in stone. There may be times when you need to throw in another unplanned marketing tactic -- such as hosting an event or creating a newspaper ad -- to help you reach your market more effectively.

Ultimately, it's more important to determine whether sticking to your budget is helping you achieve your marketing goals and bringing you a return on investment (ROI) than to adhere to a rigid and fixed budgeting.

That's why it's important to include a plan for measuring your spend. Consider what impact certain marketing activities have had on your revenues during a fixed period, such as a business quarter, compared to another time period when you focused your efforts on other tactics. Consider the tactics that worked as well as those that didn't work. You don't have to cut the tactics that didn't work, but you should assess whether you need to give them more time to work or whether the funds are best redirected elsewhere.

Granted, some tactics are hard to measure -- such as the efficacy of print collateral (brochures, sales sheets, etc.), but you need to consider the impact of not having these branding staples in your market tool kit before you reign in your graphic design and print funds.

Marketing plans should be maintained on an annual basis, at a minimum. But if you launch a new product or service, take time to revisit your original plan or develop a separate campaign plan that you can add to your main plan as an addendum.

At the end of the day, the time spent developing your marketing plan is time well spent because it defines how you connect with your customers. And that's an investment worth making.

Source: [sba.gov](http://sba.gov)

# CHAMBER HAPPENINGS



Keith Carrico of **Rent One** cuts the ribbon at their Ribbon Cutting Ceremony.



Brock Martin is lifted by his **Leadership Henry County** classmates during their first session.

# Perk Up Paris!

## **PARIS-HENRY COUNTY HERITAGE CENTER**

614 North Poplar Street

Paris, Tennessee

Tuesday, November 29, 2011

8:00 am - 9:00 am



***"A Premium Blend"***

*Clip and post after reading the Chamber News.*

# *Welcome New Members!*

**EXTENDICARE HOME HEALTH**  
1042 MINERAL WELLS AVENUE  
BUILDING C  
PARIS, TN 38242

**FSB INSURANCE, INC.**  
105 MEMORIAL DRIVE  
PARIS, TN 38242

**MERISON'S**  
202 MEMORIAL DRIVE  
PARIS, TN 38242

**WEST TENNESSEE MOTOR  
COACH, LLC**  
901 C INDUSTRIAL ROAD  
PARIS, TN 38242



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Paris, TN 38242-0008

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# TOTALLY THE AWESOME BIG 80'S SMALL BUSINESS EXPO



# Light Up THE Lake

## CHAMBER PARTNERS WITH STATE PARK TO LIGHT UP THE LAKE

The Paris-Henry County Chamber of Commerce and Paris Landing State Park are ready to "Light Up the Lake," with a drive through lighting display for Henry County residents, businesses, schools and organizations. Create a lighting display in a 20 x 20 space in the picnic area near the pavilion. Cost is \$50 and there's lots of room. The display will be open throughout December for everyone to drive through and see, so let's light up the lake. Call the Chamber at 642.3431 or visit [paristnchamber.com](http://paristnchamber.com) for more information!

Jeff Seaton, tourism committee chair for the Chamber, said "We hope lots of businesses and organizations will use this opportunity to create a display and that everyone will drive through during the holidays."

## 2011 EVENT RULES

1. Light Up the Lake is a drive through lighting display opportunity open to Henry County residents, businesses, schools and organizations. This event is designed to encourage visitors to Henry County. The brighter the better!!
2. All participants must have their entry forms and entry fee turned in no later than Friday, Nov. 18th to the Paris-Henry County Chamber of Commerce, 2508 East Wood Street, Paris, Tennessee.
3. Cost to display is \$50. Signage recognizing each sponsoring entity will be provided by the Chamber. No other signage will be allowed.
4. Spaces, approximately 20' x 20', will be provided on a first come, first serve basis, but final determination of placement will be made by Joan Williams, Paris Lake State Park, based on traffic flow, safety and other concerns.
5. All participants must have their display up and completely decorated no later than 4 pm, Friday, December 2, 2011, when we will cut a ribbon to welcome guests.
6. All displays must be removed by Jan. 6, 2012, but may not be removed until after January 1, 2012.
7. All displays must be appropriate to the venue and spirit of the event. Any style, presentation or decorations that are not in keeping with the family-friendly intent of the event will be disqualified prior to display, as determined by the Paris-Henry County Chamber of Commerce's tourism committee.
8. Any questions or clarification may be addressed to Joan Williams, Paris Landing State Park, 731.641.4465, or Jennifer Wheatley, Paris-Henry County Chamber of Commerce, 731.642.3431.
9. Light up the Lake will be open for viewing from 5 pm – 9 pm from December 2, 2011 through January 1, 2012.
10. Neither the Paris-Henry County Chamber of Commerce nor Paris Landing State Park will be responsible for any theft or damage to property.

## 2011 LIGHT UP THE LAKE APPLICATION FORM

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

Return with \$50 fee to: Paris-Henry County Chamber of Commerce • 2508 East Wood Street Paris, TN 38242