



Name our Newsletter!

Since the Chamber is updating its image, the newsletter is getting a facelift as well. With our new image in mind, help us name the Chamber's official newsletter. E-mail your ideas to: chamber_assistant@earthlink.net by March 1st. All ideas will be published in the March newsletter for member voting. The winner will be announced on the Web and used on our April 2007 newsletter. *We look forward to your ideas!*

Watch for our February 2007
Chamber Page
FEATURED BUSINESS
in today's *Coffey County Republican*

MADE IN THE SHADE BLINDS & MORE

*"Get a designer look
without the designer price"*

Chamber Board of Directors

Terri Tweedy, President
Darcy Brown, Vice President
Craig Stukey, Treasurer
Judy Bentley, Le Roy
Larry Kelly, Gridley
Martha Newkirk, Burlington
Christi Norman, New Strawn
Kathy Payer, Burlington
Jeannene Ryan, Wolf Creek
Ken Sanford, Burlington
Ida Wilson, Lebo

★ ★ **REMINDER** ★ ★
**Chamber Member renewals
are due by March 1, 2007**

All Member directories, M2M discount cards, and coupons will be updated March 1 for the 2007 membership year.

Coffey County Chamber of Commerce
& Visitor Center
Mary K. Walker, Executive Director
110 North 4th Street, Burlington, KS 66839
620.364.2002 or 877.364.2002
county_chamber@earthlink.net
coffeycountychamber.com

Welcome to another year with your Chamber of Commerce!

Some of the Chamber's goals for this year are to be more visible in the county's community events, to increase visibility for members through the Web site, and to offer more information and services for members whether they are for promotional opportunities, networking within the business community, or gaining exposure to the buyer's market outside of Coffey County. These goals require change.

Image Update

We have come to realize that an updated image for the Chamber is long overdue. An image that is not associated with a landmark in any city, but rather an image that is representative of the business community it serves: all of the cities in Coffey County, Kansas.

In that respect, the Chamber has adopted a new logo. You may have noticed it at the top of this newsletter. If you didn't, take another look. It is the new "face" of your Chamber.

The new logo is simplistic in design yet announces the collective business community it represents, identifies our place in the world, and invites those outside our county to investigate the "wealth of opportunity" in Coffey County, Kansas.

The new logo has been incorporated into the Chamber's new Web site, too. Soon, you will be seeing more new Web pages with a cleaner presentation and more county-wide information about our businesses and communities.

The Chamber Voice

The Chamber recognizes that the business community it represents is as diverse as it is rich in experience and the Chamber has an opportunity to provide a means for our members to exchange experiences, advice, and information via the member newsletter.

We invite you, members, to respond to business topics we pose to you. Selected responses will be presented in a standard column of the new newsletter.

Chamber Member Activities

The Chamber also invites and encourages member businesses to provide the Chamber office with information about activities, community events, awards received/given, seminars attended, and other events that your business has been involved with or is going to be involved with. The Chamber newsletter is a great way for you to get the word out about your community involvement and contributions!

Another great way to get the word out is to attend the networking opportunities available to you through the Business After Hours events hosted by your co-members. These events will be announced on the Chamber's Web site and in the newsletter.

Member businesses: **bring your business card and \$2** for the "Dollar Draw" and the "Ad-mania" drawings (attendance required). A business card will be drawn with the winner and the host of the After Hours splitting the "Dollar Draw" kitty. Then, two business cards will be drawn with the winners receiving one **free month of advertising** on the Chamber's Web site and one free spot ad in the Chamber's monthly newsletter.

Continued on Page 2

The President's Corner

Terri L. Tweedy, Board President



Can you believe the first month of 2007 is over? Is the growth of your business increasing as you projected?

If not, it's time to make changes. The Chamber can help through education, advertising and network opportunities such as the After Hours.

The After Hours are designed to educate Chamber Members on business management, make members aware of what your business offers and allow for time to network with other members.

Did you know After Hours can be hosted by any Chamber Member? Mary and Kenda are happy to help organize these events should you need their assistance. To be a host or co-host,

please contact the Chamber office at (620) 364-2002 or (877) 364-2002. Suggestions for After Hours events are welcome!

Participation by Chamber Members is essential to making these events successful. Please attend these functions when you can - it is one of your benefits as a member.

Browse the Coffey County Chamber Web site next time you are on the internet and check your business information for accuracy. Should you find an item that needs corrected, deleted, or updated please contact the Chamber office as soon as possible so that changes can be made.

Also, during 2007, please consider utilizing your membership more effectively: participate in the functions that appeal to you, volunteer your time for a Chamber event, or voice your suggestions. This is *your* Chamber. Make it a successful organization!

**Visit the Chamber's Web site:
coffeycountychamber.com**

Welcome, continued from Page 1

You Make the Difference

Your positive involvement, promotion, and contributions are paramount to the success of the Coffey County Chamber of Commerce and we look forward to working to promote and enhance your business opportunities.

**Chamber After Hours
American
Red Cross
March 19, 2007
Starts at 5 p.m.
110 North 3rd Street
Burlington, KS**

Members: bring your business card and \$2 for the "Dollar Draw" and "Ad-mania" drawings!

**People call, e-mail, and stop in and they are always looking for something. Are they looking for you? GET ON THE LIST
*The Chamber Member List***

Service Recovery – The Art of Damage Control

By Nancy Friedman, the Telephone Doctor

We all know about customer service. Those of us who are in this industry normally are the ones who genuinely want to help the customer. It's sort of a "HIGH" for us when things go right. But what happens when it all goes wrong. Downhill? Beyond the normal give good customer service? How do you recover?

Service recovery is simply the art of damage control. And every industry has damage control Think about Hollywood, Poor Tom Cruise. He said something bad about Brittany Spears and everyone was out to get him. The PR team went into damage control big time.

What about when things happen in government? Big time damage control shifts into gear.

And so it must when customer service goes wrong. Think 'damage control.' What can we do over and above in order to gain this customer back? To have them swearing by us and not at us?

Empowerment, that's the number one step of service recovery. Each and every employee needs some form of empowerment. They need to know how far they can go to help the customer. Remember our Telephone Doctor rule: It should never take 2 people to give good customer service.

Anytime you escalate a call to a supervisor you are losing ground. The more employees a customer speaks with to get a problem resolved is a step behind the 8 ball.

Humor: This will only work when you have a rational customer. And normally when it gets to service recovery, the rationale is lost. However, what we do know is most customers respond in kind to gentle humor.

One of the worse things you can say to a customer is, "I know how you feel." There is simply no way in this world anyone can know how someone else feels. That particular statement will get you in a lot of hot water. Lose it fast. (And sometimes they even say, "I know EXACTLY how you feel." That's so bad; I won't even get into it.)

Continued on Page 3

Service Recovery, continued from Page 2

You can say, "I can only imagine how you feel." But best you don't ever walk in the customer's shoes. It won't be a good fit, I promise you.

Service recovery is when you've helped the customer and you can really tell that they're satisfied; that they're back in the groove with your company again. That's true service recovery when they go from screaming to loving you. And it can be done.

You need a whole lot of empathy or sympathy. You need to listen. You need to care. These are the tools for service recovery. You need to go that 'one step beyond.' You need to do something they're totally not expecting,

something that bowls them over. Every industry has its own way to bowl over, and sometimes it means taking a loss. But if you're really looking to SAVE that customer, you're willing to take that loss. Because in the long run, they'll be so happy and so smitten with your company, they'll be singing your praises to all their friends.

Service recovery is SPECIAL. You see, good customer service is expected. That's nothing new or special. You're supposed to give good customer service. What's the big deal? But often times it all hits the fan and that one customer is just really fired up, mad, bad, screaming, totally out of it. That's when your service recovery needs to kick into gear.

The Chamber Voice

BUSINESS TOPIC:

How do you feel the Internet has changed your business? How do you plan to use the Internet for your business needs in the future, if at all?

The success of this column, as a forum for Chamber member businesses to discuss business issues and topics, is dependent upon your participation. Please send your responses to the Chamber office no later than February 28, 2007, for the March 2007 newsletter.

E-mail responses to: chamber_assistant@earthlink.net or mail responses to: Coffey County Chamber, 110 North 4th St, Burlington, KS 66839

From the Director

Mary K. Walker, Executive Director



The Coffey County Historical Museum is one of Coffey County's best visitor attractions and a long-time Chamber member. Recently, Coffey County Museum Director, Deborah Kennamore, reported that "Pioneer Days" was a huge success. Different forms of advertising brought people in from all over for their annual event. But now, the success of that event is being overshadowed by water damage at the museum—which may cause it to be closed for up to 6 months while repairs are made.

Our community is now being presented with an opportunity to rally around our museum director and staff and help get our community attraction back on its feet! Please contact Deborah Kennamore at (620) 364-8933 or by e-mail at director@coffeycountymuseum.org to see what you can do to help.

Just a reminder that membership renewals are due by March 1. Please complete the member information form to ensure that your business information and contact names are accurate for the 2007 membership year. I hope, too, that you will take advantage of the many benefit options available to you as a Chamber member.

Coffey County is an amazing place to live, work, and go to school—there is a wealth of opportunity here. We look forward to having a record breaking membership year and providing promotional opportunities for our Chamber member businesses.

YOUR BUSINESS INFO OR ANNOUNCEMENT COULD BE HERE

\$5 for 1 announcement; \$15 for 3 months;
\$20 for 6 months; or \$30 for 12 months

Call or e-mail for details.
(620) 364-2002 or (877) 364-2002
county_chamber@earthlink.net

Chamber Gift Certificates

One size fits all!

Any denomination

(up to \$100 per certificate).

Accepted by ANY merchant
in Coffey County.

Birthdays, anniversaries, awards for
family, friends, co-workers.

Get yours TODAY

at the Chamber office!

Chamber Office Hours

9 a.m. to 12 Noon & 1 to 5 p.m.

**Thank you for supporting your
local merchants!**

WHAT'S THIS?

IT'S A SPOT AD!

You Could Be Here!

Call 620.364.2002

for details!

Chamber Member Listing

as of 12.31.2006

abc New Dimension Products
 Across the Borders
 Allegre Rexall Drugs, Inc.
 ♦ American Red Cross
 Arnold's Greenhouse, Inc.
 Arrowhead Hills Travel Service
 Atmos Energy
 Aunt Bea's Drive Thru
 ♦ Bahr Tire, Inc. and Bahr Storage
 Banks Realty, LLC
 BETO Junction Travel Plaza
 Bill's Handyman Service
 Burlington Office Supply (BOS) and Scrapbook Center
 Brown Quality Builders, Inc.
 Burlington Auto Supply
 ♦ Burlington Building Materials
 Burlington Construction
 Burlington Dental Center
 Burlington Development Properties, LLC
 Burlington Tax & Financial Center, Inc.
 Burris Roofing

Membership Renewals DUE BY MARCH 1, 2007

Maximize your Membership & participate in these benefits!

Member-2-Member Discount
 Chamber Business Coupon
 Member Web Page
 Member Referral Bonus
 Cable One Cable Ads
 Web Site & Newsletter Advertising
 Business After Hours
 Chamber & Community Event Sponsorship

Cactus Shak Barbeque & Catering
 ♦ Caldwell Implement Co. & NAPA Auto Parts
 Carlson Office Systems
 Carriage House Glassworks
 ♦ Celestial Club
 Central National Bank
 Charloma, Inc.
 Citizens State Bank
 City of Burlington
 ♦ City of Gridley

City of Le Roy
 City of Lebo
 ♦ City of New Strawn
 City of Waverly
 COF Training Services, Inc.
 Coffey County Airport
 ♦ Coffey County Economic Development
 ♦ Coffey County Fire District #1
 ♦ Coffey County Library System
 ♦ Coffey County Historical Society & Museum
 Coffey County Housing Authority
 Coffey County Insurance & Real Estate, LLC
 Coffey County Land Title Co. Inc.
 Coffey County Republican
 Coffey Health System
 ♦ Coffey County Transportation
 Country Haven Inn
 Crow-Moddie Chevrolet
 ♦ Crow-Moddie Ford
 Elliott Insurance Group
 ♦ Embarq
 Farm Bureau Insurance
 Farmers State Bank of Aliceville
 ♦ First National Bank of Kansas
 First National Bank of LeRoy
 Flinthills Eyecare Associates, PA
 Freeman Plumbing, Heating & A/C
 Gifford's Photography
 Home Health Care Plus
 Hoover's Thriftway
 Jackson-Hewitt Tax Service
 Jamison Farms Backhoe, Trenching, and Plumbing
 ♦ Jones Funeral Home
 ♦ KSNP Flinthills Classic Rock 97.7 "The Dawg"
 Lebo's Oak Street Cottage
 Le Roy Co-Op Association
 Lewis Oil Co.
 Life Care Center of Burlington
 ♦ Lyon-Coffey Electric Cooperative, Inc.
 Made in the Shade Blinds & More
 Mary Kay Independent Beauty Consultant, Terri Tweedy
 Medical Arts Clinic-Lebo
 Medicine Shoppe
 Mediacom
 ♦ Meiers Ready Mix
 Murray's Electric, LLC
 Office Supplies Today
 Oklahoma Municipal Power Authority
 ♦ Outback Design, LLC
 Pamida
 Payer Sales
 Pizza Hut
 Prescription Centre
 Ravin Printing

Rock Creek County Club
 Rock Creek Entertainment
 Rock Creek Realty
 Rocking R Motel
 SOS Coffey County
 Star Video
 Strawn Lumber and Equipment Rental
 Subway
 ♦ TEC Satellite Services, LLC
 TECU Credit Union
 The Accounting Place

Get On the Web! Member Web Page Only \$40*

Call or e-mail the Chamber for details.
 620.364.2002 or
 countychamber@earthlink.net
 (*One-time fee.)

The Appliance Store
 The Flower Shoppe
 Therapy Services
 ♦ Tiffany's Cabinets & Carpet
 True Enterprise
 Trophies and Things
 USD 244 21st Century Learning Center
 USD 244 Burlington Schools
 ♦ USD 244 Recreation Commission
 Wallace's Dairy Queen
 Waverly Lumber
 Wolf Creek Nuclear Operating Corporation
 ♦ Yummy Creations

♦ Membership renewal received as of publication date. All Chamber member information will be updated March 1 and will reflect paid renewals only. Member directories include the newsletter, Chamber Page, information packets, printed materials, and the Chamber's Web site.

Are you on the Web?

The Chamber's Web Site has had **248,531 hits** since November 1, 2005.
3,311 hits in the last 7 days.
 How many of those hits were looking for your business?

SOURCE: goDaddy.com site stats 2/7/07

Announcements & Notices

Business After Hours

Mark your calendars for **March 19! The American Red Cross** (110 North 3rd Street, Burlington) is **hosting a Business After Hours starting at 5 p.m.** Bring your business card and \$2 for the "Dollar Draw" and "Ad-mania" drawings.

Name the Newsletter

E-mail your ideas for the Chamber's new newsletter name to chamber_assistant@earthlink.net by March 1. Suggestions will be posted in the next newsletter for member voting! The April newsletter will display the new newsletter name!

Advertise in the Chamber Newsletter

Advertise your upcoming event! **For just \$5**, you can advertise your upcoming event in the Coffey County Chamber of Commerce's official newsletter.

The newsletter is published the first Friday of each month and distributed to members and non-members in the Coffey County area.

CHAMBER BOARD MEETING



Wednesday, February 21, 2007
@ 5:00 p.m.

Coffey County Fire District 1
Meeting Room
in Burlington

*Chamber Members Welcome
to Attend and Observe*

Chamber Member Packets

2007 Chamber Member Packets (Chamber Member Directory, 2007 stickers, and Member-2-Member cards) will be distributed Friday, March 16th.

Chamber Attends Annual Kansas Chamber Dinner

The Coffey County Chamber attended the Annual Kansas State Chamber Dinner held in Topeka Tuesday night. Representatives from the Chamber

included Mary K. Walker, Executive Director; Teri Seaton, Board Representative; Darcy Brown, Board Vice President; Doug Witteman, County Attorney; Jon Hotaling, Economic Development; Kimberly Robrahn, County Commissioner; Gene Merry, Chamber Member; and Dennis George, Coffey Health System Director.

☛ People ask for it by name ☛

Chamber Coupon Book

Does YOUR business have a coupon in the coupon book?

The annual event featured Kansas Treasurer, Lynn Jenkins as Master of Ceremonies; Senator Bob Dole, special presenter; Congressman Pat Roberts, special appearance; Governor Kathleen Sebelius, welcoming remarks; and keynote speaker J.C. Watts, Chairman J.C. Watts Companies.

The Kansas Chamber, with headquarters in Topeka, is the statewide business advocacy group moving Kansas toward becoming the best state in America to do business. The Kansas Chamber and its affiliate organization, The Kansas Chamber Federation, have more than 10,000 member businesses, including local and regional chambers of commerce and trade organizations. The Chamber represents small, medium and large employers all across Kansas. The Coffey County Chamber of Commerce is a member of the Kansas Chamber.

What has your business been doing lately?

Call, mail, or e-mail your activities, upcoming events, awards, or community involvement to the Chamber so we can share the good news in the newsletter! See page 1 for phone, e-mail and U.S. Mail address.

Newsletter Publication

The Chamber newsletter will be published the first Friday of each month. Distribution to members will be per selections made on the member information form. The newsletter will

also be posted to the Web site on the day of publication.

Business Topics

Let the Chamber do the footwork for you! Let us know what business topics and issues you'd like to see featured in the newsletter and we'll do the research and report on it.

County-wide Community Events Calendar

The Chamber is in the process of updating the county-wide community events calendar for 2007.

The events calendar is posted on the Chamber's Web site as a community service. If your business, organization, school, or community is planning to host an event during the 2007 calendar year, please let us know!

E-mail your information to: chamber_assistant@earthlink.net or go to the Chamber's Web site and click on the event notification link (on the Home page) to e-mail your information to the Chamber.

Please include this information:

- title of event
- brief description of event
- date(s) of event
- location of event
- hosting organization name
- a contact name & phone and/or e-mail address (for vendors or people who want more information)
- a Web address (if any) to a Web page for the event

If you know a group that is not a Chamber member but hosts an event, pass on this information! Every community event or activity is an opportunity to get people to Coffey County—and keep them coming back!

**WHAT'S THIS?
IT'S A SPOT AD!
You Could Be Here!
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for details!**