

Cadott Area Chamber of Commerce Newsletter

OUR MISSION IS TO IMPROVE THE QUALITY OF LIFE IN OUR COMMUNITY

SPECIAL POINTS OF INTEREST:

- **Next meeting is March 18, 2009 at 5:30 p.m. at the VFW.**
- **New officers elected in the February meeting.**

FIXING MISTAKES

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Do you ever make mistakes? How about your employees? Assuming that all of you are human, chances are that sometimes you screw up. The measure of great customer service is not that customers never have a problem. It is how those problems are handled when they occur.

Whether you shipped the wrong product, or made a billing mistake, or missed a deadline or . . . whatever the mistake, what the customer cares about most is getting it fixed. How you handle the situation will affect your future relationship with that customer, and what he or she tells others about you. Here are a few simple things that can turn an unhappy customer into a friend for life.

Own the mistake. Admit that you were wrong, apologize, then immediately let the customer know that you are going to fix the problem. Accepting responsibility goes a long way toward diffusing anger.

The customer generally doesn't care how the mistake happened. Do not bore them with

a lengthy explanation of the process and why it happened. It sounds too much like making excuses. They probably do not care for the details of how you are going to correct the problem, either. They care about the result.

Ask the customer what he or she wants. Often, they will ask for less than you would have been willing to offer. That doesn't mean that you must do everything the customer asks; however, it may give you a simple solution or at least a starting point. If the customer makes unreasonable demands, you can work from there to find a compromise solution.

Exceed expectations. Send a replacement immediately, without waiting for the customer to return the defective or incorrect item. Ship it overnight if they have an immediate need for the product. Give them a little more than what they expect to make up for the inconvenience your error caused.

Follow up. After fixing the problem, call to make sure they are

satisfied. Did they receive the result they paid for? Most customers will be amazed and delighted that you cared enough to check.

But what if there was no error and the customer is out of line? There are customers who have unreasonable expectations, and the customer is not always right. Should you do everything they ask? Not necessarily. If the customer is truly unreasonable, you may not care about preserving the relationship; however, you do not want them to spread negative word of mouth, or escalate, perhaps to a law suit.

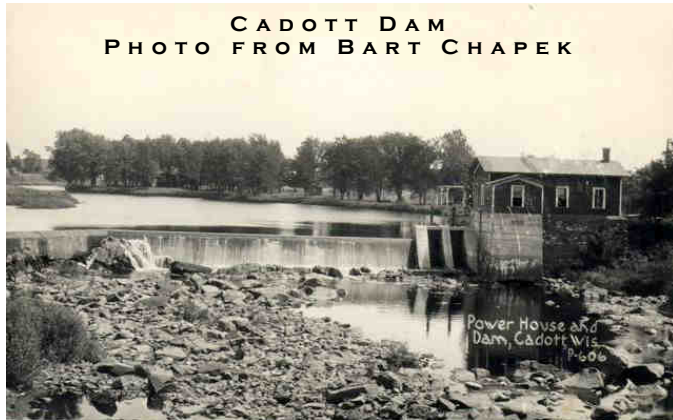
One way to diffuse the situation may be to simply offer an apology and a refund. Weigh the cost of the refund (Did you incur expense that is not recoverable?) with the cost of continuing to deal with an increasingly unhappy customer. Not only may they harm your reputation and turn other customers against you, the energy you spend dealing with the situation can be harmful to you and to your business.

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PHOTOGRAPHY CORNER

If you have photos you would like to include in this newsletter, please email them to webmaster@cadottchamber.org



“I gotta work out. I keep saying it all the time. I keep saying I gotta start working out. It's been about two months since I've worked out. And I just don't have the time. Which uh..is odd. Because I have the time to go out to dinner. And uh..and watch tv. And get a bone density test. And uh.. try to figure out what my phone number spells in words.” Ellen DeGeneres

CCEDC HOSTING A BUSINESS PLAN WORKSHOP IN CHIPPEWA FALLS

Provided by Chippewa County Economic Development Corporation (CCEDC)

If you have found yourself in an out-of-work situation with no viable options except to make it on your own, the first, most essential step to starting your new business/self-employment venture is writing a business plan.

A comprehensive business plan is the most critical part of your new venture it will:

- Serve as your objective decision guide
- Reduce costly trial and error
- Required by lenders if seeking financing
- Will attract potential investors
- Greatly increase your chance of SUCCESS!

To assist accidental entrepreneurs, the self-employed, business start-ups and small business owners Chippewa County Economic Development Corporation (CCEDC) and the UW-

Eau Claire Small Business Development Center have teamed up to host Steps to Creating a Successful Business Plan workshop on March 23, 2009 from 5:00-7:30 pm. The workshop location is the Chippewa Valley Technical College Chippewa Falls Campus located at 770 Scheidler Road in Chippewa Falls, WI. The workshop will be presented by Jim Mishefske, Director of UWEC Small Business Development Center and will aid you in developing a valued business plan and recognize what it takes to build a successful business!

Because of M & I Banks sponsorship, the cost to attend is only \$10.00 per person, which includes the workshop materials and refreshments.

Space is limited if you are interested in attending RSVP by contacting Jerilyn Sahr @ 715-723-7150, staff@chippewa-wi.com

HERE'S A "CHECKLIST" FOR SURVIVING A FINANCIAL CRISIS

provided by Adam Smit, an Edward Jones Financial Advisor—adam.smit@edwardjones.com

Over the past few months, the news has been almost incomprehensible. It's hard for many of us to make sense of the failure of major Wall Street firms and large banks and the \$700 billion bailout of the financial sector. And it's hard for investors to be calm when stocks have fallen more than 40 percent between October 2007 and Inauguration Day in 2009. What can you do to cope?

Consider the following "checklist" for surviving a financial crisis:

_____ Close your ears — but open your eyes. These days, you may hear some so-called "experts" talking about end-of-capitalism scenarios. Try not to listen to these doomsayers. We still have the most powerful economy in the history of the world and we will recover from these setbacks. However, even if you close your ears, you should keep your eyes wide open. Specifically, look for opportunities. Stock prices are down now, but they won't always be — and, all else being equal, investors who buy into the stock market at lower prices are likely to earn higher returns than those who buy stocks when prices are higher.

_____ Focus on things you can control. During a financial crisis, your success at weathering the storm depends on your ability to stay calm and concentrate on the things you can control. For example, you can control your emotions so that you aren't panicked into making unwise, short-term decisions, such as putting all your money under your mattress. And, to a certain extent, you can even control your portfolio's ability to withstand volatility. How? By diversifying your holdings as broadly as possible. The wider your range of investments, the less you'll be hurt by downturns that primarily affect one asset class. (Keep

in mind, though, that diversification, by itself, cannot guarantee profits or protect against loss.)

_____ Review and rebalance your portfolio. During this market decline, some of your holdings have probably fallen more than others. As a result, you may now own a lower percentage of a specific asset class than you had originally intended when you built your portfolio. Consequently, you may want to meet with your financial advisor to determine if you should rebalance your portfolio by adding more money to those asset classes that have fallen the most. You may also want to rebalance if your risk tolerance or long-term goals have changed.

_____ Look for quality investments. In this economic environment, it's more important than ever to focus on quality investments. When you buy stocks, look for those companies with strong balance sheets. If you're purchasing bonds, stick with those that receive high credit ratings. If we are entering a prolonged economic downturn, these types of investments will, in all likelihood, fare better than lower-quality stocks and bonds.

_____ Be patient. No one can predict when a bear market will end, but history has shown that turnarounds can happen quickly and unexpectedly. So be patient. The most successful investors have the courage to stay the course and take advantage of opportunities while others are "bailing out" of the financial markets.

We may still have some rough roads ahead of us. But if you can check off every item on this list, you can smooth out some of the bumps you'll encounter on your journey toward achieving your long-term goals.



WEBSITE REPORT

Visitor traffic to the Cadott Chamber Website decreased 9% in February to 291 visitors. Page views are down by 21% to 858 page views. And finally the average number of pages viewed per visit has decreased to 2.95 pages.

During February 84% of the visitors were new visitors. We have a high percentage of new visitors which suggests we should start concentrating on increasing the number of return visitors.

Visitors usually arrive at our site through several sources. The number of direct visitors has decreased by 9% (People who clicked a bookmark to come to our site or who typed the website address directly into their browser), and the number of referral visitors increased by 12% (visits from people who clicked to our site from another site)

If you would like access all available traffic information available from Google Analytic please send your Google account name to webmaster@cadottchamber.org.

Top 5 most visited pages :

Home—233 visits ↓
Members—123 visits ↓
Community—65 visits ↑
Newsletter—61 visits ↓
Events—46 Visits ↓

Top 5 most visited member pages :

Cadott Sentinel—25 visits ↑
Countryside Motel—15 visits ↑
General Beer Northwest—9 Visits ↓
Rockfest—7 Visits ↑
Mathison Chiropractic Clinic —6 visits ↑

CADOTT CHAMBER OF COMMERCE

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W E L C O M E N E W M E M B E R S !

No new members this month

Now is the time for you to **start encouraging local business to join the Chamber of Commerce.**

The full list of Chamber Members is available on the Members page at www.cadottchamber.org/members

M A R C H M E E T I N G

The next meeting will be held at 5:30 p.m. on the 18th at the VFW Hall in Cadott. Please mark your calendars and try to come!

A tentative agenda for the meeting is as follows:

1. Call to order
2. Minutes of February meeting
3. Finance report
4. Correspondence
5. Easter Egg Hunt update
6. Brochure update
7. Nabor Days Committees
 - a. Fireworks
 - b. Advertising
 - c. Parade
 - d. Pageant
 - e. Carnival

- f. Donkey races
- g. Garden Tractor races
- h. Other
8. Other Business
9. Adjournment

If you have anything you wish to add to the agenda, please contact Tiffany Bowe at (715) 289-4309 or info@cadottchamber.org.

If you have anything you would like posted on the website, please contact Dale Lotts at webmaster@cadottchamber.org or (715) 289-4545.

Dues Reminder

Just a reminder to pay your 2009 Chamber Dues. Membership is still available at the bargain price of \$40 for the year. Invoices were mailed last month. If you have not paid your 2009 dues yet, please send your check today.

Checks should be sent to: Cadott Chamber of Commerce, PO Box 40, Cadott WI 54727. Please include your business name, contact person, address, phone number, email address and website address, if applicable. Thank You!

2009-10 Chamber Officer Election

Officer and director elections were held at the February Chamber meeting. The officer team includes: Current President Huntz Geissler, re-elected Vice President Bart Chapek, newly elected Secretary/Treasurer Tiffany Bowe, newly elected Directors Jon Bowe and Shane Mathison.

Special thanks to Sue Shakal, Denise Stangl and Joyce Huhn for their past service as chamber officers.

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