

Chamber / Tourism News

Fulton County – Seeing is Believing!



March / April 2005

Chamber of Commerce & Tourism Open House / Mixer

March 16th, 2005 at Howard L. Sipes Funeral Home, Inc.

Main Office at 875 Lincoln Way East, McConnellsburg, (5:30 P.M. – 7:00 P.M.)

Presidents Letter

Greetings fellow Chamber/Tourism members;

It seems winter is upon us once again before spring arrives – another adage we've heard all our lives is true once again.... "Out like a lion", and I guess we'll see about "in like a lamb."

A thank you to those members who have rejoined the membership and welcome to four new members (we'll get to you later in the newsletter). We appreciate you recognizing the value of membership. A reminder of the benefits you receive in utilizing our website follows:

- On our website – up to 5 lines free listing your business information
- You can enhance your listing for a one time fee of \$50, you can get two links, your logo, and a photograph
- For an additional \$15 per month, you can be listed on our scrolling banner which can be linked to your website.
- If you want your logo on our side bar which can be linked to your site the fee is \$30.00 per month
- Access to our Calendar of Events for you and any organization you are involved in. This site is available to all churches, organizations, and businesses in Fulton County as well as all Chamber/Tourism members, regardless of location, at no charge. Just call the office to have your listing(s) entered.

So, if you have not yet paid your dues, please dig out your envelope (it's that BIG white one), and make the time to take care of that right now.

We are sorry to report that our fund raising drawing for March 18th has been canceled. It was a valiant effort, but with everyone so busy these days, we felt it was not fair to anyone to proceed with the event.

Our next event, Longaberger Basket Bingo will be held on April 17th at the McCbg. Fire Hall. We have some exciting new baskets for some lucky winners, so please help us by telling your friends, neighbors, and family to come and play some bingo with us! If you can, we would also appreciate your sponsorship with the purchase of a basket. Our events manager, Theresa Bricker may be calling upon you soon to help out; however if she doesn't get to you, you can take the first step and call us. There is a large variety to choose from. We hope to see you there.

We will be trying for our open house this month at Sipes' Funeral Home in McCbg. again. Look for more information elsewhere in the newsletter. Regardless of what happens this month, we will have our regular membership luncheon in April, at Noon. More on that next month and we look forward to seeing you there.

Be sure to read about our newest members and their businesses on following pages. Perhaps you will find you can use their services in the near future.

Take care all and **"May the Luck of the Irish be With You!"**

Brenda Gordon
President, 2004

Guest Article

High Quality Customer Service

High Quality Customer Service is important to us as professionals who serve our community. To provide this level of service, we need to understand that customers have four basic personality styles – **The Pragmatic**, **The Persuader**, **The Facilitator**, and **The Thinker**. The following are some characteristics of the four basic personality styles.

The Pragmatic: Pragmatic are businesslike and logical. They are practical and sensible. They value efficiency and use time management gadgets. They don't like to waste time. They are computer savvy. They make decisions based on evaluation of information and they research topics and purchases carefully. They are loyal customers and brand buyers.

The Persuader: Persuaders are emotional. They love to do fun things and make quick decisions. They require only minimal time to think things through before making decisions, and once the decision is made they want delivery immediately. They need and want contact with other people. They can become leaders in situations where they are comfortable. They want products to be easy to use and understand.

The Facilitator: Facilitators are emotional and tend to be slow decision-makers. Typically they will set up barriers against stressful or high-pressure situations. They enjoy the status quo and don't shop unless they need something. They enjoy groups and working within groups. They are peacemakers and stifle conflict. They have high level of trust in the honesty of others. They trust and admire leaders. They want to buy from someone they know and trust.

The Thinker: Thinkers are unique. They have a natural curiosity and an eye for detail. They tend to be less emotional than other personality types and are slow in the decision-making process. They are the most difficult to get a decision from, because they can never quite get enough information. They are perfectionists who love accuracy. They need completeness and closure of issues and projects. They respond best to information on products, rather than their relationship with you.

We all have some of the basic four characteristics in our makeup. Knowledge of our own behavioral preference and servicing style enable us to begin the process of identifying the styles of different customers. This is an important step in learning how to read our customers and how to adjust our personality style so that we can provide High Quality Customer Service.

Gerri Ramsey

Spotlight Business Edward Jones Investments

Todd Alexander Opened his Edward Jones Investment office in 2001. Edward Jones traces its roots to 1871 and is the only National Brokerage Firm that serves individual investors exclusively. Helping clients achieve their long term financial goals is their specialty. Using a variety of investment vehicles individually fitted for each client's situation, Todd helps his clients plan for and enjoy a financially sound retirement. Edward Jones brings Wall Street to Main Street in communities all across the country with more than 8800 offices nationwide. Todd

is proud to have brought professional investment services to Fulton County. Todd and his branch office administrator, Sheila Fraker, would be happy to talk to you and answer any questions you might have on your investing needs.

Manager's Corner – Who's Monitoring Whom?

We're currently busy with a number of our clients helping them write Standard Operating Procedures (SOP's), document critical processes, and develop employee manuals. All of these actions will help them and their employees understand more clearly, what each employee needs to do to help their respective organization move forward and achieve its Vision. Wonderful.

However, all of the documentation in the world isn't going to ensure the employees actually do any of the critical processes. Simply developing the resource guides doesn't change the way employees do their jobs. Changing behaviors does. But changing behaviors also takes time and follow-up.

One of our clients recently experienced this shortly after they had hired a new manager. This manager came to them with a great set of credentials and more than enough experience. In our planning and strategy meetings, he shared samples of the documentation and tracking systems he had recently put in place with his teams. They were simple, clean, and easy for his teams to use. This guy seemed like the answer to their prayers!

The only problem was, the new manager wasn't using the new systems himself. In fact, when the senior team conducted their spot checks on all of their managers, they found that this new manager hadn't used the new procedures or required documentation in weeks! His teams were following their procedures, he wasn't following his.

Hmmm. We've got a bit of a problem now. How can we expect our employees to adhere to required procedures for long if our managers don't? How can we as senior managers assure our customers quality is a priority when our managers and supervisors don't adhere to quality standards themselves? How can we as leaders rest assured that our managers are doing what they say they are? We can't.

As managers, leaders, or owners, we like everyone else in our organizations, need basic processes to spot check those critical procedures or tasks that each employee – front-line to management – must do as required. We can't monitor everything – and we don't need to. We just need to monitor and spot check those procedures we determine are critical. Those procedures that have to be done exactly as specified time and again. Then we'll have systems that will help to nudge changes in behaviors. The changing behaviors will change the way our employees do their jobs and the way our organizations operate. But it all hinges on a little bit of monitoring – just to make sure what we think is being done is getting done.

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The Chamber Welcomes Our New Members

**ENTERPRISE RENT-A-CAR
FRANKLIN / FULTON BUILDERS ASSOCIATION
GOLD STAR SETTLEMENT SERVICES**

And Returning to the Chamber

BOYER & RITTER, CPA'S & CONSULTANTS

Chamber Happenings

BASKET BINGO

The Chamber is planning their annual Longaberger Basket Bingo for Sunday, April 17th, at the McConnellsburg Fire Hall, with doors opening at 12:30 PM and Bingo starting at 1:30 PM. Some “new” baskets will be featured this year, and cost to play is \$20 for 25 games of bingo. Specials, raffles and games of chance will also be available at an additional cost. Mark your calendar to attend and Support your Local Chamber of Commerce.

Local Businesses – Be advised we will be contacting you over the next several weeks about supporting the Basket Bingo by sponsoring a basket. By sponsoring a basket you not only help the Chamber, but you gain recognition and mention of your business to the local community. As always, your continued support is **Greatly Appreciated!**

Fulton County Community Directory

Your local Chamber and Tourism Office is once again preparing to put together a “Community Directory/Visitors Guide” for Fulton County. This publication serves multi purposes; 1) To reach our local community and educate our county citizens of what Fulton County has to offer right here in our own back yard, plus 2) To reach out and welcome visitors, newcomers, etc. to Fulton County by making available to them vital information regarding Fulton County.

It has been almost 2 years since we put out our first “Community Directory” and it is definitely time to put together a second publication. The directory will feature vital information of Fulton County as well as advertisements from local businesses, etc.

It is our goal to have this publication on the streets by June (Strawberry Festival Weekend), therefore, we will be contacting you over the next several weeks regarding advertising for your businesses in the publication.

Also, we are certainly open to any ideas, suggestions, etc. that you may have that would contribute to the success of this publication, so please feel free to contact Theresa Bricker at 485-5674 with your thoughts and ideas.

Save the Date 2005

February 14th – Valentine’s Day
Remember your Sweetie!
March 18th – 200 Drawing
April 17th – Basket Bingo

Chamber of Commerce & Tourism Board Members

Julia E. Dovey – Fulton County Medical Center
Bobby Snyder – Snyder Insurance Agency
Kendra McQuade – Primitive Corner
Sherri Sixeas – Flower Basket and Gift Box

April 20th – Full Membership Meeting
at 12:00 p.m.

2005 Chamber of Commerce & Tourism Officers

President Brenda Gordon
Vice President Cheryl Morton
Treasurer Clyde Bookheimer
Past President Brenda Gordon
Director of Events & Marketing . . . Theresa Bricker
Administrative Assistant . . . Anita Mellott

Loy Garber – JLG Industries
Cheryl Morton – Morton's Attic
Joni Park – Park's Texaco
Gerri Ramsey – Community Bankers Insurance Agency
Stacey Peck – Peck Insurance Agency, Inc.
Darrin Smith – Howard L. Sipes Funeral Home
Ellis Yingling – Fulton County Commissioner
Mark Washabaugh – Professional Uniforms & Advertising
Howard Tomlinson – Mellott Wood Preserving
Kathy Fester – Green Leaf Gifts & Things & Fester's
Country Mart