

Calendar of Events

July 2008

- 4— Chamber Office CLOSED
- 9—Chamber Board Meeting— 9:00 am at the Chamber
- 10—Marketing Committee— 8:30 am at the Chamber
- 10—Hometown Days Meeting— 7:00 pm at the Chamber
- 11—**Ribbon Cutting:** Hello Gorgeous - Noon at 310 S. Splitrock Blvd.
- 14—**Blood Drive:** 1:00—3:00 pm at the Chamber
- 16— Sports & Recreation Committee— Noon at the Pizza Ranch
- 17— Public Relations Committee—8 am at the Chamber
- 17—**Chamber Mixer:** 5—6:30 pm Short Elliot Hendrickson-Brandon Golf Course, \$2 contribution at the door
- 23—Tourism Committee—9:00 am at the Chamber
- 23—**New Member Luncheon:** 11:30 am at the Pizza Ranch

August 2008

- 2—**Hometown Days**—All day at McHardy Park
- 9—**Hog Wild Motorcycle Raffle Event**—6:00 pm—midnight at Holiday Inn Express
- 13—Chamber Board Meeting—9:00 am at the Chamber
- 14— Marketing Committee—8:30 am at the Chamber
- 15—**Ribbon Cutting:** Brandon Mini Lynx Childcare Center— Noon at 1714 Frontier Street
- 20— Sports & Recreation Committee— Noon at the Pizza Ranch
- 21—Public Relations Committee—8 am at the Chamber
- 21—**Chamber Mixer:** 5-6:30 pm 212 The Boiling Point—328 S. Splitrock Blvd., \$2 contribution at the door
- 27—Tourism Committee—9:00 am at the Chamber

Don't get the weekly email updates? Sign up today or you miss out! Email brancofc@alliancecom.net

Brandon Valley Area Chamber of Commerce
 www.brandonvalleychamber.com
 (605)582-7400 ~ brancofc@alliancecom.net
BVACC Board of Directors
President, Bob Bruning, Bruning Graphic Design, Inc.
Vice President, Barb Fish, Hometown Insurors
Secretary/Treasurer, Kevin Thelen, First National Bank
Cheryl Erickson, Home Federal Mortgage
Chris Limmer, Limmer Financial Services
Chad Padgett, Sunshine Foods
Jennie Patrick, Sioux Valley Energy
Tara Simonson, Splitrock Chiropractic Center, LLC
Randy Zdenek, Home Federal Bank
BVACC Staff
Kim Cerwick, Executive Director
Nancy Cunningham, Administrative Assistant

June 2008

The Hog Wild Motorcycle Raffle is BACK!!

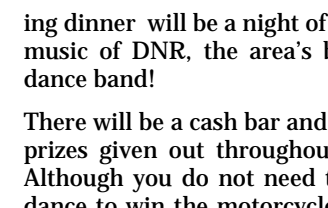
Would you and a guest like to attend the exclusive Hog Wild Party on August 9th, 2008? By purchasing a Hog Wild Motorcycle Raffle ticket, you will not only be able to attend the party of the year but will also be entered in the drawing for a brand new Harley Davidson Sportster Motorcycle!



The Harley Davidson motorcycle is available for business' to display between now and August. The bike will be delivered and



The Hog Wild Party is at the Holiday Inn Express Convention Center in Brandon from 6:00pm to Midnight. The event will begin with a delicious hog roast with all the fixin's catered by Tony's Catering. Follow-



ing dinner will be a night of dancing to the music of DNR, the area's best show and dance band!

There will be a cash bar and excellent door prizes given out throughout the evening. Although you do not need to be in attendance to win the motorcycle, you do need to be present to win any of the other amazing door prizes.

The funds raised in this raffle will go to the Brandon Valley Area Chamber of Commerce. This years profits are dedicated to the purchase of an electronic message board. The sign will be located outside of the Chamber office and will be used to announce community activities, school activities, events, and welcome visitors to Brandon that are here to attend those events.

you will be provided with ropes, an easel and a sign explaining the raffle. In return, you provide an indoor display space and agree to keep tickets on hand to sell to any interested individuals. No one is allowed to sit on or ride the motorcycle. To sign up to "Borrow the Harley," contact the Chamber office at 582-7400.

Only 300 tickets will be sold for a chance at a brand new Harley Davidson Sportster motorcycle. Tickets are \$100 each and are



available at the Chamber office. If you don't have time to stop by, you can email Kim at brancofc@alliancecom.net to request a ticket.

We hope to see you at the 2nd Annual Hog Wild Motorcycle Raffle. It's going to be a rip-roaring good time!



Thank you to Todd Headrick, HJN Team Real Estate for the printing of the Horizon Newsletter.

HEADS UP!

Golf Outing & Wine Tasting

Friday, June 20, 2008
 Brandon Golf Course
 12:00pm Shotgun Start
 4 Person Scramble

There is still time to enter your team for a day of fun and refreshments!

McHardy Park Arts & Crafts Festival

Saturday, June 28, 2008
 9:00am to 3:00pm
 Free Admission

Just for attending and for each purchase made, you will have the opportunity to enter into our hourly progressive cash jackpot drawing!

What's Inside....

~ New Chamber Committees and Goals ~ New Chamber Members ~ Did you know? ~
 ~ Cutting, Breaking, & Mixing it up ~ Effective Leadership Styles ~ Calendar of Events ~

New Chamber Committees and Goals



In an effort to reanalyze the committees the Chamber currently holds, the Executive Committee and Board of Directors have discussed and decided on an organizational structure similar to what we have had in the past. Although some of the committees have been renamed, the items under each committee encompass all Chamber events and projects. With this change and reanalysis, it is clear what the goal of each committee will be. Listed below are each of the committees, the Chair of each committee, and a list of each of their responsibilities.

Fundraising Committee:

Chair: Bob Bruning

- Responsible for raising all needed funds for the Chamber
- Brainstorming group that analyzes current fundraising events and works to change or better them
- In charge of all fundraising events:
 - Annual Raffle Event
 - Golf & Wine Outing

Marketing Committee:

Chair: Amy Ahlers

- Responsible for all advertising efforts for the Chamber
 - Buy Brandon Advertising & Campaign
 - BVACC Advertising
 - Brandon Business & Residential Directory
 - Billboards & Welcome Signs
 - BVACC Marquee
 - Banners

Membership Committee:

Chair: Kevin Grage

- Responsible for recruitment and retention of members
 - Membership Drive
 - Membership Kick-Off Breakfast & Training Event
 - Ambassador Program

Public Relations Committee:

Chair: Paul Vandenberg

- Responsible for Chamber services provided to members including all networking and training events
 - Ribbon Cuttings/ Ground Breakings
 - Mixers
 - New Member Luncheons
 - Milestone Luncheon
 - Annual Banquet
 - Brown Bag & Business/ Business Tours
 - Annual Training Event
 - Brandon Day at the Legislature
 - Forums
 - Legislative Coffees

Sports & Recreation Committee:

Chair: Dr. Ross McDaniel

- Responsible for being the common entity for communications between sport associations
- Support sport associations with marketing Brandon for large sporting events
 - Sports & Recreation Activities Guide
 - Dodgeball event

Tourism Committee:

Chair: Marette Grage

- Responsible for providing all tourism materials at South Dakota information centers, Brandon hotels and gas stations
- Responsible for providing all tourism materials at all visitor events in Brandon
 - Create Tourism Materials
 - Visitor Coupon Sheet
 - City Maps
 - Visitor Guide
 - Place ads in the Southeast SD Tourism Guide and South Dakota Tourism Guide
 - Oversee Southeast Digital Strategy (web-based advertising project for SE South Dakota cities)



Welcome to the Family!

Welcome to our newest members:

Brandon Mini Lynx Childcare Center
Stockwell Engineers, Inc.
Eagle Creek Apartments
BruArt Media Productions
212 The Boiling Point
Hello Gorgeous
Firm Foundation Home Repair

Tax Tidbit

Did you know that when you support chamber members, even those outside of city limits, it will bring the tax dollars back to Brandon if they deliver it to Brandon? The law reads - if the company delivers it or ships it, the town where the recipient is located gets the money.

Did you know?

Did you know that one of the benefits of your Chamber membership is our ability to make referrals for your business?

*Each day, the Chamber office receives calls from individuals who are looking for information about goods and services offered by the businesses of Brandon. We make dozens of referrals each month for Brandon Chamber members — and only members!

*Chamber members are the only businesses included in the business directory in the back of our exclusive Brandon Phone Book. Thousands of Brandon area residents receive that phone book and rely on the business directory to help them make decisions about where to spend their dollars.

*Hundreds of people each month access the Chamber website which includes a business directory of Chamber members that not only provides contact information, but allows visitors to link directly to that business' website (if they have provided the Chamber with the web address).

People look at the Chamber of Commerce as a trusted source for information and referrals.

Cutting, Breaking & Mixing it up!

What could be more fun than being served your drinks from behind the teller windows? The May Mixer at First National Bank and Brandon Valley Insurance was a great time for the over 30 people who attended. Not only was there food and friendly conversation, but a raffle drawing for \$20 in Brandon Bucks as well as a \$20 gift card to Tailgator's were given. A new idea to specifically invite spouses of Chamber members to the event was added and will remain in effect for all mixers to come!



On May 21st Brandon Mini Lynx Childcare Center broke ground with help from the Chamber. This childcare center will be able to accommodate 150 children. Vicki and Randall Eggert of Brandon plan to open the doors on August 18th.

The groundbreaking for the new soccer fields south of McHardy Park took place on June 2nd. The Brandon Soccer Association led the event giving special thanks to their donors: First Premier Bank, Home Federal Bank, and Taco John's.

Effective Leadership Styles

*A leader takes people where they want to go.
 A great leader takes people where they don't necessarily want to go but ought to be.*

Bringing unity and coherence to a group of people is perhaps one of the most difficult tasks, which require effective leadership qualities. Be it politics, business or even sports, leaders are required in any situation that calls for a joint effort. Every leader has his/her own unique leadership style. Broadly speaking, there can be several effective leadership styles, which are as follows:

Effective Leadership Styles: Directors Approach

This leadership style is somewhat authoritarian in its approach since the leader has a specific goal in mind and directs the team towards the goal according to his plan of action. The leader identifies the requirements of the situation and creates a plan to handle the situation. The leader is completely in charge of division of work and specifically assigns roles for each and every team member. In this style of leadership, the leader has the final word on all the decisions and rarely asks for suggestions from the team members. The leader, who uses a director's approach for leading a team, usually supervises and evaluates the work of every individual.

Effective Leadership Styles: The Coaching Style

This leadership style involves more mutual interaction of the leader and the team. In this style, the leader sets the goals and identifies the problems, however the leader consults with his team members and encourages a healthy dialogue to facilitate exchange of ideas that can be beneficial for the team as a whole. The leader usually arrives at the decisions after having consulted the team members. This style of leadership displays more re-

spect for individual opinions since the leader is more considerate towards the team members. The leader tends to encourage and appreciate the efforts of his team and constantly provides encouragement for the team by inculcating a sense of team spirit. The leader evaluates the performance of the leaders.

Effective Leadership Styles: the Facilitating Approach

This is a more flexible leadership style in which the leader allows the team members to be a part of almost every process starting from the role-delegation, goal setting, problem solving as well as the evaluation and overview. The leader acts more like a facilitator who inspires the team to reach their goal, by giving them a nudge every now and then. The leader tries to inculcate a sense of individual responsibility within every individual and hence creates an effective team that can function with minimum supervision.

Effective Leadership Styles: The Delegating Approach

The delegating style of leadership is more democratic than any other style of leadership. In this style of leadership, the employees and the leader are a part of every process. The leader empowers the team members and allows them to be a part of the planning and decision making process and decide their own roles and responsibilities. In this style of leadership, the leader accepts the decisions of the team members, allows them to evaluate their own work. This sense of leadership tends to develop a team which functions as a cohesive and responsible team.

Thus there exist several effective leadership styles, which are suited for various setups and organizations. The success of the team and the satisfaction of team members as a cohesive group are the two important indicators of an effective leadership style.