

Calendar of Events

April 2008

- 3**— Legislative Committee— 9:00 am at the Chamber
- 9**—Chamber Board Meeting— 11:30 am at the Chamber
- 10**— Brown Bag & Business— Noon in the Community Room at Sioux Valley Energy — free to Chamber members — bring your lunch.
- 15**— Women in Business Roundtable — 8:30 am at Tailgators
- 16**—Marketing Committee—8:30 am at the Chamber
- 16**— Sports & Recreation Committee— Noon at Pizza Ranch
- 17**—Membership Committee— 8:00 am at the Chamber
- 17**—Chamber's Annual Banquet at the Holiday Inn Express Hotel & Convention Center
- 19**—Chamber's Dodgeball Tournament at BV High School
- 23**—Tourism Committee— 9:00 am at the Chamber
- 23**—New Member Luncheon— 11:30 am at Pizza Ranch

May 2008

- 1**— Legislative Committee—9:00 am at the Chamber
- 4**— Loyalty Day Parade
- 8**— City Election
- 9**— Ribbon Cutting — Brandon Valley Veterinary Clinic—Noon at 1000 E. Redwood Blvd.
- 9-11**— Citywide Rummage Sale
- 14**—Chamber Board Meeting— 11:30 am at the Chamber
- 15**—Membership Committee— 8:00 am at the Chamber
- 15**—Chamber Mixer—5-6:30 pm Location TBA, \$2 contribution at the door
- 21**—Marketing Committee— 8:30 am at the Chamber
- 21**— Sports & Recreation Committee— Noon at Pizza Ranch
- 28**—Tourism Committee— 9:00 am at the Chamber

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Horizon is an official publication of the
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March 2008

Annual Banquet to Highlight Growth

“Come grow with us,” at the Brandon Valley Area Chamber of Commerce’s 2008 Annual Banquet on Thursday, April 17, 2008 at the Brandon Golf Course.

Mike Cooper, Director of Planning and Zoning for Sioux Falls, will be this year’s keynote speaker. He will be presenting on the growth of Sioux Falls, particularly the exciting new developments to the east side that will greatly impact our community.

Mike will also discuss how the City of Brandon and the City of Sioux Falls are communicating to make sure the expansion opportunities are beneficial to all parties.

The annual banquet is the annual meeting for the chamber and is open only to chamber members. In addition to the keynote speaker, the chamber’s annual report is presented.

The banquet will also include the annual chamber awards of *Chamber Member of the Year* and *Chamber Business of the Year*.

Please watch your mail for more information.

If you have any questions, please contact Kim at the chamber office at 582-7400.



“You will either step forward into growth, or you will step back into safety.”

— Abraham Maslow

We want your input!

If you have a story idea or would like more information on a specific topic, please let us know. We would love to cover topics that are most important to our members. You can e-mail brancofc@alliancecom.net or call the chamber office at 582-7400.



Save the Date:

Mark your calendars and start thinking about who you want to invite to play on your team for the **2008 Chamber Golf and Wine Outing**.

This year, the event will be held **Friday, June 20**—so save that date!



Thank you to HJN Realty for the printing of the Horizon Newsletter.

City Council Forum Scheduled For End of March

The Brandon Valley Area Chamber of Commerce is pleased to join with the Brandon Valley Challenger to host a forum relating to the April 8th City Election.

The forum is scheduled for Thursday, March 27th at 6:30 pm and will be held at the City Council Chambers on Main Street. The candidates being featured at the Forum are, from Ward I, John Saarloos and Blaine Jones, and candidates from Ward III, Steve Rubin and Roger Brooks.

The public is encouraged to submit questions for the forum. Questions can be submitted by emailing brancofc@alliancecom.net no later than Wednesday, March 26th. Those attending the forums will have the opportunity to submit questions in writing at the forum as well.



What's Inside....

- ~ Words from the President ~ McHardy Park Arts & Crafts Festival ~
- ~ Did you know? ~ New Executive Director ~ Q&A ~ Calendar of Events ~

Words from the President



This is our second horizon this year. We had been without an Executive Director since January 11th. Our immediate challenge was to hire a new one. With the help of several volunteer members, your Chamber Search Committee went through an arduous process to get that done. Welcome Kim Cerwick. In her short time with us, she has brought a new and vibrant energy to your Chamber. She has had the opportunity to meet with many of you already. With her focus on promoting the Chamber, I'm sure it won't take long for Kim to make an impact in our community.

It's time now for this year's Chamber to get on with the process of meeting this year's goal. From our annual retreat last fall, your board decided that the most pressing issue for 2008 was to shore up our committees. In the interest of creating and preserving continuity and consistency within our Chamber, we all felt this was imperative. We're going through the process now.

Our committees are the lifeblood of our Chamber. From them will come experienced members to fill positions on our board as current board members terms expire. If you haven't already, soon many of you will be hearing from one of our volunteer am-

bassadors. Besides listening to your thoughts and needs regarding the Chamber, they will be offering specific opportunities for you to become involved with our Chamber. We hope that if you're not already, you'll respond positively. "Involved Members" vs. "Members" is what will make the difference with our success. So far most of you who have been contacted have been very willing to step up. Thank you.

We have a very full plate of planned activities to coordinate this year. And the list is growing. We'll need the energy and fresh perspectives newly involved members bring in order to do a good job with them all. Remember, our Chamber staff is only two people, and one of them is part time. So, I think you can see the reason we are asking for increased member involvement. Thank you to all of you who are giving your time now. And thank you to all of you who decide to pitch in when you're approached. Time is scarce with all of us, so any that you give to our Chamber will be very much appreciated.

I look forward to updating everyone on our progress.

Bob Bruning

Ever wonder where the word *NEWS* came from?

The word *news* was coined from the fact that early daily papers carried images of globes on their mastheads and boasted that their reports came from all directions—North, East, West, and South. (Source: Unknown)

Did you know?

Did you know that one of the benefits of your chamber membership is your ability to host a chamber mixer?

Mixers are a great opportunity to raise the visibility of your business.

As a host, you are given the opportunity to address the crowd and tell them about you and your business — not to mention bringing people in your door.

Chamber mixers are held on the third Thursday of the month — usually from 5-6:30pm. We currently hold them every other month.

As a host, you are expected to provide snacks and beverages. Those attending are each charged \$2 and that money is available to help cover the cost of your mixer if you choose to use it.

If you would like more information about what is involved in hosting a chamber mixer, contact Kim at the chamber by phone at 582-7400.

McHardy Park Arts & Crafts Festival

The McHardy Park Arts & Crafts Festival is an important and exciting summer event for the town of Brandon and this year it is scheduled for Saturday, June 28th.

The festival is a joint project of the Brandon Valley Area Chamber of Commerce, the Brandon Edge, the Brandon Lions Club and the Brandon VFW.



Food and craft vendor applications are available online at www.brandonvalleychamber.com or by contacting the chamber office. The price for food vendors is \$100 while arts & crafts vendor booths are available for just \$50 per space.

Make plans to attend the McHardy Park Arts & Crafts Festival on Saturday, June 28th!

The New Executive Director Arrives



Kim Cerwick, the new Executive Director at the Brandon Chamber, started February 19th although she is not new to the area. Kim (Wittrock) Cerwick grew up in Brandon and graduated from Brandon Valley High School in 1998.

Since graduating high school, she began her college career at St. Cloud State where she had accepted a competitive swimming scholarship. Throughout her high school years and into college, Kim worked at the Brandon Pool which she managed from the Summer of 2000 to 2002. After changing majors, Kim set her sights on a bachelor's degree in Business Management, which she received from the University of South Dakota in 2003.

After graduation she took a position at Twin City Concrete in Sioux Falls (now TCC Materials) as the Office Manager, which she held for over 3 years. While there, she began taking evening classes at The University Center in Sioux Falls to earn her Master's Degree in Business Administration. For the past year, Kim has been the Development Manager for Junior

Achievement of South Dakota in Sioux Falls where her main duties included fundraising and planning events for the Sioux Empire region.

Words from the ED

As the new Executive Director, I am excited to take on the challenges this job entails. In the few weeks I have been here, I have attended chamber committee meetings and have enjoyed conversing with many chamber members. I look forward to getting out into the community to work with everyone in making sure the chamber is doing its utmost to subsidize businesses in a positive way as well as getting ideas from each of you on what the future of the Brandon Valley Area Chamber should be.

I will also work toward strengthening the chamber's events and fundraising endeavors in the coming year.

As the City of Brandon grows, the chamber will be ever-changing to keep up with the demands this community brings. It is with this change that Brandon businesses will thrive.

I am grateful for this opportunity and will work hard to make sure the Brandon business community is satisfied with the service they receive from their local chamber.

Welcome to the Family!

A big thank you to our newest Gold Member:

Short Elliot Hendrickson, Inc.

Welcome to our newest members:

Tilden's

Curves

Robert Brown Photography

Have you received your 2008 Chamber Member Window Sticker?

We hope you will display it proudly!

If you have not received your 2008 Window Sticker, contact the Chamber office at 582-7400.

" To get what we've never had, we must do what we've never done."

- Anonymous

Q&A: Employee Retention and Boosting Morale

Q: Our company has some great employees and we want to retain them. Can you provide some fresh ideas on how to boost employee morale?

A: Keeping employees happy and motivated can be a daunting task for employers — for some it can be expensive. Consider this list of ways to boost morale, reduce turnover and improve the bond between you and your staff.

1. Give cash bonuses and salary increases.
2. Offer flexible work schedules.
3. Open the flood gate of communication. Mingling among employees not only shows interest in their work and lives but encourages direct contact. This can lead to more trust and honesty.
4. Have random office games like trivia, chair racing, paper airplane contests or silent auctions with play money that can be earned as a reward.
5. Include employees on decisions whenever possible. Being included and asked for their opinion goes a long way with staff — making them feel valued.
6. Notice staff efforts, hard work, etc. Nothing is worse than putting in extra hours or effort and not getting a simple thank you.
7. Small gifts such as a free lunch, gift card or box of candy are a nice reward, especially when it is unexpected and personalized.
8. Give paid time-off or close the office early before a holiday or after completing a major project.
9. Employee picnics and other outings will reward staff and also provides a good teambuilding tool.
10. A direct and sincere thank you.