

## Calendar of Events

### April 2009

- 8— Chamber Board Meeting—11:30 am at the Chamber
- 9— Marketing Committee—8:30 am at the Chamber
- 14—**Ribbon Cutting**—Noon at Weigh 2 Go Weight Loss Center – 316 E. Holly Blvd.
- 15—Sports & Recreation Committee—Noon at Pizza Ranch
- 16—Public Relations Committee—8:00 am a the Chamber
- 16—**Chamber Mixer**—5:00 pm-6:30 pm—Sturdevant's Auto Parts —104 S. Splitrock Blvd.
- 21—**Know What's In Your Backyard**—11:30 am-1:00 pm—Oakridge Nursery—2217 S. Splitrock Blvd.
- 22—Tourism Committee—9:00 am at the Chamber
- 28—Fundraising Committee—8:30 am at the Chamber

### May 2009

- 3— **Loyalty Day Parade**
- 5— Executive Committee—10:30 am at the Chamber
- 13—Chamber Board Meeting—11:30 am at the Chamber
- 14—Marketing Committee—8:30 am at the Chamber
- 21—Public Relations Committee—8:00 am a the Chamber
- 21—**Chamber Mixer**—5:00 pm-6:30 pm—The 1948 Trading Post—216 Holly Blvd.
- 25—Memorial Day—Chamber Office CLOSED
- 26—Fundraising Committee—8:30 am at the Chamber
- 27—Tourism Committee—9:00 am at the Chamber

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### March 2009

## Brandon Ranked #3 Best Affordable Suburb in 2009

In February, BusinessWeek.com released an article listing Brandon as third on their list of "The Best Affordable Suburbs 2009."

One city from each state was chosen and the top 10 cities were ranked.

Cities considered had to be within 25 miles from the largest city in the state, with a population of between 5,000 and 60,000, median family incomes of \$51,000 to \$120,000 and a lower-than-average crime rate.

BusinessWeek.com included other factors which gave or took away from the ratings such as commute time (19 minutes on average for Brandon), pollution, education and housing.

The factor "most heavily weighted in their calculations" was affordability.

Their goal was to find the towns and cities "where residents can find the best quality of life for their money in 2009."

"Brandon is a fine, small city and one of the most affordable suburbs in the country, according to a new survey released last week, (02/19/09), by BusinessWeek.com," Alica P. Thiele wrote in

the February 26th edition of the Argus Leader.

Number three on the list makes Brandon most attractive to prospective businesses and new residents considering Brandon as their location.

Bob Bruning, former Chamber President is quoted in the Argus Leader as saying, "I think our Economic Development Foundation can use that (determination) to attract new businesses. The Chamber can also tout that."

The article lists Brandon as being known for it's economic growth, good school system and the many, nearby parks and recreational facilities.

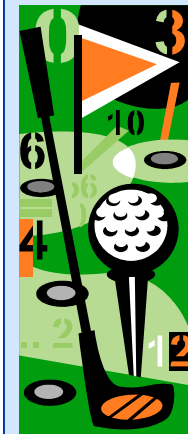
Dennis Olson, Brandon City Administrator, is quoted saying, "residents like the fact that Brandon has a small school district where students get a great education without getting lost in the crowd."

Beaver Creek Nature Center and Big Sioux Recreation Area are popular places all year round. Residents, visitors and tourists can take advantage of their educational and recreational programs as well as special events all year round.

As Della Kobernusz said in the Argus Leader article, "It's a family-friendly community; Brandon has all the amenities."

How many times as parents and business people do we wonder if we have chosen our home town wisely? How often do we wonder if we are providing for our next generations with forethought and care. This article proves, again, that Brandon can be Hometown Proud!

### Save the Date:



Mark your calendars and start thinking about who you want to invite to play on your team for the **2009 Chamber Golf and Wine Outing**.

This year, the event will be held **Friday, June 12** — so save that date!

Kim Cerwick, Executive Director  
Nancy Cunningham, Administrative Assistant

#### BVACC Staff

Randy Zdenek, Home Federal Bank  
Steve Tripp, McKinney Olson Insurance  
Jennie Patrick, Sioux Valley Energy  
Chad Padgett, Sunshine Foods  
Marete Grage, Grage Financial Group  
Fast President, Bob Bruning, Bruning Graphic Design  
Secretary, Paul VanDeBerg, Alliance Communications  
Vice President, Kevin Thelen, First National Bank  
President, Barb Vavruska Fish, Financial Network

#### BVACC Board of Directors

Horizon is an official publication of the  
Brandon Valley Area Chamber of Commerce  
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Current Resident

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### What's Inside....

~ Chamber Committee Highlights ~ City Council Forum Scheduled ~ Did you know? ~ Cutting, Breaking, & Mixing it up ~ Chamber Spotlight: Sunshine Foods ~ Calendar of Events ~

## Chamber Committees' Monthly Highlights

### Fundraising Committee:

With spring on its way, the fundraising committee is busy not only planning the Golf & Wine Outing, but also hard at work preparing for this year's raffle event. Stay tuned to hear more about these exciting upcoming events.

### Marketing Committee:

The annual phone book is almost complete! This committee has been working hard to publish the 2009 edition which will be better than ever before as we have not only added a Brandon Resource Guide, but have also extended our directory to include Valley Springs listings. The phone books will also be distributed to persons in Valley Springs this year. You should see this book in your mailboxes very soon!

### Membership Committee:

Currently in recess.

### Public Relations Committee:

The upcoming Annual Banquet has been the priority of this group. They have been working diligently to secure John Thune as this year's keynote speaker. As scheduling has been a daunting task, the date of the event has not yet been established.

### Sports & Recreation Committee:

This group is gearing up to host the 3rd Annual Dodgeball Tournament. For more information on this event please see the insert in this issue of the Horizon.

### Tourism Committee:

The 2009-2010 Brandon Visitor Guide is in its final stages before publishing. As they finish gathering information, this group is welcoming photos from residents. If you have a photograph of Brandon or a Brandon event that you would like to submit, please e-mail to [brancofc@alliancecom.net](mailto:brancofc@alliancecom.net).

## Welcome to our family!

Welcome to our newest members:

**Weigh 2 Go  
Weight Loss Center**

**Coffee News**

**The Ultimate Touch  
Therapeutic Massage**

**Lori Faber,  
Arbonne International**

**WELCOME**

## Did you know?

Did you know that one of the benefits of your Chamber membership is your ability to place inserts in the Horizon?

The Horizon goes out monthly to nearly 300 individuals and businesses.

There are only 4 inserts available for each month. They are decided on a first come, first serve basis. Nothing is confirmed until payment is received.

The cost of putting an insert in is \$30 per month and the insert should be 8 1/2" X 11". You may use any color paper you wish and it may be one or two sided.

You are responsible for providing the appropriate number of copies of the insert to the Chamber office no later than the 15th of the month in which they are to be mailed.

Contents are the responsibility of the advertiser. Inserts are subject to approval by the Director. If you would like to reserve an insert space for upcoming Horizons, contact the Chamber office.

## 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 14th City Election.

The forum is scheduled for Tuesday, March 31st 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 II, Harry Buck and Mindy Hansen.

The public is encouraged to submit questions for the forum. Questions can be submitted by emailing [brancofc@alliancecom.net](mailto:brancofc@alliancecom.net) no later than Monday, March 30th. Those attending will have the opportunity to submit questions in writing at the forum as well.



## 3rd Annual Dodgeball Tournament

Saturday, April 4th, 2009  
9:00am-2:00pm  
Brandon Valley High School

To register your team and take part in this fun community tradition, please fill out the form inserted in this issue of the Horizon and mail it with \$30.00 to:

BVACC  
PO Box 182  
Brandon, SD 57005

Prizes include medals for first and second place teams in each division. If you would like to sponsor this event, please send \$30.00 to the Chamber and have your company announced at the tournament.

## Cutting, Breaking & Mixing it up!



Ribbon Cutting  
Avera McKennan  
Rehabilitation Services  
February 10



Mixer  
Alternative Health & Wellness  
& Grage Financial Group  
February 19



## Chamber Spotlight: Sunshine Foods

Sunshine Foods stores are locally owned and operated. Our Brandon Store is owned by Tony and Pam Bosch, Chad Padgett and Alisha Padgett. There are fourteen Sunshine stores in the surrounding area. They include four Sioux Falls stores, Brandon, Tea, Canton, Hartford, Madison, Lennox, Rock Rapids IA, Windom MN, Jackson MN and Madelia MN.

As a group Sunshine purchases groceries from two main suppliers. One of which is Affiliated Foods out of Norfolk Nebraska. The second is Nash Finch out of Omaha, Nebraska. Having two suppliers enables us to get the best possible price so we can stay competitive in our market.

Sunshine strives on having the freshest meat and produce. All fourteen stores have butchers that cut and grind meat daily. We also receive multiple produce trucks weekly to ensure quality and freshness.



Article Courtesy of Chad Padgett

The Sunshine in Brandon is home to Tony's Catering. Tony's Catering is one of the largest caterers in the area. Tony's has a vast menu and can handle any size job. There is no job too big or too small.

The Sunshine in Brandon has some exciting changes for 2009. We are currently relighting the store with brighter, more energy efficient fixtures. This project should be done by mid March. We will also be putting in two new freezer display cases in the back section of the store. For the Produce and Bakery departments we will be expanding their display space in the front of the store.

We would like to thank everyone for their business and support. We appreciate people shopping locally to help build a bigger and stronger community.

## Top 10 Telephone Skills

Let's get back to basics. Phone skills are an important part of the job. The way you handle your phone is as important as a face-to-face meeting. So take the time to go over some of these basics.

Let's start with enthusiasm. Try to convey some type of enthusiasm. From beginning to end, show that you care about the person you are talking to. You don't need to act overly excited about your phone conversation. Just have a polite attitude. It's contagious.

Be sure to smile. Even though you are on the phone, the other person can sense a smile from you. Some telephone experts recommend putting a mirror on your desk to remind you when you are not smiling at the customer.

How do you sound on the phone? The right tone of voice creates atmosphere on the phone. Is your phone conversation strictly business? Is it lighter or personal? Your tone will create an impression and help the person on the other end understand what you are telling them.

Say "Hello" (good morning, good after-

noon, etc.) Have a warm greeting or opening. Welcome people into the conversation. Don't make them feel as if they are an interruption. If you are too busy, then let someone else or your voice mail pick up the phone. That is a lot better than a greeting that sounds like, "Yah, what do you want?"

Say "Goodbye." Have a strong closing. At the minimum, be sure to say goodbye before hanging up the phone. How many times have you expected someone to say goodbye, have a nice day, etc. only to hear a click? Don't do that to your customer!

When talking to a customer, avoid company or technical terminology that they may not understand.

Don't get angry, even if the customer is. It is not always easy to keep calm during a confrontation. If a customer is complaining and angry, let them vent. Most likely they aren't mad at you personally. Ask them questions to show that you care. Don't add to their aggravation. You might ask them to repeat the problem

just to make sure you understand. Be a good listener.

When transferring-ONLY ONCE! If you are transferring to someone else, make sure that person is available. Don't put the customer on hold, transfer, hold, transfer, hold, transfer, routine.

Control the "hold" button on your phone. A survey in USA Today conducted by Nancy Friedman (a.k.a. The Telephone Doctor) showed that customers hate, more than anything else relating to the phone, to be put on HOLD! There are really only two reasons to put someone on hold: to transfer to someone else or to get information.

More on controlling that "hold" button. If you are going to make a customer wait on hold, for any reason, let them know how long they will have to wait. When you say a minute if it really is, it will seem a lot longer to them. So, if you are asking them to hold for an extended period of time, it is probably best to call them back. Promise to call at a specific time. Then, keep your promise!

By: Shep Hyken