

January 2010 Newsletter Humboldt Chamber of Commerce

1200 Main Street,
Humboldt, Tennessee 38343
731-784-1842

www.humboldttnchamber.org

Established 1905

Home of the West Tennessee Strawberry Festival...since 1934!

www.wtsf.org

WELCOME NEW MEMBER!

STAR CENTER, INC.

Mabel Paschal, Director Administrative Services

1119 Old Humboldt Road

Jackson, Tennessee 38305

(731)668-3888 Fax: (731)668-1666

Email: mpaschal@starcenter.tn.org

Website: www.starcenter.tn.org

Services for Individuals with Disabilities - Assistive Technology Center

Thank you to each of our members for your support!

Calendar of Events -January, 2010

1st... Happy New Year!...Chamber office closed

4th...12:15 p.m...Pray4Humboldt at the Abbey (1424 Main Street)

11th...Youth Leadership Gibson County..."County Government" Day

18th... Martin Luther King, Jr. Day...Chamber office closed

19th...7:30 a.m...Humboldt Chamber Board meeting

28th Youth Leadership Gibson County..."Leadership" Day

Thursdays @ 10:30 a.m. Humboldt Library Story Time

Save the Dates:

March 11th @7:30 a.m...Industrial Council...Topic: "Crime in the Workplace"

March 20th...Bike Show (Viking Park)...benefits Relay for Life

(sponsored by Humboldt Parks and Recreation)

Leadership Gibson County

is a great opportunity to:

- ...learn aspects of our County you may not be aware of
- ...network with other leaders and potential leaders in our County
- ...sharpen your leadership skills or those of an associate you might enroll in the program
- ...identify areas where you, individually, or your business might become involved

There are 9 sessions in 2010 plus graduation, as follows:

February 17th	Orientation Breakfast (7:30 a.m. till 8:30 a.m.)
March 3rd	State Government (day-trip to Nashville)
March 18th	Leadership Development/Diversity Awareness
March 31st	Agriculture
April 15th	ACES (Ropes Course-Teamwork and Leadership)
April 29th	Tourism/Retail
May 10th	County Government
May 25th	Industry visits/Economic Development emphasis
June 7th	Living Well
June 10th	Graduation 6:30 p.m.

All this and more by calling the Chamber office to register, you and/or a staff member, or just to get more information.

The program fee is only \$250 and covers all materials, meals, etc.

We hope you will be represented in the 2010 class...you will not be disappointed!

Respectfully submitted,

Gil Fletcher

LOCAL OPTION SALES TAX

The Department of Revenue collected and allocated (less administrative costs) the following funds for November, 2009.



Gibson County	\$ 46,310
Trenton	\$ 83,872
Bradford	\$ 7,577
Dyer	\$ 33,495
Gibson	\$ 3,980
Humboldt	\$ 202,836
Medina	\$ 14,161
Milan	\$ 244,347
Rutherford	\$ 10,929
Yorkville	\$ 225
Kenton	\$ 7,855
TOTAL	\$ 663,046

This is an excerpt from an article sent to us by Lacy Beasley with The Shopping Center Group, Nashville office. Let's be sure we're poised to serve consumer needs and wants, now and as demand rebounds.

Retail sales poised for comeback, survey says

Retail sales may be poised for a strong recovery, as over half of North American consumers expect to increase their spending once the economy improves, according to an ICSC survey released at a recent New York National Conference.

Consumers are optimistic regarding the next 12 months, with more than 40 percent believing their financial situation will improve. Forty-seven percent believe it will stay the same while just 11 percent say they expect their situation will get worse.

About 80 percent of the 2,500 shoppers polled in the survey said that they have cut back on spending over the past 12 months.

"Clearly consumers have the where-with-all to spend and there is a great pent-up demand to shop," said Michael P. Kercheval, ICSC's president and CEO. "It appears consumers' perception of the economy versus the reality of their own financial situation has caused them to reign in their discretionary spending. With many economic indicators suggesting an economic recovery is underway, the results of this survey are good news for retailers and shopping center owners," he added.

This study represents the first phase of a quarterly tracking study commissioned by ICSC. The data in this study provides some insight into changes in consumer behavior and attitude over the past year, and will be used as a benchmark for tracking shoppers going forward.

"Consumers will come back once they have de-leveraged and have more confidence in their job security," said ICSC's chairman Peter Sharpe, president and CEO of The Cadillac Fairview Corp., in a presentation at the conference. "When consumers regain their confidence they will return to their old shopping habits and haunts."

POSITIVE THINKING EMPLOYEES ARE THE KEYS TO YOUR SUCCESS

If your small business is to succeed and grow, the employees who work with you must be all on the same page! That page is the one you set and they believe in. They need to be going in the same direction you are going, both mentally and physically. If not, they may become a liability that you are better off without. It doesn't matter how long they have been there or how much training and education they have, a liability is a LIABILITY!

Employees are individuals and you need to look at them that way. In real life, you can't expect everyone to react like robots with no need for supervision. Therefore, each person contributes to your goals in slightly different ways. This doesn't mean *their* way, but the company's way, using their best skills.

Maybe the best thing to look for in the employees is attitude! A positive company attitude is a trait that you can build on. The more of the 'positive traits' you have, the faster your company will grow and prosper. Employees who believe in you and your ideas are the ones who should receive rewards and bonus pay when the company is doing well so don't forget them.

But what about those who are not on the same page and who don't have that positive attitude? You may try to detect this when they are first hired but many times you don't see it at first. As soon as you see signs of difficulty or resistance to policies and procedures, sit down with them and explain the goals more clearly. Let them know that you need them to help reach those goals and that is why they were hired. If they really enjoy their position with the business, they will usually come on board to help achieve those goals.

The ones that don't or won't be part of your TEAM need to be replaced by someone who will. You can't afford to carry them as a *liability* as they may infect others. As soon as you realize that they can't be changed, action must be taken to resolve the problem. They may do well at another company or in a different environment. Eliminating them from your business may be the best thing for both parties.



Census Day: April 1, 2010

How It Affects the Nation-We Can't Move Forward Until You Mail It Back!

That's why **it's so important that you fill in the form and promptly mail it back. Census information affects** the numbers of seats your state occupies in the U.S. House of Representatives. And people from many walks of life use census data to advocate for causes, rescue disaster victims, prevent diseases, research markets, locate pools of skilled workers and more.

When you do the math, it's **easy to see what an accurate count of residents can do for your community. Better infrastructure. More services. A brighter tomorrow for everyone. In fact, the information the census collects helps to determine how more than \$400 billion dollars of federal funding each year is spent on infrastructure and services like:**

Hospitals

Job training centers

Schools

Senior centers

Bridges, tunnels and other-public works projects

Emergency services

The 2010 Census form is just 10 questions, such as:

- **Name**
- **Sex**
- **Age**
- **Date of birth**
- **Hispanic origin**
- **Race**

- Household relationship
- If you own or rent

The census DOES NOT ask about the legal status of respondents or their Social Security numbers.

The mailing package from the Census Bureau consists of:

- a 10 question form
- A postage-paid envelope

In areas served by the United States Postal Service, postal workers will deliver the initial mailing in mid-March 2010. In all other areas, census takers will deliver the form packages between March 1 and April 30, 2010. Once you get your form in the mail, fill it in and mail it back in the postage-paid envelope provided.

The Census Bureau does not send out any confirmations that your form was received.

Any request for census information from the Census Bureau will be clearly identified as coming from the U.S. Census Bureau and as OFFICIAL BUSINESS of the United States. It is a federal offense for anyone to pretend they represent the Census Bureau. Before your household receives a mailed form, a phone call or a visit from the Census Bureau, you will be given a few days notice with a letter from the Census Bureau Direct

Participation isn't just important-it's mandatory.

Reprinted from the Census 2010 website

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Thanks to Christa for sponsoring the January Chamber newsletter!

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