



**Editor's  
Corner:  
Kudos  
To  
Small  
Chambers**

# Bogalusa HonorCard Program

List of Participants

## CONGRATULATIONS

Your hard work has won you the right to be an "Honor Card" holder. The businesses listed are pleased to offer you this incentive because they believe good grades should be rewarded. This program is designed to benefit you, the A & B student, and can be used for your purchases only. Please do not allow your parents, relatives, or friends to use your card. Misuse has resulted in complaints and some businesses not participating. **We appreciate your cooperation and hope you'll patronize all these sponsoring businesses.**

The Honor Card Program is Organized by the  
Bogalusa Chamber of Commerce  
608 Willis Avenue • Bogalusa, La. 70427 • 735-5731

### That Added Personal Thoughtful Touch

All of us work hard, for which we are paid (never enough!), but none the less, we all appreciate being appreciated. When each one of the members of the Bogalusa Chamber participated in the Community Awareness Membership Program, the staff and I really appreciated their dedication, yet it was each one of them, as program team captains, who sent me this card! Isn't it great when people work together and discover the power of positiveness!

WE'RE life grateful.  
WE'RE lin pleased.  
WE'RE lin touched.  
WE'RE life overwhelmed!  
WE'RE lin tickled pink!



WE mean is,  
thanks !!!!

*ART STREPP  
Strom-Jackets*

*Kakumas"  
Craig Schimpf*

Tommy Keaton  
"Milltown Magicians"

President

*Ramona Augustin  
"Wipe Chocolates"  
Chickie's & Lion's Den*



## Bogalusa Honor Card

Expiration Date:  
6-1-99

Bogalusa High School

*Shy Robinson*  
Student Signature

Have you ever gone to a state Chamber exec's conference and too much of the program is directed towards larger Chambers - or read trade journals and the same scenario is true? Well, I for one hear all the time: "we are a smaller Chamber (less than 1,000 members, sometimes less than 500) and we are treated as stepchildren!" We at CDS work with Chambers of all sizes throughout the country, and I have seen the tremendous positive impact the Chamber of Commerce has made in many small towns. Granted, many times the larger organizations with big business and their heftier Chamber investments, can afford to offer some spectacular programs that the smaller budget Chambers can only dream of. However, in many small town America Chambers there is a tremendous spirit that sometimes gets lost in the "big time". I want to spotlight just one of these small Chambers: Bogalusa, LA, which is a perfect example of a small town Chamber that does a great job for its community - population 14,000 with 400 members (was 230 until a 1999 Community Awareness Membership Program) and a staff of 2. Also enclosed is a letter from another small Chamber because they too personify what can be accomplished with "want to". Large Chambers, I love ya', but little ones, you've got my respect too!

### Successful Education Committee Program

Designed to show support of the businesses and professionals for students pursuing high academic achievement and to supply incentives for students raising their grades, over 40 businesses participate. Each student is issued a laminated photo I.D. card as well as this list of participants who also display "Participant" window sign. What a great reward for the students (and great promotion for Chamber member businesses!)

From Lafayette, LA (population 182,000 with 1600 members and 7 staff.

From Jackson County (Pascagoula), MS (population 120,000 with 1000+ members and 5 staff)

## Chamber's Tips to Networking

### **BUSINESS CARDS – 2 is the magic number**

- order 2+ boxes at a time – still the most effective marketing tool
- give 2 at a time –one to keep and one to share– the more you give out the better
- Chamber takes 2 at registration for networking events – one for door prizes and one for name tag
- put your cards in a left hand pocket and those you collect in a right hand pocket – easier to reach for yours to give while shaking hands and better than having to shuffle through a stack to find one of your own
- look at the person handing you a business card, then at the business card and back at the person for maximum memorability
- make notes on backs of cards to remind you of meeting

Never leave home without them. They're much better than giving out your deposit slip when you want someone to be able to contact you (and a lot safer too).

### **NAME TAGS – always wear one**

- place on right hand side, so it's visible when shaking hands
- Chamber provides 2-sided tape for business card name tag
- wear your company name tag or put your business card in plastic with a pin
- Wear it every day, hoping that someone asks about your business-what you do – even in line at the grocery store.

Every person is a potential client, customer, member. Be prepared. Networking happens everywhere and anywhere, but especially at Chamber activities. Make a lasting, positive impression. It's better to connect with 5 people who will remember you, than with 25 people who you'll never have time to contact before the next networking opportunity.

### **Resources:**

Power Networking – 55 Secrets for Personal and Professional Success by Donna Fisher and Sandy Vilas

101 Ways to Promote Yourself – Maximize Your Biz-Ability through Viz-Ability by Raleigh Pinsky

## 2 economic spectrum

### What a 100-Employee Plant Means to a Community in Mississippi

A recent publication on the Mississippi State University Extension Service's web site touched on the question of what a 100 employee plant means to a community in Mississippi. This is a reprint of the publication.



Many factors determine the total impact of a new industry on a community. These factors include type of new industry, wage rates paid at the new plant, availability of local labor, availability of local shopping facilities, services demanded by the households, support services demanded by the new plant, and the local transportation network.

Table 1 (below) represents the impact expected if a manufacturer of automotive parts located in a southwest Mississippi community. The term community in this report more accurately refers to the 10 counties in the Southwest Planning and Development District (PDD), although most of the impact would be felt in the specific town and surrounding county.

Table 1

156 more people
130 more passenger cars registered
52 more households
189 more workers employed
44 more school children
75 more residential telephones
\$2,370,245 more retail sales per year
\$3,885,648 more personal income per year

Quote of the Month: "Journeys bring power and love back into you."

So....for the multitudes of you out there who have hinted (or shouted!) that I need to pay attention to this quote...hark!...I am! I've always wanted to tour Europe (Italy especially, of course) so will be doing so for April. The super staff at CDS will hold down the fort and I'll be back in no time...refreshed and raring to go!