



Your Chamber

# At Work

Hardin County Chamber of Commerce

320 Main Street \* PO Box 996\* Savannah, TN 38372

www.hardincountychamber.com

February 2014

## Chamber Members elect new directors

The Hardin County Chamber is pleased to announce new additions to your Board of Directors, who were elected at the annual banquet on January 23. New directors joining the board of 9 are :

Dr. Arrita Summers, director of the Tennessee College of Applied Technology, Allison Mathis, of the Hardin County Bank, and Tony Alcott of River City/ United Country Real Estate.

They will join the board at the February board meeting at which time the board then will elect the 2014 officers.

Rotating off the board this year were Pam Wolfe and David Vaughn, who were recognized at the banquet for their service. Also completing a 2-year term was Paula Woodruff, whom the board chose to reappoint to finish out an 1-year term vacancy.

**"the board is made up of diverse perspectives and expertise from across our county"** added Beth Pippin, Chamber head, **"we thank these serving and ask for your continued support."**



We are pleased to announce our plans to publish the **HARDIN COUNTY STREET MAP & RESOURCE GUIDE.**

The map will be one of our most vital tools for marketing our area to visitors, new residents and new or relocating businesses. Thousands of copies of this map will be distributed over the next two years and it will also be available online at our website.

We have partnered with CommunityLink, the industry leader in community publishing. CommunityLink has a dedicated team of professionals working to provide us with a map that proudly represents our area.

Don't wait, take the opportunity and call our sales representative, **Holly Graham**, now to schedule an appointment. Call **800.455.5600 Ext. 2008** or email **Holly.Graham@CommunityLink.com**.

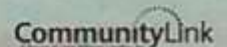
Your location is directly pinpointed on the map, driving traffic your way.



### Let's put your business on the map — literally.

**We're mapping our community in print and online.**

- 7,500 copies will be printed and distributed throughout the community.
- Two year shelf life
- Targeted distribution
- Online map counterpart available on the Chamber's homepage
- Location of your business pinpointed on the map





**Hardin County Chamber of Commerce**

PO Box 996  
320 Main Street  
Savannah, TN 38372  
731-925-2363  
Fax: 731-925-8069

Info@hardincounty-chamber.com

**BOARD OF DIRECTORS**

Kyle Etheridge, President  
Paula Woodruff, Vice Pres.  
David Vaughn, Treasurer  
Pam Wolfe, Secretary  
Diane Bellis  
Paige Ashe-McLean  
Jim Burcham  
Jerry Taylor

**CHAMBER STAFF**

Beth Pippin  
Executive Director  
Administrative Assistant  
Kim Gobie  
Ann Lowder, RSVP



**Thank You for your renewals!**

The Chamber is funded through the dues investments of our members.  
We sincerely thank these –and all members– for their continued support of this organization!

Raceway Auto & Truck Parts

Robert Hicks, United Country Real Estate

Days Inn of Savannah

Angelean Gray, ERA Crunk

Team Hardin County

Southwest TN Development District

C B & S Bank

Harbin Heating & Air Conditioning

**New Members**

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Jackson State Community College – Savannah /Hardin

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8:00 AM to 5:00 PM

11354 Hwy 57, Counce, TN



# USEFUL TIPS FOR SMALL BUSINESS OWNERS/MANAGERS 'THE CUSTOMER SERVICE MENTALITY'

Ron Acree, TN Small Business Development Center

Customer service should always be in the forefront of every business owner/manager to ensure that the existing customers continue to be 'your' customer. Many of the potential new customers will be there because of referrals from existing customers who have been treated well throughout their tenure with your business. Here are some ideas for you to consider with your policies:

**EMPATHY.** This may be the most important trait or characteristic when serving customers. Much of the time you get **APATHY**, the exact opposite of **EMPATHY**. The meaning of this is, simply stated, 'putting yourself in the other person's shoes.'

**ENTHUSIASM.** Appropriate enthusiasm cannot be replaced. It is a 'giving service' that means- 'Going above and beyond'! When a customer feels you are enthusiastic for them, they become your marketing network. Generating enthusiasm with a customer is perceived as their having made the right decision. It is a confirmation that they have done the right thing and everyone likes that.

**RESPONSIBILITY.** Being responsible is extremely important. This means living up to a previously agreed commitment which can be a large responsibility or a small one. When you agree to do something for a customer, or even a co-worker, you must be responsible and keep your commitment.

**RESILIENCY.** Problems can occur at any time but the proper handling of any situation is what makes the situation good or bad. If you have something happen that you weren't planning on, it's up to you to bounce back. Be resilient. The customer should never know that you may be disappointed.

**BALANCE.** It is very important that we balance our own workload versus the needs of the customer. There is a fine line between pleasing the customer and losing money for the business. When a customer needs something, we do our best to take care of the customer's needs, but if we go over the line, it become unbalanced and is neither fair to the customer or the business.

**OWNERSHIP.** This is the proverbial, 'it's not my job' or 'I don't know anything about that' statement. Customers could care less if you were on vacation or just busy with other duties, when something happens and they need help. You are waiting on them NOW! They are depending on YOU!

**ADAPABILITY.** This service mentality may need to be practiced more often but it is another important ingredient, (trait), of the customer service mentality. We need to adapt to their particular problem. Ask a person with whom you are conversing to restate their needs if you don't understand. If you encounter a 'slow talker', you must remember that they don't like to be rushed. On the other extreme is the 'fast talker' who may require more adaption.

If you would like more information on this or other topics regarding your business, a **FREE** and **CONFIDENTIAL** visit with Ron Acree, Director of the TN Small Business Development Center, (JSCC), may be helpful. Contact your local Hardin County Chamber of Commerce at 925-2363 to schedule an appointment. Acree's next visit is February 19. This counseling is offered as an additional service of the Chamber.



**Pickwick Landing Rotary presents:**  
**MARDI GRAS**  
**PICKWICK STYLE**  
**Freddy T's • March 4<sup>th</sup>**

 **Entertainment by MAGI**

Tickets at the Chamber  
or TN River Museum

# Picture the Possibilities 2014 Annual Chamber Banquet and Community Awards



Woman of the Year is Starla Shaw. Award sponsored by SunTrust, presented by City President Joe Dwyer.



Man of the Year is Larry Harrell. Sponsored by United Country / River City Real Estate.



Danny Smith of The Hardin County Bank presented Bill Bellis with the Pinnacle Lifetime Award.



Volunteer of the Year is Debbie Shaw Smith. Award given by Nick Lewis, CEO of Hardin Medical Center.



Chamber Admin Kim Gobie received the Chamber Service Award given by Shawn Duren for Farm Bureau.



Parris South Elementary School received the Noel Freeman Community Service sponsored by Central Bank, presented by bank president Bob Adkisson.



Randy Rinks of the Darryl Worley Foundation presented the Public Student of the Year to Savannah Fireman Greg Broughton.

Libby Adams received the GEM award for Going the Extra Mile from The Hardin County Bank, presented by Ashlee Swearingen.



Student of the Year is Emily Gray. The award is sponsored by Savannah Rotary Club.

David Baker of the Education Foundation presented the Educator of the Year to Carla Frazier of Northside Elementary.



Wayne Jerrolds is the Friend of Tourism, presented by Rachel Baker of Hardin County Convention and Visitors Bureau.

The 2012 Leadership Class honored 9th grader Ali Ann Russell with the Chief Jerry Shelley Hero Writing Contest. Presenting were Fireman Greg Broughton and HCFD Jessica Beckham.



Industry of the Year is Wise Company, given by Steve Bunnell, CEO of Team Hardin County/SI DC



Congratulations to our BEST OF SHOW winner in the Picture the Possibilities Photo Contest.....



“Frozen Fog”

was chosen Best of Show at the Chamber Banquet. Photographer Corene Salama received a Hardin County gift basket filled with items and area gift cards compliments of SunTrust.

To see all the photos entered in the contest and the winners in each category visit our Facebook page at Hardin County Chamber.



**River City Realty**  
1465 Florence Road  
Savannah, TN 38372

**Robert Hicks**, broker/owner

(731) 925-7900 office (731) 925-7901 fax  
(731) 925-LAND (5263) home  
(731) 607-LAND (5263) mobile  
(866) 925-5263 (LAND) toll free

Email: [roberthicks@unitedcountry.com](mailto:roberthicks@unitedcountry.com)

website: [www.savannah-tn-realestate.com](http://www.savannah-tn-realestate.com)

**No One Knows The Country Like We Do**  
*Each office is Independently Owned and Operated*



# Leadership Hardin County 2013 GRADUATION



Congratulations!

**Hardin County Chamber honors Leadership Hardin County Graduates at annual banquet. Their plaques are sponsored with a grant from Mayor Kevin Davis and the Hardin County Government.**

Jim Burcham     Amy Coln     Katie Forsbach     Wes Hoover     Trena Malone     Paula McClain  
Charlie Nickle     Blake Reynolds     Paul Rich     Arrita Summers     C Seth Sumner     Mindy Wilson

Their class project is to be the organizing committee for the Grand Opening celebration this spring for the new Tennessee Street Park. They will also follow along with the Governor's Three Star plan in developing educational and health related walks beginning in and around the park.



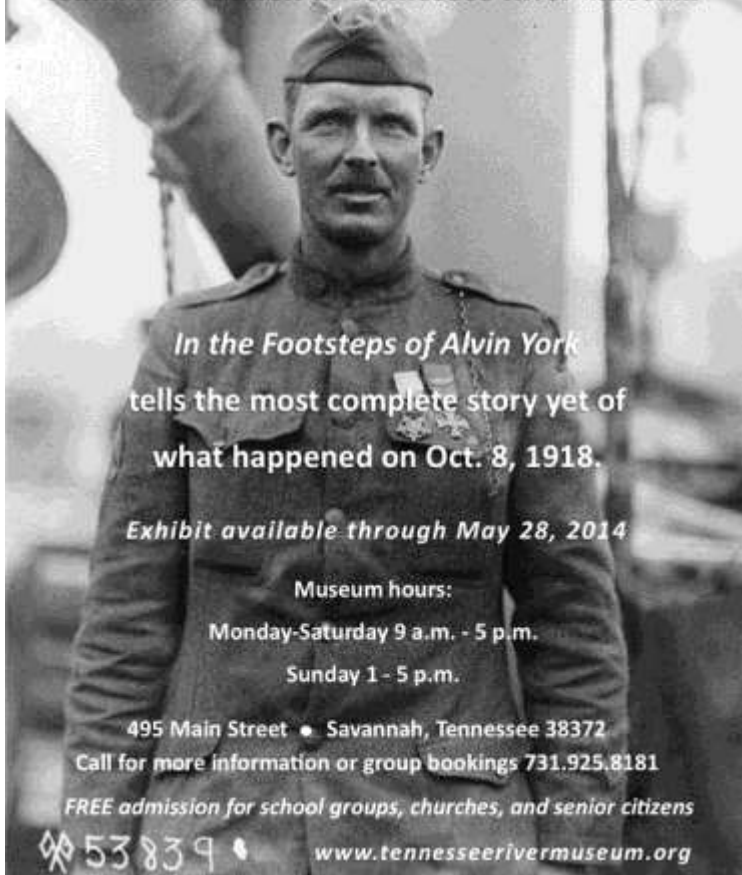
**EXCHANGE CLUB CARL PERKINS CENTER**

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**Dancing With The  
HARDIN STARS**

Saturday,  
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**Tennessee war hero Sergeant Alvin C. York  
featured in exhibit at Tennessee River Museum**



*In the Footsteps of Alvin York*  
tells the most complete story yet of  
what happened on Oct. 8, 1918.

*Exhibit available through May 28, 2014*

**Museum hours:**

**Monday-Saturday 9 a.m. - 5 p.m.**

**Sunday 1 - 5 p.m.**

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FREE admission for school groups, churches, and senior citizens

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[www.tennesseerivermuseum.org](http://www.tennesseerivermuseum.org)

Make your plans to visit  
downtown Savannah for a  
**Chocolate Tour**  
**Saturday, Feb 8**  
**10am—2 pm**  
**Main Street Savannah**



Purchase a \$10 ticket  
at City Hall that  
entitles you to sample  
chocolates at businesses  
downtown.  
And as you make your way  
around remember to shop  
for your valentine!

To reserve tickets  
925-3300



## **Savannah Rotary Club's Shiloh "Run in the Park" 4 Miler**

[SavannahRotaryRun@gmail.com](mailto:SavannahRotaryRun@gmail.com)

**When: Saturday, April 12, 2014**

**Start: 9:00 A.M.** Registration begins at 8:00 A.M.

**Where: Shiloh Church, Shiloh National Military Park on TN Hwy 22**

**Fee: \$20**

**Awards** Trophies will be given to Top 3 male/female, Masters male/female, Grand Masters male/female, Top 3 male/female in Under 10, 10-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, Over 70, and 1st Wheel Chair.

**ALL RUNNERS GET A COOL T-SHIRT! Sizes guaranteed only for those preregistered.**

**Course:** The course is a 4 mile loop run mostly on new asphalt. The start is located at the intersection of Corinth-Pittsburgh Landing Road and Hamburg-Purdy Road. The course runs west past Shiloh Church and then will continue always turning left, finishing in front of Shiloh Church. Times Up Race Solutions will be timing our event. **Certified course TN10008MS.**

For registration form  
call 925-2363