

NEWS FROM THE CHAMBER

NOVEMBER 2009



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SPECIAL POINTS OF INTEREST:

- Santaland on Dec. 1 in the Black River Coliseum
- Social Summit on Dec. 8 in the Chamber Community Room
- Ambassador bell ringing at Wal-Mart on Dec. 9
- 72nd Annual Banquet on Jan. 30 at the Black River Coliseum

SOCIAL NETWORKING SEMINAR

How to Utilize Social Media to Brand your Business, Connect with your Target Market, and Increase Sales.

FREE 3 hour Seminar

Seating is LIMITED

December 8, 2009

9:00 AM-12:00 PM

Sponsored by **Relentless Media** (www.relentless.tv)

Chamber of Commerce Community Room

Contact: Melody Adams 573-785-7761

Cost: FREE TO CHAMBER MEMBERSHIP

\$25 for Non-Chamber Businesses (call for more info)

Email: madams@poplarbluffchamber.org

Twitter, Facebook, and YouTube is great marketing vehicles for any business. But how do businesses actually use the power of social media networks to generate business referrals, increase revenue and help brand your business? Most business owners don't have time to chat, tweet, or blog for hours each day. In this tough economy, social networking offers a free way for your business to connect with your target market and build client relationships with a few clicks of your mouse. Join us to learn how to use Social Networking efficiently and which Social network Sites you should spend a small amount of time on. Join us for a FREE 3 hour seminar to learn how to REALLY use Social Networking to grow your business

- How to use social media to increase your google ranking for your website.
 - How to monetize your social networking profile
 - How to connect with hundreds of thousands of possible target clients
- How to put your Social Networking on Auto-Pilot to work to grow your business

RIBBON CUTTINGS!



MEMBER 2 MEMBER DISCOUNT

The Chamber has now rolled out their new program, “Member to Member” discounts . This new program allows Chamber Members to offer special discounts to other Chamber Businesses and their employees. Offer this “discount card” to your employees as a perk and they will have access to

hundreds of dollars in discounts!

If your business is interested in participating by offering a discount, just call the Chamber office and we will get the necessary paperwork to you.

Members that have already signed up to offer you discounts are: 4M

Signs, Donut House, Expert Tire, Fuller’s Jewelry Design, Gift Connection, Godfather’s Pizza, Goin Postal, Ham’s Termite & Pest Control, Win-nelson, Sunkissed, Mayas/ Las Margaritas, Larry Leeds Automotive and Meineke Car Care, Adkins Chiropractic, Dairel Denton & Associates.

Steve Halter
President

Melody Adams
Director of
Membership/Office
Manager

Jessica Mobley
Executive Assistant

BOARD OF DIRECTORS

Dr. Larry Kimbrow
Chairman of the Board

Matt Funke
Vice Chairman of the Board

Richard Landers
Commerce Bank

Mike Burcham
Poplar Bluff Medical Partners

Bob Summers
SSE

Jeff Libla
Mid-Continent Nail Corp.

Christy Fraizer
Southern Bank

John Shock
John Shock Law

Ray Stith
Pearle Vision

David Jewell
Blackwell Baldwin Ford

Sandy Wood
First Community Bank

Brian Taylor
Edward Jones

Patty Boyers
BoyCom Cablevision

Matt Looney
Wal-Mart

CHAIRMAN'S MESSAGE

As we approach the Thanksgiving festivities and the beginning of the holiday season, I hope that all of you think deep inside of yourself and remind yourself what you are truly thankful for. Please remember that we are citizens of the greatest, and most generous, country on the face of the earth.

Speaking of the holidays, if you are still trying to find the perfect gift for your employees and/or clients, please do not forget that the Chamber still has copies of Bluffopoly, a spin-off from the popular Monopoly board game for sale at the Chamber Office.

The Chamber Board and Staff have been very busy developing and implementing programs that will benefit you and your business. The newest and most exciting is the Member To Member (M2M) Discount Program. The M2M Discount Program is an inexpensive way to offer a money-saving incentive to your employees. I have already personally used mine several times and saved a lot on miscellane-

ous purchases and meals. Call or email the Chamber office to purchase M2M cards for you and your employees (\$1 each).

The Chamber and Poplar Bluff Industries have been working diligently with the City of Poplar Bluff and Butler County officials, along with the state and Federal legislators to obtain additional grant and set-asides for the remaining funds necessary to complete the Industrial Bypass Project. This project was identified as one of the most important items needed to promote additional industrial development for the city/county.

The last half of October and the first half of November has been very busy in regards to Chamber Ribbon Cutting Ceremonies for new members or new locations of existing businesses. We are in the planning stages for several more before the end of the calendar year. I would like to remind you that all Chamber members are welcome to participate in these functions.

The Chamber recently part-

nered with Chief Danny Whiteley of the Poplar Bluff Police Department and Chief Drew Juden of the Sikeston Department of Public Safety to offer a seminar/presentation by the SEMO Bomb Team. The seminar was presented to Chamber members on November 11, 2009, by SEMO Bomb Team Commander, Lt. Mike Williams of Sikeston DPS and Poplar Bluff Bomb Team Specialist Officers, Darron Moore and T.J Akers.

The next seminar for Chamber members will be "Social Networking Seminar" on Tuesday, December 8 from 9:00 AM till noon at the Chamber's Community Room at 1111 West Pine. It is also a FREE event for Chamber members; however, we ask that you call to make your reservation in order to ensure seating. As always, we are always looking for suggestions from our Chamber members for suggestions for interesting and informative subject for seminars and presentations.

Dr. Larry Kimbrow



Dr. Larry Kimbrow
Chairman of the Board

**"We don't just
do things, we
make things
happen"**

Six ways to protect yourself from ID theft this holiday season

By Bill Brandt, Commerce Bank, Community Bank President, Poplar Bluff

The holidays are just around the corner, and that means one thing: you're at greater risk of having your identity stolen.

The reasons are simple. For one thing, you're busier than usual, and may not be watching your finances as closely as you ordinarily might. Retailers are busier, too, which is why they hire temporary workers. There are unscrupulous people who know all this and are lurking among us, ready to steal your personal information any chance they get.

While you can't protect yourself from identity theft completely, there are simple things you can do to minimize your risks this holiday season:

- 1. Keep a close eye on your credit and debit cards.** All a thief needs is your card number to inflict major damage to your credit. Swipe your card yourself whenever possible. Never allow a sales clerk to copy your card numbers on a check for additional information.
- 2. Monitor your credit card and debit card accounts online.** Don't wait for your paper statements to arrive. Review your transactions regularly online. If you see unauthorized charges – even if they're only a dollar or two – report them to your card issuer immediately.
- 3. Be aware.** An identity thief may watch you make ATM transactions to learn your PIN number. Speaking of PIN numbers, don't use your birth date, house number or anything that can be easily found in your wallet.
- 4. Dispose of personal information properly.** Shred bank statements, charge card receipts and other financial documents before throwing them away.
- 5. Don't leave paid bills in your mailbox.** Potential thieves may be lurking in your neighborhood. Consider dropping your payments off at a locked mailbox or post office instead. Better yet, use the online bill pay services from your bank.
- 6. Put a vacation hold on your mail.** If you're traveling over the holidays, ask the post office to hold your mail to prevent possible theft of incoming mail. It's better to be safe than sorry.

Additional information on identity theft and web links to identity theft sites can be found on Commerce Bank's web site at

<http://www.commercebank.com/about/security-center/default.asp>

RIBBON CUTTINGS!



Pictured Above:
Physician's Park Urgent
Care



Pictured Above (Right):
Express Employment
Professionals



Pictured below: World
Finance

POPLAR BLUFF COMMUNITY NIGHT!

After an illustrious four year career at North Carolina which ended with a NCAA Championship, Poplar Bluff's Tyler Hansbrough has taken his game to the NBA. To mark Tyler's return to FedExForum, site of wins over Gonzaga and Oklahoma in the 2009 NCAA Tournament, the Memphis Grizzlies will host Poplar Bluff Community Night on Friday, December 18th. The Memphis Grizzlies and the Greater Poplar Bluff Area Chamber of Commerce are excited to offer you *exclusive* ticket packages for Poplar Bluff Community Night. The two packages are: Plaza Package - \$675.00-15 Plaza Level tickets, 2 complimentary First Tennessee Club Level tickets. Terrace Package - \$300.00-15 Terrace Level tickets, 2 complimentary First Tennessee Club Level tickets.

A portion of all ticket sales will be donated to the Greater Poplar Bluff Area Chamber of Commerce. Additionally, the first 25 businesses to purchase a ticket package will receive a *complimentary* seat upgrade for the game.

If you have any questions, to purchase your ticket package, or information on individual tickets, please contact Nelson Taylor at 901.205.1458 or via e-mail at ntaylor@grizzlies.com. Thank you for your support and we hope to see you on December 18th.

We are on the web!
www.poplarbluffchamber.org

**GREATER POPLAR BLUFF AREA
CHAMBER OF COMMERCE**

1111 West Pine
Poplar Bluff, MO 63901
Phone: 573-785-7761
Fax: 573-785-1901
Email: info@poplarbluffchamber.org

**WITH A STRONG CHAMBER OF
COMMERCE A COMMUNITY WILL
THRIVE**

The Chamber is now on TWITTER!



[http://
twitter.com/
PBChamber](http://twitter.com/PBChamber)

The mission statement of the Greater Poplar Bluff Area Chamber of Commerce is to provide leadership and service to promote economic growth and industrial development to the Greater Poplar Bluff area.

TIME -HONORED MEMBERS

30-50 Years

Poplar Bluff Electrical Supply
Poplar Bluff Housing Authority
Ross Electric
US Bank
Daily American Republic
Riggs Wholesale Supply Co.

5-9 Years

Butler Co. Implement (John Deere)
C & F Auto Salvage
Hampton & Son Construction
Nathan Maurer
Sharp Catering Services

20-29 Years

Blackwell-Baldwin Ford
Coldwell Banker Ruth Holloway Realty
Greg's Auto Sales
Reeves Roofing Company
Rushin Chiropractic Center

1-4 Years

Cosmic, Inc.
Innovations Salon
Lions Club
PB Community Betterment Council
Kiwanis Club
Rotary Club
Squeaky Clean Window Cleaning
US Forest Services

15-19 Years

First Community Bank
Mills Iron Supply
Michael Price, DDS
Scheffer's Office Furniture
Karen Miller, Attorney at Law

10-14 Years

Paul Arnold
Pauline Hearne
Trans-A-Matic

*Listed are the re-
newing Chamber
members for the
month of
November.*

*The Greater
Poplar Bluff
Area Chamber
of Commerce is
proud to
recognize our
TIME-HONORED
MEMBERS.*

