



Dec. 2009 Newsletter

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PO Box 151
165 Athens Street
Carnesville, GA 30521
Phone: 706-384-4659 Fax: 706-384-3204

BUSINESS TO BUSINESS

The Business of Christmas

When we think of Christmas, we think parties, functions and holidays! However, for a business owner, Christmas and the opportunities that arise should mean much more.

We all know Christmas is fun, but have you ever thought of using it as an opportunity to improve your business and its many relationships?

One opportunity is to attend another company's Christmas function. This can be a wonderful networking opportunity, especially if your business is compatible with either the host company's demographic (as in you sell something they want to use) or if there is the opportunity for a strategic alliance.

Take advantage of the Christmas spirit and introduce yourself to lots of potential clients that would normally be harder to reach. Don't launch into a sales pitch; just collect some business cards and follow up before or after Christmas.

Networking doesn't have to be a waste of time or even traumatic. If you do it properly and with the right approach, it can generate a significant amount of business. Think of it as a time saver. When you've got a strong network, you'll find your calls get returned more quickly. You'll have quicker and easier access to more information, ideas and contacts. This in turn, can make you more efficient and productive.

Another opportunity you may have overlooked is your internal Christmas party. While it won't contribute directly to sales or to your bottom line, a happy, contented and appreciated team will always outsell an unhappy, restless and unappreciated one.

Take the time to make the occasion special and to thank your team for all their hard and diligent work throughout the year.



It's also a great time for team members to get to know each other and you.

Lastly, the most important opportunity to seize during the Christmas period is getting and keeping new customers. Most retailers get a massive influx in customers they've never seen before during this festive season. What an enormous opportunity! Yet most will never see those customers again until next Christmas... maybe.

Your marketing and advertising campaigns (at every time of year, but

especially at Christmas) should be more about pro-actively keeping your customers coming back again and again. So the question is, how are you going to keep new Christmas customers coming back in the New Year?

Most retailers use the common excuse that "we don't have enough time to service customers, let alone record their names and addresses." The thing is, you can't afford not to.

The easiest way to do this is to simply ask them for their name and address. If you give people a reason like special members only offers, newsletters, or a VIP card, you're more likely to get a better response.

You can start by sending something as simple as a "thanks for buying from us" note. Very few retailers do it, so, it will jump out at the consumer. They will come back and refer their friends because your business stood out from the crowd.

Remember, if you're not communicating with your past customers at least every 90 days you'll lose all the rapport you've built with them to get the first sale.

If you're ready to handle the influx in business, taking advantage of the holiday season and its opportunities will be just the start of bonuses you'll get from the time and energy spent. It will lead to more opportunities, new business, new contacts, new clients, and most importantly, more money in your pocket.

Dear Chamber Members,

The year 2009 will go down as a tumultuous time for the country as a whole. Franklin County and the Franklin County Chamber of Commerce were no exception. We have also felt the impact of a weakened economy. However, the Chamber still managed to pull off several firsts. We held the first annual Chamber Golf Tournament, the first annual Professional Women's Luncheon and a Policies & Pastries Breakfast. Our quarterly luncheons, the Taste of Franklin and the Leadership Franklin program remained strong and were well attended.

During the year, we also struggled with the loss of a few outstanding community leaders and friends. The passing of Bruce Knighton and Frank Harbin will remain with us for some time to come, and no one will ever forget the tragic loss of Stephen Ginn.

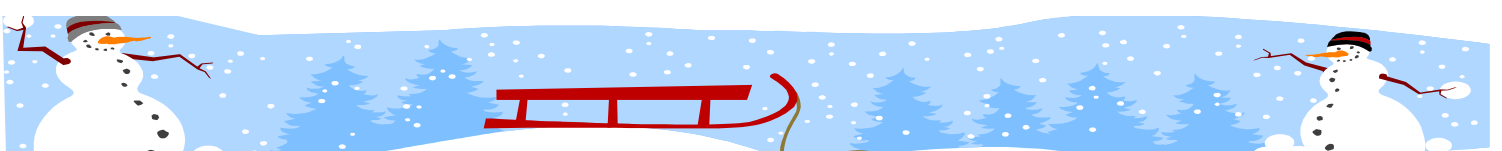
However, through it all, we continue in our unflinching efforts to support our county's efforts to make gains in business and education. The new year holds much promise. We are very fortunate to have Dr. Michael Stewart, President of Emmanuel College, as the president of the Chamber for 2010. With his leadership, I have no doubt we will make great strides.

I have enjoyed the experience of being the 2009 Chamber President, and look forward to serving on the business and membership committees in the New Year. Let's all pull together and continue to make Franklin County a prosperous and great place to live.

Sincerely,

John Hayes

2009 Chamber President



Learning
Energy
Attitude
Direction
Enthusiasm
Responsibility
Sincerity
Honesty
Integrity
Professional



- Colby Black**
- Ann Bowman**
- Mike Davis**
- Michelle Doster**
- Lynn East**
- Cheryl Harris**
- Beth Hearn**

- Karen Hooper**
- Jarrett Miller**
- Lauren Papka**
- Eileen Tompkins**
- Raina Troxell**
- Pat Withers**
- Dick Zarwell**

**CONGRATULATIONS TO THE 2009
 LEADERSHIP FRANKLIN GRADUATES**

This Month's Events

Friday & Saturday, Dec. 4 & 5
 6:00—8:00 PM
 Gazebo in Downtown Lavonia
Christmas is Love

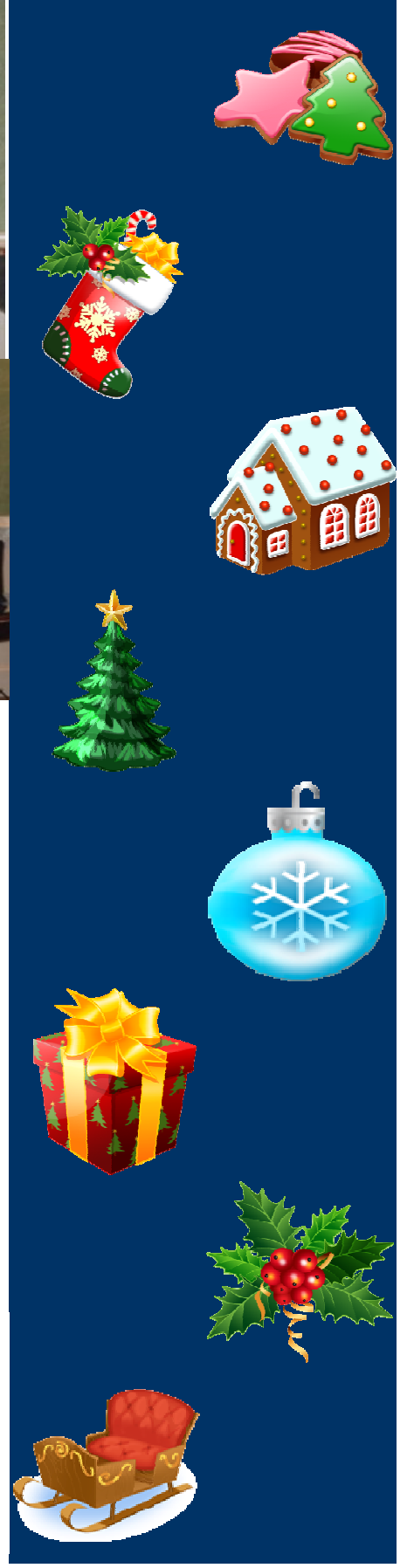
Food, Bingo, Caroling, Santa Clause, Story Telling, Horse & Buggy Rides, Free Hot Chocolate & Roasted Marshmallows. Downtown Merchants will be open late.

Saturday, December 5
 2:00 PM
 Downtown Carnesville

Saturday, December 5
 6:00 PM
 Downtown Royston
Christmas Parade

Sunday, December 6
 3:00 PM
 Downtown Lavonia
Christmas Parade

Franklin County Schools will be closed on Dec. 18 - Jan. 4, 2009, for the Holidays.



Happy Anniversary to....

Step of Faith Outreach, Inc.

and

**James Short Tractors &
Equipment**

CONGRATULATIONS!



**THANK YOU
FOR YOUR CONTINUED
SUPPORT**



*May the joy and peace of the season
be with you now
and throughout the new year*

