



P.O. Box 84
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(219) 865-1045

Chamber@townofdyer.com
www.townofdyer.com

OFFICERS

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President

Dr. Jethroe Smith DDS & Sandy
865-6555

MICHELE NIELSEN

Vice President
Providence Bank
365-7878

RICK EBERLY

Secretary
Town of Dyer
865-6108

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Centier Bank
865-3100

DIRECTORS

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State Line Pizza
865-2922

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Allstate – Baranowski Agency
864-1849

RUBEN CALVO

Banquets at St. George by
H & R Catering
864-1458

GREG GORDON

American Savings Bank
836-5870

JUDY HEIN

Hoosier Sports
322-6600

SUZY LABARGE

Citizens Financial Bank
227-3090

JAN NICHOLS

Honorary Member
365-3742

KATIE SARROS

Highpoint Partners, LLC
322-1315

TAMMY HEDRICK
EXECUTIVE SECRETARY

JULY NEWSLETTER



GENERAL MEMBERSHIP MEETING

- When:** Thursday, July 2, 2009
- Where:** Texas Roadhouse
2070 Calumet Ave, Dyer
- Time:** *Networking: 11:30* *Lunch: 12:00 pm*
Bring your business cards! Bring any brochures or flyers you may have for the table
- Cost:** \$15.00
Reservations **MUST** be made by **Tuesday, June 30th!**
Call in your reservation at 865-1045 or email at chamber@townofdyer.com
- Menu:** **Choice of:** BBQ Chicken **OR** BBQ Ribs
(when calling in your reservation, please indicate your choice of meat)
House salad, green beans, bread with honey cinnamon butter, and soft drink or iced tea
- Speaker:** Leanne Hoagland-Smith
- Topic:** Win More Sales by Being the Red Jacket

A Message From Your President.....

We need your help! On **Friday, July 17th**, we are hosting our Annual Dyer Chamber of Commerce Golf Outing at White Hawk. And at this time, we only have a few golfers committed to play. Tammy tells me the economy has affected our normal number of foursomes. How can you help? Tell your friends who golf how we provide great food, golf, door prizes and fellowship. Do you golf? Why not splurge a little on yourself especially if you are like most people and staying close to home this year.

The funds we clear at this, our main fund raiser, support our events. These events are free to the public! They also offer you an opportunity to promote your business and meet prospective new clients. In addition, your Board has been pursuing a campaign to advertise our membership. The next phase depends on the funds raised at the golf outing. Our other major source of revenue is the dues you pay. And although the dues amount has been unchanged for years, we prefer not to increase it at this time.

So please, help us help you!!!

Well, the town of Dyer used their new business database to invite Dyer businesses to one of two meetings at 6PM on a Tuesday and Thursday. Yes, the 6PM time probably did not fit into your busy schedule. I attended the first meeting and just visited to see the response to the second. I would say less than 20 businesses attended the two events-total. Maybe the 6PM time was not good. What day or time would work for you? I was very impressed to see that there were several Chamber members at the two meetings. The Chamber has been criticized as not being representative of all business. Maybe we aren't but we try and we do get involved. It will be interesting to see what else develops now that Dyer has the database.

See you around Dyer, Jethroe

Dyer Chamber and the Arts

The Dyer Enhancement Team (DET), wants to work on improving the presence of art around Dyer; maybe make Dyer a destination for art lovers. One plan is to have artists place their works around Town on the walls of participating businesses. We thought of restaurants, banks, salons, and ? Would your business be interested? Please let Katie Sarros (DET President) or Jethroe Smith (DET co-Vice President) know. We need your answer by July 15th. We would like to expand this to exhibitions of art in conjunction with live demonstrations by artists.

Do you have children in art classes? Do they show an interest in art? This program could spark their interest and be something the whole family can get involved in.

By the way, the DET is made up of volunteers dedicating their time to make Dyer a better place to work, live and play. They could use some new blood. The meetings are 6PM every third Tuesday.

2nd Annual Corn Roast

The 2009 Dyer Chamber of Commerce Annual Corn Roast Festival & Family Picnic will be held Friday, August 7, 4:00 pm to 8:00 pm at Northgate Park. Our Second Annual Corn Roast plans are in full bloom. Last year's event was a great success thanks to all sponsors and everyone that volunteered their time. This year we expect the event to be larger with great entertainment for the entire family. This is a wonderful community and family event and a great way to meet the people who patronize our businesses. We invite you to join in the festivities as a sponsor. **More information will be forthcoming on vendor space, costs, etc. Watch for email blasts.**

Event Planning Sessions

The Chairpersons of our events schedule the meetings for their respective events. These meetings may occur on the fourth Thursday of the month or not. When informed by the Chairperson, Tammy will send out an email blast and let you know times/places. These meetings are open to everyone! We encourage new faces and new ideas. So please, join us and share your ideas.

Dyer Business License

Well, I hope all you Chamber members paid the \$75 on time. For those businesses which did not, the jump from \$75 to the late fee of \$300 has been postponed. The Town Council will make the final decision on whether late filers will be charged the higher fee. I would suggest you let the members of the TC know your thoughts on the subject; especially since this was the first year for the license. The Town Council contact information is:

Phone: (219) 865 – 6108 Fax: (219) 865 – 4233
Email: council@townofdyer.com

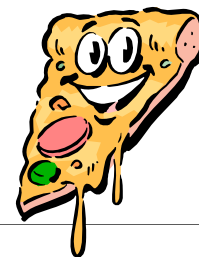
Business Spotlight

Dr. Andrew F. Mansueto, OD
942 Richard Road
Dyer, IN 46311
864-1430

Dr. Mansueto has been serving the residents of Dyer and Northwest Indiana since 1993. The office can best be described as a warm, friendly, comfortable state of the art facility. Based on the principle that vision examinations and eye wear selection should be conducted in such a manner, each visit provides ample time for questions and education. Comprehensive eye examinations, contact lens fittings, and fashion eye wear are all provided. They take the time to listen and follow through. Their commitment to you is to provide quality eye care and superior service at reasonable prices.

Beggar's Pizza Introduces NEW Lunch

Buffet: Beggar's Pizza, located at 3344 Sheffield Ave in Dyer, has a new lunch buffet Monday-Friday 11am-2pm. There's a huge variety with pizza, pasta, appetizer, salads, and dessert! Great for those in a lunchtime crunch. The cost of the buffet is only \$7.95.



Mark Your Calendar

- | | |
|---------------------|---|
| July 2 | Chamber Membership Meeting |
| July 10 | Board of Directors Meeting |
| July 17 | Golf Outing - White Hawk C.C. |
| July 23 | Event Planning Session
1pm at the Dyer Town Hall |
| August 6 | Chamber Membership Meeting |
| August 7 | Chamber Corn Roast
Northgate Park |
| August 14 | Board of Directors Meeting
Dyer Town Hall - 8am |
| August 27 | Event Planning Session
1pm at the Dyer Town Hall |
| September 3 | Chamber Membership Meeting |
| September 11 | Board of Directors Meeting
Dyer Town Hall - 8 am |
| September 24 | Event Planning Session
1pm at the Dyer Town Hall |



June Chamber Membership Meeting At Banquets at St. George with Mr. Dean DeLisle from Forward Progress as the featured speaker.



Below, Dyer Chamber members Connee Trepton and Jethroe Smith spent two long weekends getting the two bridges in Dyer on US30 repainted because of traffic going to South Bend for the Annual Lincoln Highway Conference. There was also the 90th Anniversary of the First Transcontinental Military Convoy. Jethroe's son William helped too. If you have pictures on how you have made Dyer a better place, PLEASE send them to Tammy. And getting the young people involved will only make our future brighter.





Family Picnic & CORN ROAST

Food

- ▶ ALL YOU CAN EAT Corn on the Cob!
- ▶ Hot Dogs & Polish Sausages
- ▶ Chips
- ▶ Soft Drinks
- ▶ Picnic Tables

Entertainment

- ▶ DJ
- ▶ Fun Family Activities
- ▶ Inflatable Slide
- ▶ Vendors

When: *Friday, August 7 from 4-8pm*
Where: *Northgate Park*
How Much: *\$7 adults (13+)*
\$4 children (3-12)

Brought to you by the



Six Ways Businesses Can Retain Customers....

When Times get tough, grabbing new business becomes the focus. That approach couldn't be more wrong, according to Neile King, Vice President of Smart Online (www.smartonline.com) which designs a variety of office management applications for small businesses.

King points out it costs twice as much to gain a new customer as it does to hold on to an existing one. He lists six actions any small business can take to retain customers.

Provide a progress report. Show your client the work you've done and the results achieved. By providing something the client can read and react to, questions are answered and suspicions are eased. What's more, a customer may realize he or she needs you to do additional work.

Meet face to face. Meeting in person says you are interested in your clients business and gives you an opportunity to literally see things that you can help address.

Avoid jargon. Use terms the customer can readily understand. He or she will fee more comfortable and sense you're working with them together as a team.

Ask for feedback. Throughout the work process, show the customer by word and deed that comments are taken seriously.

Tune your offering. As proud as you may be of your product, remember it's being made for the customer. Make certain you know exactly what your customer wants.

Be open to change. For any number of reasons, customers' needs change. Customers know they are valued if you show a willingness to work with them.

Information Courtesy of Costco Connection

Dyer Chamber of Commerce 21st ANNUAL GOLF OUTING

Friday, July 17, 2009
 White Hawk Country Club
 (Scramble Format)
 Registration begins at 10:30 a.m.
 Lunch: 11:30 a.m. - 12:30 p.m.
 Shot Gun Start at 12:30 p.m.

\$125.00 golf & dinner

Includes buffet lunch, golf & cart
 4 drink tickets, prizes and dinner
 (filet mignon, baked potato, vegetable
 salad, bread, and dessert)

\$35.00 dinner only

Dinner 6:00 p.m.
 (filet mignon, baked potato,
 vegetable, salad, bread, dessert)

**Hole Sponsorships available for \$75
 sign provided with your company name**

In the event of a rain out, dinner will still be served and a rain check issued for golf.

Cut along dotted line and return bottom portion with check payable to:
 Dyer Chamber of Commerce, P.O. Box 84, Dyer, IN 46311

† Please register me for the Golf Outing. I will have _____ golfers in my group.

List names of golfers below Company Name

1 _____ 3 _____

2 _____ 4 _____

† Please register me for **Dinner Only** @ \$35 each \$ _____

† Please list me as a **Hole Sponsor** @ \$75 each \$ _____

If paying for Hole Sponsorship, please list how you would like your company name to read on the sign



Happy 4th of July