



Paris/Henry County
CHAMBER NEWS

DECEMBER 2011

2508 East Wood Street • Paris, Tennessee 38242 • www.paristnchamber.com

***December Chamber Coffee Host
 FirstBank***

FirstBank, a member of the Paris/Henry County community since 1999, opened the Mineral Wells branch in 2000 and the Downtown Branch in 2007. Troy Buttrey serves as FirstBank's City President in Paris with Kathy Ray, Financial Center Manager at the Downtown location and Candice Wyatt, Financial Center Manager at Mineral Wells.

The Bank has grown dramatically over the past few years. FirstBank has over \$2 billion in total assets, and our team is made up of more than 500 associates. There are 44 branches across the state of Tennessee. That growth is due to the community-banking philosophy that defines FirstBank and differentiates it from small

and large banks in Tennessee. FirstBank follows a community-banking model, developed by its charter, Farmers State Bank, in Scotts Hill in 1906, and it has the resources to serve the needs of a wide variety of customers. Our business model is focused around always providing excellent customer service. Many larger banks are headquartered out of state and rely on executives in Atlanta, Charlotte, Birmingham, or other cities to make decisions for their customers. FirstBank, headquartered in Lexington, TN, values its customers as

neighbors, and the decisions at FirstBank are made by people who interact with customers on a daily basis in the bank or out in the community. Community banking is the cornerstone of FirstBank's operations.

FirstBank was recognized as one of Tennessee's best employers by Business Tennessee magazine, the Tennessee Chamber of Commerce & Industry and the Tennessee Society for Human Resource Management.

FirstBank employees value the community in which we live and work. That's why FirstBank invests in the community through education initiatives. FirstBank is a partner in education with

Harrelson School and E.W. Grove School. FirstBank is well represented in local civic organizations, non-profit associations, as well as special events in the community.

With more than 100 years of community banking history, FirstBank can offer a banking experience unlike any other in the area. Our products are competitive and our customer service is exceptional. Please join us at 8:00 A.M. December 13th at FirstBank Downtown, 101 West Wood Street in Paris for a Chamber Coffee. We look forward to seeing you!

More Than Banking

FirstBanking
 MEMBER FDIC

December Calendar of Opportunity

December 7	Leadership Education Session	Chamber Office	8:00 am
December 9	LUTL Ribbon Cutting	Paris Landing State Park	4:00 pm
December 10	8 Mile Walk/Run	Paris Landing State Park	11:00 am
December 12	Executive Committee	Chamber Office	3:30 pm
December 13	Chamber Coffee	FirstBank Downtown(101 W. Wood St.)	8:00 am - 9:00 am
December 15	Board of Directors	Chamber Office	8:00 am

Chamber Office Closed - December 23 - 26 & January 2



Paris / Henry County Chamber of Commerce

2508 E. Wood Street

Paris, TN. 38242

731-642-3431

Tourism: 800-345-1103

Fax: 731-642-3454

Email: parisoc@paristnchamber.com

Website: www.paristnchamber.com

Office Hours: 8 AM - 4:30 PM

EXECUTIVE COMMITTEE

President: Wayne "Butch" Powers

President-Elect : Sam Mahan

VP Community Development:

Stacia Puckett

VP Tourism: Jeff Seaton

Treasurer: Andrea Lamb

Past President: Carlton Gerrell

BOARD OF DIRECTORS

Chip Anderson, Michele Atkins, Lisa Casteel, Jennifer Hayden, Rosie Johnson, Jeremy Lindsey, Gary McEntire, Traci Middleton, Jamie Orr, Tony Lawrence, John Penn Ridgeway, Darrin Thompson

EX-OFFICIO

Carl Holder, Sam Tharpe, Kenny Paschall, Brent Greer, Joe Qualls, Machele Operia

Executive Director: Jennifer Wheatley

Henry County Alliance CEO:

Larry Crawford

Administrative Assistant: Galia Greer

Chamber Services Coordinator: Susie Umstead

The mission of the Paris-Henry County Chamber of Commerce is to improve the economy and quality of life in our community.

From The President

WAYNE "BUTCH" POWERS



Quick, what's the first Christmas song that comes to mind?

- The First Noel
- Silent Night
- Jingle Bells

What's your favorite holiday movie?

- Miracle on 34th Street
- A Christmas Story
- National Lampoons Christmas Vacation

Again, quickWhere will you do your Christmas shopping this year? Hopefully, you said Paris and Henry County. I tried that last year and was able to do most of my shopping here. It's really not that hard and you can get most everything you need in our own little neck of the woods. I know it's easy to shop online and it's tempting to go to Jackson, Nashville or Paducah. But, don't our local retail establishments deserve a chance? Of course they do. No matter if they are big or small, our local retailers employ your friends and neighbors, they support other local businesses, and they pay taxes. That last part is important. The tax revenue generated locally helps keep down the overall tax burden we all must bear. Shopping local is preached and preached. I know it is sometimes hard to keep everything local. But, be aware of what you are buying and think locally. It might make someone else's Christmas brighter.

Last year I mentioned how I yearned for simpler times and how the sagging economy is pushing many people into forced simpler times. Not much has changed in the last year. So, I will mention again, as you celebrate this time of year try to keep those people who are suffering and not so fortunate in mind. Give up some change to the bell ringers. Donate a toy. Take a name from the Angel Tree. Buy a Christmas basket. Support our local charities. Get involved with your church. And, support your local chamber businesses by keeping your money local. Doing so will help out more ways than you expect.

On behalf of the board of directors and the chamber staff, I would like to wish you a wonderful and joyous Christmas season.

From The Executive Director

JENNIFER WHEATLEY



"You have to live your life on purpose." - Dr. Norma Gerrell

Galia Greer does a tremendous job coordinating the Leadership Henry County classes every year, eight months of getting to know all about Henry County, one day and one topic each month, and seeking opportunities to serve. It is an ongoing source of amazement for our team here at the office that the people who seem to get the most from these classes every year are native Henry Countians. They are invariably the ones who say "I didn't know we had that!" and enjoy every session. A continual favorite activity is a personality test that Dr. Norma Gerrell with the Paris Special School District administers. The general point is to understand each member of the group a little better and give everyone some tools for appreciating each person's strengths and weaknesses.

Norma began her remarks this year with the statement quoted above and it resonated so deeply. We are faced with choices every day. Each choice has consequences. No one could be a successful Rotarian, Optimist, Quota club member, Lion and Kiwanis member all at the same, but each club offers an avenue of service and opportunity for friendship. The commitment required is minimal compared to the benefits gained. Giving a little more time and effort usually results in many more rewards.

Most of us don't attend multiple churches. We find a place and a way of approaching worship and study to serve as the base for our spiritual journey. The commitment required is minimal compared to the benefits gained. Giving a little more time and effort usually results in many more rewards.

Each of you has already made the minimal commitment required to be a member of the Paris-Henry County Chamber of Commerce. I encourage you to make the most of the experience. The businesses who gain the most from the Chamber are the ones who see this organization as a tool for growth, for contacts and for opportunities to broaden their service.

There is so much happening during the holiday season, from the Holly Jolly Christmas parade to Light UP the Lake and the Trees on the Square at the Heritage Center. Maybe you can't participate in all three, but choose to build one into your family traditions. Take a look at your calendar and see if you could spare the time to be involved in the Small Business Basics classes in January and February. Giving a little more time and effort usually results in many more rewards.

Merry Christmas!

HELPFUL BUSINESS TIPS

Customer Service Tips

We all know customer service is important, but it's critical during stressful times like the holidays. And when the economy is sour and people want the most for their money, one of the best things your business can do is take steps to improve customer service.

Remember, customers come to your company to get something they want. The companies that do the best job giving them what they want (in a way that is sustainable for them) will be the winners. They'll get more customers, more repeat business and more referrals.

So, get the most from this holiday shopping season by offering your customers Amazing Service. Here are some ways to make it happen:

1. Put your customers first

Remember, your customers come to your store to get what they want. They believe you can help them. (Otherwise they would have gone somewhere else.) They have chosen you! Honor their choice by doing everything within your ability to help them. This means focusing your attention and efforts on discovering what they want and helping them get it. You put their interests and desires first. It means your sole motivation is helping them get what they came for.

2. Listen

When you begin talking with a customer, stop whatever else you are doing and focus on them. Make appropriate eye contact, listen, nod and show them you are paying attention. Some people take notes when listening, to ensure they get everything the customer is saying. Certainly you should ask questions to confirm and clarify that you understand. As you listen to your customer, don't pre-judge what they're saying. Keep your mind open so you hear everything. And remember, listening is a full-time job!

3. Have fun

This is SUPPOSED to be a fun time of year. But for many people it never is because of the stress they subject themselves to. You can help them get back to the fun of the season. Have fun by giving them an unexpected and positive experience. Enjoy your work and your co-workers and your customers. It's not about goofing off or wasting time. But it IS about finding ways to bring fun and joy into your work and bringing your customers along for the ride.

4. Be flexible

Our goal is to help our customers get what they want, within our ability. So we always need to look for alternatives. We need to be creative. We need to think beyond the first solution that comes to mind when we're working with our customers. Being flexible means offering customers more than one solution. By offering choices we're making it more likely they'll get what they want. There are few things worse than being a customer and someone says "that's the only way you can do it".

It also means being willing to try new things and go the extra mile for customers. It means being a problem solver rather than an order taker. Customers know the difference.

5. Make your customers smile

This is the most important thing you can do with your customers. If they are happy with your service they will come back. Note, this does not mean you do anything and everything to make your customers happy. You're always limited by the resources and policies of your company. But it does mean you do everything within your ability to make them happy. Get creative and look for ways to give your customer a great experience.

Perk Up Paris!

FIRSTBANK

101 West Wood Street
Paris, Tennessee

Tuesday, December 13, 2011
8:00 am - 9:00 am



"A Premium Blend"

Clip and post after reading the Chamber News.

Welcome New Members!

JSBC SERVICES, LLC

3224 HWY 69 S
PARIS, TN 38242

LEGAL SHIELD

560 CLIFTY VILLAGE
PARIS, TN 38242



2508 E. Wood Street
Paris, TN 38242-0008

www.paristnchamber.com

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SMALL BUSINESS BASICS CLASSES PLANNED

The Paris-Henry County Chamber of Commerce, in cooperation with the USDA, will offer "Small Business Basics," six classes designed to serve as a guide to small business development and entrepreneurship. The classes will be open to anyone interested in small business and entrepreneurship, including startups and existing businesses.

The sessions will include:

- What I Wish I Had Known/Writing A Business Plan
- Your New Best Friends, an Accountant and an Attorney
- So How Do You Get the Money?
- Human Resources
- Marketing
- Return of the Faculty/Graduation

Sam Mahan, FirstBank, and Jennifer Hayden, Hamilton-Ryker, will serve as co-chairs and facilitators for the sessions. Mahan said "Last year's classes were a tremendous success. We had sixteen graduates, equally divided between start-ups and existing businesses."

Hayden added that "The Chamber is so grateful for USDA's support as we encourage entrepreneurship."

Cost is \$50, which will be refunded with no absences. Classes will meet at the Paris-Henry County Chamber of Commerce, 2508 East Wood Street, Paris, Tennessee 38242, from 6:30 pm – 8:30 pm on Tuesday nights, January 10 – February 14, 2012. All materials will be provided.

For an application, visit www.paristnchamber.com or call 731.642.3431.

SMALL BUSINESS BASICS

January 10 – February 14, 2012

Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email Address: _____

Do you currently own a small business? _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

If not a current business owner, what kind of business would you like to have?

Return with \$50 (refundable with no absences at end of course) to:
Paris-Henry County Chamber of Commerce, 2508 East Wood Street, Paris TN 38242

CHAMBER HAPPENINGS

Extendicare Home Health cuts the ribbon at the Ribbon Cutting ceremony for their new location.



The November Chamber coffee was held at the **Heritage Center** for the Trees on the Square opening.



HCMC Administrator Tom Gee welcomed new physicians (left to right) Dr. Oleksandr Osipchuk, MD, Psychiatry
Melissa Mangold, MD, Hospitalist
Ronald Williams, MD, Family Medicine
Joe Mobley, III, MD, Urology
at a recent Chamber Business After Hours at the **Paris Winery**.



Chamber Board of Directors members Michele Atkins, **Henry County Extension** (left) and Lisa Casteel, **Henry County Medical Center** (right) worked with **Henry County Alliance** CEO Larry Crawford during a recent retreat at Paris Landing State Park.