



Top of the Bay News from your

North East Chamber of Commerce

February 2009

Message from the President.....

How is today's economy affecting the way you do business? You have probably cut corners and made some difficult decisions regarding how you do business. Rejoining the chamber is most likely one of the expenses you have considered cutting. But, stop and think for a minute about what you get for your membership fee. You receive a listing on our website, can join the Blood Bank for only \$5 a year and can attend a monthly luncheon for just \$12. If you are asking what you get for that \$12, that is one of the easiest questions I can answer. First, you will always receive a top notch meal from one of our local eateries. Secondly, we strive very hard to have a speaker that will provide useful information for you and your business. And thirdly, you get the opportunity to network with other local businesses. Put all of this together and twelve bucks is a heck of a deal.

All of us have had to make changes in the way we allocate our business expenditures, but I would encourage everyone to make sure they belong to their local chamber of commerce. When I receive calls or emails from people looking for specific services or businesses, you can rest assured that I do not recommend anyone who is not a member of this chamber. I also encourage that person to be sure to tell any of the businesses that they contact that they were referred by the North East Chamber of Commerce.

So what I am trying to get across to everyone is, instead of thinking of your dues as an expense that you can do without, think of it as a small price to pay for the exposure you receive and hopefully, the business you may get in return.

Cecil County is hosting the "KNOW BEFORE YOU GO" expo in Fort Monmouth on March 21 and 22. This will be one of the few, if not the only opportunity available for our businesses to meet one-on-one with the individuals and businesses relocating to our area. While the majority of the relocations will not take place until next year, it very important for us to get out there and tout the benefits of relocating to our area. We have a very unique opportunity to bring not only residents into our communities, but new businesses as well. Exhibitor forms are included with this newsletter.

Once again, I would like to remind each and everyone of you to send us information about the happenings within your organizations to be published in the news letter. If you have a new product, service or personnel, send it to us for publication. After all, it's FREE and we want to make sure our members know what is going on in our business community.

Cecil County Chamber of Commerce

www.cecilchamber.com

Upcoming Events

- Feb 12: Chamber Luncheon 11:30 – 1:30
North East Racing & Sports Club
RSVP by Feb 9th
- *Feb 19: Card Exchange 5PM – 7PM
Cecil Partnership for Children, Elkton
RSVP by Feb 17th
- Mar 2: Legislative Breakfast 8AM – 9:30AM
Brantwood Golf Course, Elkton
RSVP by Feb 26th
- *Mar 3: Coffee Connections 7:30AM – 9AM
The Highlands School, Bel air
RSVP by Feb 27th

Free networking event, bring your business cards

2008 Board of Directors

Officers

President: Carolyn L. Crouch
Vice President: Patty Robinson
Treasurer: Jessica Crouch Berstler
Secretary: Terry Van Den Heuvel

Directors

JoAnn Dawson Renee Quietmeyer
Jim Roney Meredith Leopold
Colleen Estes Amanda Casper Pat Sparks

Town of North East Representative:
Anne Barker

Keep your community strong
PLEASE CONTINUE TO
SHOP LOCAL

STROLLING GUIDE AND 2009 DUES

The 2009 Dues form is attached. If you have not already done so, please make sure you dues are paid by February 28, 2009. We are currently working on the 2009 Strolling Guide and members that have not paid their dues by that date WILL NOT be included in the guide.

This year we are hoping to revamp the guide to enable us to list all members of the NECC.

Advertising opportunities are available in the guide. Call or email for information.

New members corner

Mr. Concrete, Inc
660 Hances Point Road
North East, MD 21901
Contact: Charles Harvey
(410) 287-0206
www.mr-concrete.com
mrconcrete@aol.com

International Networking Consultants
19 Merganser Court
North East, MD 21901
Contact: Christopher J. Vanover
(443) 309-8300
www.intnetconsulting.com
Christopher.vanover@gmail.com

Water Front Worship
70C Aleph Drive
Newark, DE 19702
Contact: Garland Johnson
(302) 777-7791
Amzgrace4531@aol.com
www.agomusfr.org

Luncheon/Meeting Schedule

February 19th

Holiday Inn Express

12:00 – 1:00

Catered by:

Pat's Pizzeria

Speaker: Dr. Diane Lane

**Topic: Cecil County
Comprehensive Plan Update**

CECIL NIGHT IN ANNAPOLIS

The first Cecil Night in Annapolis can only be described as an unqualified success. While we all know that one should not blow one's own horn, sometimes it is hard not to do so. North East was the only town and local chamber that was a sponsor for the evening. The Honorable Robert McKnight, Mayor and Eric Braley, Town Commissioner attended the event to represent our fair town, again the only representation from a local municipality.

Due to the overwhelming success, next year's event has already been scheduled for January 14, 2010. It is safe to say that it will be even bigger and better.



Best Western North East Inn receives Chairman's Award

Best Western North East Inn has earned a spot in the top 5% of all national Best Western Hotels and has received the Chairman's award after their latest Quality Assurance score.

WEBSITE: www.northeastchamber.org

EMAIL: info@northeastchamber.org PHONE: (410) 287-5252

Website maintained by ImageBuilders Web Design



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2825 North East Road
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Fax: 1-410-658-3163

E-Mail: jandkware7@netscape.net

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Newsletter produced & edited by: Pat Sparks pat@ecmgmt.com

Endeavor to Become Effective

Gain Your Focus

Submitted by Bob Appleton

For the past two months and, to a degree at the chamber luncheon, I have been describing a thought process that works toward becoming more effective in personal and business efforts.

These “thoughts” and the process that I have been outlining have been developed through three decades of personal application at several levels, diversity of businesses, and individual coaching. Not that I am the sole proprietor of these intellectual thoughts as they have been around in various forms for many years. But they work, we just need to bring them back into focus and perhaps relearn what we already know.

To gain an individual focus we need to project/think ahead to where we plan to be sometime down the road. As I stated before, this is a plan not a wish. It requires one to engage in Critical Planning, Risk Assessment, and Back Chaining. As you will see it is a commitment to a process.

Let’s assume that I wish to take my business to another level of customer, say “high end”, understanding that I don’t wish to loss my current customer base. Perhaps this means taking on a different look or adding products/services to my current offering. To gain focus, start your Critical Planning by looking at these steps;

- Move out of your comfort zone, outside the box (nine dots for those who attended the luncheon), your “paradigms” and look out to wider boundaries toward continuous improvement.

This means, to a degree, being uncomfortable. Think of this as driving a different way to work with different traffic patterns, more congestion and the possibility that you will get lost. You know where you plan to be but the getting there is outside the way you have been thinking up to this point.

Next provide a Target of Achievement, where your plan will take you, to your last step. To our example, selling to a higher end customer, draw a box and write in it just what your end plan will result in,

- [Increase high end customers].

With that as your “outcome end point” now draw a second box right behind your first box. In this box you will write what must happen right before you gain your “high end” customers, say,

- [Market and advertise to High End customers]

What you have begun to do is called “Back Chaining”, with each proceeding box being filled with the answer to the question, “What must happen right before this happens”. It is a process in which you begin with the end in mind and work backward to the very first step/box that forced you outside of your comfort zone. This would be the “geneses” box, where everything must begin in your process if you are to complete your plan. You would have now created the chain of events. Your geneses box might be,

- [Identify new market potential]

Keep in mind as you chain backward each box must be assessed for Risk Potential and thought given to ‘What happens if...’ Consideration must be given to the risk outcomes. This process will also identify such issues as,

- Will the changes you’re anticipating cause you to unlearn what has made you successful in the past?
- Will you need to change and develop new skills to achieve the end result?
- What implications will any changes have on the other parts of the business or relationships?
- What “touch points” will need to addressed?
- What are the costs of the changes and are they acceptable?

The list goes on and with each box that you develop in your Back Chaining you must ask these most vital questions, each will help you focus on both the tactical and strategic points of your plan.

Next month we’ll look at the next two points. And as always if you have any questions, insights or objections please e-mail me at bob@northbayinc.com. And keep in mind, “There are risks and costs to action. But they are far less than the long range risks of comfortable inaction.”, President John F. Kennedy



North East Chamber of Commerce

P. O. Box 787, North East, MD 21901

The North East Chamber of Commerce would like to thank you for your participation in 2008. With members like you, we continue to make North East a better place to live and work. Your participation in the Chamber is greatly appreciated and necessary to guarantee our continued success in our community.

Annual dues are \$85 per year. ***For those of you with more than one business, each subsequent business will pay dues of \$65.*** In order to keep our records current, please update the following information and return before January 31, 2009, with your check made payable to the North East Chamber of Commerce.

Please note that we will be updating the membership list on our website on a quarterly basis. Businesses paying dues after January 31, 2008 will be listed on the website in the second quarter of the year. **And, remember, your dues must be paid to be listed in the Strolling Guide. All events for the Strolling Guide must be submitted by February 15, 2009.**

Please complete the following information and mail with your dues to the above address:

Name of Business: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Web Site: _____

Contact Person: _____

Type of Business: _____

Brief description of Business:

_____ **Yes, please contact me about volunteer opportunities**

I would like to volunteer for: _____ *Yesterdays Festival* _____ *Annual Auction* _____ *Honor Roll Breakfast*

_____ *Membership Recruitment*

Team Captain Update No. 1, January 21, 2009

Hello Team Captains. It's that time of year again. Time to sign up for March for Babies 2009! It is never too early to register your team. Congratulations to those teams who have already begun raising money. Keep up the good work and look for future Team Captain Updates showing the top fundraising teams. Sign up your team today at www.marchforbabies.org.

Exciting news from the Maryland-National Capital Area Chapter! Katelyn Hall has been chosen as the 2009 National Ambassador. Follow her journey as the 2009 National Ambassador!



AREA MICRO-PREEMIE SURVIVES TO BECOME MARCH OF DIMES 2009 NATIONAL AMBASSADOR

Katelyn Hall of Leesburg, Va., exemplifies long-term problems faced by many children born too soon

Important Information

Save the Date:

- The Kickoff Party – Tuesday, March 3, 2009 at 5:30pm at the North East Comfort Inn & Suites. More info to follow.
- The Cecil County March for Babies is Saturday, May 2, 2009 at the North East Town Park

For more information and supplies, please contact Heather Lynch, Cecil County Walk Director, at (410) 803-0620, or hlynch@marchofdimes.com. For the latest information, please visit www.marchofdimes.com/marylandmetrodc.



Ritchie Bros. Auctioneers will be having a charity auction on March 31, 2009 starting at 6:30pm

All proceeds going to the Boys & Girls Club of Cecil County

The event will be held at:
3201 W. Pulaski Hwy, North East, MD 21901

For more information contact:

Gail Thomas

Customer Service/Office Manager

P 410-287-4330

F 410-287-4332

gthomas@rbauction.com

www.rbauction.com

Know Before You Go Expo In Monmouth, NJ Sat. & Sun, March 21 & 22

*Support the Mission & Share Your Message
With the Fort Monmouth Community*

Call or E-mail:

equesenbery@ccgov.org or 410-996-8467

crouchcarolyn@yahoo.com or (443) 553-4114

***Secure your exhibit space with
prices starting as low as \$150!***

- This is the first event of it's kind at Fort Monmouth, NJ
- Only businesses and organizations reserving a sponsorship may participate
- This event is being advertised extensively at Fort Monmouth through radio, print and the Knowledge Center on base
- The Cecil County Expo is sponsored and organized by the Cecil County Office of Economic Development and the Cecil County Chamber of Commerce
- Exhibitors are responsible for their own travel arrangements, transportation, meals and overnight accommodations, a block of rooms have been reserved at a local hotel
- Presentation, seminar and sponsor opportunities are available

Exhibitor Information

Level	Number Available	Space	Cost
Signature Sponsor \$5,000 <i>(Name on Literature bags, promotional materials, & event banner—first come, first served)</i>	1	10'x30'	
Platinum Sponsor \$4,000 <i>(Sponsorship and Presenter of seminar specific to your industry with pre-approval by CCOED of topic)</i>	10+	10'x20'	
Gold Sponsor \$3,000 <i>(Beverage Station Sponsorship with Signage at Station all day for either Saturday or Sunday)</i>	2	10'x10'	
Exhibitor	Unlimited	10'x10'	\$500
Vendor A	Unlimited	8' Table	\$250
Vendor B	Unlimited	6' Table*	\$150 <i>(* Vendor B bring your own table)</i>

Each space, save Vendor B, will be provided one table and one chair. Vendors/Exhibitors are responsible for their own tablecloth, decorations, materials, etc.

RESERVATION DEADLINE IS MARCH 6

Company Name: _____

Contact: _____ E-mail: _____

Address: _____

Phone: _____ Cell: _____

Sponsor Level (Please Circle Your Choice)

Signature Platinum Gold Exhibitor Vendor A Vendor B

Seminar presenters are responsible for providing sufficient hand out materials, if you are using hand-outs for at least 50 participants per presentation and for presenting copies of said information to CCOED in a timely manner so that it may be pre-approved before the Cecil County EXPO.

A block of rooms at a discounted rate have been reserved at the Holiday Inn in Eatontown, NJ, for this event, on a first come, first served basis through Cecil County Office of Economic Development for Friday and Saturday. Details available through CCOED.

Questions? Please contact:

Erika L. Ouesenbery 410-996-8467 or 443-907-7417 eouesenbery@ccgov.org