



Top of the Bay News from your
North East Chamber of Commerce

March 2009

Message from the President.....

I was pleasantly surprised last week to see crocuses blooming, despite having had snow not too many days before. It occurred to me that maybe we needed to have a crocus mentality. By this I don't mean, burying our heads in the dirt, but instead, focusing on thriving no matter what the conditions are around you. As we continue our march into 2009, our Board of Directors have been hard at work to come up with ideas to help our members in the coming year. One of the ideas that we will be implementing at our lunch meeting this month is the 1 minute infomercial. At each luncheon, 5 members will be given one minute to tell us about their business. Many of us know each other and we know what business we represent, but do we really know what services the we offer? If you are interested in presenting your infomercial at our March meeting, please email us at info@northeastchamber.org. It will be limited to 5 and is on a first come, first served basis.

We also discussed sponsoring an evening networking event to which we would also invite the Cecil County Chamber and other local chambers to attend. More than ever it is important for all of us to take advantage of networking opportunities and this is one way for all of us to promote our businesses to those outside of our chamber.

Networking can be one the most economical strategies that a business can take advantage of. Networking opportunities are everywhere and don't necessarily mean you have to spend money to take advantage of them. Listen to what is going on around you. One of my favorite examples is something I happened to hear while waiting in line at the grocery store. A lady in line was talking to someone else and mentioned that she was getting ready to sell her house. Just behind them was one of our local realtors who immediately went into networking mode. She began with, "I couldn't help but overhear you and just wanted to say, that if you are not working with a realtor, I would like to give you my card." The realtor handed the lady a card and they began talking. I don't know if this realtor ended up working with this person or not, but this is networking at its best. For the cost of a business card, this person may have gained a new client. Take advantage to talk about what you do whenever possible.

You just never know when that chance meeting might be your next business opportunity. I got one of my best advertisers at a trade show all because I could hear a strange noise coming from his booth and curiosity demanded that I go see what was going on. Turns out he was demonstrating his product. I told him about the publication I worked for and why it would be beneficial for him to advertise his product with us. He agreed and although am no longer with the publication, he continues to advertise with them today. Curiosity might kill the cat or, it might instead liven up the bottom line.

Cecil County Chamber of Commerce

www.cecilchamber.com

Upcoming Events

- *Mar 18: B2B Workshop 8am – 10am
Best Western North East Inn
RSVP by Mar 16th
- *Mar 19: Card Exchange 5pm – 7pm
Replenish Cosmetic Institute
RSVP by Mar 16th
- *Apr 7: Coffee Connections 7:30am – 9am
Best Western North East Inn
RSVP by Apr 6th
- Apr 9: Quarterly Dinner 6pm – 8pm
Minker Banquet Hall
Speaker: Congressman Frank Kratovil
RSVP by Apr 3rd

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. Please make sure your dues are paid by March 31, 2009. If your dues are not received by that date, you ***WILL NOT*** be included in the 2009 Strolling Guide. This year we are trying to revamp the guide to include all members.

Advertising is available in the guide:
Call (410) 287-5252 or email
info@northeastchamber.org for information.

New Members Corner

**Wesley United Methodist
Church**

**41 Justice Way
Elkton, MD 21921**



**KAREN WARE, GRI
REALTOR®**

**RE/MAX
INTEGRITY**

2825 North East Road
North East, Maryland 21901
Direct: 1-443-350-0448
Office: 1-410-658-3100
Fax: 1-410-658-3163

E-Mail: jandkware7@netscape.net

MULTIPLE LISTING SERVICE
MLS



DUES ARE DUE

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

Website maintained by ImageBuilders Web Design

Luncheon/Meeting Schedule

March 19th

Woody's Crabhouse

12:00 – 1:00

Speaker

Allyn Price Nickle

Register of Wills, Cecil County Maryland

Topic

**Wills and
Estate Administration**

We Need Your Help

Town meetings are held the 2nd and 4th Wednesday of each month at 7pm, Town Hall Meeting Room. The North East Chamber would like to be represented at each meeting and have a short report from the representative at the meeting on items that may be of importance to our members. Below are the dates, if you can help, please send an email to: info@northeastchamber.org and let us know what date(s) you can attend.

Second Wednesday

Fourth Wednesday

		March	25
April	08	April	22
May	13	May	27
June	10	June	24
July	08	July	22
Aug	12	Aug	26
Sept	09	Sept	23
Oct	14	Oct	28

Endeavor to Become Effective

The Mental Side of Effectiveness

If you been following along with me the past few months I have been laying out the Six Stepping Stones to, Endeavor to Become Effective. The principles that have been set forth are as applicable to the aspects of ones personal life as they are to business.

The two points this month are the most mental of the six;

- Don't allow outside influences to control you. This is being reactive and tends to result in "crisis" management.
- Be determined. Don't allow setbacks, obstacles and negativism to keep you from the end result. It's always easier to give up then to keep on keeping on. Stay focused.

Yet unless these points are mastered we stand the risk of losing the moment of opportunity that was built upon the hours of preparation. The focus and direction the very outcome of goals and objectives that were planned in the previous points can be lost as we become imprisoned by our circumstances.

In today's economic environment it is quite easy to become depressed and distracted from our individual goals and objectives. The truth is times are tough and might be tougher. We're all making cuts trying to marshal through unprecedented times. But and this is a BIG BUT, if we allow the outside influences to so paralyze our decision making process so that we are no longer moving positively forward, slow as it may seem, we will be in a crisis management mode.

Managing one's self by crisis hopping, moving from one negative to another, putting out this fire then that one will wear down the mind. I'm not saying that issues can be overcome by positive thinking nor am I applying some psycho babble. What I am saying, is remain proactive and be determined to achieve, be in process and remain focused. A quick illustration from my sailing background might help.

Sailing to a destination in heavy winds that are coming toward you is made more difficult by the waves that are being pushed ahead of the wind. In these conditions the sailor is required to constantly change course to advance in the desired direction. Over time these conditions, outside ones control, will wear you down physically and mentally. Things onboard begin to break, a negative mindset develops and poor decisions are be made.

Soon the goal is lost in the "crisis" of the moment. I have witnessed many who set out to sail to far horizons lose their determination when confronted with setbacks.

So what is one to do when outside influences begin to drag us down? Here are some points for your consideration;

- We are emotional beings and when emotions come into conflict with reason emotions will win out if you let them. Beware of your emotions and negativism; remain focused by reason on your endeavor to become effective.
- Don't go it alone, ask of others who are skilled in their profession for advise, weigh its usefulness to your plan and then apply what is appropriate.
- Share your down times with friends and/or family but be cautious of those "poison pills", they are the ones who will always tell you why something cannot be done.
- Shared directions and common goals help build a sense of community and enable both the individual and the community to get where they are going quicker and easier.
- Stay focused on your plan, work through it and make thoughtful adjustments as you go.

As I said, these two points are the most "mental" of the six steps of Endeavor to Become Effective. In these days of economic hardship goal achievement is a challenge. The struggle is against discouragement. "Any man or woman can achieve what I have if he or she would put forth the same effort and cultivate the same hope and faith." (Mohandas K. Gandhi, spiritual leader.)

Next month we'll look at the last two points. I hope these articles have given some assistance in working towards your personal and business goals and objectives. I remain open to your insights, questions, and objections. Please contact me at bob@northbayinc.com. "When we think alike, then no one is thinking." (Walter Lippmann, journalist)



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*



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

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

SOLD OUT!!

Thank you