



The Business Voice

November 2016

The Power of Word of Mouth Advertising

Word of mouth advertising (WOM) is not a new concept. It's been around for centuries because people like to talk and pass on information. We all enjoy sharing gossip, opinion, and advice on any given topic, be it face-to-face, telephone calls, email, texts, social media, and so on. In fact, per Nielsen, 92% of consumers believe recommendations from friends and family over all forms of advertising.

WOM advertising is important for every business, product, or service. Businesses rely on happy customers to "spread the good word" to their friends, family members, and co-workers. It's one of the most credible forms of advertising and remains the most powerful method of human communication.

The question is, "How can I dominate WOM advertising in today's marketplace?" Today, many companies and brands focus on "collecting" (how many likes does my Facebook page have?) versus "connecting". We must take a new look at marketing – focusing on a new concept known as "The Three E's": Engage, Equip and Empower. Let's explain these in a little more detail:

Engage—Give your fans the gift of you. Engage with them. Listen to what they are telling you. Be part of the conversation about your brand. Be a presence in your fans' lives. @NikeSupport is a prime example of customer service done well. They constantly respond to followers on Twitter, whether it's about their apparel, Fuel Band or other products.

Equip—Give them reasons to talk. It can be amazing products, great service, insider knowledge, social elevation, incredible stories, unbelievable facts or even funny disclosures. It's on you. It really depends on you understanding your consumers and what they like about you and providing whatever it is they need from you.

Empower—Give consumers different ways to talk and share. Let them know that they are important to you and that sharing their opinions is important to you. Help them find ways to share within their circles and find ways to help move their conversations around. Lay's is an excellent example to highlight how they empowered their fans to "Do Us a Flavor," and allow consumers to create a new flavor of potato chips to hit store shelves. Over 3.8 million submissions were sent in 2013 making it one of the biggest marketing campaigns for PepsiCo owned Frito-Lay.

Remember, having 100 passionate fans that love your brand or product is exponentially more effective than having 10,000 "fans" who signed up just to win a free iPad from you.

Source: *Forbes magazine*, [Why word of mouth advertising is the most important social media](#), July 17, 2014

Featured Member:



Rusty's Shoe Repair celebrating 70th Anniversary in Harlan, Iowa

Only twenty years ago, 60,000 shoe repair shops dotted the nation from big cities to small towns. Today, roughly 7,000 remain and one of the best is right here in the heart of Shelby County – Rusty's Shoe Repair.

The art of being a shoe cobbler dates to the 13th century. In addition to repairing shoes, stretching shoes for better fit, or dyeing shoes to a darker color many also repair a wide range of leather products. In many, many communities the local shoe repair shop is not only a place of business it also becomes a place where residents gather to talk about the day's events.

The history of Rusty's Shoe Repair dates to 1946. Paul and Norbert Rust, from Carroll, Iowa purchased the Shoe repair business in Harlan and opened its doors as the Rust Brother's Shoe Repair on November 1st, 1946. After a few years, Paul purchased his Brother Norbert's share of the business and changed the name to Rust Shoe Service. After 25 years of renting the building on Court Street, Paul purchased the building.

Paul and his wife Lucille, along with sons, Bill and Bob, lived in the back of the shop until 1954, when Roger was born. They then moved into a house on 10th Street in Harlan. Roger began working full time at the shop in 1970. Roger then purchased the shop from his Dad in 1980.

The building for years housed two businesses. The Shoe Repair on the East side and the White Star Café was on the West Side of the building. In 1982, The White Star Café closed and Roger opened up the entire building to add work boots, cowboy boots and western apparel. The name was changed to Rust Western Shed.

Roger's brother Bob opened a Rust Western Shed in 1974 in Le Mars, Iowa and Roger's brother Mike opened up Rust Western Shed in 1985 in Storm Lake, Iowa. In 2006 Roger moved the business to the 6th Street location and it is now named Rusty's Shoe Repair.

Do You Have A New Member To Refer Or Anyone Who Has Moved Into The County?

[Email Carol](#)

SCCCI Mission Statement To create a climate of opportunity for business growth, economic development, and a high standard of living throughout Shelby County.

Being Thankful

It's hard to believe that Thanksgiving is just days away and what I consider to be the start of the holiday season. So, naturally, I am thinking of what I am thankful for.

If you're on Facebook, you have heard of and have probably participated in the "30 Days of Being Thankful Challenge". After seeing post from my friends and family, I decided to take on the challenge myself and posted every day throughout the month of November what I was thankful for. That was last year. This year, I decided not to participate. Don't get me wrong, I'm just as thankful this year as I was last year and all the years before. This includes my husband, my parents, my siblings, my nieces and nephews, my friends, waking up each day, and all the other twenty-four things I posted on Facebook.

Here are some that didn't make it on social media, but on my list.

Acceptance. I'm so thankful to those who accept me for who I am.

Accountability. I'm so glad I've finally realized that I'm accountable for myself and my life.

Challenges. They always make me a better person.

Change. It scares me more than what people think, but it can be a wonderful thing.

Growing up. Wouldn't change a thing. Lots of great memories.

Motorcycle Riding. My husband and I have seen a lot of great things behind our windshields. Our vacation out to Montana last fall was the best we've taken, so far. However, there is always next year.

My work here at the Chamber. Though challenging most days, it is very rewarding.

The Shelby County Chamber of Commerce & Industry staff and Board of Directors wish each and every one of you a very Happy Thanksgiving.

The Shelby County Chamber of Commerce & Industry will be closed on Thursday, November 24 - Thanksgiving Day and Friday, November 25



Chamber Gift Certificates

The holiday gift giving season will be here soon. Are you wondering what to buy that hard to shop for person on your holiday gift list? The Shelby County Chamber of Commerce & Industry has an answer – Chamber gift certificates. Chamber gift certificates are a wonderful gift for employees, teachers, coaches, friends and family. Gift certificates can be purchased in any denomination and used throughout Shelby County. There is no minimum purchase required. All major credit cards, checks and cash accepted.

Certificates are easy to purchase. On our [website](#), call the office 712-755-2114, [email](#) or stop by and see us.

Each gift certificate expires after six months from the date of issue.

SCCCI Membership Renewals

Pauley Jones Funeral Home * Pitts Family & Sports Chiropractic

Harlan Vision Clinic, PC * Gute Tree Service

Salvo, Deren, Schenck, Swain & Argotsinger, PC Attorneys at Law

Hy-Vee Foods * FMCTC * Baxter Lumber & Hardware

David Miller * Museum of Danish America * Stow Red-E Mix

Please Note: Chamber Membership renewals are sent via email through our website, 30 days prior to their due date.

Article Submissions

We are looking for content from Chamber members about your business that would be interesting to others, providing us with valuable and useful information. Tell us something new or some interesting bit of information about your industry and how to use your products and services.

Articles should be informative, non-promotional, and should not be a commercial intended to steer readers to use your product or service before competitors.

You have a full page, so we are looking for articles of 300 to 500 words. Photos of your business are encouraged. Please submit your article and photos to [Carol](#). Our editorial committee (Todd and Carol) will review all submissions. We reserve the right to edit articles and to schedule them according to the needs of the publication.

Deadline: The second Friday of the month. Please make sure to include your company's contact information.



Small Business Saturday

November 26

Show your support for our Shelby County business community and "Shop Small" at area [Chamber of Commerce Members](#) on Saturday, November 26, 2016.

And beginning at 5:00 p.m. on the Historic Downtown Harlan Square, Annual Holiday Lighting Ceremony. Santa arrives at 5:30 p.m. on the east side of the square. There will be carriage rides and [much more](#). Bring your family and friends to experience a new downtown Harlan tradition.

Upcoming Events

Julifest, Friday, November 25 and Saturday November 26, Elk Horn & Kimballton

Holiday Customer Appreciation & Recycle Drive, Thursday, December 1 3:00 p.m. - 7:00 p.m., ThinkSpace IT Harlan

Holiday Open House, Thursday, December 1, 10:00 a.m. - 6:00 p.m. and Friday, December 2, 10:00 a.m. - 4:00 p.m. Edward Jones, Harlan. Hosted by Debbie Davis & Lisa Sondag

Mobile Food Pantry, Saturday, December 3, 10:30 a.m. - 12:00 p.m. Veteran's Memorial Auditorium, Harlan

Shelby County Community Outreach Pancake Man Breakfast & Holiday Bake Sale, Sunday, December 4, 9:30 a.m. - 1:00 p.m., American Legion Building, Harlan

Cookie Exchange, Wednesday, December 7, 5:00 p.m., Elk Horn Public Library, Elk Horn

Brown Bag Lunch Program, Christmas Hygge, Thursday, December 15, 12:00 p.m. - 1:00 p.m., Museum of Danish American, Elk Horn

Santa in the Cabins, Thursday, December 15, 5:30 p.m. - 7:00 p.m. Shelby County Historical Museum, Harlan

Have a special event coming up? Let us know about it. Contact the Chamber office at 712-755-2114 or [email](#) Carol with your event information.

Contact Us: Give us a call at 712-755-2114 or [email](#) us for more information about becoming a Chamber member.



SMALL BUSINESS SATURDAY - NOVEMBER 26

Of Course It Makes Sense, Support the 68 Cents Drive

During the busiest Holiday Shopping weekend of the year, it makes sense to spend your dollars locally. 68 cents of every dollar spent at a local business stays in the community. The Shelby County Chamber of Commerce and Industry encourages everyone to "Shop Small" on November 26 and take advantage of the wonderful blend of unique shops and services the small businesses of Shelby County have to offer.

To Support the Drive:

1. Make a purchase at a Shelby County Small Business
2. Snap a photo of yourself after you checkout
- be creative!
3. Email your photo to: info@exploreshelbycounty.com
by 11/29/16 and enter to win \$50 in Shelby County Chamber of Commerce Gift Certificates! Two winners will be announced 12/01/16

Sponsored by:



Club Level Members

Platinum Plus Club Members

City of Harlan

Harlan Industrial Foundation

Harlan Municipal Utilities

Myrtue Medical Center

Shelby County

Shelby County State Bank

Platinum Club Members

Conductix-Wampfler

Monogram Prepared Meats, LLC

Gold Club Members

Essentia Protein Solutions

FMCTC

Farmers Trust & Savings Bank

Midstates Bank

Silver Club Members

Elm Crest Retirement Community **Panama Transfer**

Variety Distributors, Inc.

Bronze Club Members

The Agency, Inc. **CDS Global** **Counsel Office & Document**

Cyclone Lanes **Fareway Stores, Inc.**

Harlan Golf & Country Club **The Harlan Tribune**

Hy-Vee **Keast Motors** **Terry Knapp Real Estate**

KNOD Radio Station **EJ Leinen - State Farm**

Molded Products **Nishnabotna Valley REC**

Pitts Family & Sports Chiropractic Center, PC

Smitty Bee Honey, Inc. **Subway** **Town & Country Credit Union**

2016-2017 Chamber Board Members

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Molded Products

Vice-President

Shawn Brown

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Treasurer

Kevin Campbell

Shelby County State Bank

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Brent Scheve

The Agency

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Elm Crest Retirement
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Marne & Elk Horn Telephone
Company

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Steve Kenkel

Shelby County Board of
Supervisors

Board Member

Denny Siemers

Town & Country
Credit Union

Chamber Staff

Todd Valline

Executive Director

Ed Hendley

Information Technology
Manager

Carol McHugh

Administrative Assistant

Did you know?

Rusty's Shoe Repair, 1106 6th Street, Harlan, celebrated 70 years of service on Tuesday, November 1. Congratulations.

Harlan Vision carries a variety of accessories for your eye glass/contact wearing friend and/or family member. They also have gift certificates.

46 million turkeys are eaten each Thanksgiving and 22 million on Christmas. ([Source](#))

Save the Date: Legislative Coffee

Kick-Off Session

Saturday, December 10, 9:00 a.m.

Farm Bureau Financial Services
908 6th Street, Harlan, IA

Hosted by the Shelby County Chamber of Commerce & Industry



November Blue Zones

Project Recipe

For more recipes, [click here](#).

Coconut-Mashed Sweet Potatoes

Ingredients: 5 medium sweet potatoes (about 3 pounds), peeled and cut into 1-inch cubes; 1 cup regular or low-fat canned coconut milk; 1 tsp ground cinnamon; 1 tsp salt, optional.

1. Place the sweet potatoes in a large pot and add enough water so they're submerged by 1 inch. Bring to a boil over high heat, then reduce the heat to medium and cook until the potatoes are soft, about 25 minutes.
2. Drain in a colander and set in the sink, then transfer the sweet potatoes to a large bowl.
3. Add 1 cup coconut milk and mash with a potato masher or an electric mixer at medium-low speed until creamy, adding more coconut milk to get a smooth, rich puree. Stir in the cinnamon, as well as the salt, if desired.

Tip: For a different taste and lower fat, substitute half the coconut milk for fresh orange juice while mashing. Remember to add the ground cinnamon!



Chamber Happenings

Shelby County Holiday Harvest Market
Tuesday, December 20, 3:00 p.m. - 6:00 p.m.
Milk & Honey Restaurant
1101 7th Street, Harlan

Shelby County Chamber of Commerce & Industry
Holiday Open House
Thursday, December 22, 5:00 p.m. - 7:00 p.m.
Chamber Atrium
1901 Hawkeye Avenue, Harlan



Event Info

For additional information on community events, please visit our [events calendar](#).

December 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Holiday Open House Edward Jones – Debbie Davis - Harlan ThinkSpace IT Holiday Customer Appreciation, Open House & Recycle Drive – Harlan	2 Angel Antics Fundraiser, Congregational United Church of Christ - Harlan Holiday Open House Edward Jones – Debbie Davis	3 Mobile Food Pantry – Harlan Holiday Scholastic Book Fair – Harlan Community Library
4 SCCO Pancake Man Breakfast – Harlan Shelby County Historical Society Program - Annual Christmas Sing-a-long – Harlan SCCS Christmas Program - Harlan	5 Holiday Scholastic Book Fair – Harlan Community Library Cookie Exchange – Elk Horn	6 Holiday Scholastic Book Fair – Harlan Community Library Iowa Community Kitchen Meal – Harlan	7 Pearl Harbor Day Holiday Scholastic Book Fair – Harlan Community Library	8 Holiday Scholastic Book Fair – Harlan Community Library	9 Holiday Scholastic Book Fair – Harlan Community Library	10 Christmas Open House Secret Serenity Salon & Day Spa - Harlan Christkindlesmarkt – Irwin Legislative Coffee Kick-Off Session – Harlan
11	12	13 The Library & Lunch Book Discussion – Harlan Community Library Iowa Community Kitchen Meal – Harlan	14 Winter Delight Floral Centerpiece – Floral Elegance & Unique Gifts, Harlan	15 Brown Bag Lunch Program – Museum of Danish America Santa in the Cabins – Shelby Co Historical Museum	16	17
18	19	20 SCCCI Board of Directors Meeting Iowa Community Kitchen Meal – Harlan Shelby Co 2016 Holiday Harvest Market - Harlan	21 Winter Solstice Bonfire – Museum of Danish America	22 Holiday Open House Chamber of Commerce Atrium - Harlan	23	24 Christmas Eve
25 Christmas Day	26 Boxing Day Christmas Holiday SCCCI Office Closed	27 Christmas Holiday SCCCI Office Closed	28 Christmas Holiday SCCCI Office Closed	29 Christmas Holiday SCCCI Office Closed	30 Christmas Holiday SCCCI Office Closed	31 New Year's Eve

January 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 New Year's Eve	2 SCCCI Office Closed - New Year's Holiday	3 Iowa Community Kitchen Meal – Harlan	4	5	6	7
8	9	10 Iowa Community Kitchen Meal – Harlan	11	12	13	14
15 Shelby Co. Trails "Dad's Belgian Waffle" Fundraiser/Auction - Panama	16 Martin Luther King, Jr. Day – Chamber Office Closed Whimsical Winter Fun 1 – Museum of Danish America	17 SCCCI Board of Directors Meeting Iowa Community Kitchen Meal – Harlan	18	19	20	21
22	23	24 Iowa Community Kitchen Meal – Harlan	25	26	27	28
29	30	31 Iowa Community Kitchen Meal – Harlan	Notes:			