



Special points of interest:

- April 3
Ultimate Showdown
- April 4
Easter
- April 8
Performing Arts Council presents "Main Street Souvenirs"
- April 14
Trade Promotion "Sidney's Got It" Presentations
- April 15
B.A.H. Sidney Rental
- April 17
March of Dimes Walkathon
- April 18
Concert at the Confluence
- April 21
Leadership Issue Day #7
- April 22
Natural World of the Confluence
- April 24
Direct Sellers Showcase
- April 29 - 30
Special Olympics
- April 30
Best Kept Secret
- May 1
Lion's Club Scholarship Breakfast
- May 1
Paddlefishing at the Confluence



Leadership Graduation Scheduled



Plans for the 2010 Sidney Leadership Class Graduation are being finalized. This noon-time event will be on Wednesday, May 5th at the Sidney Moose Lodge. Tickets are now on sale for the noon luncheon and are available at the Chamber for \$10 per person. Thirteen class members will finish their last issue day in April.

Confirmed for the keynote address is Dr. Jin Cargill, President of Dawson Community College in Glendive Montana. Dr. Cargill has a vast background with two degrees from Sam Houston State University, a Ed. D. Music Education Degree from the University of Houston, plus additional Graduate Study from the University of California, Los Angeles, and the University of Texas.

He was a teacher for twelve years at a comprehensive community college in Texas, and taught for twelve years at a university in Western South Dakota. Dr. Cargill observes since coming to DCC, "as a college and university administrator in small cities in Kentucky and South Dakota, I see a community in Glendive that could not be more supportive of Dawson Community College".

Graduates of the Sidney Leadership Program receive six college credits from DCC. The Chamber nurtures close ties with Dawson Community College and Dr Cargill's speech theme is "How DCC Leadership Can Have A Role In Sidney's Future."

New Membership Benefit



All members are encouraged to bring their business cards or a piece of literature that they would like for the Chamber to hand out to visitors. The member contact board is located in the lobby of the Chamber and provides brand new racks to display business information. On a related note the Chamber received 50 inquiries for members the month of March.

Sidney Chamber 2010 Board of Directors

Past President:	Lisa Aisenbrey	Sidney Health Center
President:	Marci Albin	The Lucky Buckle
1st V.P.	David Seitz	Seitz Insurance
2nd V.P.	Jodie Leland	Wells Fargo Bank
Treasurer:	Lorilee Norby	Mitchell's Oilfield Service

Rowdy Cvancara	1st Bank	Greg Miller	Millers' Corner
Idelle Badt	R.S.V.P.	Nick Lonski	Edward Jones Investments
Ben Larson	Safflower Technologies	Kathy Nicholson	Candy Bouquet
David Garland	Sidney Sugars	Jay Frank	Sidney Country Club
Staff:	Wade J. VanEvery, Executive Director	LaVanchie Starkey, Administrative Assistant	



The Trade Promotion Committee reviewed their bid invitation letter for the "Sidney's Got It!" television advertising program and set April 14th as the date to hear new presentations for the coming year.

The contract for the advertising program runs for July to July on a yearly basis. We invite anyone interested to attend the station presentations which begin with KXMD Ch. 11 at 8:00 a. m. and KUMV Ch. 8 at 8:30 a. m. The Trade Promotion meeting will begin at 7:30 a.m. at the Chamber.

Discussions on the proposals will be held following the presentations. The vote to select next years campaign will be held on May 12th during the regular Trade Promotion Committee meeting.

We welcome anyone interested in advertising with the program to attend. We also encourage those who participated this year to attend and share your thoughts and experiences with this year's program.

The Trade Promotion Committee is chaired this year by Greg Miller of Miller's Corner and Vice Chair is Kim Lake from the M & M Café.

Family Business Awards

Included in this newsletter is the nominating form for the 2010 MSU College of Business State Farm Insurance Family Business Awards. Recipients from Sidney have included Bob's Pickup & Delivery, Inc., 2001, Johnson Hardware & Furniture, 2002, and Finnicum's Furniture, 2006. This award is given to family businesses in six different categories. Please consider nominating any of our outstanding family owned, Chamber members and fax your form to 433-1127 and we will send it to MSU.

Just Thought We'd Share.....

Dear Whomever,

I just received \$25.00 from Jodi for filling out a survey about the city bus. As I was writing my thank you, I thought "How neat", I would far rather have a Chamber bucks for a birthday or Christmas gift rather than to have to go to a certain store. Maybe I especially want a new coffee pot or something. I would have a choice of brands or might even want to get a piece of clothing instead.

You may already advertise for this, but it's just a thought. Every one may not be aware of Chamber Bucks



What Your Customers Really Want: Seven Qualities of Customer Care

Most people believe that the hardest part of starting and maintaining a successful business is finding the right product or service. In reality, this is hardly ever enough, it is simple the starting point. To be truly successful you need to see your business through your customer's eyes. What do they want and need to keep coming back to you time and again?

There are seven qualities of customer care that will take a business from the great product or service to the great company that will keep customers coming back for more. Here's what it takes to win and keep your customers.

1. **Accessibility**

It starts by making it easy for your customer to do business with you. Accessibility includes things such as ample parking, phone systems that are easy to use, returning e-mail the day it is received, and a website that is clear and easy to navigate. It means you use language that is clear and easily understood by all. If you have diverse customers, it means translating your materials into their native language.

2. **Availability**

Are you there when your customers need you? Make sure that your business hours are compatible with your clients/customers needs. If your business takes appointments or reservations, allow your customers to make them for the same day that they call you. On days when your business is closed, have a place or person that your customers can go to get information. This could be a website, a person on call, or a helpful message on your phone system. Nowadays, people seek information 24/7 -- make sure that they can get what they need when they need it.

3. **Affability**

Everyone wants to do business with nice, pleasant people. Seems simple, right? But sometimes the simplest of things are the hardest to accomplish. Having to deal with the realities of life, like traffic, arguments or just not feeling well, can make being pleasant seem impossible. However, making a point of warmly greeting your customers on the phone or in person can have an amazing impact on the success of your business. Everyone (from the janitor to the CEO) should greet customers warmly. Affability is everyone's responsibility. This will help ensure your customers get the treatment they deserve.

4. **Agreeability**

Customers want to hear "Yes" when they ask you for something. But, how many times do you say "No" to your customers? Perhaps you hide behind policies and procedures. Do you really think that it feels better when your customers hear, "No, sorry it's our policy?" But obviously you can't say "Yes" every time your customers ask for something. So how do you know when to say "Yes" without it becoming a problem? Put it through a very simple filter. If it isn't illegal, immoral or unethical, say "YES."

Even if you can't say, "YES," don't say "No." Instead, stop, take a breath and say, "Let me see what I can do." Then do something: find a way around the issue-- call a supervisor -- be creative

-- show the customer that you are doing everything possible to accommodate them. When you say "YES!" you are showing your customer that you value their business and that you care about their best interests.

5. Accountability

Take ownership of your customer's needs and issues. Let them know that you will do what it takes to make them happy. If there is a problem, be the one who gets it resolved, even if you didn't create the problem. See it through until it's resolved. When other people need to be involved you should still follow-up to make sure that the problem was resolved successfully.

6. Adaptability

Your customers' desires are constantly changing. Make sure that you keep up. Adaptability is essential. Don't just wait for their requests, talk to them, ask them about their experience doing business with you. What do they like about your business? What do they dislike? Then give them what they want.

More than keeping up, make sure you are exceeding your customers expectations. If you always provide something exceptional, they will grow to expect it, and it ceases to be exceptional. When exceptional becomes the norm you need to figure out new ways to surprise and delight them.

7. Ability

It might seem strange that ability comes last on the list. If you do all the things described above successfully, customers will be far more willing to accept that you are not perfect. But this doesn't mean that you don't have to strive for continuous improvement.

Your customers are getting more and more knowledgeable. The internet has made it easy for them to gain expertise. You need to do as much research as they do. More than ever, you need to be an expert about your products and services. Take 15 minutes out of your day and learn something new: read what your customers read; find out what others are saying about your products and services; learn about your competition.

You can truly set yourself apart from the competition when you strive for more knowledge and expertise every day.

Focusing on what is important to your customers allows you to truly set yourself apart from your competition. Strive to embody the seven qualities of customer care and create customers for life.

About the Author:

Laurie Brown is an international trainer and consultant who works to help people improve their sales, service and presentation skills. She is the author of *The Teleprompter Manual, for Executives, Politicians, Broadcasters and Speakers*. Laurie can be contacted through www.thedifference.net, or 1-248 761 7510, or at lauriebrown@thedifference.net

"Spring would not be spring without bird songs."

Francis M. Chapman

Sidney Area Chamber of Commerce and Agriculture
909 South Central Avenue
Sidney, MT 59270

(406) 433-1916 phone
(406) 433-1127 fax
schamber@midrivers.com e-mail



PRSR STD
US POSTAGE
PAID
Sidney MT 59270
Permit No. 300

Corporate Members:

1st Bank
Hi-Line Trucking
Lower Yellowstone REA
Mitchell's Oil Field Service
Richland Federal Credit Union
Seitz Insurance
Sidney Sugars
Stockman Bank
Wells Fargo Bank

The Advantage is published monthly by the Sidney Area Chamber of Commerce and Agriculture. Periodical postage paid in Sidney, Montana 59270, bulk permit #300.

We're on the web!
www.sidneymt.co

More Members Renew in March

The following members have reinvested in the Sidney Chamber. Thank you for your continuing investment of the Sidney area!

Amunrud's RV Inc
Crystal Clear Designs
Four Seasons Trailer Court
Lower Yellowstone Irrigation Project
Norby, Inc
North Star Auto Body
Party Central
Picture Perfect Photography
Planet Hair
Ribbon & Rail
Rollin Rock Angus
South 40
SPF #23 Superpumper
Taco Johns
The Rush Espresso
Thrifty White Drug
Winners Pub
Yellowstone Livestock Company

Thank You

*The Sidney Area Chamber of
Commerce & Agriculture
invites you to*

**B U S I N E S S
A f t e r h o u r s
S i d n e y
R e n t a l**

2508 South Lincoln Avenue SE
April 15th

*Come and see their new
location and facilities as
well as their expanded
line of rental equipment!*

Refreshments will be served!