



**Special points of interest:**

- **October 4 - 6**  
Tourism Advisory Council Meetings
- **October 6**  
Leadership Class Skills Development #1
- **October 7**  
Big Sky Series:  
Andre' Floyd with David Griffith
- **October 9**  
Oktoberfest  
Mondak Heritage Center
- **October 12**  
BAH at the Candy Bouquet
- **October 14**  
Opportunity Fair
- **October 19**  
Candidates Forum
- **October 20**  
Leadership Issue Day 2
- **October 29**  
Moonlight Madness
- **October 29**  
Sidney High School Play  
"Murders in the Heir"
- **October 30**  
Ft Buford Cemetery Walk
- **October 31**  
Halloween

**Upcoming Events:**

- **November 2**  
Election Day
- **November 4 - 6**  
Eastern C Volleyball Tournament
- **November 26**  
Christmas Stroll & Parade of Lights

## Moonlight Madness Returns

Its scary to realize that Halloween is already here! The Chamber wants to help our members create store activity during this occasion by having a Moonlight Madness night on October 29. The Trade Promotion Committee encourages the membership to have extended



hours till 7:00 P.M. on this evening and have their best Halloween costumes on for judging. Judging will begin at 4:00 P.M. to allow all members to partici-

pate. Along with this we will be advertizing for all children ten and under to dress up and visit our stores and sign up for drawings. Then at 7:30 P.M. everyone is invited to the Yellowstone Marketplace where the drawings will be held. Kids will not need to be present to win. A Halloween pumpkin is included in this newsletter, which when displayed on this day, will tell the public that you welcome these dressed-up revelers.



## Candidates Forum

The Chamber has planned a Candidates Forum for October 19th at 7:00 P.M. in the upstairs meeting room of the Moose Lodge. This event is co-sponsored with the Richland County Farm Bureau.

All Candidates for office in Richland County have been invited, along with the Candidates for House District 36 and Public Service Commissioner #1.

The basic format will be allowing each Candidate five minutes to speak on themselves, followed by a question and answer period by the audience. Questions will be written out and selected by a joint committee.

Voter information pamphlets will also be available to explain state initiatives. All media in our area will be invited to attend and cover this important event. The Chamber encourages all our members to become informed voters this election year.

## 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	

### Christmas Stroll Theme Announced

At the last Trade Promotion Committee meeting, the Christmas Stroll and Parade of Lights was envisioned as a brilliant time with the theme "Dazzling Ornaments" selected. It will be held on the same day as usual, the day after Thanksgiving, which is November 26 this year.



Most of the activities included in this day are being worked on now, with expectations of having the best event ever.

There are many ways that members can participate in this event. Groups or individuals that would like to perform are needed and can now be scheduled. There is also a need for non-profits that would like to set up food and beverage concessions are invited to do so.

The soup contest was a success last year and will be included this year.

It has been mentioned to the Chamber that people see as many class mates at the Stroll and Parade as they do at a class reunion.

# B. A. H.

## Candy Bouquet

October 12, 2010  
4:30 - 6:00 pm

Come meet the new owners,  
Joanna & Sandy  
peruse their new line of gifts,  
enjoy refreshments,  
help us welcome them to the  
chamber and wish them well in  
their new venture!



# Welcome the Chambers New Members!

Creative Curbing is the first of several new members to the Sidney Chamber. Owner Guy Melby has been in business for four years serving customers in Eastern Montana and Western North Dakota. The curbing is done with cement and is used for borders around houses, flower beds, trees, etc.. Besides residential curbing, he also has a larger machine for industrial curbing. Guy can be contacted at 615 4th St. SW in Sidney or call (406)488-6624 or (406)489-2831.



A new member from the energy industry is Dan Johnson Consulting, Inc. of Sidney. It is a family operated business consisting of owner Dan Johnson and his wife/manager Sheri Johnson.

Dan has been in the oil business for 32 years and recently began his own consulting company. He does independent consulting of completion oilfield work including work-over rigs, fracing, and well work clean outs. This company may be reached at (406)489-0962, (406)488-8813, or dansheri@midrivers.com.

The Chamber welcomes the new owners of the Candy Bouquet, Sandy O'Donnell and Joanna Dunn to membership. These sister co-owners opened their new business on Monday July 6. They attended market in Las Vegas before they started and have added several lines of gifts and new food items. They also increased the visibility of their store by adding the M & M's on the outside. Delivery is available for orders within Sidney. Candy Bouquet is located at 108 E. Main St. and they can be contacted at (406)433-2263. The fax number is (406)4332464.



Leadership class member Erin Graves has brought her new business Screen Play into membership this summer. Erin took over the ownership of this establishment in February. Screen Play does both screen printing and embroidery on any type of clothing. Erin has seen her business increase in the areas of oil field companies, schools, and hospital attire. She helps considerably with team apparel and business uniforms. Screen Play is located at 2405 W. Holly St. and can be phoned at (406)433-2400. Her fax number is (406)488-8325 and the email address is screenplay@midrivers.com.

## Customer Service: Bad Customer Experience

Here is a question for all of you. As a customer, how many of you have had a bad customer service experience? Hmmmm. Looks like it's all of you. So think about it, if all of you have had a bad experience, it means that most likely all of your customers have had one too.

If your customers have had a bad experience, then consciously or unconsciously, they are affected by it. Have you ever noticed that some customers come in with an attitude — a chip on their shoulder or an emotional wall up? In these situations, when your customers are on the offense, like so many other service providers, you end up feeling defensive. But, it isn't necessarily about you. It is based on another experience with another person they have dealt with. So what can you do to remove the chip and break down the wall?

Greet your customers warmly and sincerely. A truly warm welcome can be totally disarming. Imagine walking into a restaurant and being greeted as a friend or member of the family— someone who was grateful to have you walk in to their place. No matter how good the meal was, you would still be happy you went there. The experience would have been positive enough that you would gladly give them another try.

Even though greeting your customer sounds so basic, aren't you amazed at how often people fail to do this properly, leaving you feeling ignored and poorly treated? Remember you only have about five seconds to create an impression — make sure it is a good one! A good greeting not only starts things off on the right foot, it can also build a strong foundation for the future. So, what are the elements of a good greeting?

1. **First, do an attitude check.** Before you start your workday, do a personal inventory: How you are feeling? Are you tense? Are you rested? Did you just have a frustrating drive in to work? Did you have an argument with someone? Be aware of how you are feeling and what you are thinking and leave any negative emotions at the door. You'll find it is too hard to automatically treat others well when you are battling with your own problems.

2. **Immediate customer recognition.** Don't wait even a couple of minutes to acknowledge your guest's presence. If you are in proximity of your customer, say hello. If you are with another customer you can still acknowledge them. Nothing is more frustrating than waiting for someone to notice you. A simple nod of the head, eye contact or a brief comment will let the person waiting know that you have seen them and will soon be with them. Whether you are the janitor or the CEO, say hello to the customer as soon as you can. No matter what your position — you're in the customer service business.

3. **Make the greeting warm and sincere.** Customers have sincerity radar. They can tell if you are "faking it." One of the best ways to ensure that your greeting is warm and sincere is by expressing your gratitude. If you are not truly grateful that this person chose your establishment, you need to remember where your paycheck is REALLY coming from. The more that you can feel appreciative that this person has decided to do business with you, the better you will treat them.

4. **Handshakes are optional.** It is usually standard practice to make sure that EVERYONE gets a handshake, but the fact is, there are many cultures that find a handshake offensive. With the world getting more culturally diverse, the best tip is to wait with your hands at your side until the customer makes the first move and then respond by doing what they do, whether it's a handshake, a hug or a bow

5. **Avoid asking, "How may I help you?"** In a sales situation, this question allows the customer to say, "just looking", at which point you are already at a disadvantage. It's better to start off with, "How are you?" or a compliment on something they are wearing, such as, "great

glasses, where did you get them?" or even a comment on the weather. Conversations like these can often help you start building rapport. But if your customer doesn't like small talk, get to the point quickly.

**6. Understand your customer.** Begin your relationship with the true goal of finding out their wants and needs and then try to make sure that you fulfill them. Working with this goal foremost in your mind will help define every action you take.

No matter what your business, your customer has needs that are spoken and unspoken. This means that you need to listen carefully. Listen with your ears, eyes, heart and mind. Listen to the words they are saying, observe their body language, listen to their tone to understand the emotional content, and be aware of what is not being said. Effective listening will help you deeply understand your customer. If your goal is to meet and exceed their needs, you can create a loyal customer who will tell their friends and family about you and your business.

Following these six steps will help you start building greater rapport and trust with your customers. The sooner you build rapport and trust, the sooner you can remove that chip from their shoulder or start tearing down their wall and create a "customer for life."



## Changes to Your Health Insurance

*as a result of the*

Patient Protection and Affordable Care Act (PPACA)

passed by Congress in March



**Adult children eligible for coverage to age 26—effective now.** Any child who is currently covered but will be turning age 25 will remain on their parents' coverage until age 26 regardless of whether the child is married or not.

**No lifetime coverage limits in 2011.** Insurers will no longer be able to include a limit on how much one person can occur in medical spending over their lifetime. Insurers may still impose lifetime limits on "non-essential benefits." The government has yet to issue a definition of what medical services fall within the

"non-essential benefits" guidelines.

**No reimbursement for over-the-counter medicines in 2011.** You will no longer be able to use pre-tax dollars from a Flexible Spending Account to pay for over-the-counter medicines without a health care provider's prescription. If you get a health care provider to write a prescription, than you will be able to continue using pre-tax dollars to purchase those medicines.

**No pre-existing condition limits for children under age 19.** Starting on September 23, 2010, insurers cannot impose a pre-existing condition exclusion on coverage of children under 19 years of age.

# Sidney to Host Volleyball Tournament

Our schools are already a month into their fall schedule and volleyball tournaments are only a month away. Sidney High School will be hosting the Eastern C Divisional Volleyball Tournament on November 4-6 with help from the Chamber. We will be handling ticket sales and hosting the hospitality room during this occasion. Cara Nelson will be contacting members to help with the stocking of the hospitality room. School and tournament officials look forward to the generosity of our members.

The Chamber is also excited to announce that the Eastern District 2 C has chosen Sidney to host a joint boys and girls basketball tournament on February 14-19, 2011. And two weeks later the Eastern C Divisional Boys Basketball Tournament will be here.



Find below a schedule for the Eastern C Girls Volleyball Tournament. Please give the Chamber a call at 433-1916 or email at [schamber@midrivers.com](mailto:schamber@midrivers.com) to get in on this happening. If you would rather help with the hospitality room let, us know as well.

Session	Ticket Seller	Phone	Ticket Taker	Phone
Thursday 8:00 - 11:00				
Thursday 11:00 - 2:00				
Thursday 5:00 - 8:00				
Friday 8:00 - 11:00				
Friday 11:00 - 2:00				
Friday 5:00 - 8:00				
Saturday 1:00 - 4:00				



It was a busy day for the Eastern Ag Research Center as they held their annual Field Day, and a ground breaking ceremony for the new office and lab facility on July 28. In attendance was Governor Brian Schweitzer, and the President and Dean of Agriculture for Montana State University. The Chamber Ag Committee had one of the most important roles there; preparing the potatoes and cooking the steaks for everyone. This is an annual tradition for the Chamber and one that is always looked forward to. It will be a joyful time when the Chamber helps celebrate the opening of this new facility.

# Chamber Closes the Summer With One Last Event

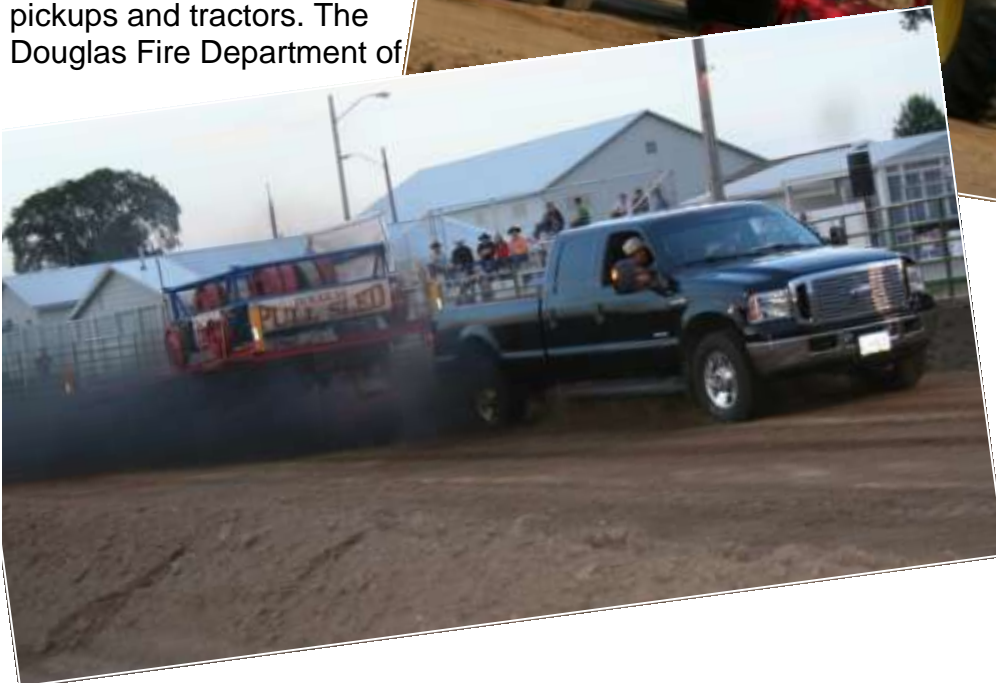
August 28 was the end of the summer event work for the Chamber and it ended with a "roar" at the Richland County Fairgrounds.

The Ag Committee's MonDak Harvest Fest had a great turn out for the Show and Shine car show during the afternoon, and at the same time kids were having a ball with the pedal pull and pedal race cars. More work will be done next year to draw contestants for the rib



cook-off, and we appreciate The Fringe for bringing out some ribs to sell. We heard several comments on how good the ribs were!

A pleasant evening greeted the several hundred fans that were in attendance for the pull. Thirty six pulls entered with an even mix between pickups and tractors. The Douglas Fire Department of



Douglas ND again provided the pulling sled and technical support. Finals were held for pedal pullers during intermissions. The evening concluded with a dance in the stage building.

The last Saturday of August has been reserved for this event next year.

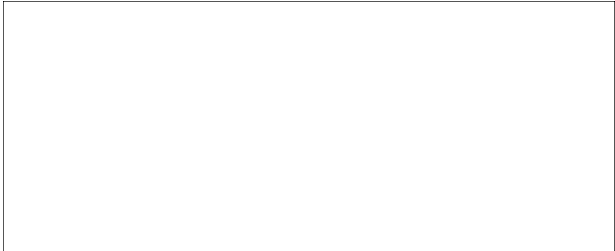
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**We're on the web!**  
[www.sidneymt.co](http://www.sidneymt.co)

## 2010 Coupon Project

The Coupon Packet project was headed up by Diane Swanson of the Roundup with help from Phil Johnson and Ken Simonis. The packets were prepared by Crystal Clear Designs of Sidney. The Trade Promotion committee extends a big "Thank You" to all the participants listed below. Several are new this year and chose to use this program to feature stock within their business. These coupons are used in a variety of ways through the Chamber including all visitor packets, tournament hospitality rooms, motel rooms, trade shows, and as gifts from the Chamber. Members are encouraged to use them through their stores as well.

- |   |                                  |                             |
|---|----------------------------------|-----------------------------|
| • Cattle-Ac                             | • McDonalds                      | • Stockman Bank             |
| • CHS Farmer's Elevator                 | • Pamida                         | • Sunny's Family Restaurant |
| • Club Royale Casino                    | • Party Central                  | • Taco Johns                |
| • Doorbust'n Portables & Septic Service | • Pizza House                    | • The Depot                 |
| • East-Mont Enterprises                 | • ProBuild                       | • The Lucky Buckle          |
| • ElectricLand                          | • Reynold's Market               | • The Fringe                |
| • Finnicum's Furniture                  | • Richland County Transportation | • The Regal Eagle           |
| • Footers                               | • Richland Federal Credit Union  | • The South 40              |
| • Johnson Hardware & Furniture          | • Richland Motor Inn             | • The Wild Outdoorsman      |
| • Lone Tree Inn                         | • Sidney Country Club            | • Triangle Nite Club        |
| • M & M Cafe                            | • Sidney Health Center           | • VFW Post#4099             |
| • M3 Meats                              | • Sidney Liquor Agency           | • White Drug                |
|   | • Sonda's Solutions              | • Winners Pub               |