

It's Time for Trunk or Treat

Calendar of Events

Oct 9	The Big Sit
Oct 11	Retail & Promotion Committee Meeting
Oct 13	Industry Roundtable
Oct 15	Night Out in Carrington
Oct 17	CVB Board Meeting
Oct 19	Ladies' Night @ Runnings
Oct 25	Commissioner Meet & Greet
Oct 28-29	Haunted House @ CYC
Oct 31	Trunk or Treat
Nov 1	Chamber Board mtg
Nov 5	Craft & Gift Extravaganza



**Monday, October 31
3:30 to 5:30 pm**

All businesses, individuals, families, organizations and more are welcome to participate in this annual event held near the grandstand at the baseball field at City Park.

If you aren't familiar with Trunk or Treat—it's when trick or treating is done from a parked vehicle. Vehicles can be decorated. Children go from vehicle to vehicle trick or treating. Adults are encouraged to wear costumes as well. Contact the Chamber office for more info or if you'd like to participate. Everyone is WELCOME!



Chamber Board

Kerry Anderson
Dennis Swanson
Katie Florhaug
Nicole Threadgold
Kristin Cabler
Jeff Welk
Wendy Bahm

The board meets the first Tuesday of each month.

DCT's gang
at a previous
Trunk or Treat!



A Whole New Look

Our façade project on our Chamber building is complete! We just love it and hope you do too.

A shout out to P.A.C.K. Construction for their wonderful work! They also donated the rock for the building. A Big THANK YOU to Central City Lumber for donating the siding!

Our Chamber of Commerce owns our building. It houses the offices of the Chamber, Convention & Visitors Bureau, Community Development Corp., and also Birding Drives Dakota.

We rent the west side of the building to Carrington Daily Bread.



Like us on Facebook—keep up with what's happening with the **Carrington Area Chamber of Commerce** and also our **Carrington Convention & Visitors Bureau!**

And now the **CARRINGTON GARDEN CLUB** too!

Trivia Time

How many members does the Carrington Area Chamber of Commerce have?

- A. Over 200
- B. 50 to 100
- C. 100 to 200
- D. Less than 50

Winner and answer for the last question: Stacey Rzaszutak correctly answered Wholesale Ag as the meeting place of the Chamber board.



Be the **FIRST** person to **email** the Chamber office with the correct trivia answer and you could **WIN** a free small pizza courtesy of the **Carrington Pizza Ranch!**

chambergal@daktel.com

Retail & Promotions Committee

Consider learning more about the newly organized **Retail & Promotions Committee** of the Chamber.

The group has met twice and some ideas that were discussed included: A **Scratch & Win promotion** for December for retailers to participate, Christmas Cash, planning some type of event or promotion during February which seems to be a slow time of year for most businesses, having a large celebration around Independence Day and other ideas.

The next meeting of the committee has been set for Tuesday, October 11 at noon at the Chieftain.

If you are interested in participating, learning more or have some ideas to share, please feel free to contact Laurie Dietz at the Chamber office or Kerry Anderson (Chamber Chairperson) at Central City Lumber.



Christmas Cash Program

It's Christmas Cash season! Our annual Christmas Cash program will begin October 20. Chamber member businesses are encouraged to participate.

The loan program is available through Bank Forward, Community Credit Union and Gate City Bank. Consumers may borrow from \$500 to \$2,000 at NO interest and will receive 10% additional FREE MONEY that does not need to be paid back. These dollars are made available through our city sales tax fund.

This program is a win-win for our community. Christmas Cash dollars are spent locally and encourage shoppers to SHOP LOCAL!

For further details, contact the Chamber office at 652-2524 or email: chambergal@daktel.com

Commissioner Candidate Meet & Greet

SAVE THE DATE— TUESDAY, OCTOBER 25

Join us for a social hour at the Chieftain from 5:00—6:00 pm where we will learn more about our new county districts and the candidates running for a position on the five member Foster Commission Board.

All commission candidates have been invited.

Election Day is November 8

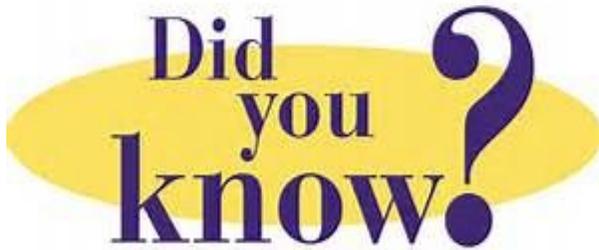


Craft & Gift Extravaganza

Our Annual Craft & Gift Extravaganza is scheduled for Saturday, **November 5** at the Carrington Armory. There is no admission fee for the public to attend and the event will run from 10 am to 5 pm. There are still vendor booths available. If interested—call 652-2524.

Coming Up

Christmas Around the Town and Parade will be here before you know it—we hope you will participate! The date is **Monday, December 5**. More details coming soon.



- ◆ October is Pasta Month.
- ◆ Dakota Growers PastaCo produces 150 different shapes of pasta.
- ◆ October is Co-op Month.
- ◆ Runnings Ladies' Night is October 19
- ◆ Individuals are welcome to join our Chamber of Commerce.
- ◆ There are about 80 open job positions in Carrington—50 of which are full time, many with good benefits.

Carrington Cash

Puzzled over what to buy for that birthday, anniversary or thank you gift? How about **CARRINGTON CASH**?

Available at the Chamber office—it's great for gift giving for that hard to buy for person! We have two denominations—fives and twenties.



Board meeting minutes

CHAMBER BOARD MEETING SEPTEMBER 6, 2016 - 12:00 NOON CHIEFTAIN

ATTENDING: Kerry Anderson, Nicole Threadgold, Katie Florhaug, Jeff Welk, Dennis Swanson, Wendy Bahm, Kristin Cabler, Denise Schuchard and Laurie Dietz.

The meeting was called to order by Chairman Kerry Anderson. Katie moved to approve the minutes of the August 2, 2016 meeting as written. Seconded by Nicole, motion carried.

Financial report was presented. Wendy moved to approve the report, seconded by Dennis. Motion carried.

OLD BUSINESS

Committee reports: *Ambassadors* – Last visited McLaughlin Natural Health at their Grand Opening (also a new Chamber member). Discussion on upcoming visits. *Pageant* – The date for the upcoming Carrington Scholarship Pageant is October 15. They are still accepting contestants. *Birding Drives Dakota* – Nothing new to report. *Healthy Communities* – Minutes of the last meeting were shared. Meeting day has changed to the 3rd Tuesday of each month at noon. *Welcome Wagon* – Still working on getting the canvas bags. *Carrington Endowment* – Nothing new to report. *Membership Update* – Fourth quarter billings for membership renewals will be sent out in the coming weeks. *CDC – JDA – CVB*: CDC - Met on April 26. CVB - minutes were shared. JDA- Dennis reported that the JDA met this morning and there was discussion on funding requests from a few businesses, heard a Service Excellence report from Nicole at Carrington Medical Center etc. *Carrington Garden Club* - Dennis reported that the Garden Club will meet Sept 12 at the Fairgrounds, plants for the roundabout at the junction of Hwy 200-281 have not yet been approved by the NDDOT but we will know more hopefully soon and planting will happen in the spring.

- Building repairs update: Laurie reported that Paul Klocke plans to come and work on the front of the building in September.
- Community Impressions Program: A team meeting is planned for September. Anyone is welcome to attend.
- Retail & Promotion Committee: Laurie reported there were only 4 completed surveys but some folks said they didn't receive the Survey Monkey email survey. A meeting is planned for Thursday, Sept 15 at the Chieftain at 1:00 pm.
- Junk Fest Brochures: These are completed and out in the community.
- Fall City Wide Yard Sales: The date is Saturday, September 17. We received several sign ups today.
- Craft & Gift Extravaganza: The date is November 5. Registration forms have been mailed out. Need volunteers for take down and set up.
- 2017 Celebration: Laurie shared information from Barnesville MN's Potato Days celebration for ideas for celebrating 'Pasta Days' in July 2017. Discussion on ideas for events etc. Perhaps contests, DGPC tours, parade, bingo, a golf tourney and / or Walk / Run, music etc. Wendy shared that Dakota Growers will be participating (we will recognize the 25th Anniversary of the groundbreaking).

NEW BUSINESS

- Carrington Industry Roundtable Discussions: Laurie shared info from the meeting held August 9 at DGPC. The next meeting is tomorrow – September 7 at Carrington Medical Center and the agenda was given to each board member.
 - Christmas Cash Program: Dennis moved to sponsor the Christmas Cash program again this season. Seconded by Wendy, motion carried. Laurie will proceed to get the ball rolling on this. Start date is October 20.
 - Other: Recruiter Network: Information on the North Dakota program 'It's A Good Life' and the Recruiter Network was shared with the board. Nicole moved to share the cost of the membership (\$250) with other Carrington entities such as Convention & Visitors Bureau, JDA, CDC etc to join for one year. Seconded by Katie, motion carried. Laurie will approach CVB and CDC and Denise will ask JDA.
- Trunk Or Treat: Laurie is checking into this to see if the local community cooperatives are handling this event in the park this year.

APPROVAL OF BILLS: Dennis moved to approve and pay all bills presented. Seconded by Kristin, motion carried.

NEXT MEETING DATE: October 4 at the Ice Cream Shoppe.

Meeting adjourned.

Carrington JDA Scholarship Program

JDA would assist businesses in sponsoring individuals who choose to go onto college or a trade school and receive a degree or certification. This will allow them to return to Carrington to work after school or certification is completed. The program would be a matching grant program up to \$3,000 per individual applicant used to match the particular business's investment into the individual. **The business must also provide matching funds.**

LIST OF PROGRAMS:

Skilled Trades (Plumbing, HVAC, Electric, Machining, Mechanic, Body Shop, Construction, etc.)
Education/Teaching
Nursing/Other Medical Skills
Culinary Arts
Agriculture Engineering
Technology Business Management
Other Trades and Skills but not limited to those listed.

Requirements for the grant will include but not be limited to the following:

1. A minimum 9 months of completed schooling or a 3 month internship.
2. Must be a business in the Carrington area sponsoring the individual.
3. Individual must return to Carrington to work for the sponsoring business immediately after schooling is completed.
4. JDA will receive a signed agreement between the business and individual stated the sponsorship and time to which the student must work for the Business to fulfill obligation for receiving money.
5. Should the individual not complete the required service, the grant will convert to a loan with terms to be set by the JDA. The partner business will be required to verify completion of required terms of the program.

For more information, please contact Denise Schuchard, Economic Development Director for the City of Carrington (phone 652-3919 or email to cedd@daktel.com)



**Do YOU have something new going on in YOUR business?
We want to know about it—give us a call and we'll come out to recognize it!**

Small-business Savvy: Understanding Marketing vs Branding

By Glenn Muske, Rural and Agribusiness Enterprise Development Specialist—NDSU Extension Service

Understanding what is marketing and what is branding is sometimes difficult.

Often the concept of branding is collapsed into having a good business name, a logo and a specific color pallet used when identifying the business

Marketing, on the other hand, often is equated to advertising only.

These perceptions are correct but incomplete. So let's go deeper. An example might be the best place to start.

I went grocery shopping last weekend. We needed ketchup. That's easy; I bought the kind we always buy. Next on the list was orange juice. Again an easy choice; I bought the one on sale. Then I picked up a new kind of snack food because it looked good as I walked by.

Let's analyze my consumer behavior. My first purchase was based on a brand and the second one was based on marketing. The last purchase is viewed by some as branding and others as marketing. I probably would say it was another marketing example.

So how can you tell the difference? And don't worry if at times you can't tell the difference because it does get messy.

Some authors say to consider if your behavior is driven by a push or a pull.

Pushing is marketing. It is an active process of getting the word out and the product in front of the consumer. We know "build it and they will come" doesn't work, so small-business owners develop tactics to reach out.

But marketing goes beyond using the brand concepts of a logo, color, packaging, etc. But what's missing is the relationship between your product and me, the consumer.

Branding, then, is a strategy that builds a relationship. When a consumer sees the brand, he or she attributes various values and characteristics to it. With the brand comes expectations of what will be delivered. When people start talking about your product as an advocate, you are on your way to establishing your brand.

Some writers say branding must precede marketing and others argue it only can come later. In reality, it's both. Knowing your company's values will guide your marketing. Yet it also sets the standards the customer can expect after the purchase.

And while we know some things about branding, we also know that developing a successful brand does not have a single path. For each customer, the path may differ as to what makes him or her loyal to your product and/or company. Remember one caveat in this path: You must offer a good product or service that solves a real-world problem.

Finally, when thinking about branding and marketing, remember that marketing starts and stops. Branding is what carries on between marketing events. It's what I remember between various marketing events.

Small-business owners need to work on marketing and branding. Both can bring people in the door and, to a degree, bring them back multiple times.

But branding is what builds the loyal customer who becomes your spokesperson, your ambassador.

For more help, visit our website, <https://www.ag.ndsu.edu/smallbusiness>, and sign up for the monthly newsletter.

More information is available at your local Extension office, as well as at <http://powerofbusiness.net> and www.eXtension.org/entrepreneurship.

The Small Business Administration and its related organizations, such as the Small Business Development Centers and Service Corps of Retired Executives, along with many other state agencies, also can be valuable resources.

Carrington Area Chamber of Commerce

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Like Us!

Looking ahead -

Here are some dates to jot down on your calendar:

- Oct 9 The Big Sit— Birdwatching at Arrowwood National Wildlife Refuge
- Oct 11 Retail & Promotion Committee Meeting
- Oct 13 Industry Roundtable Discussion Meeting
- Oct 15 A Night Out in Carrington
- Oct 19 Ladies' Night at Runnings
- Oct 20 Christmas Cash Program Begins
- Oct 25 Meet & Greet Social—County Commissioner Candidates
- Oct 28-29 Nightmare on Main Haunted House at Carrington Youth Center
- Oct 31 Trunk or Treat
- Nov 1 Chamber Board meeting
- Nov 5 Annual Craft & Gift Extravaganza
- Nov 16 100 Years Celebration at CHI—Carrington Health