



MARCH NEWSLETTER



ELLENDALE CHAMBER OF COMMERCE

Newcomer's Banquet March 21st



The annual Newcomer's Banquet will take place this year on March 21st at 6:00p.m. at the Fireside Steakhouse and Lounge. Each year the Chamber of Commerce welcomes newcomers to our area with an evening of good food, entertainment and an assortment of small gifts from local businesses.

This year the banquet will have a Polynesian theme. The night's entertainment will be an exciting Polynesian dance group from NSU in Aber-

deen. We're sure that a great time will be had by all who attend!

If you are aware of newcomers to Ellendale or the surrounding area who have not yet received an invitation to the Banquet, please contact Lori at the Chamber office at 349-4103 or email her at ellendalecivic@drtel.net.

If you would like to sponsor a newcomer individual or couple, please contact Lori as soon as possible, so that we can make sure everyone is matched with a sponsor.

Individuals, organizations or businesses can be sponsors.

Tickets are \$15.00 per person and can be purchased at the Chamber Office or any of the area banks. Tickets will be on sale until March 18th. Please join us for a great evening of fun and good food.

Hope to see you there!



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**DAYLIGHT SAVINGS
TIME BEGINS MARCH
13TH!**



Dates to Remember

General Chamber Meeting 12:00pm	Mar 8
Daylight Savings Time	Mar 13
St. Patrick's Day	Mar 17
Spring Begins	Mar 20
Newcomer's Banquet	Mar 21
Ladies' Night Out	Apr TBD
Easter Egg Hunt	Apr 23



Annual Easter Egg Hunt



Saturday, April 23rd, will be the date of the annual Easter egg hunt this year. The 2010 Easter egg hunt brought in 120 local children and we're hoping that even more will enjoy this year's hunt.

The Easter Egg hunt will take place in South City Park, starting at 11:00a.m.

The park will be divided into three separate areas for three age groups. There will be special eggs which contain \$5.00 in Ellendale Bucks, along with candy filled eggs.

The age groups are: three years old and younger; 4-6 years old; and 7-12 years

old.

Participants are encouraged to bring their own baskets.





50 Marketing Ideas for Retailers

Small business owners can easily get too involved in the day-to-day operations of their retail stores to spend any time brainstorming marketing ideas or promotional events. Some retailers worry that marketing is too expensive, others may find it too time consuming. Without announcing who you are and what you sell, how will anyone know? Here are 50 marketing ideas for retailers.

1. Create a calendar for customers with your shop's name and address on it.
2. Print the products you sell or services offered on the back of your business cards.
3. Always carry business cards with you. Give them freely and ask permission to leave them in places your target market may visit.
4. Join a trade association or organization related to your industry.
5. Have a drawing for a product or a gift certificate. Use the entry forms to collect customers' mailing addresses.
6. Develop a brochure of services your shop offers.
7. Conduct monthly clinics about a product or service you offer or schedule semi-annual seminars on related "how-to" information for your industry.
8. Print a tagline for your business on letterhead, fax cover sheets, e-mails and invoices.
9. Develop a website to showcase your products, services and location. Use a memorable URL and include it on all marketing materials.
10. Include customer testimonials in your printed literature.
11. Promote yourself as an expert by writing articles or tips on topics related to your industry.
12. Submit to the local newspaper, trade journal or other publications.
13. Host an after-hours gathering for your employees and their friends/relatives.
14. Provide free t-shirts with your logo to your staff to wear.
15. Send newsworthy press releases as often as needed.
16. Create an annual award and publicize it.
17. Develop your own TV show on your specialty and present it to your local cable station or public broadcasting station.
18. Create a press kit and keep its contents current.
19. Use an answering machine or voice mail system to catch after-hours phone calls. Include basic information in your outgoing messages such as business hours, location, website, etc.
20. Join a Chamber of Commerce where you can network with area business owners.
21. Hold an open house. Invite prominent city officials and the press.
22. Get a memorable local or toll-free phone number.
23. Place ads in publications your market reads. Be sure to reach the non-English speaking market as well.
24. Distribute specialty products such as pens, mouse pads, or mugs with your store's logo.
25. Advertise in creative locations such as park benches, buses, and popular Web sites
26. Improve your building signage.
27. Get a booth at a trade show or expo attended by your target market.
28. Give a speech or volunteer for a career day at a high school.
29. Sponsor an Adopt-a-Highway area in your community to keep roads litter-free.
30. Donate your product or service to a charity event or auction.
31. Have a Yellow Pages ad listed under your main industry and in related categories.
32. Volunteer your time to a charity or non-profit organization.
33. Create a loyalty program to reward existing customers.
34. Create an opt-in email or print newsletter for your customers. Fill each edition with specials, tips and other timely information.
35. Send hand-written thank you notes to important customers every chance you get.
36. Use brightly colored envelopes and unique stationary when sending direct mail pieces.
37. Show product demos or related videos on a television on the sales floors during store hours.
38. Book a celebrity guest for an event at your store. Use people in your industry or television news anchors or local authors.
39. Create window displays in locations away from your shop. Airports, hospitals, and large office buildings occasionally have display areas they rent to local businesses.
40. Team up with a non-competing business in your area to offer a package promotion.
41. Pick the slowest day of the week to hold a one-day sale.
42. Create a warm, welcoming waiting area for your customers.
43. Provide extra customer service training for your staff.
44. Sign up for a newsletter or join online discussion groups in your industry.
45. If possible, loan your facilities to other groups for a meeting place.
46. Create a unique lapel pin based on the products you sell to wear at meetings.
47. Choose a regular customer to spotlight as a Customer of the Month. Create a brief write up to submit to the local newspaper about the customer and be sure to give he or she a copy of the article as well as have one framed to hang in the store.
48. Pair up slow moving items with related products and repackage as a special buy.
49. Start a blog. Write about your industry or detail in-store happenings.
50. Offer your customers discounts for each referral they provide.



Marketing is most effective if done in coordination with other exposure. Enhance the above efforts with additional signage, newspaper ads, displays and radio ads. Remember to tailor each event for your target audience. If your message isn't being delivered to the right person, it may be a wasted effort.





Reminder

If you have an upcoming event that you would like to include on the city Web site and the table tents, please let the Chamber or Economic Development office know as soon as your plans are set. E-mail your info to ellendalecivic@drtel.net or ellenjda@drtel.net or call 349-4103 or 2916 with the details. Also, if you want to check a date so your event doesn't conflict with someone else's, call or e-mail to check the calendar.



Foundation Grants Total Over \$100,000

Since 2001, over \$100,000 has been granted by the Ellendale Area Community Foundation to the community for projects that have enriched our area. Organizations that have received assistance from the Foundation include Ellendale Ambulance, Ellendale Historical Society, Ellendale Co-op Nursery School, Children's Performing Arts, Monango Heritage Society, Ellendale Public Library & Evergreen Place, to name a very few.

The Ellendale Area Community Foundation is now accepting grant applications for its 2011 grant round. The application deadline is March 30, 2011. Any organization that holds a current 501(c)3 tax status is eligible to apply. For further information or to apply for a grant, contact Aaron Tschosik at Starion Financial or go to www.ellendalend.com.

Blood Donors Needed Due to Winter Storms

United Blood Services is in need of donors due to the winter storms. Due to the recent weather, a significant amount of blood drives have been canceled over the last few weeks. United Blood Services needs to collect 350 units of blood a day to meet patient needs in the 71 area hospitals it serves.

"Regardless of the time of year, the need for blood never goes away; there are still patients who are relying on those units to survive," said Leah Finck, United Blood Services Representative.

The next Ellendale Community Blood Drive is scheduled for Monday, 14th from 11:00 am to 6:00 pm at the Church of Nazarene. Special thanks to the Ellendale Chamber of Commerce for sponsoring these important blood drives. They have taken over for Myra Rada, who has coordinated the community drive for many years and has made it such a success!

Winter is tough on blood donations. Inclement weather and the cold and flu season bring a lot of cancellations, which cut down on the blood supply. Unfortunately during this time of year there

tends to be more blood needs with accidents and people scheduling their surgeries during the winter months. In turn the blood supply goes down, yet the need goes up.



To donate blood, volunteers must be 16 years old or older, weigh at least 110 pounds and be in good health. To make an appointment, please contact Joan Hoffman at 349-4642 or log on to www.bloodhero.com, select Donate Blood and enter "Ellendale"

Support for Humanities Council

If you'd like to send a postage-paid card to our federal legislators expressing your appreciation for the programs offered by the North Dakota Humanities Council, please stop by the Ellendale Public Library and sign the cards. The NDHC will mail them to Sens. Hoeven and Conrad and Rep. Berg.

Among the events the North Da-

kota Humanities Council has recently presented in Ellendale are the two "Dakota Discussions" reading series, the Smithsonian Institution's "Journey Stories" exhibit, Clay Jenkinson's presentation, speakers for the first Fabric & Fiber Festival and the Lincoln exhibit.

Future events planned in Ellendale

include additional "Dakota Discussions" and, in 2013, another Smithsonian Institution Museum on Main Street event.

The organization requests your note of support for its efforts to continue offering traveling exhibits and humanities presentations to our city and to others throughout the state.





COMEDY NIGHT

It's time again for a "Comedy Night" at the Ellendale Opera House. The fun will take place on Saturday, March 12, 2011, beginning with a Baked Potato dinner. Serving starts at 5:30 p.m. with Comedy to follow at approximately 6:30. The menu consists of baked potatoes with a choice of four toppings, coleslaw, dessert, and beverage.

Comedy skits and jokes will be performed by Dick Young, Brenda Rekow, Trevor Ulmer, Grant Crab-

tree, Meagan Roehl and Chase Nishek. If you've had the opportunity to see comedy by these performers, you know that a good time will be had. If you have not seen them in action, now is the time to attend this event. A good laugh or two is good medicine and you'll be sure to get a full dose.

Tickets are \$10.00 with general admission at the door. For more information, please call Grant Crabtree at 349-3633 or Jeanette Ruenz at 349-4329.

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EXHIBITS AT THE OPERA HOUSE

Two very different and interesting exhibits will be on display at the Ellendale Opera House during the month of March. "Eye Spy" and "To Fool the Eye" on loan from The Foundation of the American Academy of Ophthalmology" in California tell the history of vision aids and medical quackery claimed to cure pure eyesight. The exhibit is made up of 17 posters with pictures and narrative.

Over time vision aids have been employed for a variety of purposes other than correcting vision. Some of their uses have included communicating social status, creating fashion, and as objects of art. In the "Eye Spy" exhibit one can explore

how vision aids were used as spy devices, providing men and women with a covert means of looking at each other. European society from the mid 1600s to the end of the 19th century used monoculars, binoculars, lorgnettes, fans and walking canes as spyglasses. This is all told on the wall posters.

In "To Fool the Eye" you can take a look at the outrageous health claims made by colorful charlatan of the 18th and 19th centuries. Their bogus remedies claimed to cure poor eyesight and anything else that might trouble you.

Medical quackery is the practice of aggressively promoting unproven medical treatment. During the

1800s quacks were able to capitalize on the fears of the public and the disorganization of medicine to make large profits with few repercussions. Irregulars and merchants marketed their miracle cures directly to the public. The posters tell this story and the pictures bring it to life.

Exhibit hours are Tuesday and Friday afternoons, 2-5 p.m. and Sunday noon – 4 p.m.

There is no charge to view the exhibit and you might even find a cup of coffee to sip on during your visit. This exhibit is sponsored by the Ellendale Historical Society and O.P.E.R.A, Inc. For more information, please call Jeanette Ruenz at 349-4329.

"PI" Day

In Math Class you learned that 3.14 was 'pi', used in figuring certain measurements. Well, on Monday, March 14 (3.14) it takes on a different meaning. That afternoon you can have a pie and ice cream and a beverage for \$3.14 at the Ellendale Historic Opera House Lobby and Gallery.

A variety of pies will be offered with ice cream or topping for your tasting pleasure. Plan now to stop in for pie ala mode and coffee or punch. You will also be able to look at the exhibit "Eye Spy" and "To Fool the Eye" which is on display through the month of March.



ELLEDALE CHAMBER OF COMMERCE

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Located in **Harvest Inn**

THE GRANARY LOUNGE

S. Highway 281
Ellendale, ND
349-2467

Join us for _____

Wine Tasting

Wednesday, March 2
7:00pm

For more information, go to
www.harvestinnhotel.com & click on Granary/Lounge



Luck o' the Irish



Irish Blessing

May you always walk in sunshine.
May you never want for more.
May Irish angels rest their wings
right beside your door.

Irish Blessing

May you live to be a hundred
years,
With one extra year to repent.

Irish Blessing

May the Good Lord take a liking
to you... but not too soon!

Irish Saying

May the saddest day of your future
be no worse than the happiest day
of your past.

Irish Blessing

May misfortune follow you the rest
of your life, but never catch up.

Irish Blessing

May your blessings outnumber
The shamrocks that grow,
And may trouble avoid you
Wherever you go.

Irish Blessing

May you never forget what is
worth remembering or remember
what is best forgotten.

Irish Blessing

May you live as long as you want
and never want as long as you live.

Irish Saying

An Irishman has an abiding sense
of tragedy which sustains him
through temporary periods of joy.

