

“Taste of Henry County” set for October 26th

The Chamber’s Annual Meeting – the “Taste of Henry County is set to tingle your taste buds Thursday October 26th at Napoleon’s Moose Lodge. The event will once again be sponsored by the Henry County Hospital and Healthlink. If you attended last year’s “Taste”, you know our fellow Chamber Member Food Prep businesses will be ready to fill you up with great treats.

The event will feature samples of foods from all kinds of food related businesses in Henry County. Don’t forget...it’s free of charge! From 11 – 1 on the 26th, we invite you and your employees to come out when you can to enjoy the food. We ask that you do sign up and let us know the number of people that will be coming so we can give an accurate number to our food vendors.

There will be a quick business meeting at noon, other than that, feel free to mingle with co-workers or friends at the event – or meet new people. Find some new favorite foods, have a good time and celebrate another great year with the Napoleon/Henry County Chamber. Sign up today with the sheet inserted in this newsletter!

JBS Office Solutions sponsors BAH Oct. 5th

Make your plans to stop at our October Business After Hours Thursday October 5th from 5 – 7PM. **JBS Office Solutions** will play host to the Chamber business community at **Spengler’s** in downtown Napoleon.

As usual, it will be a chance to get together with fellow businesspeople and friends. It’s a good opportunity to unwind, as well. We hope to see you on the 5th!

“There is no happiness except in the realization that we have accomplished something.”
Henry Ford

How about a Chamber “Autumn Wine and Beer Tasting”?

George’s Furniture and Bedding will play host to the Chamber’s Autumn Wine and Beer tasting Thursday October 19th from 5 until 7PM. Make a stop out and sample great labels and some great food.

Browse the great furniture and bedding while tasting some great new flavors. Write it down to bring your spouse. The atmosphere will be great while giving you a chance to maybe come up with a new favorite for those coming Holiday gatherings.

All food and drink courtesy of **George’s**. Thanks to Paul and Chris Chamberlin!

The Last Word

Let me ask you a question. “How does it feel to do business with you?” I’ve consistently studied cases where, more and more, individuals are basing their shopping preferences and practices on the *feel* of the experience. My thought is that as it becomes increasingly difficult to differentiate between brands and product quality, the experience and ease of the situation becomes influential.

Whether you are a retail business or are in the manufacturing sector, that ‘experiential shopping’ is shouldering its way into our everyday lives. Unless you have been able to find that niche of service or product that is difficult to find anywhere but at your front door, you may be noticing this, as well.

What can we do to take advantage of this? First and foremost, in my mind, is undertaking a thorough investigation of how you are currently doing business. Whether it’s recruiting a secret shopper to do a walkthrough or sitting down with valued customers who aren’t afraid to be honest, an outside opinion may be just the ticket. Or maybe it’s a brainstorming session with the Sales Department. Whatever the tactic, make steps to allow doing business with you *feel* great. If you can take steps in that direction, people will place an increased loyalty and increased value on your product or service. They will also be much more likely to share that experience with others. Just some thoughts.

- Executive Director Joel Miller