



Monthly Newsletter

JANUARY 2009

www.sonorachamber.com

Due to the scheduling of our January 27th General Election there will be no January Mixer!

NEWS of NOTE

Sonora Passport Winners

Gift Certificates

12/09/08: 50850041SS

11/28/08: 3281199CC

Shopping Spree & \$500.00 Cash

12/26.08: 50850045GH

1/02/09: 50850061CC

These numbers have been pulled and posted at sonorachamber.com. As yet the prize winners have not yet claimed there prizes! Call 209-588-9625 to Claim your Prize if you are a winner. We suspect if they're not claimed soon by locals, some lucky visitor is remiss in not checking the website as instructed in the Passport. But, who knows. You might be the lucky winner and it's slipped your mind, too.

A Fond Farewell to Sonora Florist

After many years in business, Howard and Louise Hildreth have decided to close their shop in these difficult economic times. The Hildreths contributions to this community are many we hope that Howard will continue to be an active member of the Historic Sonora Chamber of Commerce, a valuable contributing member to this community.

Why wait for a Vacation, when you can have a Dreamcation!

After the success of the Tuolumne County Visitors Bureau's

Holiday Campaign, Small Town Cheer! they've jumped onto a Winter/Spring promotion for the area with their Dreamcation Campaign.. The promotion is geared towards one, two and three night stays as well as offering an opportunity to win a 'Dreamcation' in Tuolumne County. Visit Dreamcation.com to get a sneak preview of the campaign that officially kicks off on Valentine's/President's Weekend, February 14th. Kudos!

Rush For Fun

In a press release, Explore Sonora Magazine has announced that the pub-

lication will promote a summer and fall campaign to generate interest in visiting the Greater Sonora Area this summer.

The campaign will be geared towards families travelling to the area and encourage in-county families to re-discover everything their home county has to offer in the form of 'family fun and adventure.'

There will be an emphasis on exploring California history in a three county area as well. There will also be a sweepstakes for a Family Fun Vacation Grand Prize.

One interesting feature will be as part of a family or individual entering the sweepstakes contest, they will get a disposable camera to record their adventures and submit their photos to complete in one of the Rush For Fun games, along with on online blog. Select photos will also be published in a future issue of Explore Sonora Magazine.

Also, spending a little cash at local merchants and attractions will earn you special tokens that you can redeem for prizes or points. Sounds like great fun! There will be more information posted at rushforfun.com in March.

Our Town

Stage 3 opens its 16th season with one of the most important theatrical events of our time, Thornton Wilder's Our Town. The play will run from February 6th thru March 8th. Pick up

Advertisement for Stage 3 Theatre Company featuring 'Our Town' from Feb. 6 - March 8. Includes quotes from reviewers and contact information: 209-536-1778, www.stage3.org, 208 S. Green St., Sonora, CA 95370.

GENERAL ELECTION AND MEETING TUESDAY, JANUARY 27TH, 2009 AT Stage 3 Theatre 5:30 - 7:30 pm

HISTORIC SONORA CHAMBER OF COMMERCE

P.O. Box 884 • Sonora, CA 95370 Message & Fax: (209) 588-9625 e-mail: hsc@um.att.com www.sonorachamber.com

The Historic Sonora Chamber of Commerce (Tax ID #91-2071302) is a tax exempt charitable organization.

a copy of their shiny and new season brochure at our General Election meeting on January 27th. You can get a peek at their refurbished theatre, too. They upgraded their seats, wider and more comfy.

Grant A Wish

The 88 Keys Campaign for the restoration of Sonora High School's Steinway Grand Piano has raised a little over \$13,000.00 nearing its \$16,000.00 goal.

Your support is still needed to complete this fundraising effort. No donation is too small to be considered anything less than worthy.

Todd Schroeder's concert for his Young Artists Grant Program has been scheduled for February 2nd, 2009. Last year's concert initiated the Steinway Campaign.

Please visit sonorachamber.com to make an individual, business or corporate donation.

BUSINESS NOTES

10 New Year Resolutions for your Business

by Paul Bell, Marketing Solutions
info@paulbell.biz

(This article is reprinted courtesy of the Twain Harte Area Chamber of Commerce)

1. Start setting your goals for the coming year.

Think about where you would like to see yourself in early 2010 and create a list of steps that you'll need to take to accomplish this new goal. Choose goals that you can achieve simply and straightforwardly. This will inspire confidence and move towards more challenging goals. Don't forget to also reward yourself for your achievements.

2. Encourage a client or customer for a referral.

Remember word of mouth and recommendations are much more powerful and effective than any advertising. Acknowledge any friends, customers, vendors or suppliers that have given you a recommendation. A simple note, thank you card or modest gift, bottle of wine can go a long way to solidify a relationship.

3. Focus on your profit, not just turn-

over.

Bear in mind that a business with a profit margin of just 15% on a monthly turnover of \$10,000 is far ahead of a business with a turnover of \$100,000 that makes only a 1-1.5% profit margin.

Turnover, turnover, turnover...sounds great and it's important, but recognize the balance of effort and risk. Focus on reducing risk and overhead; don't overinvest yourself in your low-profit clients, products or services. Readjust your costs as necessary to adjust your margin to your benefit.

4. Learn something new about your business.

Most successful folks are always willing to admit their weaknesses and correct them. We aren't born experts our chosen business. However, with dedication, we can learn to be experts. Honestly define your business knowledge and weaknesses, then find a means to be self-informative. Whether in a book, at a Community College, at a library or especially online, find ways to expand your knowledge about what you do and how you do it.

5. Allow for personal time

Hopefully, you already do this or at least know how important it is.

6. Develop services or products that will generate income.

Review what is already profitable. Redefine it, recreate it, exploit it. Look for ways to make something that's old, new again, particularly if it's profitable. If you have an employee that occasionally has down time, make sure that they put that time to use for your advantage. Start cultivating customer lists and converting them to a database that you can use for email promotions or a newsletter. Always keep your employees busy and productive. Keep them away from Facebook and YouTube as much as possible.

7. Delegate. Delegate. Delegate.

Everyone wants to work less and earn more. This is one of the best kept secrets of time management: successful delegation. Write down every activity you undertake for a whole week, and then review them.

There are probably several activities that don't help you move you any closer to your goals, or can be completed by someone else in your business. Is it to your advantage to spending 40 hours a month doing your own bookkeeping or would you be better off hiring an accountant at \$60 an hour for half a day or so to do your books? Time is money.

8. Put an emphasis on client and customer service.

If your business involves customers or clients: they matter most. Unless you've resolved to lose a few of them in the new year, you'd better remember what it's like to be a client or customer and what you value most recalling the best service you've ever received and applying those memories to your business.

Challenge yourself to outdo that great service experience, and outdo it over and over again. Review your methodology when you're in contact with your client or customer base. -- telephone, email, meetings, even invoices. Is there something you can change to help ensure that the relationships that you are building now will be ongoing?

9. Set aside time to explore the Internet.

Take the time to explore the Web. Roam freely. Follow links with an open mind and see where they lead, fight the urge to explore a link you've already discovered. Keep an open mind to look for something new and completely different. It should be an enriching experience and not a chore. Enjoy it. It'll do your soul good.

10. Develop a system for getting things done.

Making your business run more efficiently should always be a goal and it's based on having a well defined system for handling tasks and projects, bringing them to completion effectively. Eliminating repetitive and unnecessary procedures will help to reduce effort and workload, increasing productivity. It worked for Henry Ford a hundred years ago and still applies today.

Upcoming 2009 Mixers

February 17th, 2009
Blue World Photos
47 N. Washington St.
Sonora, CA 95370
209-533-3323

We are looking for Mixer Hosts for this coming winter and spring mixer schedule. If you would like to host a future mixer, give [Shirley Sarno](mailto:Shirley.Sarno@blueworldphotos.com) a call her at 743-3494.

If you have a **Prize** for our Mixer Games and Raffles, please bring them to the mixer or call [Shirley Sarno](mailto:Shirley.Sarno@blueworldphotos.com) at 743-3494.

Mixer Hosts have the option of receiving a 1/3 page Mixer Notice/Ad in the Newsletter at **no Charge**.

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