



# The Tele-Graham Hill City Area Chamber of Commerce Newsletter



July 2015

Quarterly

## Calendar of Events

- July 1st, 2015  
“Business After Hours”  
at Taz’s Fireworks and  
Citizens State Bank.
- July 2nd, 2015  
Chamber Monthly  
Luncheon, Remington’s  
Bar & Grill. Speaker  
Graham County Fair  
Association and a 4-H  
update.
- July 18th, 2015  
“Business After Hours.”  
Wings Sprits celebrating  
their 10th Anniversary.
- July 27th—29th, 2015  
Graham County Fair  
and Parade. Shop Local  
coupons distributed.
- August 6th, 2015  
Chamber Monthly  
Luncheon, Remington’s  
Bar and Grill. Speaker  
will be Jim Hickel, Back  
to School Information.
- August 17th, 2015,  
Teacher Appreciation  
Breakfast.
- September 3rd, 2015,  
Chamber Monthly  
Luncheon at Reming-  
ton’s Bar & Grill. Maggie  
Basgall of Nex-Tech.
- September 19th, 2015  
Millbrook Lodge Car  
Show in the park. Shop  
Local Promotion.
- October 1st, 2015  
Chamber Monthly  
Luncheon, Remington’s  
Bar & Grill. Ginny Prick-  
ett of the Kansas Work-  
force ONE.

## A Bigger Bang for your Buck



If you are looking to get the most out of your Hill City Area Chamber of Commerce membership, getting involved in the many programs and events offered by the Chamber is going to be one of the keys to your success. I recently overheard one of our business owners say, “I get the best bang for my buck with the Hill City Area Chamber of Commerce.” Wow, that was great to hear, but let’s see if we can make it the GREATEST Bang for your Buck.

With more than 30 annual special events, the Hill City Area Chamber of Commerce has an abundance of marketing opportunities specifically intended to drive visibility for your company. Whether it be in the form of networking or sponsorship, our events have been carefully designed to allow our members maximum access to all levels of our community.

- Monthly Luncheons –a great networking tool.
- “Business After Hours” - show off your business to the community.
- Registration Promotions— give them a reason to shop local.
- Coupons — encourage them to shop local.
- Annual Meeting— our turn to thank you for your support.
- Business Awards—recognition of excellence.
- Lighting in the Park Event— thank the community for their support.
- Ribbon Cutting Event—introduce yourself.
- Teacher Appreciation Breakfast—making this community great.
- Graham County Fair Booth— sell this county to the outside world.
- Advertise to Sportsmen and Vacationers — this is the place for them.



### Friends of the Hill City Fireworks

Thanks to all of the  
businesses that donated  
to the local fireworks.





## Win \$10 in Ringneck Bucks

Caption this cartoon and you are in a drawing for \$10 in Ringneck Bucks.

Please remit all captions by July 10th, 2015 via email:

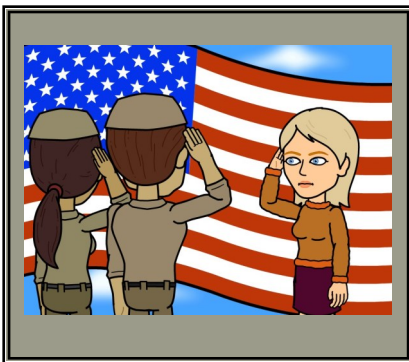
[hcchamber@ruraltel.net](mailto:hcchamber@ruraltel.net)

or

Stop by the Chamber Office

## From the Executive Director's Corner

### For Amber Waves of Grain



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I get asked a lot if I miss the mountains of Colorado. If you have ever been stranded on I-70 at the Eisenhower Tunnel you will understand my answer, "NO". I would guess that for 50% of the Denver population the mountains are a directional finder since the mountains are west of Denver.

Every time I hear the song "America the Beautiful" I like the part **for purple mountain majesties**. Once in a great while you witness the purple hue of the mountains, but it is not a normal vision. The phrase **for amber waves of grain** is a far more meaningful vision in my mind. You can't beat the morning sunrises and the evening sunsets and the rolling prairies here in Graham County. Like Tony Bennett's song "On a Clear Day You Can See Forever" is reason # 5 why I LOVE GRAHAM COUNTY.



## Does Your Business Need Social Media?

Social media continues to prove itself as a practical and long term tactic for businesses. However, because the game is always changing; businesses must stay current on new social media strategies to keep their customers engaged.

### Tips to Success:

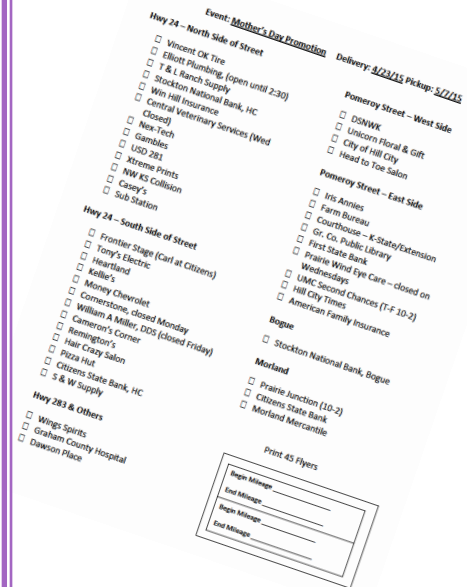
1. Don't spread yourself too thin. Decide which social media platforms are best for your business. **Facebook and Twitter are most popular in the business world.** There are several others to consider as well; such as Nex-Tech Classifieds, Pinterest, Instagram, or LinkedIn. One of the things I have discovered is if you link Twitter and Facebook, when you post to one it automatically goes to the other. I also think Pinterest is an amazing networking tool that has not been discovered by businesses yet. I also get asked surprisingly often why I do not promote events on Nex-Tech Classified. I try too but as the first line says, "Don't spread yourself too thin". Consider which will help drive business growth.
2. Facebook recently started filtering out unpaid promotional material in users' news feeds that businesses have posted as status updates. Start using paid advertising options like Facebook's "boost this post" to ensure you reach your target audience.
3. Create relevant and interesting content for your users. Pull with information that is engaging and useful to them.
4. Keep in mind that not all content you post has to be original. Find articles online that your customers can use, make sure to source them and then post them for your customers.
5. Seek out and use **customer testimonials to give your posts a human connection.** If possible use video to tell these stories.
6. **A new trend shows that videos rule over photos.** According to new data from a social media analytics company, photo posts are half as likely to be seen as videos in Facebook user newsfeeds.
7. Lastly, remember to engage with your followers. After all, this is "social" media, so be social. **Monitor your comments,** likes, shares and retweets. Respond when needed, invite people to your websites, and then your audience for their comments.

**Network.... Network....Network....Network....Network....Network....Network....Network**



## What Goes Into a Chamber Promotion???

1. Budget prize dollars.
2. Decide on prizes.
3. Design a flyer.
4. Print 45 flyers.
5. Distribute flyers and registration forms and remember to keep track of mileage (the hardest part of the whole promotion.)
6. Relax for two weeks.
7. Pick up registration forms and keep covering hands with bacterial wipes (I learned this one the hard way.) This takes 3 hours if I don't chit chat and 4 1/2 hours if I do chit chat.
8. Stop at Hill City Times and ask Jim Logback to draw winners (he knows everybody in Graham County and knows where they work so we can call right away.)
9. Call winners.
10. Create winning coupons to give to winners.
11. Schedule a photo for the paper and cut it out when it appears in the paper and put it in the scrap book.



Thanks to Leo Cai for the "Ringneck Capital" logo in the header.

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**We Are Small Business Proud.**

Every dollar spent at a locally owned business generates two to four times the economic benefit.

## Hill City Area Chamber of Commerce

**Discover us at:**

[www.discovergrahamcountyks.com](http://www.discovergrahamcountyks.com)



**Facebook**

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