

The Connection

New CMSSC Director Hired

Chamber Main Street Sac City is pleased to announce the hiring of Sue Sorenson as our new executive director for the organization.

Sue is currently the manager of the gift shop at Buena Vista Stationary & Printing in Storm Lake, a position she has held for the last six years. She plans on starting her new position in Sac City on February 15.

“We’re pleased to introduce Sue Sorenson to the community as our new director for the Chamber-Main Street program,” said Dale Wegner, Chamber-Main

Street president. “We’re looking forward to working with Sue. We’re working with Main Street Iowa to get the training scheduled that Sue and we as a board need for that program. It’s an exciting time to be a part of the Chamber-Main Street board.”

Members of the board will be introducing Sue to the community once she starts working. Let’s join together and make her feel welcome as she begins this new chapter in Chamber-Main Street’s history.

2012 Board Members

- Dale Wegner, President
- Jim Green, Vice-President
- Michele Suggitt, Secretary
- Carol Hansen, Treasurer
- Board members also include:
- Lucas Burrington
- Chip Colburn
- Steve Gerry
- Milo Lines
- Brian Mentzer
- Denise Opsal
- Julie Schmidt
- Mike Vauble
- Bobbie Wells
- Nancy Houska, Past President
- Shirley Phillips, ex-officio Sac Economic & Tourism Development
- Teresa Bruening, ex-officio City Representative

Join us for the 2012 Annual Meeting, Feb. 11

Make plans now to attend the Chamber-Main Street Annual Meeting on Saturday, February 11, at the VFW Post 590 in Sac City.

This year’s entertainment is singer/songwriter Brad Mor-

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Call any board member, for CMSSC’s Annual Meeting tickets, \$10 each.



Presents

Brad Morgan
 Guitar Man



6 pm, Saturday, February 11
VFW Post 590, Sac City
 Join us for Chamber-Main Street
 Sac City’s Annual Meeting
 and stay for the show

Sac City Invests in Chamber-Main Street

Chamber-Main Street would like to thank the community for supporting our investment drive. Thus far, Chamber-Main Street has received pledges of over \$1979 from individuals and \$15,850 from businesses.

If you have not been contacted and would like to know more about what your local Main Street organization does for our community, please call the Chamber-Main Street office at 662-7316. We would be happy to send you the

information and answer any questions you may have. Thank you for your investment in our organization and our community.

Sac City Wine Glasses Available During Valentine's Month at Details, Giftique, Food Pride, Marjo's and Sac Liquor Store

2 glasses for \$5 or 4 for \$9, buy a bottle of wine to go with the glasses!



Thank You to these 2012 Chamber Main Street Investors as of January 30, 2012

Individual Investors

Friend (\$25-\$50)

Bob & Betty Evenson
 Mary Jean Gibson
 Keith & Judy Hines
 Pete & Nancy Houska
 Rachel Huser
 Tim & Marti Huser
 Paul & Leigh Ann Huser
 Dan & Kay Martin
 Jim & Ruth Mason
 Rod & Karen Sorensen
 Betty Wassom
 Roger & Sylvia Jensen
 Wa Tan Ye

Supporter (\$51-\$100)

Gerhard & Marie Ausborn
 Lynda Cavanagh
 Duane & Wilma Fort
 Jerry & Pat Volkert
 Joan Wilkerson
 Jim & Lorna Youll
 Laura Zimmerman

Promoter (\$101-\$200)

Wendell & Beulah Body
 John Criss
 Frank & Mignon Strain
 Arnie & Deb Thomas
 Michele Suggitt
 Mike & Krista Ketcham
 Shirley Phillips
 Ross & Denise Opsal
 Dale Wegner
 John & Ann Sanders

Business Investors

Promoter (\$200)

Dettmann Implement
 Engel Agri-Sales
 I & S Kuehl & Payer
 M & K Construction
 Peyton Inc.
 Sac City Motel
 Raccoon Valley Electric Coop.
 Subway
 Sac City Men's Club
 Storm Lake Radio—KAYL/KKIA

Builder (\$500)

Bauer Built Tire Center
 CARQUEST Auto Parts
 Casey's General Stores
 Colburn & Son Inc. Insurance Agency
 Jerry's Plumbing Heating & AC
 Sac City Food Pride
 Jenkins Chiropractic
 Investment Center of Sac City
 Wolfe Family Vision
 Park View Rehabilitation Center & Park Place Independent & Assisted Living

Bronze (\$1,000)

Domino Motors
 Green Real Estate & Sac County Abstract
 Farber & Otteman Funeral Homes

Silver (\$1,500)

Marissa Crimmins, C.P.A.

Gold (\$2,000)

United Bank of Iowa—Sac City
 Iowa State Bank
 Loring Hospital

Community News

February Is Heart Month

To help keep our communities healthy, **Loring Hospital** is again offering our yearly Wellness Program to the public. Lipid profile (cholesterol), PSA for men, TSH (thyroid) and blood sugar tests will be available the first 4 Wednesdays in February from 7:00 am-8:00 am at Loring Hospital. All tests require 12 hours of fasting.

Choose one or a combination of tests with a discount given when taking all tests. Payment is due at the time of service and insurance will not be billed. Screening fees are: Lipid profile \$10, PSA \$25, TSH \$20, Glucose \$10 and a discount for group tests. Contact Tina Williams, 662-7105 for more information.

The Sac County Unit of the American Cancer Society will be selling daffodils for \$10.00 per bunch of 10, Bunch & a vase--\$15.00, Dainty Daffodils-- \$15.00, Gift of Hope--\$25.00, and Bear & a Bunch--\$25.00.

Orders are due by Feb. 21st. For orders contact Marge Glasnapp 662-7247, Marge Sands 662-3522, or Nancy DeVries 662-7660.

Delivery will be the week of March 12th.

The Sac City Men's Club will be doing their annual Hoagie Sales during the month of February, with pick-up on March 9 and 10. To order, contact Merlen Noess, Kevin Meyer or Dale Wegner. Proceeds go to support Men's Club projects in Sac City.

The Sac City Country Club has a new manager, Tom Lake. The Country Club is starting off the new year with some events. All members of Sac Country Club are invited to Chinese Night, Wednesday, February 8; serving starts at 6 p.m. RSVP by Friday, February 3.

A Stag night will be held , Wednesday, February 22; serving starts at 6 p.m. Babyback Ribs. RSVP by Friday, Feb. 17.

All members are again invited to Spaghetti Night, March 7; serving starts at 6 p.m. RSVP by March 2. RSVP to all events by calling 712-662-7342.

Annual Meeting

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gan, a Manning native who is making quite a name for himself in the local music scene. His first album, *Guitar Man*, was released in 2011, and he's even had his music used in a documentary film, *"Templeton Rye: Iowa's Good Stuff."* Brad plays a variety of country, acoustic, rock and blues in his shows.

This year's annual meeting will include several awards, including the annual Volunteer of the Year Award. CMSSC will be recognizing many people, activities and accomplishments that made a difference in Sac City during the last year.

"We're looking forward to a fun night for this year's Chamber-Main Street Annual Meeting," said Dale Wegner, CMSSC president. "We've got some top notch entertainment lined up in Brad Morgan, who puts on a great show. And we'll look back at 2011 with a brief awards ceremony. We hope everyone can attend and have a great time."

The night kicks off at 6:00 p.m., with a social hour. Brad Morgan will start playing then, and everyone can enjoy the great hors d'oeuvres that will be provided that evening. The awards will be presented shortly after 7 p.m., followed by more great music from Brad Morgan. We hope to see you there!

**Bring this Coupon to
the Chamber-Main
Street Sac City**

**Annual Meeting and
get 1 FREE Drink of
your choice.**

Sat., Feb. 11, 2012

**At the VFW Post
590 in Sac City**

**Chamber-Main Street
Sac City**

615 W. Main Street
Sac City, IA 50583

Phone: 712-662-7316

E-mail: saccitymainstreet@prairieinet.net

Excellent Customer Service for 2012

1. Focus on the Customer: It may seem obvious that we must focus more on the customer in 2012, we are all sufficiently tempted by plenty of day-to-day distractions that divert your attention away from doing the things that engage and excite consumers about our product, service or brand. Everything you decide to do in the coming year must resolve around this one resolution: Putting Our Customers at the Very Top of Our Priority List... and Keeping Our Customers at the Top of the List.
2. Focus on the Customer Service Representative: The front line employee who interacts directly with the customer is the single-most important ambassador a company has; they should be the standard-bearers of your Company's vision and brand. The company's very reputation and brand promise must be conveyed to your valued customer.
3. Focus on each individual customer service touchpoint. Focus on the critical value of the singular Customer Service Touchpoint with your customers; the one interaction—the next call, e-mail or chat—the single customer service interaction that might be your one chance to carry that customer to loyalty and maximum profitability. The power of that one customer experience touchpoint is undeniable. You have to do everything you possibly can

to transform that customer experience touchpoint into customer loyalty experience that will have the customer buzzing about the way you answered his question, solved his problem or gave him direction. You just never know what might come out of the singular customer service touchpoint with a customer. It could be that as soon as the customer disconnects from the call, email or chat or he walks out of your store that he will forget about you. However, it could also very well be that immediately after having a great customer service experience or a horrible experience that he tweets a message, posts something on his Facebook page, or shares his experience with a party of six at lunch.

Barbara Wold is a street-smart, down-to-earth business speaker, presenting topics from sales and marketing to customer service and tourism.

February Chamber Coffees

February 2

9:30 AM

Hosted by Duane & Wilma Fort at the Sac Community Center

February 9

9:30 AM

Hosted by Noble Popcorn

February 16

9:30 AM

Hosted by State Farm Insurance at the Sac Community Center

February 23

9:30 AM

**Hosted by Iowa Computer Depot—
RIBBON CUTTING**