

CHAMBER STAFF:

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Megan Popowski - Executive Assistant

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Past President - Kieth Weber, Valley Queen Cheese Factory

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Chris Cagle To Perform at Farley Fest

It's official! We have confirmed that Chris Cagle will be our artist at this year's Farley Fest. Cagle has been on the country music scene since 1996 and signed with Virgin Records in 2000. He has had many songs on the country music charts including one #1 hit. A few of his most popular songs are "I Breath In, I Breath Out", "What A Beautiful Day", "Chicks Dig It", "Miss Me Baby" and "What Kinda Gone". We are very excited to once again have such a talented artist come to Milbank!

Eclipse, "South Dakota's Party Band", has also been

signed to be our opening act as well as play at the after dance. Eclipse is a local band with their own large following. The band and crew bring live Rock & Roll music with a party atmosphere everywhere they go. On their website they say, "When you attend a show, you will not leave disappointed. Be prepared to sweat, dance, laugh and have a great time!"

This year's Farley Fest is shaping up to be the best yet!



INTERESTED IN BEING ON A FARLEY FEST COMMITTEE? GIVE US A CALL!



sbu_117c www.fotosearch.com

We have begun working on our Business Directory. We have several businesses who have paid their dues but did not return the information form for the directory.

We would really appreciate having those forms. It will save us a lot of phone calls!

If you have any questions or need a form sent to you just give us a call!

From the Executive's Desk

What a winter it has been so far! However, it has not stopped this community, as we just completed a very successful Farm & Home Show. We had more vendors and more attendees this year than in years past. A huge "Thank You" goes out to all the Ag Committee members, the Crop Improvement Committee and the wonderful Chamber Members that helped support this great event! As we look toward spring and summer we are very excited about all the great things planned. As you can see we have some wonderful entertainment already lined up for Farley Fest '09, with much more to come. I recently returned from Pierre for the Governor's Conference on Tourism. What a great networking and inspiring opportunity. Our tourism numbers continue to grow and we are well on our way of achieving the 2010 \$1 billion dollar challenge. Milbank's opportunity to capture additional tourism dollars will be even greater this year as we have a chance to open and promote the Mill for tours. Milbank will also be the host site for the National Regional Legion Baseball Tournament in early August. This will mean players, coaches, family and fans in town for a number days. Staying in our hotels, eating in our restaurants, buying gas, shopping in our stores, etc. We have a great opportunity to showcase our community to several hundred people from all over the country. While I was out in Pierre I had a chance to hear the Governor's budget address. While optimistic about his plan, I do think that there will be some changes that could affect how we all do business. I have been watching a couple of bills of interest and would encourage each of you to do the same. Senate Bill 43 is a bill that pertains to taxation exemption status being repealed. This would affect the Chamber as we currently do not pay taxes on our membership fees, however if the repeal goes through we would pay taxes on membership and many other services that we provide. Other bills of interest that I would encourage you to research are HB 1018, HB 1161, HB 1212 and HB 1230. If anyone would like more information about any of these or other bills, please let me know. We would like to welcome Neon Sun as a new Chamber member. They will be hosting an event soon, see the Calendar of Events for details.

Featured Business: Berens Warehouse Groceries

Milbank's largest grocery store, selling groceries and gas at the lowest prices in the area. Fresh produce, meat, dairy, frozen foods, health and beauty aids and a fresh bakery. "Where customer satisfaction is always first."

Located at:
1506 Morningside Dr.

Phone: 432-6234

Fax: 432-6956

Hours:

Mon-Fri: 8am-8:30pm

Sat: 8am-6pm

Sun: 9am-6pm



The 5 Steps to Setting SMART Business Goals

By Darrell Zahorsky, About.com

Every large corporation has clearly set and articulated goals to drive the company forward. Yet, in the world of small business, many businesses lack a focused goal. “Get more business” is a typical reply of small business owners when asked of future plans. Any self-respecting CEO would be tossed out of a shareholder meeting for uttering a vague response.

Whether you have a 50-employee company or an empire of one, your business success depends on your ability to set and achieve goals. Put your business on the fast-track by applying the principles of SMART business goal setting.

What are SMART Business Goals?

S.M.A.R.T. is an acronym for the 5 steps of specific, measurable, achievable, relevant, and time-based goals. It's a simple tool used by businesses to go beyond the realm of fuzzy goal-setting into an actionable plan for results.

Specific: Great goals are well-defined and focused. “Obtain 2 new billion dollar corporate clients in the Boston property insurance market” is more meaningful to mobilize your team than “Get more business.” Ryan Blair, The Goal Guy eloquently states, “Focus creates a powerful force: goal power. The moment you focus on a goal, your goal becomes a magnet, pulling you and your resources toward it. The more focused your energies, the more power you generate.”

Measurable: A goal without a measurable outcome is like a sports competition without a scoreboard or scorekeeper. Numbers are an essential part of business. Put concrete numbers in your goals to know if you're on track. A goal white board posted in your office can help as a daily reminder to keep yourself and your employee focused on the targeted results you want to attain.

Attainable: Far too often, small businesses can set goals beyond reach. No one has ever built a billion dollar business overnight. Venture capitalists and angel investors discard countless business plans of companies with outlandish goals. Dream big and aim for the stars but keep one foot firmly based in reality. Check with your industry association to get a handle on realistic growth in your industry.

Relevant: Achievable business goals are based on the current conditions and realities of the business climate. You may desire to have your best year in business or increase revenue by 50%, but if a recession is looming and 3 new competitors opened in your market, then your goals aren't relevant to the realities of the market.

Time-Bases: Business goals and objectives just don't get done when there's no time frame tied to the goal-setting process. Whether your business goal is to increase revenue by 20% or find 5 new clients, choose a time-frame to accomplish your goal.

So what does a SMART business goal look like? Based on the acronym, our example would state, “Obtain 2 new billion dollar corporate clients in the Boston property insurance market by the end of this fiscal year through networking and marketing activities.”

Once your business goals are SMART, break down each goal into a specific set of tasks and activities to accomplish your goals. It's important to periodically review your goals and make adjustments if necessary. Goal setting for your small business is an essential tool for success. Remember in the end to be SMART.



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Calendar of Events

February

- 2 Groundhog Day
- 12 **VPD & Neon Sun Grand Opening Celebrations**
5:15 - Ribbon Cutting & Chamber after Five
- 14 Valentines Day
- 16 Presidents Day

March

- 8 Daylight-Saving Time begins
- 17 St. Patrick's Day
- 20 **FIRST DAY OF SPRING!!!**

April

- 22 Administrative Professionals Day
- 24-25 Shape Up Milbank City Wide Rummage Sales

You'll Like Milbank!



Call to schedule your Chamber After 5!



Valentine Trivia



- About 1 billion Valentine's Day cards are exchanged each year. That's the largest seasonal card-sending occasion of the year, next to Christmas.
- 73% of people who buy flowers for Valentine's Day are men.
- About 3% of pet owners will give Valentine's Day gifts to their pets.
- Alexander Graham Bell applied for his patent on the telephone on Valentine's Day, 1876.
- California produces 60% of American roses, but the vast number sold on Valentine's Day in the United States are imported, mostly from South America. Approximately 110 million roses, the majority red, will be sold and delivered within a three-day time period.