



Paris/Henry County

FEBRUARY 2012

CHAMBER NEWS

2508 East Wood Street • Paris, Tennessee 38242 • www.paristnchamber.com

February Chamber Coffee Host Merison's

Is it time to update your old and outdated living room suite?? Or maybe your family has grown and the kitchen table for four just isn't cutting it anymore. Merison's is the new place to shop. Located across from Lowe's at 202 Memorial Drive, Merison's offers endless possibilities for your home including furniture for every room, appliances, TV's, and electronics. Also featured are the works of various local artisans from pottery and paintings to quilts and photographs.

Merison's will be the host of the Chamber Coffee, February 28th, at 8 am. The community is encouraged to visit and tour the new store.

Merison's was the brainchild of Tim Boyd, president and CEO of PMB Services, Inc., who wanted to use his experience in the retail/lease/purchase field in a new way. The end result was creating a hybrid retail store that offered furniture, electronics and appliances with lease purchase options. His daughters, Meredith and Madison, were the inspiration for its unique name.



With his retail experience of 30+ years, longtime DPA member Mike Key is managing the store. Assisting him on the retail side is Susan Jones, editor of Paris! Magazine. Handling deliveries and setup is Ronnie Sadler. Part time workers are Jessica Riordan and Vickie Boyd.

Merison's offers many different brands including Ashley Furniture, bedding by Simmons, and appliances by Amana, Maytag, and Whirlpool. Featured electronic brands are Samsung, Toshiba, Audio Source, First Alert, Jensen, Midland, Suzuki, Mitsubishi, Haier, Bush, Liniden, Monster, & Belkin.

One of the great features Merison's offers is free delivery and setup in Henry County and surrounding counties. Affordable pricing options include cash, checks, credit cards, and a 24-month lease purchase plan or 120 days same as cash.

Take the opportunity to come and see all the endless possibilities for your home at the Chamber Coffee February 28th at 8am.

February Calendar of Opportunity

February 3	Healthcare Expo	Paris Convention Centers	8:00am - 1:00pm
Chamber Office Closed - February 20			
February 21	Executive Committee	Chamber Office	3:30pm
February 22	Leadership Class Govt. Session	Chamber Office	8:00am
February 23	Board of Directors	Chamber Office	8:00am
February 28	Chamber Coffee	Merison (202 Memorial Drive)	8:00am - 9:00am



Paris / Henry County Chamber of Commerce

2508 E. Wood Street

Paris, TN. 38242

731-642-3431

Tourism: 800-345-1103

Fax: 731-642-3454

Email: parisoc@paristnchamber.com

Website: www.paristnchamber.com

Office Hours: 8 AM - 4:30 PM

EXECUTIVE COMMITTEE

President: Wayne "Butch" Powers

President-Elect : Sam Mahan

VP Community Development:

Stacia Puckett

VP Tourism: Jeff Seaton

Treasurer: Andrea Lamb

Past President: Carlton Gerrell

BOARD OF DIRECTORS

Chip Anderson, Michele Atkins, Lisa Casteel, Jennifer Hayden, Rosie Johnson, Jeremy Lindsey, Gary McEntire, Traci Middleton, Jamie Orr, Tony Lawrence, John Penn Ridgeway, Darrin Thompson

EX-OFFICIO

Carl Holder, Sam Tharpe, Kenny Paschall, Brent Greer, Joe Qualls, Machele Operia

Executive Director: Jennifer Wheatley

Henry County Alliance CEO:
Larry Crawford

Administrative
Assistant: Galia Greer

Chamber Services
Coordinator: Susie Umstead

*The mission of the
Paris-Henry County
Chamber of Commerce
is to improve the economy
and quality of life in our
community.*

From The President

WAYNE "BUTCH" POWERS



As I sit here writing this article the temperature outside is 61 degrees. Looking at the ten-day forecast there are multiple days with highs exceeding the 50 or 60 degree mark. The daffodils in my yard are almost ready to bloom. It's been a really mild winter. I'm ready to work in the yard, get the boat out, and plan a vacation. All of this is giving me some serious spring fever and a yearning for summertime activities.

Something that will happen this summer is that the Chamber will be changing its fiscal year from October 1st to July 1st. Most all governmental units have budget years that begin on July 1st. Since a bulk of the Chamber's funding comes from the City of Paris, the County of Henry, and TRRA, it only makes sense that our budget year matches theirs. That means membership billing, the chamber banquet and officer tenures will be moved up too. More on that will come.

Moving the fiscal year is just one step in revamping the Chamber. The board of directors want the Chamber to be meaningful for Paris and Henry County's current environment. We don't want to exist just to exist. Changes cannot be made overnight; however, we hope to take steps which put us in the right direction. The Chamber will soon become more involved in tourism and economic events. We need to invest our energies into those things that will have the greatest economic impact. One example is the Small Business Basics class. This year we have 33 participants who are all interested in either starting a new business or strengthening their existing business. Imagine the impact that can have!

Currently, the Chamber staff has been tasked with the goal of personally visiting every Chamber member over the next year. The purpose of this visit is to learn how the Chamber can better help you. We want you to be honest. Give us your opinion. Tell us what your concerns are. Let us know what you believe the Chamber should be doing. This will help the Chamber become more relevant to its members. So, if you receive a call from the Chamber office requesting a meeting, please take a few moments to sit down and talk. Your input could result in bigger and better programs being implemented in our community.

We truly value each and every member.

From The Executive Director

JENNIFER WHEATLEY



Thanks to everyone who participated in the 2012 Healthcare Expo! Susie Umstead did an excellent job coordinating the event with committee chair Stacia Puckett, Paris Surgical Specialists, and members Chip Anderson, Bone and Joint Specialists, Angie Dotson, Henry County Medical Center, Tory Daughrity, Henry County Medical Center, and Sandy Ray, Henry County Healthcare.

Small Business Basics will conclude this month, with 33 graduates! USDA generously provided matching funds for these classes. We are grateful not only for our class members, but also the good folks who have donated their time to teach sessions and facilitate: Sam Mahan, FirstBank; Jennifer Hayden, Hamilton-Ryker; Andy Collins, Commercial Bank; Jim Thigpen, Tennessee BIDCO; Landy Fuqua, REED Center; Brian Foster, Landmark Realty; Steve Greer, Greer and Greer; Jeremy Stone, Perry, McCain and Cowart; Jeff Seaton, Murray State University; Kathy Ray, FirstBank; Mary Beth Puckett, My Favorite Things; and Rose Owens, EgoSphere Training. Everyone has donated their time and expertise and it has made a tremendous impact on our entrepreneurs. Two members of the Chamber's Board of Directors, Jeremy Lindsey, Lakeway IGA, and Stacia Puckett, Paris Surgical Specialists, are class members.

Tim Boyd, Mike Key and Susan Jones welcomed over 50 guests recently as we cut the ribbon at Merison's, the new furniture, appliance, electronic and local art store located on Memorial Drive. Despite the spitting snow, the support from the community was tremendous. We appreciate their membership and support of our Chamber. (The name Merison's is derived from the names of Tim and Vicky Boyd's daughters, Madison and Meredith.)

Your membership is important and we appreciate your investment! Make the most of it by attending a Chamber coffee, participating on a committee and coming to a seminar. You are a valued part of this organization!

HELPING HAND RADIO AUCTION 2012

JANUARY 9 THROUGH FEBRUARY 29, 2012

FEBRUARY 5

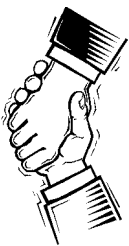
AUCTION



644-1695

FEBRUARY 6
FIRST CHRISTIAN CHURCH
 SUZIE ANDERSON 642-83377
 GAIL MULLER 642-3591

FEBRUARY 7
TENNESSEE VALLEY COMMUNITY CHURCH
 STEVE GALLIMORE 247-5651
 CARLTON GERRELL 641-8822



FEBRUARY 12

OFFICE PHONE

644-1833

OFFICE HOURS

7 AM - 30 MINUTES
 AFTER AUCTION ENDS

FEBRUARY 13
HENRY COMMUNITY
 ALONNA TOSH 243-2231
 DEDE WYATT 363-0588
PROJECT GRADUATION
 CONNIE BELL 697-6771

FEBRUARY 14
SUNNYSIDE/COUNTRY WOOD
 PENNY LANCASTER 336-7372
 JANETTE WENG 641-0282
 RHONDA COMPTON 644-9903

FEBRUARY 19

Broadcast daily over
 WTPR-AM 710 12:30
 PM til... Weekdays /
 12 Noon on Saturday /
 Listen to KQ 105.5 for
 Saturday Night Auctions
 (check calendar time)

FEBRUARY 20
UT SUPPORTERS
 MARGARET WEAKS 642-2616
POINT PLEASANT BAPTIST CHURCH
 GINGER CROUCH 644-2627
LITERACY COUNCIL
 SUE QUINN 642-8655
SETCO AUTOMOTIVE NA, INC.
 VELMA MCBRIDE 642-4215

FEBRUARY 21
PARIS CITY EMPLOYEES
 WILLETTE RAY 641-1402
PARIS COMMUNITY OF CHRIST
 PAUL HUDSPETH 642-3568
PARIS BOARD OF PUBLIC UTILITIES
 JOHN ETHERIDGE 642-1322
PROJECT HELP
 JOYCE ESSENBURG 642-3653
WAL-MART SUPERCENTER
 JERI IRBY 644-0290

FEBRUARY 26

**Only 3
 Days Left!**
 Call & Bid!

FEBRUARY 27
CHRIST LUTHERAN
 LORI TAYLOR 642-4025
FOREVER FRIENDS ANIMAL SANCTUARY
 TERI GRAZIANO 644-1508
BAND BOOSTERS
 TINA PASSMAN 644-1519
MARY ST. CLAIR-RAY COMMUNITY ACTION NETWORK
 KRESSIDA FARMER 642-8208
HENRY CO. REPUBLICAN WOMEN
 FAYE CAMSTETTER 247-5849
T.A.R.P. CENTER FOR IND. LIVING
 BOB LEONARD 644-0026

FEBRUARY 28
INDIA COMMUNITY
 MADALYN BERTOLLE 642-8862
 KATHY COLLIER 642-4764
 JIMMY/LINDA GREEN 642-3055
LAKEMAN VILLAGE
 JEREMY LINDSEY 642-1252
 CINDY SANDER 642-6110
PEPPERS AUTOMOTIVE GROUP
 NOEL HATMAN 642-5661

FEBRUARY 1

TOMORROW'S HOPE
 CHERYL CONNER 642-0600
HENRY COUNTY RIGHT TO LIFE
 KATHY BEEDIES 336-8410

FEBRUARY 8

TN VALLEY ASSOC. OF REALTORS
 JENNIFER OWEN 336-7844
DELNO COMMUNITY
 JIM/WANICE STANTON 642-9165
 PAUL/PAM HESSING 644-2761
PARIS HEALTH CARE
 SHEILA EDWARDS 642-2335
OFFICE ON AGING
 JUDITH KENDALL 642-2919
HENRY COUNTY GIRL SCOUTS
 LESLEY JONES 336-8557

FEBRUARY 15

PARIS LANDING COMMUNITY AND RESORT AREAS
 MADGE LAWRENCE 642-2170
 REGGIE COLES 644-9360
 JOYCE NORTH 232-8526
COUNTRY CLUB ESTATES/ NELSON/SHADY GROVE
 BETTIE PASHALL 641-9328
 DENISE BARNHILL 707-0242
SAVATION ARMY
 WANONA MYERS 642-4105
VFW POST 1889 & LADIES AUXILIARY
 ANN SMITH 642-4566

FEBRUARY 2

BUCHANAN COMMUNITY
 GAIL SCARBROUGH 247-5851
 JUDY BEASLEY 644-3625
HENRY CO. DEMOCRATIC WOMEN
 STELLA CADDELL 363-0544
FIRST PRESBYTERIAN CHURCH
 DIANE MCDOWELL 642-2962
AMERICAN LEGION POST 45
 GERRI ANN MERKEL 644-1922

FEBRUARY 9

BUNNS COMMUNITY
 ORVILLE NANNY 243-4906
 VIRGINIA ALLEN 243-2651
FAIRVIEW BAPTIST CHURCH
 BETTY CHRISMAN 642-3147
CAREY COUNSELING
 JUDY DANIEL 641-0626

FEBRUARY 16

EKHORN COMMUNITY
 JANE/JOHNNY GIBSON 642-0709
 CHRISTY/MICHAEL GAMLIN 336-1776
 BOB PALMER 644-0419
STATE EMPLOYEES OF HENRY CO.
 TRACI WILSON 644-7363
REAL HOPE YOUTH CENTER
 STEVE GALLIMORE 247-5651
FOOD BANK
 SHARON FIELDS 642-1891
 SANDY SANDELIUS 644-9798

FEBRUARY 3

HOLY CROSS CATHOLIC CHURCH
 LELLA KACKLEY 642-4681
SENIOR CITIZENS CENTER
 ANN SMITH 642-4566
CHAPEL HILL/GUTHRIE ROAD
 MARY JUNE SINNEMA 642-1794

FEBRUARY 10

HOOFBEATS OF HOPE
 JAN TOY 782-3205
SAFE & DRUG FREE TASK FORCE
 STEPHANIE WINDERS 642-9551
 SUE QUINN 642-8655
WESLEY PINE RIDGE
 ADRIENNE WADE 641-0864
DIALYSIS CENTER
 SARAH SCOTT 644-0763

FEBRUARY 4

AUCTION BEGINS AT 12 NOON
FIRST UNITED METHODIST CHURCH
 JIM & JACKIE BUNDY 336-0455
 BRUCE & RITA REED 642-6516

FEBRUARY 11

IN HOUSE NIGHT AUCTION BEGINS AT 6:00 PM

IN HOUSE NIGHT AUCTION BEGINS AT 6:00 PM

FEBRUARY 18

EDUCATOR'S DAY
PARENTS' TEACHERS, ADMINISTRATORS AND FRIENDS OF EDUCATION
 DANNY VEZEY 642-8131
 DONNA THOMPSON 247-3152
 DENAY KIBBLER 642-3675
 FRAN JENKINS 642-0961

FEBRUARY 25

AUCTION BEGINS AT 12 NOON
HENRY CO. MEDICAL CENTER EMPLOYEES & AUXILIARY
HENRY CO. NURSING HOME
HENRY CO. AMBULANCE SERVICE
HENRY CO. HOME HEALTH & HOSPICE
HENRY CO. WELLNESS CENTER
 JUDY FARRIS 644-8283

FEBRUARY 29

CHURCH IN PARIS
 LINDA CRUTCHFIELD 333-9004
OPEN TO ANYONE DAY
 SHARON KUMMEROW 593-0077

PLEASE CALL TO BE ADDED TO THIS DAY

AUCTION HEADQUARTERS LOCATED AT THE ENOCH COMMUNITY BUILDING AT THE HENRY COUNTY FAIRGROUNDS

★ HANDICAP ACCESSIBLE ★

AUCTIONEERS: FRED McLEAN, CINDY SNYDER, GAYLE GRIFFITH, WILLIAM ATCHISON, BILL WILLIAMS, BILL MCCUTCHEON, DOUG TAYLOR, RAY COMPTON, NOEL HATMAN, JUNIOR STAGGS

DONATED ITEMS ACCEPTED UNTIL 9:00 AM! - LABEL ALL ITEMS WITH COMMUNITY OR GROUP, NAME OF DONOR, AND A DESCRIPTION OF EACH ITEM!

Perk Up Paris!

MERISON'S

202 Memorial Drive

Paris, TN 38242

Tuesday, February 28, 2012

8:00 am - 9:00 am



"A Premium Blend"

Clip and post after reading the Chamber News.

Welcome New Members!

VESSEL OF HONOUR, INC., NFP

1304 EAST WOOD STREET

PARIS, TN 38242

HOME SWEET HOME BED AND BREAKFAST

108 N. COLLEGE STREET

PARIS, TN 38242

BEHAVIORAL HEALTHCARE CENTER AT MARTIN

458 HANNINGS LANE

MARTIN, TN 38237

SWAYNE PROPERTY INSPECTION

2 LAUREL LANE

PARIS, TN 38242



2508 E. Wood Street
Paris, TN 38242-0008

www.paristnchamber.com

CHANGE SERVICE REQUESTED

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Paris, TN
Permit No. 25

SMALL BUSINESS TIPS

SUCCESSFULLY OPERATING YOUR SMALL BUSINESS

To grow your start-up or small business, and to grow as a person and professional, you will need to take all of the challenges that come your way and turn them into opportunities. The success of your business depends upon it.

The following are some rules for successfully operating your small business:

- **KNOW YOUR PRODUCT AND TARGET MARKET.** Focus. Your company cannot be all things to all people. Decide on your niche. If your competitors are doing it, don't do it unless you are a lot better at it than they are. Decide what makes your company stand out in a crowded marketplace where customers are bombarded with constant messaging from the Internet, media, publications and your competitors.
- **BE ETHICAL AND TRUTHFUL.** Always tell the truth. If you don't know the answer to a question, say you will do your research and get back to the customer with the correct answer.
- **BE TIMELY.** Time is a precious commodity to most people. Return emails, text messages and calls immediately. Follow through when you say you will.
- **SAY THANK YOU.** You cannot thank people enough. Give the team credit. Remember there are many who have helped you along the way, be they customers, staff, mentors, family or friends. Tell them how much you value them and their support. Remember, or discover, the power of the handwritten thank you note.
- **ATTITUDE IS EVERYTHING.** Be positive, confident and optimistic. Believe in yourself and your company. Smile. Remember that all business is people and relationships. People do business with people they like.
- **IGNORE THE DISTRACTIONS.** These are always there in the form of naysayers and others who have their own agenda and do not have your best interests at heart. They probably don't even know you. Don't give them credence or waste your time and energy on them.
- **BALANCE YOUR LIFE.** Especially as an entrepreneur or owner of a small business, you ARE the business and the face of the business in public, at all times. Take care of yourself. Manage your stress. Get enough sleep and exercise and eat properly. Make time for family and friends and activities you enjoy.
- **FOCUS ON THE CUSTOMER.** Ask a lot of questions and listen to the answers. Help them solve their problems. Satisfy and exceed their wants. Follow through. Do what is truly best for them.
- **BE CONSISTENT.** Make sure your business has a consistent look and feel. Manage your brand, including your products, communications, marketing materials, website and staff so that customers always get the same feel about your business.
- **FORGET ABOUT YOUR COMFORT ZONE.** Innovate and be bold and courageous. Never accept the idea that "this is the way we've always done it." Never discount a new idea, process or technology out of hand. Look for good ideas and let people know you are looking for them.
- **BE ORGANIZED AND THOROUGH.** Maintain a good calendar and organized files and work areas. Be able to find things. Follow through.
- **BE A LEADER.** Build a team and lead by example. Don't just hire an employee to fill a vacant position, hire them to be part of a team with a strategy and vision to build your business. Invest in yourself and your employees through training and development. Set clear goals and hold people accountable for their work.
- **DON'T TRY TO DO IT ALL.** Listen to and hire the experts to help you if you need it: financial, legal, and technical. Recognize your strengths and weaknesses, and focus your efforts where your strengths and talents lie.

Kathleen Mechem is president of Organizational Solutions in Battle Creek, Michigan.

CHAMBER HAPPENINGS

Tim Boyd owner of **Merison's** prepares to cut the ribbon at their Ribbon Cutting ceremony.



Sam Mahan, Chairperson for Small Business Basics welcomes everyone to the class.

Tom Gee, Administrator at **Henry County Medical** gave a power point presentation to the Leadership Henry County Class during the Healthcare session.

