

Chamber and Community News

The President's Corner . . .

Dear Chamber Members,

What an exciting year it has been here at the Vermilion Chamber of Commerce! The chamber has been involved in many community functions this year. The chamber name change was well received by all and we received numerous calls and emails congratulating the chamber on our vision and direction.

Our Taste of Vermilion event was a tremendous success and an entertaining evening for all who attended. We are hoping that next year's event will be even bigger. On February 2, we will be holding our Annual Membership & Installation Social to celebrate our successes and discuss the direction for 2012.

As I close out 2011 as the Vermilion Chamber of Commerce President, I would like to thank the Board of Directors and Lynn Guillory for their support and work during the year. It is my hope that 2012 is as great a year for the chamber as 2011 has been. In closing I would like to remind all, that the Vermilion Chamber of Commerce's mission continues to be to *create a positive business and community environment* for all of Vermilion Parish.

Merry Christmas and Happy New Year,

Todd Perry

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2011 Officers

President—Todd Perry ♦ President-Elect—Pat Rost
VP Membership—Scott Menard ♦ VP Business Development—Brady Holley
VP Workforce (Education)—Walter "Sammy" Frioux ♦ VP Finance—Ray Dugal
VP Government Affairs—Carl A. Turnley ♦ Past President—Ray Dugal
Executive Director—Lynn Guillory

Leadership & Curiosity

by Mike Myatt, Chief Strategy Officer, N2growth

Have you ever noticed how the best leaders also tend to be the most curious leaders? Great leaders simply aren't satisfied with what they know. They possess an insatiable curiosity for discovery and learning - they are in constant pursuit of what they don't know, and what lies ahead. Real leaders are not nearly as concerned with attainment (stasis) as they are with betterment (change). Since the dawn of time the world has been shaped by leaders who understand that curiosity is the gateway to the future. So my question is this - How curious are you?

Among many other things, curiosity helps frame vision, advances learning, fuels passion, and drives innovation. Curiosity often inspires the courage to discuss the *undiscussable*, challenge current thinking, deviate from behaviors accepted as normal, and to do what others previously thought impossible. The best leaders understand that usual and customary are not necessarily synonymous with healthy and thriving. The real key to curiosity begins with an open mind - a recognition that those who think differently aren't inferior, nor are they a threat. An open mind is a sign of confidence which allows leaders to recognize diversity of opinion leads to better thinking and better outcomes.

Here's where I'm going to throw you a curve ball - while great leaders tend to spend most of their time being externally focused, I want you to turn your curiosity inward and become introspective for a few moments. It was Socrates who said: "The unexamined life is not worth living." When was the last time you did some serious self-examination on how your curiosity, or the lack thereof, is impacting your ability to function as a leader? Be curious enough to answer the following four questions about yourself:

1. **Are you making a difference?** Why should anyone be led by you? Great leaders answer this question with their actions on a daily basis. If you're not making a difference, you're not leading. If your actions are not directly contributing to the betterment of those you lead, then you need to become curious about how to make some very real and meaningful changes.
2. **Are you growing?** If you're not growing as a person and as a leader, then it's very likely those under your charge are following your lead. I've often said it's impossible for a leader who is not growing to lead a growing organization. Nobody is too busy to learn. In fact, you don't have the time not to learn. Leaders who don't value learning will quickly be replaced by those who do.
3. **Is your curiosity starting conversations, or your lack thereof shutting them down?** If your ego is messaging you have all the answers, and that your way is the only way, then why would anyone ever be inspired to pursue change and innovation? A leader who doesn't encourage

others to challenge their thinking isn't a leader - they're a dictator. Dictators suppress individual thought and new ideas, while leaders encourage it at all costs.

4. **Is your curiosity attracting talent, or your lack thereof chasing it away?** A leader's ability to seek out and embrace new ideas will serve as a magnet for attracting the best talent. The best talent desires to be a part of a culture that encourages contribution rather than stifling it. If you're the leader who looks around the organization and asks "why can't we attract better talent?" it's because you value a compliant workforce more than a talented workforce. Real leaders don't care *who* is right, they care about *what* is right - never forget this.

Bottom line - don't settle for *what is*, use your curiosity to think *what if?* and seek out *what can be*. Thoughts? I'm curious...



Turn Setbacks into Progress

Adapted from
"Three ways to Turn Setbacks into Progress"
by Teresa Amabile and Steve Kramer

Rarely does a team complete a project without some sort of setback. So, it's critical that a manager keep people engaged, productive, and focused when things go wrong. Here are three ways to do that:

- ◆ **Reframe.** Don't treat setbacks as failures and don't assign blame. Instead, frame them as learning opportunities and focus your team on solving problems, not wallowing in them.
- ◆ **Don't constrain the solution.** When faced with a problem, you don't always figure out the solution right away. Be open to changing direction and give people the freedom to look for alternative answers.
- ◆ **Focus on small wins.** Help people see their progress in other areas. If people have regular successes, even small ones, then a setback will sting less.

2012 Chamber Board

	Year Elected/ Years Remaining		Year Elected/ Years Remaining
Angelle Broussard	2012—3 years	Carl A. Turnley	2011—2 years
David “Brady” Holley	2012—3 years	Kathy Dyson	2010—1 years
Bertha Mire	2012—3 years	Walter “Sammy” Frioux	2010—1 years
Travis S. Richard	2012—3 years	Scott Menard	2010—1 years
Cathy Villien	2012—3 years	Michael Mouton	2010—1 years
Glenn Crappel	2011—2 years	Al Vidrine	2010—1 years
Ray Dugal III	2011—2 years	Tricia Benoit	Appt.—1yr.
Mark D. Robin	2011—2 years	Bud LeBlanc	Appt.—1yr.
Pat Rost	2011—2 years		Appt.—1yr.

The Chamber’s Mission: create a positive business and community environment!

Chamber Successes

- Instrumental in bringing the community together to advocate the opening of **Palmetto Island State Park**. Joint effort between Vermilion Parish Tourist Commission, Rotary Club and the Chamber.
- Continue to conduct candidate questionnaires for our local elections so that our business community will be able to make informed decisions in local elections.

Pending Advocacy Projects

- Partnering with the Vermilion Parish Tourist Commission to ask for the repeal of ACT 441 (Youth Recreational Tax) which would reduce the hotel occupancy taxes by 2%. This repeal would reduce Abbeville’s hotel occupancy from 16.5% to 14.5%.
- Continue to advocate Vermilion Parish create a position for an Economic Developer to work on retaining existing businesses in the parish and to work on marketing efforts to attract businesses to Vermilion Parish thereby creating quality jobs for our community.
- Work on a Vermilion First Campaign (when funds become available.) The campaign would focus on the benefits to our community by shopping Vermilion businesses.

8 Steps to Take Your Brick and Mortar Business Online

by Ken Kaufman, Founder & CEO, CFOWise

The Internet is here to stay, no doubt about it. Still, many small businesses haven't moved online. Some may not feel the need yet. Others may be scared because the territory is unfamiliar. Whatever the case may be, below are some simple steps you can take to move your brick-and-mortar business online—something you must do if you want to be able to compete in the long run. Your customers are online. Your competitors are online or moving there soon. Don't get left behind.

1. Get found.

Many businesses invest money in building a website in order to have an online presence and then stop there. In the offline world if you put up a business in a well-trafficked area of town, you'll get visitors. They see the building and stop by. On the Internet, it's a different story. Once your site is built, you still need to put significant effort into getting found.

Get listed on *Google Places*. Get listed in local directories. Get listed in industry directories. Learn the basics of search engine optimization or hire someone to do that work for you.

2. Get leads, not just traffic.

Another area where many people goof up online is in lead generation. After you build your website and start driving traffic, your job is to turn that traffic into leads. Ideally most pages of your website should have a lead capture mechanism. You need to offer something of value to your visitors in exchange for their email address or other contact information. If you don't, you'll lose a lot of your traffic. You need to develop a list-building mentality. Build a list of leads with every activity you engage in. Then, follow up with that list. Email marketing systems can help you do this in systematic ways.

3. Use email marketing to tell people about your business.

Recently, proponents of new marketing techniques have bashed email marketing, claiming that the medium is dying. This is far from the truth. Research firm *ForeSee Results* published a study early this year that was conducted during the 2010 holiday shopping season. They asked people who made purchases online about what influenced their visit to ecommerce sites.

The overwhelming majority (64 percent) stated that they prefer to hear about sales and promotions through emails. When engaging in email marketing, make sure you follow best practices and provide value to your leads instead of bugging them with sales messages all the time. Use email to build real relationships with your leads, not bother them.

4. Know that text messaging is not just for teenagers.

Many brick-and-mortar businesses are successfully using SMS marketing (text message marketing) to capture leads and follow up. You can have your store visitors opt into text message promotions by texting a keyword to an SMS short code. You can follow up with these people in the same way you do with email. You can even use text messaging to capture email addresses.

The world is going mobile—don't miss out on these emerging opportunities.

5. Use QR codes in fun and creative ways.

You have offline customers. Eventually, you want to be able to communicate with them online as well. *QR codes* are barcodes that can be scanned with a cell phone to send people to a particular website. QR codes on direct mail pieces, your store window, your checkout desk and other strategic areas can give you an opportunity to move offline traffic online.

Keep in mind that QR codes are used by cell phone users. So drive them to mobile-friendly pages where you offer something in order to capture their contact information.

6. Use online partners—they can be huge assets.

You may have been slow to get your business online, but that doesn't mean you have to suffer forever. Most likely you know other local business owners who made the transition earlier. They may already be getting significant amounts of traffic. Hunt down the people who are doing well online and set up a way for them to drive traffic to you and you to them.

Complementary businesses can set up referral or affiliate programs to drive traffic to each other at appropriate points in the sales cycle. Using partners can jumpstart your online business significantly.

7. Give your customers an online account portal.

We're all getting used to managing our accounts online. We can do this with our banks, our cell phone accounts, our utilities, etc. But do you offer a way for your customers to manage their accounts with you online? For those of you who provide recurring services (pool cleaning, landscaping, legal retainer, etc.), providing a portal where customers can manage their accounts online makes working with you more convenient for them.

That's really what the Internet is all about – convenience. The more of it you give, the more your customers will love you.

8 Steps (cont.)

8. Get social, maybe.

Social media is a booming arena for online marketing. If used correctly, it can provide a great stream of online traffic for your business. It also is a great way to listen and engage with customers. But I say "maybe" here because I see many small businesses wasting way too much time trying to figure out how to make social media work. The truth is, it's not for everybody.

If your target audience is social, then you do need to figure it out. If you want to get into social media, I suggest you read my Small Business Trends post on *The Social Media Money Formula*. It will show you how to actually tie social media efforts to increased sales, instead of wasting time getting "friends" and "followers."

One last point to consider is that there is a lot of hype on the Internet. Like most things, Internet hype is usually based on some amount of truth. The key is to decipher the hype about the latest trends. Adopt only the trends that make sense for your business, and make sure the tactics you use make a difference to the bottom line. If not, you're wasting your time.

Of course there are many other things to consider when getting started online, but these steps will help you get started in a meaningful way.

Don't forget to mark your calendar!

January	January 26— Networking Luncheon Location: Azul Tequila
February	February 2— Installation Social Location: L'Eglise
	February 7— President's Coffee Maurice
	February 23— General Membership Meeting
March	March 13 - 1st Quarter Board Meeting
	March 22 - Networking Luncheon
	March 24- Wiener Dog Races

*Vermilion Chamber of Commerce
invites you to attend the
2012 Membership Social, Thursday, February 2.*

Keynote: Kent Gonsoulin, Cajun Comedian

(Use enclosed invitation and order form.)

Kent Gonsoulin is one of the **funniest Cajun Comedians** performing today. His unique brand of **clean cajun humor keeps audiences laughing across the south.**

It was his love of entertaining that lead Kent to enter into talent shows and joke telling contests while in college at LSU. In 1993, Kent got his first big break when **he won The International Cajun Joke Telling Contest.**

Kent's hard work continues to pay off. He has appeared on **numerous TV and radio programs** and has been featured in several newspapers and magazines. He has been seen on the **"E" entertainment network** and has acted in several commercials. Kent has also done voice acting and is the "Cajun voice" for the restaurant chain, **Backyard Burgers**. He has also acted in movies such as **"The Dukes of Hazard" and "All the King's Men"**. Kent has been seen in **Branson, Missouri** at the Mickey Gilley theater and in the Yakov Smirnoff show.

Big Changes Coming to Future Workplace

by *Cindy Krischer Goodman, CEO of BalanceGal*

Stephanie Bedenbaugh dreamed of escaping the chaos and cold of Washington, D.C., and retreating to a slower-paced life near the beach. But when she arrived in South Florida, she found the job market more difficult than expected. She turned to consulting work, and after completing an assignment for a former contact in the D.C. area, the CEO offered her a job – no relocation necessary.

For the past three years, Bedenbaugh has worked from her Delray Beach home, handling human resources for Prizim, a Maryland company. “It’s about having a manager or boss who views things differently,” she said.

Viewing things differently will become key in the workplace of the future. “A revolution in working practices is on the way,” says Alison Maitland, coauthor with Peter Thomson of *Future Work: How Businesses Can Adapt and Thrive in the New World of Work*.

Imagine a company where cubicles are gone and the work space resembles a Starbucks, barista included. Imagine another where no one has a personal office and people can work anywhere in the building, including the roof terrace, and any hours. These workplace designs are being embraced by companies rethinking business strategy.

Last week, I participated in conversations about how workplaces, physically and culturally, are changing at the *Work-Life Focus: 2012 and Beyond Conference* in Washington, D.C., sponsored by the Society for Human Resource Management and Families and Work Institute. I heard discussion of flexibility and the shift toward rewarding productivity rather than time. I also heard frustration about the business world’s sluggish reaction to the trends forcing change. Murray Martin, CEO of Pitney Bowes, put it well when he told Maitland: “The corporate response is one that doesn’t really want to hear it. But then these corporations can’t understand why they’re losing their best talent.”

In most workplaces today, face time still reigns. Employers cling to a rigid model of fixed working times and presence suited more for the industrial age than the digital age. Workers put in long hours as a badge of honor and regularly work weekends in hopes of advancing their careers simply by showing their faces. Working from home is seen as an employee benefit, a perk for a few individuals.

But Maitland is convinced that we are about to see a radical change that will give workers more choice over how and when they work. The change, fueled by the explosion in communications technology, will be the result of business needs – a desire to cut real estate costs, a drive to improve customer service or enter a new market faster, or an effort to reduce high rates of employee turnover. Maitland believes that almost any job contains tasks that can be done flexibly from outside the workplace.

Some big changes ahead:

- The office will look different. Some companies already are shifting the physical office layout from workplaces to meeting places, where employees go to collaborate.

At Microsoft’s building in Amsterdam, the Netherlands, there is no reception desk or fixed phones. The first floor is the community floor, full of sofas, booths and a busy restaurant to encourage collaboration. No one has a set office and there are no filing cabinets – all corporate information is stored digitally. The second floor is quieter with small workstations and client meeting rooms.

Employees are directed to find the ideal work space depending on what they are doing that day. The company says productivity has increased following the move to the new building and adoption of the philosophy “anytime, anywhere.”

- Workers will make their own schedules. Maitland has discovered some companies already are asking their teams to devise their own working patterns to resolve a business need. For example, Sainsbury, a supermarket chain, discovered customers wanted fresh baked goods all day instead of just in the morning. It involved its staff in working out a schedule to meet that demand – allowing workers to come up with their own rotating shifts that took into account their personal and family commitments. The bakers became enthusiastic about the change.
- Arrangements will go beyond traditional flexibility. Younger generations increasingly will enter the workplace hyperconnected, expecting to use their devices and do their jobs the way they work best. “They will challenge the need to commute daily,” Maitland says .

At Cisco, an international producer of networking equipment, 85 percent of its employees telecommute and no one except call-center operatives has a set work schedule.

Without office meetings and interruptions, most say they are more productive.

Going forward, Maitland predicts more people will work at least part of the time from home or work hubs built closer to the suburbs, enabling them to connect without having to make long commutes. And, remote working will become a way for businesses to move into new cities without upfront costs.

- Culture will become integral. Because these changes are driven by business strategy rather than accommodation, this new way of working must be embraced throughout the company.

Friends of Palmetto Island State Park

by Shannon Neveaux, President

As I look back on 2011, I can see how far Friends of Palmetto Island State Park, Inc. has come in just 11 months. From the baby steps of the initial meetings to organize, to filing paperwork, to planning our first activities, to actually being able to do something good for the park and the community, it all seems to have happened so fast. For me this was a first, founding this group along with 6 other individuals who passionately support the park, wasn't easy, but so far it's worth it. We've gotten a lot of positive feedback and support from so many of you. I'm told that most of the time 'non-profit' groups don't see the results of their efforts for a several years. If that's true, I think we can be very proud of all that we have done in our first few months of organization. Listed below are just a few of our 2011 accomplishments:

- Hosted 2 successful fundraisers in support of the park
- Attracted 40 plus members
- Purchased mobile radios to enhance communication between Rangers and park staff.
- Planted trees and flowers
- Helped park staff plan several events for patrons to enjoy
- Supported interpretive staff and programs with our time and resources
- Kept the community informed about park programs

At Southern California Gas Co., the utility was facing the end of its lease at its downtown Los Angeles offices and realized its workers were spending 90 minutes commuting to work. Its solution was to downsize its physical space and set up workers in home offices, a new model championed by the CEO. "We had to overcome the thinking that the teleworkers would not be the leaders of the future," said Erika Wendt, project advisor for organizational effectiveness at Southern California Gas Co. Having the CEO behind the effort, "gave the initiative credibility with employees and managers," she said.

- Managers will undergo more training. Managers who successfully supervise teams in the future will move from controlling to enabling, Maitland says. They will have to overcome the fear of losing control and trust that their employees are self-motivated.

That's where manager training comes in and guidelines to measure output instead of hours. "It builds better managers with good communication skills," said Kyra Cavanaugh, president of LifeMeetsWork.

- Companies will create virtual opportunities to bond or

through Facebook, e-mail, posting flyers and our monthly electronic newsletter.

Family and Individual memberships are always open. We'll work hard to keep you up to date with events and activities held at the park. Membership allows you to be eligible to serve on our board of directors or on a committee. Everyone has some 'thing' they can contribute. Fresh ideas and creativity are always welcome.

Looking toward to 2012, we are joining park staff to plan 4 seasonal activities for park patrons to enjoy. The first is scheduled for Mardi Gras Day, a family fishing tournament. On the table of discussion is also a Flora-Fauna program, Summer time fun activity and the Halloween/Birthday celebration. We see so much potential for the park and we're looking forward to our first full year of activities. Attracting people to Vermilion Parish by getting them to visit the park benefits everyone.

The Friends group will be planning a few things of its own too. We're always looking for 'partners' who can help us bring new and different activities to the park this year. Have you got any ideas on how you could host an activity incorporating your business at the park? We could help you! As you may already know, even though we operate separately from the park, we communicate directly with the (cont. on Page 9)

Big Changes Coming (cont.)

have face time. With social media exploding, progressive employers are incorporating it into their business strategy. They are building their own social networks, behind fire walls, to create communities of employees with similar hobbies, expertise or interests.

The networks give employees a virtual place to connect, regardless of where they work. Smaller businesses are using social media to collaborate on documents, share knowledge or mentor others and identify experts within their own business.

Deloitte, an international accounting firm, built its own Facebook-like social network and has thousands of employees who use it: "We've given them a virtual way to feel like they've visited someone's office," said Patricia Romeo, a social media leader at Deloitte.

- Bold leaders will act sooner. Maitland says it takes bold leadership to break from old habits. "I think leaders have no option, the wave of change is inevitable. It's about being strategic and staying competitive."



Vermilion
Chamber of Commerce
Presents:

8 Days
From
\$2699
Air/Land

ITALY: TUSCANY

November 7th-15th, 2012

Nine Days, Seven Nights Including Hotel, Meals, Day Trips and Airfare from New Orleans



Leave everyday life behind and escape to Tuscany! Known for its beautiful landscapes, its rich artistic legacy and vast influence on high culture, Tuscany is widely regarded as the true birthplace of the Italian Renaissance, and has been home to some of the most influential people in the history of art and science. Visitors to Tuscany come for many reasons. Many come in search of fine art, others to explore the extraordinary countryside. Join us as we explore the endless opportunities that Tuscany has to offer.

For More Details and Reservations Contact:

Paula Walden at ABC Destinations

E-mail: pwalden@abccdestinations.com • Telephone: (973) 233-6967

INCLUDED FEATURES:

- Round-trip air transportation from New Orleans.
- First class hotel accommodations for seven nights at the centrally located Grand Hotel Vittoria (or similar) including hotel tax and service charges.
- Daily breakfasts and dinners.
- Deluxe air-conditioned motor coach and experienced drivers escort you for all transfers, tours and guided excursions.
- An experienced professional manager will assist you on the vacation, upon arrival in Italy.
- ABC Destinations handles your baggage outside of the airport for your arrival and departure. (Based on one bag per person).
- Full-day guided tour of Florence
- Full-day guided tour of Siena and San Gimignano

PRICE:

Tour price is \$2,699 per person, double occupancy (includes \$400 per person fuel surcharges). For single occupancy, add \$345. Air taxes are included at \$100 per person. Fuel surcharges and air taxes are valid at the time of printing and are subject to change.

Optional tours are available at an additional cost.

Optional Rome extension is \$595 per person double occupancy. For single occupancy add \$299.

THE HOTEL:

The Grand Hotel Vittoria is an elegant and well-established First Class hotel situated in an early 20th century Liberty style building. The hotel enjoys an excellent location in a residential area, ten minutes walk from the very heart of Montecatini. Facilities include a beauty center with aromatherapy and massage as well as a swimming pool. The rooms feature all modern comforts with bath or shower, television, minibar, hairdryer, telephone and safe. The Grand Hotel Vittoria's Restaurant, La Sala dei Cristalli, serves refined traditional Tuscan cuisine.



ITINERARY

Day 1 - Depart the USA: Depart New Orleans for Italy.

Day 2 - Montecatini: Upon arrival proceed to baggage claim and after clearing customs, you will be met by your ABC Destinations representative and transfer to your hotel to spend the rest of the day at leisure. For centuries, Montecatini has been an exclusive world-renowned spa resort, famed for its spring waters, thermal baths and numerous spa treatments. Have a welcome cocktail and briefing at 7:00 pm at the hotel. Tonight dinner is at the hotel. (Dinner)

Day 3 - Montecatini/Florence/Montecatini: After breakfast, you will transfer to Florence for a walking tour. Its striking buildings, formidable galleries and treasure-crammed churches attest to the Florentine love of display. Its elegant appearance and the skyline, with its russet rooftops and lofty domes, contributed to give this city its role as an important center for culture and arts. See the Cathedral, whose gigantic "cupola" is the symbol of Florence's artistic achievements, the Baptistery (from outside) with its fine bronze doors adorned with the famous gates of Paradise and the Piazza della Signoria. Enjoy free time for shopping or visiting some of the numerous museums and art galleries. Tonight dinner is at the hotel. (Breakfast, Dinner)

Day 4 - Montecatini/Lucca and Pisa (Optional Tour)/Montecatini: Day at leisure or after breakfast, take an optional tour to Lucca and Pisa. Lucca is peaceful place with narrow lanes that wind among the medieval buildings, opening suddenly to reveal churches, tiny piazzas and many other reminders of the city's long history, including a Roman amphitheater. This town is well known for its magnificent 16th and 17th century ramparts, which having remained intact, encircle its narrow streets which are lined with many medieval buildings. In the afternoon we continue to Pisa to see its incredible Leaning Tower, the bell tower of the 900 year old Cathedral of Pisa. It is 14 feet off center at the top because of settling after construction was started in 1173. Your visit of Pisa will also include a sightseeing tour of Pisa's Campo dei Miracoli, or Field of Miracles, to see the Baptistery and Duomo (entrance included); all fine examples of the Pisan-Romanesque architectural style. Tonight dinner is at the hotel. (Breakfast, Dinner)

Day 5 - Montecatini/Siena/San Gimignano/Montecatini: After breakfast, transfer to Siena & San Gimignano for your full-day tour. Set in the most beautiful Tuscan countryside of rolling hills, lush vines and gray-green olive trees, Siena offers much to see, from the fine palaces that line the narrow cobbled streets and the superb Duomo, to the celebrated Piazza del Campo where the famed Palio horserace is run yearly. Continue to San Gimignano, a town of Etruscan origin. Built by noble families, the fourteen remaining towers that lined the ramparts look like medieval skyscraper. Tonight dinner is at the hotel. (Breakfast, Dinner)

Day 6 - Montecatini/Cinque Terre (Optional Tour)/Montecatini: Day at leisure or after breakfast, take an optional tour to Cinque Terre. You'll depart at La Spezia, a coastal town east of Montecatini, along the Mediterranean Sea. Take the train or the ferry boat (April – Nov weather permitting) to The Cinque Terre, one of the most beautiful areas of the Liguria Region. Here, five small villages are suspended between sea and earth, nestled in the cliffs overlooking the sea and green hills. Tonight dinner is at the hotel. (Breakfast, Dinner)

Day 7 - Montecatini/Chianti (Optional Tour)/Montecatini: Day at leisure or after breakfast, take an optional tour of the Chianti Region. The beauty of this territory, known for its wineries, lies in the perfect equilibrium between the soft forms of slopes and their thousand nuances of color and the crowded woods populated by ancient castles, secular parishes and beautiful villas. You will visit Greve in Chianti and have a wine tasting and a country style lunch at a local winery. Tonight dinner is at the hotel. (Breakfast, Dinner)

Day 8 - Montecatini: Spend the day at leisure to explore Montecatini on your own, enjoy a spa treatment or just relax. Tonight dinner is at the hotel. (Breakfast, Dinner)

Day 9 - Montecatini/USA: After breakfast, transfer to the airport for your return flight home. (Breakfast)

TWO NIGHT OPTIONAL ROME EXTENSION:

Day 9 - Montecatini/Rome: After breakfast, meet your guide and driver and set off for Rome. Upon your arrival in Rome transfer to your hotel for check in, where the rest of the afternoon is at leisure and yours to enjoy. Romans say that "Rome wasn't built in a day", nor can Rome be seen in a day. One could live in the Eternal City for years and still not see everything. It's hard to say what you'll find most breathtaking: Etruscan tombs, the Republican meeting rooms, imperial temples, early Christian churches, medieval bell towers, baroque basilicas or renaissance palaces. Tonight you are on your own for dinner. You will have no trouble finding local restaurants in this residential area of Rome. Just outside the hotel and around the corner are some lovely places where the locals meet to eat, have a glass of local wine and enjoy a dish of pasta. Ask your guide or the concierge at the hotel to make a recommendation, they are eager and pleased to help. Overnight at The Grand Hotel Beverly Hills. (Breakfast)

Day 10 - Rome: After breakfast, start your full-day tour of Rome. You'll enjoy a guided tour of Imperial Rome. Visit the Roman Forum, the most important archaeological area in the city and once the center of the public life; visit the Colosseum, the most famous monument of ancient Rome and an impressive testament to her past greatness. After lunch in a local trattoria, continue the tour of the Vatican Museums and the Sistine Chapel. The Vatican Museums and their immense wealth of art, resulting from centuries of papal collections, offer an extraordinary experience. Amongst others, see the great masterpieces of Renaissance art with the frescoes of the Raphael Rooms and one of Michelangelo's greatest achievements, "The Last Judgment" in the Sistine Chapel. Return to the hotel and enjoy the remainder of the day at leisure, where you can do some shopping or take a stroll on the Via Veneto. Tonight dinner is on your own; enjoy your last night in Rome. (Breakfast, Lunch)

Day 11 - Rome/USA: After breakfast, say ciao to Rome, transfer to the airport for your return flight home. (Breakfast)

Please note: Though rare, it may be necessary to substitute hotels and adjust itineraries due to local conditions.

Vermilion Chamber of Commerce — Italy: Tuscany November 7-15, 2012
PLEASE PRINT— NAMES MUST BE LISTED AS THEY APPEAR ON YOUR PASSPORT

Passenger 1: _____ Date of Birth: _____ M / F
 First Name Middle Name Last Name

Passport #: _____ Country of Issue: _____ Date issued: _____ Expiration date: _____

Passenger 2: _____ Date of Birth: _____ M / F
 First Name Middle Name Last Name

Passport #: _____ Country of Issue: _____ Date issued: _____ Expiration date: _____

Street Address _____

City _____ State _____ Zip _____

Email Address: _____ Home Ph # _____ Business/Cell Ph# _____

Please reserve me in a single room at a \$345 supplement (limited availability)

I am rooming with: _____ I am traveling with: _____

Land Only Option (Deduct \$950 per person.) **Note:** Transfers not included.

Rome Extension - \$595 Double Occupancy or \$299 Single Supplement

Notes: _____

PAYMENT METHOD

Credit Card: Amex Discover Visa MasterCard Check # _____

Credit Card # _____ Security code # _____ Exp. date: _____

Name that appears on the card: _____ Signature: _____

I authorize \$ _____ to be charged to my card (this equals the deposit plus insurance premium if applicable).

Deposit: \$500 per person to reserve your space of which \$325 per person is non-refundable. Reservations are based on a first come first served basis. Final payment is due 90 days before departure.

I want Trip Cancellation & Interruption Insurance Yes No. The policy price is based on the total cost of the tour, including taxes. Insurance premium per person: \$139 for tour costs from \$2,001 to \$2,500 / \$159 for tour costs from \$2,501 to \$3,000 / \$215 for tour costs from \$3,001 to \$3,500 / \$239 for tour costs from \$3,501 to \$4,000 / \$275 for tour costs from \$4,001 to \$5,000. If no selection is made, insurance will be added to your booking and can be removed if advised to us in writing prior to final payment.

Make Checks payable to: ABC Destinations and send to: ABC Destinations, 300 Broadacres Drive, Suite 400, Bloomfield, NJ 07003.
For additional information please contact Paula Walden at ABC Destinations by telephone (973) 233-6967 or email: pwalden@abcdestinations.com.

I have read the schedule of activities for Vermilion Chamber of Commerce Italy: Tuscany program on November 7-15, 2012 and accept the general terms and conditions as outlined on our website.

Cancellation Policy:

Until 61 days prior to departure: 10% of total cost per person (or a minimum of \$325 per person)

From 60 days until 46 days prior to departure: 30% of total cost per person

From 45 days until 31 days prior to departure: 50% of total cost per person

From 30 days until 15 days prior to departure: 75% of total cost per person

From 14 days until day of departure, or no show: 100%

Note: A person becoming a single as a result in the roommate's cancellation must pay the single supplement.

*** For full Terms and Conditions, please visit <http://www.abcdestinations.com/terms.asp> ***

Seven Secrets to Resilience

by Lambeth Hochwald

As the economy improves in fits and starts, selling your products and services remains unusually tough. Never has resilience been more critical for small-business owners. The ability to steadfastly push through challenges is a valuable trait that seems to come naturally to some entrepreneurs. Others can adapt over time to become wiser and more confident after each trying situation.

So how can you quickly recover from setbacks in the selling process? For starters, experts suggest viewing sales in your business as a long process with many wins and losses, much like a professional athlete's season. "Try not to look at your sales record as just one good or bad deal or one good or bad week," advises Steve W. Martin, who teaches sales strategy at the University of Southern California's Marshall School of Business and is the author of *Heavy Hitter Sales Psychology* (TILIS Publishers, 2009). "You're going to be at this for many years to come so you want to develop skills to be mentally ready to face the sales hurdles you have ahead of you."

Here are seven secrets to developing the resilience you need to staying positive, no matter how tough it may be to strike up new sales.

No. 1: Learn from your failures. Rather than feeling depressed that you made 100 calls without hearing back from a single prospect, take a long hard look at your approach. "Maybe you called the wrong people or called them at the wrong time," says Jill Konrath, author of *Snap Selling* (Portfolio, 2010) and *Selling to Big Companies* (Kaplan Publishing, 2005). Then, rethink your message. "Perhaps you should stress something different about your business," she says.

No. 2: Touch base with your 'friendlies.' If you've made 10 sales calls and all have gone poorly, it's easy to feel that you'll never get your company off the ground. If you have a day like that, consider reaching out to your 'friendlies,' customers that like you and appreciate your product, to fuel you for the hard work ahead. "By talking to these positive contacts," Martin says, "you'll reanchor yourself to why you're doing the work you're doing and it will help you become more ready for the next deal."

No. 3: Face your fears. Every single entrepreneur has faced fear, especially when a sales call goes awry. "When I first started selling, a prospect reamed me out in front of some of my colleagues and I fainted," Konrath recalls. "After I came to, I could have walked out saying, 'I'm not cut out for sales.' Instead, I worked hard to figure out what it would take to be successful and I moved forward, despite my fears. I truly believe that the ability to bounce back rests in your ability to look fear in the face and go forward anyway."

No. 4: Check in with colleagues for a reality check. While we're taught to keep our feelings to ourselves when times are tough, it's actually better to share our struggles with a trusted colleague. "If you have a cathartic talk with a colleague who has empathy for your situation, it will help you let go of negative feelings," Martin says. "The process of speaking about your concerns and, even your sales struggles, will help you get ready to go out there again."

No. 5: Reach out beyond your network. Instead of relying on your usual go-to people, seek out a broader network. Talk to others about their business and your business, find out who they know and share your contacts, says Joanne S. Black, founder of No More Cold Calling, a San Francisco-based sales strategy consulting firm. "Entrepreneurs tend to retreat and that's mostly because you're wearing so many hats, from doing business development, working with clients, paying taxes and so much more. But, despite how busy you are, it's key to leverage your connections. You never know where you might find new customers."

No. 6: Borrow someone else's brain. Seek out sales strategies from another entrepreneur whose business is a bit further along in its sales growth. "Try to intuit how this other business might approach their sales challenges," Konrath says. "You can't look at Virgin Airlines or Donald Trump and ask how each would approach sales, but you can look at someone who is just a little ahead of you. By walking a mile in his or her shoes, you'll open up a whole new way of looking at things."

No. 7: Take a break. If you've tried all these tips and still feel defeated, consider taking a time-out. "Most people think they should keep their nose to the grindstone, but that's not the best way to win your next customer," Martin says. "Prospective clients may be turned off if they sense that you're desperate." Martin's advice when your numbers are down: Take a mental health break that lasts a couple of hours or even a day. "That will help you to start fresh and project a successful image," he says



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Friends of Plametto (cont.)

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For more information, send us a note at friendsofpisp@yahoo.com and someone will contact you to discuss the projects being considered. Keep in touch by becoming a member or joining our e-mail list. Don't forget to share your ideas and suggestions on how we can help make the park better. Thank you for supporting your community and this park!

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Three Tips for Writing Reader-Friendly Memos

Adapted from Guide to Better Business Writing

In business today, readers are time-pressed, content-driven, and decision-focused. To write effectively, remember that they want simple and direct communications. Here are three tips for giving readers what they want and need:

- ◆ **Avoid complex phrasing.** Writing elegantly is not important, delivering smart content is. Let the message stand out more than your language.
- ◆ **Be concise.** Many memo writers get hung up on "flow." But flowing sentences tend to be long and dense. You don't need choppy sentences, just hardworking ones that deliver content concisely.
- ◆ **Skip the jargon.** Jargon can be a useful way to communicate among experts, but you should never use jargon if it's meaningless, if you don't understand it, or when your audience isn't familiar with it.

The Bulk Rate Mailing service can be a real \$ saver for your business mailings. You must comply with all postal regulations and have a minimum of 200 pieces. Bring in your letters stuffed, sorted by zip code, and counted.

For your convenience, Chamber staff will process your mail-out, deliver it to the post office, and then send you a bill for the postage. The Chamber Office will charge 10% of your savings to help pay to replenish supplies.

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Example:

1000 letters @ \$.44 first class postage = \$440

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Net savings = \$ 162

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The Bulk Rate Mailing service has saved members **\$2,601.59** in 2011.

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\$100—Full-Page Advertisement
(8 ½ x 11)

Insert flyers in the newsletter at a cost of \$75. You provide copies of the flyers—we do the rest.

Our next newsletter deadline is Thursday, March 29, 2012.

How to Solve Sudoku Puzzles

Sudoku doesn't require any special math skills or calculations. It is a simple and fun game of logic -- all that's needed is brains and concentration.

There is really only one rule to Sudoku: Fill in the game board so that the numbers 1 through 9 occur exactly once in each row, column, and 3 x 3 box. The numbers can appear in any order and diagonals are not considered.

Your initial game board will consist of several numbers that are already placed. Those numbers cannot be changed. Your goal is to fill in the empty squares following the simple rule above.

5			4					
2							1	7
				2	3			6
		4	3		9			
	3	9				6	2	
			6		2	7		
9			7	1				
1	4							9
					5			2

New Endings for Old Proverbs

A teacher gave each student in her class the first half of a well known proverb and asked them to guess the remainder.

Don't change horses . . . *until they stop running.*

Strike while the . . . *bug is close.*

It's always darkest before . . . *Daylight Savings Time.*

You can lead a horse to water but . . . *How?*

Don't bite the hand that . . . *looks dirty.*

You can't teach an old dog new . . . *Math.*

If you lie down with dogs, you'll . . . *stink in the morning.*

The pen is mightier than the . . . *pigs.*

An idle mind is . . . *the best way to relax.*

Where there's smoke there's . . . *pollution.*

A penny saved is . . . *not much.*

Two's company, three's . . . *the Musketeers.*

Laugh and the whole world laughs with you, cry and . . . *you have to blow your nose.*

There are none so blind as . . . *Stevie Wonder.*

Children should be seen and . . . *not spanked or grounded.*

If at first you don't succeed . . . *get new batteries.*

You get out of something only what you . . . *see in the picture on the box.*

A bird in the hand . . . *is going to poop on you.*

Better late than . . . *pregnant.*

A rolling stone . . . *plays the guitar.*

You have nothing to fear but . . . *the Principal.*

The squeaky wheel gets . . . *annoying.*

A journey of a thousand miles begins with a . . . *blister.*



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