

NEWSLETTER

NEW HAVEN AREA CHAMBER OF COMMERCE NEWS

BUSINESS SPOTLIGHT NEW HAVEN CARE CENTER

The New Haven Care Center is a community owned, not-for-profit nursing home serving New Haven and surrounding communities for over 40 years. They offer Long Term Care, Short Term Rehabilitation, and Outpatient Rehabilitation services.

The New Haven Care Center has been proudly serving New Haven and surrounding communities for 40 years. "We would like to express our gratitude to this community for all the volunteering, donations, and help over the years."

Charles Tritch became their Administrator about 4 months ago. He worked there as a Nursing Assistant and Physical Therapist Assistant before becoming the administrator. He states "I really enjoyed helping community members obtain goals and return to their normal lives. I believed that joining this business in the Administrator role allowed me to have an even greater impact on this community."

His biggest inspiration is his father. "My dad is one of the hardest working men I have ever had the privilege of knowing. He also happens to be one of the most honest, caring, and selfless people I know."

They just launched a new website and it can be found at newhavencarecenter.org



UPCOMING EVENTS

- Balloon Glow- September 22
- Balloon Race- September 23
- Business After Hours- Citizens Bank- September 21
- Business After Hours- Zia's My Retreat - Downtown- October 25
- Business After Hours- Bank of Franklin County- November 9
- Winter Mixer - December 8

2023 MEETING SCHEDULE

Chamber Meetings are the 1st

Thursday of each month at 12:00

October 5- New Haven Library

November 2- New Haven Library

December 7- This is the Winter Mixer and Meeting. Held at 6:30pm at Camp Trinity

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EVENT SPOTLIGHT

BALLOON GLOW & RACE

Schedule of Events

Friday, Sept. 22

Balloon Glow - 6:30 - 8:30 p.m.

Saturday, Sept. 23

Balloon Race - 3 - 5 p.m.

All events are free and held in
New Haven City Park.

15 Food & Drink Vendors will Participate This Year

The Balloon Glow offers spectators a breathtaking view of inflated hot air balloons lighted by their burners. Once the balloons are up – we will open the field – inviting attendees to walk amongst the glowing balloons, visit with pilots, snap photos and be a part of the excitement. Concessions available for purchase.

The race begins when the lead “hare” balloon takes off ahead of the pack. Over 20 “hound” balloons then launch in pursuit and fly across the New Haven skies. The “hare” will lay out a large “X” next to where it lands. The other balloons (the “hounds”) try to follow the “hare” as closely as possible and toss bean bags on the “X.” The pilot that places its bean bag closest to the center of the “X” will be declared the winner.



COMMUNITY WIDE PLANNING MEETING

Multiple Organizations Have Agreed-
New Haven Organizations need to come
together to plan for the future.

The Chamber of Commerce along with Downtown New Haven Inc, Lions Club, Preservation Society, Garden Club, and several local businesses and civic groups from the area. have been meeting to form a tourism and marketing plan for the town. The goal is bringing all of the local area groups together to discuss plans for the future of tourism, businesses and events in New Haven. If you would like to join in this group and help to plan the future of New Haven please email us at nhmochamber@gmail.com with the subject line **River Valley Loop**.

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MARKETING YOUR BUSINESS

Looking for a few great ideas to market your business?
Here is a quick list of some of the top ideas we found.

1. Register your business with Google. Create a google business account and you can share the link with your customers and have them give you reviews online.

2. Use Social Media. There are so many social outlets to utilize; choose one and create engaging content for it. Direct your social followers to your website.

3. Have a website that shows up on web searches. This involves (SEO) Search Engine Optimization . Using keywords and descriptions throughout your site to direct people to your business. Do some online research, get a book, or hire a professional to do this for you.

4. Participate in local community events. This will give the community a face for your business. Simple conversations will engage people to visit you and meeting other business owners will encourage them to use your company.

5. Host a workshop or a webinar. Your business does something that someone else does not know how to do. If you are not a public speaker you can offer this online as well.

6. Develop partnerships with businesses that share your target audience. They can promote your business while you promote their business.

7. Repeat customers are your best customers. Continue to engage with them after the first sale. It will keep them coming back for more.

8. Use creative and professional visual images and video. Put your best face forward for a great first impression. Do not publish half finished projects or coming soon ideas. Launch clearly stated and understood content.

9. Create a referral plan. Most people look for new services by asking a friend or family member for their opinion. Have a gift or a discount for the person who does the referring and the new customer.

10. Join Networking groups. Like minded businesses promote the businesses in their groups. Joining groups in your community or in your same niche will increase your influence on the community.

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WEBSITE UPDATE

Check out our completely redone Chamber of Commerce website!

NEWHAVENMOCHAMBER.COM

Find all upcoming New Haven events, chamber information, and a list of all local business chamber members. Each member is able to add photos, menus, specials, sales, logos; anything they wish to add. It is a great way to promote your business and get your information in front of customers.

JOIN THE CHAMBER FOR \$50

For the remainder of 2023 you can join the New Haven Area Chamber of Commerce for only \$50. We are striving every day to build up our chamber and help our businesses succeed!

Join Today at NewHavenMOChamber.com/join

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BENEFITS OF JOINING THE CHAMBER OF COMMERCE

- Marketing
- Ribbon Cuttings
- Networking
- Referral Service
- Education

Board of Directors

Acting President
Steven Sullivan

Treasurer: Debbie Winters

Secretary: Megan Lang

Board Members

Laura Shockley

Clare Swann

Laura Kohnen

Tara Stephens

Tricia Reay

Sue Viehland

Erin Raedecke

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