



The Annual Holiday Tree Lighting on Union Common Sunday, December 5th, 6 pm.

Our annual event to kick off the holiday season will begin with a benediction offered by the Rev. George Hodgkins of People's United Methodist Church, followed by a carol sing, bonfires and a visit from Father Christmas. Free cocoa and cookies will be served.

Christmas In the Country Flyers

Will be in the mail on Thanksgiving Weekend. Please remember to shop locally with our advertisers.

Volunteers needed to set up Christmas Trees on the Union Common - Saturday, Nov 27th, 10 am. Free coffee and muffins for volunteers at the Badger Cafe!

Christmas Tree Lighting Sunday, December 5th, 6 pm.

Join your friends and neighbors and get into the holiday spirit, with a bonfire, carol sing and a visit from Father Christmas.



THANKSGIVING

AT THE THOMPSON COMMUNITY CENTER

The Thompson Community Center is sponsoring a Thanksgiving Dinner that is open to the public. The center will be open from 9:00 am to 6 pm with dinner served at 2:00. In addition to joining with others for a Thanksgiving Day meal, there will be cable TV access so people can see the Thanksgiving Day Parade and the football games afterwards. The Community Center is seeking donations of all kinds including vegetables and turkeys for the dinner.

The Badger Cafe has volunteered to be a drop off point for those that wish to donate canned goods. For those that can donate pies, please drop them off at the Thompson Community Center prior to the holiday.

For more information call 975-0325.

RECENT EVENTS

Annual Fall Conference: Human Resources

This year's Fall Seminar, held on Thursday, November 4th at the Appleton Library, had a human resources focus including interviewing techniques, employment information and a discussion of the Health Care Act. The seminar's presenters included: Christie Benson and Michelle Love from Camden National Bank who discussed behavioral interviewing techniques, preparing to interview and how to find the right person for the job; Dan Wyman of the Allen Agency explaining key elements of the complex new Health Care Act; and a presentation from John Christie from the Augusta Career Center, Department of Labor and State concerning the resources available for hiring and training for employees and assistance for job seekers. The question and answer sessions allowed attendees get specific information that was focused on their business.



left to right: Dan Wyman of the Allen Agency; John Christie, of the Augusta Career Center, Department of Labor and State; Christie Benson and Michelle Love from Camden National Bank.

SOCIAL MEDIA AND YOUR BUSINESS



Social media has changed how many of us work, how we search for information and the way we find businesses and people we choose to do business with. Whether you are participating or not, people are able to research you and your business with relative ease. It's not just employers that are researching prospective employees. Potential customers today have the opportunity to know much more about you and your company before they ever talk to you or step into your place of business. Whether you are an active participant in social media or not, it's important that you know what your online image is and understand what your online image says about you. The biggest question you need to answer is: Are you and your company sending the right message? If not, then you'd better prepare to change it — PRONTO.

While many businesses are not involved heavily with having a facebook presence /fan pages for their business and blogs for their internet site, the importance of the internet and social media deserves some of your time and attention to understand this continually evolving process so you're not left at a disadvantage.

WHAT IS THIS? AND WHY AM I STARTING TO SEE THEM EVERYWHERE?



QR (Quick Response) codes are a great new way for marketers and brands around the world to interact in an engaging way with customers. They are added to many real world locations and encourage users to visit websites. In case you are not aware, QR codes are little boxes that you can scan with your smartphone to get more information on something. Businesses use QR codes in magazine advertising, to create special promotions, and use them as discount coupon codes, for real estate listings to take the user right to a website for more information on a property to name just a few. Or a QR code could take a viewer to a video on the web demonstrating your product in use. A QR code can be created for just about any purpose. If you're a retailer, adding QR codes may be something you should be considering. You can go to <http://qrcode.kaywa.com> to create your own QR Code. Or just for fun, use your smartphone and see where this QR Code takes you! For more information on QR codes go to <http://searchengineland.com/what-is-a-qr-code-and-why-do-you-need-one-27588>.

COMMITTEES

The membership committee has brainstormed answers to two major questions: 1) *Why join the Union Area Chamber of Commerce?* and 2) *What methods can be used to increase membership?* and came up with nearly a half dozen answers to each question. Their next step is to survey our November meeting's attendees to get an even wider sampling of opinions. The committees members are: Erica Harriman, Cheryl McKeary, John Frommer, John Jensen, Paul Gaudreau, Paulette Oboyski.

The scholarship committee has completed its review of the existing guidelines for the scholarship and has made their recommendations known at the last chamber meeting. It has been agreed that future press releases to local newspapers will include information to let people know of the availability of the Union Area Chamber of Commerce Scholarship & Grant. Complete details of who is eligible and how to apply is available on our website at www.unionareachamber.com. Committee members are: Paulette Oboyski, Jim Heavey, Kim Milton and Marcia Drenzyk.

HAVE A SUGGESTION?

Send to: mdrenzyk@gmail.com
or call Marcia Drenzyk at 832-4133.

NEXT MEETING

**Don't miss our next meeting on November 24th,
8 am at the Badger Cafe & Pub.**