



# The Voice of Business

*The Monthly Newsletter from the York County Chamber of Commerce*

March 2009 - Volume One - Issue No. 1

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### **This Month's Events**

#### **March Business After Hours**

Monday - Mar 9th  
5:30 p.m. - 7:00 p.m.

#### **Madison's Southern Style Buffet**

4724 Geo Wash Mem Hwy,  
Yorktown, VA 23692  
757-898-7044

#### **York County Chamber Networking Group**

2nd and 4th Thursday of each month ...  
Peninsula Vineyard Christian Fellowship  
3630 Geo. Wash. Mem. Hwy.  
Yorktown, VA 23693  
Call the Chamber Office for More Info

### **Next Month's Events**

#### **April Business After Hours**

Monday - April 13th  
5:30 p.m. - 7:00 p.m.

#### **Towne Bank**

Canon and Old Oyster Point Road

## **From the President**

As the York County Chamber of Commerce enters into 2009, we welcome it with high hopes and expectations of a successful year to come for our business community, despite the current uncertainty. I am honored to serve as the 2009 Chamber President, and am excited about the opportunities that the Chamber has to grow while better serving its members.

In the difficult year of 2008 for most businesses, our members built a strong networking environment to promote and advertise their business through a number of community events in the York County. Our Business After Hours events provide such an opportunity to network with other local businesses.

We have an extremely competent and focused Board of Directors that will provide additional educational programs and resources for business. Our dedicated committee members are also hard at work promoting and strengthening our chamber through programs such as the Annual Trade Expo, Member-2-Member programs and the annual Golf Tournament. "Sam" Meredith is in the Chamber office to assist you with anything you might require.

In 2009 we need to increase our Chamber membership and to do so we will be asking all of you to help. Attending, participating and supporting the Chamber in as many events as possible is a great way to help. It also provides you with the opportunity to promote your own business. And please keep in mind that any and all suggestions, ideas, and criticisms are always welcomed and encouraged. Voice them to me, the Chamber office or to members of the Board.

Finally, I would like to thank Al Meadows for carrying the banner as Chamber president for the past year.

Suite 300  
Newport News, VA 23602

## New Members

2008

Advanced Water Solutions, LLC  
Au Pair Care  
Bojangles  
Colonial Technology  
Creative Party Supplies  
Doors & More, Inc.  
Enterprise Rent-A-Car  
Fit Bodies Unlimited LLC.  
Fleming's Engraving & Awards, Inc.  
Fox Screen Print  
Hidenwood Technologies Inc.  
Knight-Scapes LLC  
Melani Brothers  
Morningside Assisted Living  
NATASHA House  
NetSenses, Inc.  
Off Road Innovations  
Pinto Chiropractic & Rehabilitation  
ProActive Billing & Profit Recovery  
Service  
Serpro of York, James City Co. &  
Poquoson  
State Farm Insurance, Colin Owens  
StorMoore  
SunTrust Mortgage - Williamsburg  
Team Remy  
The Growth Coach  
Villa Development LLC  
Williamsburg Aids Network  
Williamsburg Travel Host

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## March Newsletter Sponsor



**1-888-LOCK-U-UP**

[www.peninsulacrimeline.com](http://www.peninsulacrimeline.com)

All of his hard work and dedication is greatly appreciated.

William C. Jarrett  
President

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## Member Spotlight



“Your German Automotive Superstore”

Located in historic Yorktown, Virginia, we began operations over 16 years ago as a small German car repair shop. Since those early years as a one-man operation, we have grown to a full-service dealership with over 40 employees offering luxury and performance car sales and service. We have ASE certified technicians, a parts department and a paint and collision repair facility for Mercedes, BMW, Audi, VW, Porsche, Volvo, Land Rover, and Jaguar. Not only do we serve the Tidewater area of Virginia, our strong internet presence has enabled us to serve customers around the world with deliveries in Holland, Austria, South Africa, and more.

Backed by excellent employees and customer service, Auto Haus sales grow more every year by offering a full line of premium highline cars and SUV's. And, our Auto Haus Classics division is an authorized dealer for Superformance and Beck Replicars offering the MKIII Cobra, GT40, Daytona Coupe, Spyder, and Speedster.

At Auto Haus, we base the success of our dealership on the simple fact of good business - keep the customer satisfied! In fact, 90% of our new customers come from referrals - the ultimate gauge of customer satisfaction. The great relationships with our customers begin from the first contact, through the sales process and continue even after the sale. Talk to one of our knowledgeable and professional salespeople like Diana Eyre, Steve Horn, Bob Vollink, or Tony Muller and you can purchase your dream car today.

## Member Benefit

### York County Resource Guide and Business Directory



Chamber of Commerce  
is teaming up with  
CommunityLink  
to promote our area!



York  
County  
is NEXT!

Our cover  
design is  
currently in  
progress.

Don't  
miss your  
sponsorship  
opportunity.

Ad space is limited, so reserve yours  
today by calling Matthew Greene at  
(800) 455-5600 x 2012.  
Or contact the Chamber at  
757-877-5920.

Special Pricing for Chamber Members

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### Business Resource of the Month

Call us at now at 757-898-1200, look us up on the web at [www.autohausva.com](http://www.autohausva.com) or stop by and see why Auto Haus is the best place to find your next luxury or performance automobile.

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## Biz Tips from SCORE®

*Counselors to America's Small Business*  
*SCORE is a Resource Partner with the*  
*U.S. Small Business Administration*

## Marketing: Competition Cuts Marketing Budget - The Best of Times

Contrarian view? Absolutely not. The best time to strike is while your competitors are off guard. While they gather in their conference rooms to complain about the economy, use this golden opportunity to reach out to your existing customers and find new prospects.

Far too many business owners absolutely take the wrong approach. They hunker down, cut marketing budgets and pull back. The end result is "unattended customers" and less competition for you. Businesses that cut marketing budgets also de-motivate their best salespeople, which start spending more time thinking about getting a new job than a new customer.

Economic downturns are an excellent time to strengthen your relationships with both your existing customers and your competitors' customers. Odds are, they are not as busy. Are they more willing to spend a little more time with you? Definitely possible - use the time wisely:

- Collect testimonials: Asking for a testimonial is a contact with your customer that's not a sales call. Tell them you would like to promote the testimonial and link it to their website, which will promote them as well. Use the opportunity to show your customers you value their opinion, your business relationship, and their business (i.e., dynamic websites, blogs, Scribd, PR news, etc.);
- Survey your customers: Create an opportunity



## York County BIZ

The York County Business Improvement Zone (BIZ) is a new and comprehensive outreach program designed by the Office of Economic Development (OED), in cooperation with the Department of Environmental & Development Services (EDS), to provide new and existing businesses with the information and resources they need to succeed, thrive, and grow. The program strives to capitalize on existing business resources available via the County and other local, state, and private organizations by creating better business linkages to them.

[www.yorkcounty.gov/econdev/york\\_biz.htm](http://www.yorkcounty.gov/econdev/york_biz.htm)

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### Contact the Chamber

Our office is located at:  
**Bay Community Bank Building**  
5030 Geo. Wash. Mem. Hwy  
Yorktown, VA 23692  
Tel. 757-877-5920  
[www.yorkcountychamberva.com](http://www.yorkcountychamberva.com)  
[yccadmin@yorkcountycc.org](mailto:yccadmin@yorkcountycc.org)

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to collect feedback and discuss services and/or products you offer that they may not be fully aware of or completely understand (i.e., email marketing, custom website landing pages, etc.);

- Network: Introduce your customers to people in your network that they consider prospects and ask to meet their business colleagues and associates - an excellent source of referrals (i.e., [LinkedIn](#), [Plaxo](#), etc.), and
- Use your "consulting" skills: Help your customers and prospects save time and money by providing pertinent industry news and educational materials that will help them compete during these difficult times (i.e., email newsletters, white papers and custom publications all have high ROIs).

But don't be fooled. There is also new competition for you - competition from new business start-ups and competitors that have invested in new technologies and lower-cost marketing tactics.

Hordes of new businesses are created during economic downturns. Layoffs create a lot of entrepreneurs that may soon be targeting your customers with fresh ideas, creative solutions and competitive rates. And, they are targeting your customers using high ROI marketing tactics such as online social networks, email marketing, industry newsletters, dynamic websites (blogs) and related marketing technologies. If you are not already taking advantage of these marketing tools, now is a good time to ask yourself, if not now, when?

Don't forget, the marketing tools mentioned above are low-cost when compared to traditional marketing methods but there is a cost. And, implementation requires resources - consider the costs while developing your 2009 marketing budget. This year will be a difficult time for many and many companies won't survive. Yours will if you take advantage of the marketing tools available today.

Reference: This is an excerpt of an article previously published on [digital AIM](#), by Greg Magnus of the Richmond SCORE® Chapter.

Contact Peninsula SCORE® at  
[www.peninsulascore.com](http://www.peninsulascore.com)

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