



New Haven Chamber of Commerce Newsletter E-Connection

**A Voice for Business and the
Betterment of the Community**

January 3, 2011

In This Issue

**Member Spotlight - Add
Results, New Haven Bulletin**

Breakfast of Champions

Great Opportunity!

BBB - Torch Awards

Calendar

New and Renewing Members

**Don't Leave Co-Workers Out
of the Loop**

Experience China

**Lugar's New Child Nutrition
Law**

Quick Links

[New Haven Bulletin](#)
[City of New Haven](#)
[New Haven Adams Twp.](#)
[Parks Dept.](#)

Circulation For This Issue

836

**Hot Deal &
Job Posting**

Member Spotlight

Add Results LLP

Bob Nelson

9150 Seaview

New Haven, IN 46774

Phone: 260-450-3727

Web: www.newhavenbulletin.com

Bob Nelson owner of Add Results/New Haven Bulletin began his working career in his father-in-law's business. It was through working in that business for ten years that Bob discovered he enjoyed being his own boss. Also, as a result of that discovery it was always his dream to own his own business. During his tenure in the "family business" Nelson discovered his love for marketing. So, his next career step was to work for WOWO radio.

Nelson acquired more than radio experience as he worked at WOWO, he also acquired a life long friend and business partner;

Chris Roberts. After working at WOWO for three years, Chris Roberts hired Nelson to work at two radio stations that he had purchased in Ohio, as a



Log into your chamber member portal to list your employment opportunities or advertise your own store special!

Access

www.chamberlogin.com

To receive your Login and Password contact the Chamber Office.



HOT DEALS!

Offers From Chamber Members.

Here you could find anything from simple auto repair specials to real estate opportunities for your family or business.



Your New Career Could Be Just a Click Away....

Posted By Member Businesses of the:



manager. It was working at these stations that Nelson and Roberts began to brainstorm ways of increasing their marketing revenue.

Bob Nelson

Nelson told me, "Chris and I had noticed that within most companies there is obviously an advertising budget and we were getting what we called 'the piece of dessert' inside that budget. All we were getting was their radio money. So within this whole smorgasbord of offerings, we were just getting the little piece of pie at the end and we wanted more."

In an effort to get more than just "dessert" in 1996 Add Results was started. Add Results specializes in writing, editing, and producing radio and television commercials. They also produce billboards which also take a lot of creative input. Nelson said, "Add Results gave me the opportunity to do what I wanted from the start and that was to own my own company." Nelson continued, "It grew so quickly that Chris actually stepped away from the company because he owned the two radio stations and it was taking too much time so I kind of bought Chris out and kept the company going. And to this day I see Chris a couple times a week he does a lot of voice-overs for me."

Within the company's name is held the mission of Add Results for its clients. Nelson said, "Our goal was to "add results" to the bottom line of our clients; to give our clients more customers and more sales through advertising."

[Top of page](#)

Our Sponsors



The insurance your health deserves.

PHP

www.phpni.com

[Top of page](#)

**New Haven Chamber of Commerce
Breakfast of Champions**

Join us for this exceptional opportunity to learn more about the Strategic Planning process and how your company benefits.

Our presenter for this event is
Melissa A. Jaegle, CEO
Founder and president of Master Consultants

Strategic Planning; Beginning/Middle/End

Knowing where and how to project your business plan is crucial for your expected outcomes.

In this session you will review your company's goals; purpose and mission.

Each participant will be provided tools to strategically and tactically identify the key goals and action plans that will make the greatest difference for your business for 2011.

You will leave with the critical information for measurable improvement in performance.

Please bring any past year's goal planning information.

**Space is limited.
RSVP to chamber office**

No charge for New Haven Chamber Members
A Continental Breakfast will be served

**Wednesday January 12th
NHChamber Office
7:30 to 9:15 am**

[Top of page](#)



GREAT Opportunity to meet new residents in the New Haven Area

The Chamber is looking for an organization or individual that will benefit from contacting new residents to the New Haven area. Your contact would come about by delivering packets filled with coupons, offers, and useful information concerning our community and our member businesses, to these new residents.

Each month the Chamber receives about 20 names of people that have moved into the New Haven zip code.

So, if making contact with these new residents, would provide an opportunity for you or your organization, while delivering information that will assist them in learning more about their new home town, please contact the chamber office at info@newhavenindiana.org or 749-4484.

Thank You!

[Top of page](#)



**Call for Entries...
For-Profits and Not For Profits!**

2011 Torch Awards for Marketplace Trust

That time of year has rolled around!

For Profit Companies

- All *for-profit* businesses (Both BBB Accredited Businesses and non-Accredited Businesses are invited to enter) within the 23-county service area of the Better Business Bureau of Northern Indiana. For an application, [click here](#). To nominate a company, [click here](#).

Non Profit Organizations

- Non-profit organizations physically located within the 23-county service area of the Better Business Bureau of Northern Indiana. For an application, [click here](#). To nominate a company, [click here](#).

To learn more about the application process, [click here](#) (for profits) and [click here](#) (not for profits)

[Top of page](#)

Calendar

*January 12 - Breakfast of Champions - 7:30 a.m. - Chamber Office

*January 13 - Ambassador Meeting - 12 noon - Rack & Helen's

*January 14 - Executive Meeting - 7:30 a.m. - Chamber Office

*January 19 - Board of Directors Meeting - 7:30 a.m. - Chamber Office

* Indicates a New Haven Chamber of Commerce sponsored event.

[Top of page](#)

New and Renewing Members

Thank you to our renewing chamber partners in business

Truck Maintenance, Inc.

Talon Restoration & Cleaning

Quake Manufacturing, Inc.

Barker & Herbert Analytical Laboratories, Inc.

[Top of page](#)

It happens all the time in the modern workplace: Someone gets left out of the loop.

Often, it happens unintentionally. A recipient gets left off an e-mail, or your colleague is on vacation when a development occurs and you simply forget to tell him about it when he gets back.

Sometimes, though, we leave people out of the loop on purpose, or strategically. We choose not to share information for political reasons, to consolidate power, for expedience or just to avoid dealing with someone who can be kind of a pain.

I'm sure that every manager who has ever decided to intentionally leave a team member out of the loop has realized that this strategy comes with some risk. You expect the excluded person to be, at the very least, a little annoyed.

You probably don't understand, however, the magnitude of the risk you are taking and the psychological damage inflicted by this simple act. Getting "annoyed" doesn't begin to describe it.

To read the entire story click [here](#).

[Top of page](#)



Experience China with The Chamber

The Greater Fort Wayne Chamber of Commerce is inviting its members and other business leaders to explore China during a nine-day trip in October 2011.

The trip begins Oct. 24, 2011, from JFK International Airport in New York and ends Nov. 1 at JFK.

During the journey, travelers will visit the cities of Beijing, Shanghai, Suzhou, and Hangzhou. Sights include Tian An Men Square, the Forbidden City, the Great Wall, the Ming Tombs, and the Bund.

Travelers will also learn about the Chinese business system, visit some of the country's economic development zones and have the opportunity to meet with business leaders.

The cost for the trip is \$2,099 per person for Chamber members **this includes members of the New Haven Chamber of Commerce.**

Cost is \$2,399 for nonmembers.

Included in the cost is the following:

- Round-trip international air fare (does not include travel to and from JFK)
- 4- and 5-star hotel accommodations
- Three meals a day
- Deluxe bus tours
- Fluent English-speaking tour guides
- Entrance fees for attractions

Free informational meeting

Thursday, Jan. 20, 5:30-7 p.m., Chamber building, 826 Ewing St.

Get all the details, including the trip itinerary, visa application and payments.

For more information, contact Michelle Merritt at (260) 424-1435 or

mmerritt@fwchamber.org.

To obtain a promotional flier and more information click [here](#).

[Top of page](#)

Lugar's New Child Nutrition Law

U.S. Senator Dick Lugar released the following statement after the Healthy, Hunger-Free Kids Act of 2010 was signed into law:

On December 13, an important piece of national legislation which extends and improves programs associated with the health, wellbeing, and education of Indiana children was signed into law. As a co-sponsor of the Healthy, Hunger-Free Kids Act of 2010, it passed earlier this year without a single dissenting vote in the United States Senate.

Our nation has maintained school nutrition programs since the 1940's, in part as a matter of national security due to the effects of childhood malnutrition among military aged recruits. While the situation regarding food security for our population is different today, the basic underlying issue remains the same. For many children from low income homes, school meals provide the bulk of the nutrition they receive during the day. These children have no choice with regards to where or to which families they are born. It's not their fault they lack access to nutritious food.

While these programs provide nutritious meals to more than 750,000 Hoosier children each day, this bill will also make great strides in addressing obesity by improving the nutritional quality of meals and expanding food access for our nation's at risk children. The bill establishes a performance based increase in reimbursements to schools that improve the nutritional quality of school meals,

and updates rules currently in place that determine the types of foods sold in schools outside of the school meals program. These rules include state and local recommendations, and do not prohibit bake sales or snacks and refreshments being sold at athletic events. Reductions in other federal spending priorities means this bill does not add to the deficit.

The legislation improves the Summer Food Service Program, which feeds more than 45,000 Indiana children in low income areas during the summer months. While this program has been in existence for more than four decades, I proposed significant improvements after visiting a food service site in New Albany, Indiana, and found low participation. I heard from Indiana providers that governmental red tape prevented many who wanted to participate. A pilot program I authored in 1999 removed the red tape and increased participation by Hoosier children by 80 percent. This streamlined program has now been made permanent throughout the United States.

While we work to address hunger and food insecurity among nearly 20 percent of our population, we also have to face the fact nearly one-third of our children are either overweight or obese. Rising obesity rates imperil the health of millions of Americans and reduce the number of young people who can serve in the military. A report by Mission: Readiness entitled, "Ready, Willing, and Unable to Serve," highlights the serious situation our all-volunteer military finds itself in when trying to enlist new recruits. Only one-in-four of today's 17-24 year olds are able to enlist, predominantly because of a lack of a high school diploma or obesity.

Today, children in Indiana will continue to have access to nutritious meals in schools, during the summer, and during other times of need because Congress worked in a bipartisan manner for the betterment of our nation.

[Top of page](#)

Add Results Cont'd

As technology has changed Nelson described how providing results has changed. "When I was first in the industry in 1996, if you can imagine, I used to write a commercial, then print it off, then fax it to a talent, that talent would then print it off on his fax, he would then record the thing, he would call me and say that it was done, I would run to his studio and he would give me four copies on cassette tapes, and I would run each copy to four different radio stations so it could air. In fact often I would play the thing from my cassette recorder into the phone so the customer could hear it and OK it."

"Today," Nelson continued, "On my computer, I write the commercial, I email it to the talent, the talent takes it produces it, puts music to it and everything, emails it back to me in MP3 format. Then I email it to the client, who approves it, and then I email it to four different radio stations. So it is interesting how it has changed. Today it hardly leaves my laptop. And television is getting closer and closer to that. In television I fire wire everything right from my camera to the computer so there is no quality loss but I still burn them on DVD. Once the average person has the capability to streamline video I won't ever have to leave my house."

The newest component of Add Result's diversity has been the addition of The New Haven Bulletin. Again it was a brainstorming session with Chris Roberts that was the inspiration of this electronic newspaper. Nelson shared, "The whole concept behind it was the attitude or opinion that New Haven was underserved when it came to the area of information. We get covered very well by the Journal and the news stations when it is a "big story" but if it isn't a "big story" we are not covered as well as we would like to be. Also, the days of someone coming in with an actual print paper to the marketplace is ancient history. So the internet was certainly the obvious way to go. Plus since I had three kids that went through New Haven schools, I was kind of out there. I was still going to games and going to things around town, so it was pretty easy for me being somewhat connected to drop in and find out the information. So that is kind of the whole idea behind the start of The New Haven Bulletin."

Nelson is still pretty much a one-man-band when it comes to Add Results,

however, he has hired a full time writer for The New Haven Bulletin; Deanna Quinn. It is also obvious that Nelson has a love for the youth of the community. "I hire on a part time basis a dozen to half a dozen students from New Haven High School. Most of the pictures you see on the web site have been taken by students", said Nelson. "One of the exciting things about the website, is the fact that the whole industry in the future is going to be more and more video In fact we have been carrying the sporting events live on the web site. With in that, the camera man is a student, the commentators are students, and the play by play is done by students."

Nelson's desire to work with youth hasn't stopped there. He stated, "I talked to East Allen County Schools recently about getting the kids involved in what I am doing and possibly even a class that would have a lot of hands on experience for what I am doing. They are already doing it with their cell phones. They are taking pictures and movies and using computer networking. You can already see it on the Utubes and Facebooks of the world."

I asked Nelson where he sees his business going in the next five to ten years. He stated, "There was a day when a company such as mine got paid a lot of money to do what I do because the programs weren't available to the average person. When I first bought Final Cut, which is the program in which I do all of my editing, it was like \$1800 dollars for the program. People weren't rushing out to buy the program. Today a comparable program is free. Because of that I believe marketing is going to be done directly within companies instead of them hiring people to do it for them. I certainly think that the ideas and the creativity will come from outside a company, through brain storming and some other means, but I think a lot of the productions stuff itself will be done internally. I think as marketing shifts and as some stuff becomes internal due to budget cuts whatever, I think there are other opportunities."

Nelson continued, "Chris and I used to call it streams of revenue. At one point you have a big river of revenue coming in from a big company to fill the lake and as that started to dwindle we got four or five other little companies coming in which we called streams which still filled up the lake."

Already Nelson has begun adding streams to fill his lake of revenue. He said, "I hope to have five papers up and running within 60 days. I currently have one that is up and running in the Heritage marketing place called Southeast Allen.com; it's online today. I have a Decatur Bulletin that is up. Within 60 days I will have one for the Leo area, and one in the Woodburn area. Along with The New Haven Bulletin I will have five internet newspapers up and running."

"I also think as we start to show some live video on those web sites, the people will come. A good example is the New Haven Championship game with Bishop Dwenger. I had 1500 people watch that. That is a big number in our industry. I think where the industry is going is that it is just going to continue to change."

Add Results joined the New Haven Chamber of Commerce in 2002 and at this time Bob Nelson is a member on the Board of Directors. When asked what the biggest benefit he has received from membership he replied, "In my case the biggest benefit are the extra activities that are out there; the Meet Me at 5s, the dinners, those type of activities. For someone that is in sales, marketing, HR, the people that are out there in front of people, that is a great benefit." I mentioned that membership was a good way to support the town. Nelson commented, "I don't know that I bought into the Chamber as much to support the town as because I thought the Chamber is supporting me."

Nelson closed our conversation by stating, "I am very thankful to my wife for her support which has allowed me to be free to start and run my own business and to have the freedom to attend and be part of a lot of the activities in the community. I am also thankful to Chris Roberts who has been a mentor to me. While I work very hard, this is fun. I have had the opportunity to know in advance when things were happening. Like when famous people are coming into town, or politicians are coming into town, I knew in advance. So being part of the marketing field is not Hollywood but it is pretty fun."

[Top of page](#)


Our Mission Statement

The New Haven Chamber of Commerce will provide services to its members and, through its strategic partnerships, be a leader in promoting economic development for the benefit of the greater New Haven community.

Board of Directors

Charles Hatten, Chairperson
Briljent LLC

Steve Harants
Miller & Harants Law

Darren Renier, Treasurer
Community Development Corporation

Larry Lash
Lash Auto Services, Inc.

Cindy Frederick, Past-Chair
1st Source Bank

Dan Hodges
Compass CPA Group

Tom Barfell
Do It Best Corp

Bob Nelson
Add Results LLD

Craig Dellinger
New Haven Print & Copy

Jeff Stephen
O'Neal Steel, Inc.

Vicki Shipp
Pre-Paid Legal

Kevin Walsh
Trinity Home Design Center

Sherri Berghoff
New Haven Care and Rehabilitation Center

Rob Young
CME Corporation

Denny Metzger
Talon Restoration and Cleaning

Advisory Panel

Chris Hissong
East Allen County Schools

Andi Udris
Ft. Wayne - Allen Co.
Econ. Development
Alliance

Marjorie Stephens
Better Business Bureau

Al Weimer
Grabill Bank

Brian Yoh
City of New Haven

Chris Baker
The Etica Group

Chamber Staff

Vince Buchanan
President/CEO
Representative

Sue Byrd
Member Services

Contact Information

435 Ann Street
P.O. Box 66
New Haven, IN 46774
Phone: 260-749-4484
Fax: 260-749-7900
Email: info@newhavenindiana.org
Web site: www.newhavenindiana.org

[Forward email](#)

SafeUnsubscribe®

This email was sent to mthema@newhavenindiana.org by info@newhavenindiana.org.
Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



New Haven Chamber of Commerce | 435 Ann Street | New Haven | IN | 46774