

St. Cloud Business Exchange Minutes

April 16, 2009

Bob Semple called meeting to order at 7:30 a.m.

Gregg Blain, Osceola Woman Magazine led the Moment of Reflection & Pledge of Allegiance

Members present: 20 Absent: 1 Visitors: 2

Keith Ronan, VP, welcomed visitors: Danielle Lawyer "Harbridge Williams Photography" &

Speaker: Gregg Blain, Osceola Woman Magazine, spoke regarding 2 different aspects to look at in advertising. "Image" & "Call to Action". Giving something such as coupons or \$off rather than % off draws more attention to the consumer. The Osceola Woman Magazine also includes editorials. This is a good mix of advertisement for any business.

Leads passed: 5 YTD Leads: 114
Drawing from Leads Winner: Linda Pridgen Gift: Gift Certificate

Minutes 1st – Ron Herrick 2nd – Nigel Crosbie

Committee Reports:

- ✚ Treasurer: \$1403.07 General \$377.84 Jug
- ✚ Membership: Individual pictures were taken, Visitors welcomed
- ✚ Advertising Update: Short meeting was held after the meeting.
- ✚ Charitable: Can always use food to take to the Food Pantry

New Business: None

Chamber Update: Centennial weekend, Hispanic Trade Show, BAH @ Stonebridge, May 14th

Adjourned: 1st – Debbi J / 2nd – Ginny Williams

Submitted by: Linda Pridgen