

# Caroline Chamber Times

Monthly Newsletter from the Caroline County Chamber of Commerce  
ISSUE 02 February 2011

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### James Management Group-

James Management Group, LLC ("JMG") is ready to listen, study, research and provide solutions to any management requirements you may have for a private or public function, event or affair. We have created and maintained relationships with nationally known artist(s), venues, companies and individuals who love the arts and understand the need for event management. We handle the day-to-day issues of event management from a creative, technical and logistical perspective. Are you planning a function, an event or an affair that requires professional management? If so, contact us and let us demonstrate why it is advantageous for you to work with JMG. Joseph James, James Management Group, 804-814-7111, [jjames@jmg.us.com](mailto:jjames@jmg.us.com) or [jmg.us.com](http://jmg.us.com).

February 3, 2011 - Doswell, VA – James Management Group, LLC (JMG) announced today that tickets can be purchased for the event management company's first concert of 2011, the "Feels Like Sunday Morning Gospel Show". The concert will be held on Saturday, April 2, 2011 in the Farm Bureau Center at The Meadow Event Park in Doswell, VA, 1 mile east of Kings Dominion.

James Management Group's intent is to introduce patrons to classy, joyous experiences outside the realms of Virginia's cities. Most of JMG's events are held at the State Fair of Virginia location, Meadow Event Park. The Meadow Event Park can and has drawn thousands to its gates and James Management Group desires to bring thousands more to the property.

# Getting the Message!

## Developing an audience recruitment strategy

By David Ecton

The room has been set to perfection, the swag bags have been filled with your favorite giveaway items, and the last item on the magical check list has been crossed off. Now it is time to close your eyes, take a deep breath and pray that the attendees will arrive. No matter how well designed, no matter how beautifully orchestrated of an event, it cannot be considered a success if the message is not heard by the proper attendees.

Since the late '80s, to quote "Field of Dreams," the philosophy has been "If you build it, they will come." Today's reality is, "If you build it, they will not necessarily come." The way we recruit attendees to an event has changed dramatically. Recruiting attendees is the benchmark value in measuring the return on investment (ROI), and the measurement starts with audience size.

Reaching and developing the proper audience/ attendee list requires a communication strategy that depends a great deal on the type of event. For a social occasion, the tradition of sending a beautifully engraved invitation accompanied by a matching RSVP card has been challenged and, in some cases, replaced by free e-mail based invites like Evite, which sends out more 250,000 invitations every hour.

For corporate events, planners are having to compete with shrinking travel budgets and the difficulty people are having getting away from the office. They need to take a blended approach to communications, but not all their methods may have a measurable ROI. For example, having an online registration system is essential; however, it can't build an audience. It simply makes registering for the event easier.

Here are some tools a planner may use when recruiting audience for an event, along with their pros and cons and average response rates.

### Direct mail

- **Pros:** Not widely used. The direct mail piece has a longer shelf life than most methods.
- **Cons:** Costly method for recruiting

and may yield very little return on investment.

- **Response rate:** 1 to 1.5 percent

### E-mail

- **Pros:** Most economical method to reach the greatest number of people.
- **Cons:** SPAM filters. Attendees are becoming less responsive to e-mails.
- **Response rate:** 0.5 to 1.5 percent

### Social Media

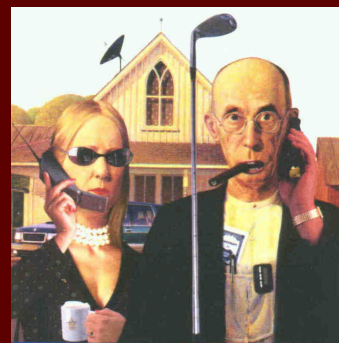
- **Pros:** An economical approach to reaching a target audience. Potential is great for creating viral marketing campaign.
- **Cons:** Audience development is the key to making social media work for you.
- **Response rate:** Unknown

### Telemarketing

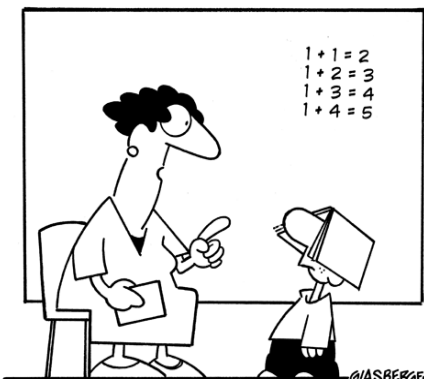
- **Pros:** Most effective method in reaching a target audience.
- **Cons:** Most expensive method of recruiting.
- **Response rate:** 3 to 5 percent

The secret to selecting an effective communication strategy for audience recruitment is understanding how your attendees learn about events. Tailor your strategy to do this most effectively. To track your efforts, take out your magical checklist and in put in a section entitled "recruiting." List out the elements you need to employ to build a proper audience and make sure your team follows through. Assign a code to each method and require attendees to fill in those codes when they register so you can track the effectiveness of each strategy.

With some strategic planning, you'll no longer have to pray for attendees. You'll have to pray that the hotel does not charge you for the five extra people who need a lunch.



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"Your brain is like a sponge that absorbs knowledge, but that's not exactly how it's done."



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### Mostly Business by Ted Goff



"You have six meetings and a seminar to run today. Oh, and you also need to run an obstacle course while balancing an egg on your head."

Click to see previous cartoons



# Z Body OPENS

By Tim Cox, Editor  
**LADYSMITH** - Zoey Jackson was diagnosed with type 2 diabetes in 2007. She initially was hospitalized and began taking three medications to control her illness. Since then she has been successful in controlling her condition with diet and exercise. Now, armed with that knowledge and expertise, she is ready to help others live a more fit life.

Jackson, 36, has launched a fitness center business in Caroline. Her company, ZBody, has begun operating a dance-fitness and wellness studio at 17428-F Center Drive off Ladysmith Road in the Ladysmith Business Park. The business began operating Saturday with a grand opening sponsored by the Caroline County Chamber of Commerce. The studio will offer group classes and personal fitness training services.

Jackson lives in Bowling Green and is a Captain in the active Army Reserve, stationed with the 80th Training Command in Richmond. She has been certified as a trainer by the Aerobic and Fitness Association of America. She has two years of experience working as a fitness instructor for American Family Fitness, Gold's Gym, Sport and Health, and Ari's House of Dance, all in Fredericksburg. In addition, she has 15 years of experience participating in Army physical fitness training.

With her new studio, residents of Caroline <sup>3</sup>don't have to go all the

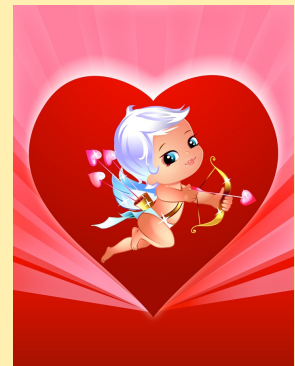
way to Fredericksburg or Stafford to get a workout and stay healthy,<sup>2</sup> she said.

<sup>3</sup>They can do it right here,<sup>2</sup> she added, eliminate the cost of driving to fitness centers in neighboring localities, and get the same type of classes and training <sup>3</sup>at a more affordable price.<sup>2</sup> Jackson's studio will offer classes for 10 or more people in such fitness activities as yoga, Pilates, Zumba (a Latin dance-fitness program), kickboxing, and dance (hip-hop, African dance and belly dance). The company also will offer boot camp-style fitness classes for groups of three or more with an emphasis on military fitness training. Jackson plans to offer a family running club, chair massages and nutrition consultations. She will teach classes and also have additional instructors.

Jackson grew up in Chicago, Illinois. She earned a bachelor's degree in English from Illinois State University and later a master's degree in human relations from the European division of the University of Oklahoma while stationed with the Army in Germany. It was a wake-up call for Jackson when she was diagnosed with type 2 diabetes. She was not overweight, she said, but wasn't following a good diet and was not physically active.

After being hospitalized, Jackson realized she needed to change her lifestyle in order to achieve and maintain good health. She attended American Family Fitness,

# Happy Valentine's Day



began taking Zumba classes. The Zumba classes stirred an interest in Jackson to become an instructor. <sup>3</sup>That's mainly what I teach currently,<sup>2</sup> she said.

Classes and services will be provided for different age groups and at various times, morning, daytime and evening.

For more information, call ZBody at (804) 448-8001.



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## Upcoming Events

February 17th-Taste of Caroline & State of the County

March 8th-Board Meeting

March 10th-St. Patrick Day Breakfast

April 12th-Board Meeting

April 22-2nd Annual Adult Easter Egg Hunt.

For more information on these events go to our web site:

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

Or Call

804-448-5264

## Caroline Chamber Times

P.O. Box 250  
Ladysmith, Va. 22501

804-448-5264 phone

804-448-0488 fax

chamber@Bealenet.com-email

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

