

## WISNER AREA CHAMBER OF COMMERCE CALENDAR 2011 SUMMARY AND POSTER

The actual cost to us per calendar is \$10 + tax and advertising (No shipping!). I was able to get a free shipping promotion saving us over \$100 by ordering from Shutterfly early. We have spent \$1055 on 100 calendars with tax. We will have additional advertising costs soon. We offered the calendars at \$5 to businesses who will sell them. They do need to make just a little on them for promoting them for us. They are selling them retail for \$7. Tax has already been paid, so it is not necessary to collect sales tax again.

Sponsors were not offered a break on the calendar price. They are paying the same \$7 retail for calendars as anyone else is. We have 15 pre-sold and we have ordered 100. With that additional \$105 from pre-orders, we have \$1305 up front to fund the order. If we sell all the rest (85) at \$5, we will have an additional \$425 to cover the advertising and additional order for 50 more if the demand is there. We do sell some directly to the public for \$7, too. Last year we sold almost 200, but we had many more pre-orders and one 50 calendar sponsor.

We will have requests for and will distribute 75 initially and will have the remaining 25 at the WDC office for direct sales and to re-stock stores that have sold out.

The poster for calendar promotion will be published in the newspaper, distributed to several area "hang outs" and businesses can print their own from the attachment sent out also with this announcement. We would appreciate your posting one in your establishment.

Thank you to the \$100 monthly sponsors for the 2011 calendar who are:

Jan – Prime Stop

Feb – Holland Feedlots

Mar – Wisner Farmers Elevator LLC

Apr – Wisner News Chronicle

May - Feller & Co

June - Pinnacle Bank

July – Wisner Insurance Agency

Aug - Wisner Family Practice

Sept - Rich's Wisner Pharmacy

Oct - Great Plains Communications

Nov - Wisner Countryside Vet Clinic

Dec - Citizen's State Bank

The winning photos and photographers for the 2010 Chamber Calendar are

Cover - Elkhorn River - Violet Spader Kirk

January - Snowy Brick House – Larry Luedke

February - Gate view of cattle – Barb Hass

March - Baby Bluebird in hand – Nadine Hagedorn

April - Tulips and Horses – Cindy Goeller

May - Motorcycles on Main St. – Sonya Arduser

June - Great Tractor Ride – Larry Luedke

July - Parachutist flag (from tractor pull) – Nadine Hagedorn

August - Bean Spraying - Sally Harms

September - Fall color – Larry Luedke

October - Grain Pile – Terry Buderus

November - Sunshine through yellow leaves – Larry Luedke

December - Main St. Christmas decorations at night – Larry Luedke

These were just published in the paper as the calendars are being distributed to the businesses for sale this week. We plan to run the photo contest again next year. None of these entries really worked for a post card for Wisner again.

Word of mouth is powerful advertising, too! Please tell your friends our 2011 calendar is now available!