It always makes my day when someone calls to say they enjoyed something they read in our newspaper.

It's not that I need an ego boost or anything, but it's good to know when you're doing something right. When someone enjoys something enough to take the time to let you know about it, you know you're really on the right track.

People are much more likely to call when they don't like something. That's fine too, because complaints help us improve when there's a problem or at least let us know what's on the mind of our customers.

The same thing is true with most businesses. While you'll occupationally hear someone rave about the great service they received somewhere, it seems like most people are more likely to complain when they receive bad service. It's just human nature.

I was talking to a friend recently about his vacation, and he kept talking about how great the customer service was everywhere he went in the town he visited. It was clear that it really made an impression on him.

That got me to thinking. Wouldn't it be great if Yazoo had that kind of reputation? It seems like that would be a fantastic way to keep visitors coming back.

We're already on the right track. Most of the business experiences I have in Yazoo City are outstanding, and most Yazoo business people go out of their way to be friendly and make you feel at home.

As chairman of the board of the Chamber of Commerce, I'm always trying to think of ways to help Yazoo's business community build on its strengths. It recently occurred to me that one way to accomplish that goal is to recognize some of the people who are doing things right and hope that they will serve as an inspiration for others.

In an effort to reward those who provide excellent customer service and serve as great representatives of our community, the Yazoo Chamber of Commerce is sponsoring a Customer Service Award. Individuals selected will be recognized in The Yazoo Herald. All winners will be placed in a drawing for a pair of tickets to the annual Chamber Banquet in November and a free year subscription to The Yazoo Herald.

Anyone who provides good customer service in Yazoo County is eligible. Individuals representing the Chamber will select winners based on their experiences while doing business in Yazoo. To ensure that the awards go to those who deserve them the most, winners will be chosen based solely on judges conducting actual business transactions.

The goal of this promotion is to provide much deserved recognition to the people who help make our community warm and welcoming for both locals and visitors. We also hope that it will help remind business people throughout our community of the importance of providing quality

customer service.
Our first award (which appears on page 2) is a little bittersweet because while we're pleased to recognize her, we're going to miss seeing her smiling face in the mornings. Bobbie Fears recently retired after 27 years of service at the Shell on Grand Avenue.
Her great attitude has always been contagious. I've been accused of being a little grouchy before I get my first cup of coffee in the morning, and on some mornings when I have to get to the office extra early I'll stop by and grab a cup of coffee on the way. I always left with a smile on my face after dealing with such a sweet lady.
Mrs. Fears is now enjoying a much deserved retirement, but she has been a great representative of our city's business community and set a wonderful example for others to follow.