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FROM THE DIRECTOR'S DESK

We are pleased to welcome two new chamber businesses as our year begins: Mountain Air Cleaning Systems and Fremont Motors Riverton. Mountain Air Cleaning Systems is a unique company that offers professional cleaning services for just about every imaginable business need – from acoustical tiles to upholstery and duct system, not to mention basic carpet cleaning. Fremont Motors, the new owners of the Ford Dealership on Federal Boulevard bring years of experience and expertise in the automotive industry and own several other dealerships in Fremont County.

the final weekend of the Wild West Winter Carnival. Hopefully, everyone has been able to get out and enjoy some part of this terrific annual mid-winter event. What a great way to celebrate our Riverton winter!

Please mark your calendars for the Annual Business Awards Dinner. It will be held on Thursday, March 8 beginning at 5:30 pm at the Holiday Inn. Keep an eye out for your invitation toward the end of February. Tickets will be approximately \$30.00. Come and bring a spouse or friend to celebrate our business community.

recover from holiday spending. This makes it the perfect time to take stock of current business practices

**SWOT stands
for Strengths,
Weaknesses,
Opportunities,
and Threats**

and plan for the upcoming months.

Consider taking a step back

[Cont. on page 2](#)

CHAMBER STATS

- 14 Vacation Packets
- 33 Relocation Packets
- 250 Welcome Bags
- 59,066 Web Site Visitors
- 161.38 Each member averaged referrals from our web site this period.

February Chamber Social

Holiday Inn

900 East Sunset

Thursday, February 8th

5:00pm - 7:00pm

Cash Bar/Hors d'oeuvres

“The one stop networking spot”



Pictured Above: Everyone networking at the Wild West Winter Carnival Social held at Fremont Motors Riverton on January 18, 2007.

NEW MEMBERS

Mountain Air Cleaning Systems Inc.
 Commercial Residential Industrial
 Professional Cleaning Systems and Services
 Acoustical Tile Ceilings • Upholstery • Tile and Grout
 Carpets • Vapor-Steam Cleaning • Stain Removal
 Furnace & Air Duct Systems • Insulation Removal
 Odor Control • Grease & Grime Removal • Walls
 Dryer Vents
 PO Box 986 Riverton, WY 82501 307 856-1407
 Stephen Holdaway

Fremont
 RIVERTON
Matt Childers
 General Manager
 1601 North Federal Blvd. • Riverton, WY 82501 • mchilders@fremontmotors.com
 P: 307-856-2205 • C: 307-349-5030 • T: 800-653-2325 • F: 307-856-9506
 www.fremontmotors.com

DIRECTOR'S DESK CONT.

and doing an objective analysis of your current business. Using a SWOT format can be a good starting place. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Strengths might include special skills, technology, design or other positive aspects.

Weaknesses might include employee shortages, or inability to carry needed inventory

Opportunities are the circum-

stances that might boost your success. These are often unique to each business. Consider opportunities that have not yet been tapped – is there a promising target market that can be reached, or a new product to introduce? Threats might include economic downturns that are foreseen on the horizon, or new competitors entering the market.

The key to making a SWOT analysis work is to evaluate what you can do to build on strengths, minimize weaknesses, take advantage of op-

portunities and in doing so, offset any potential business implications from impending threats.

If you are interested in a worksheet to help you analyze your business let me know and I'll pass along some tools to help you get started.

Remember, Tuesday mornings are open meeting time – come by between 8:30 and 10:30 and share your thoughts about Chamber business.

FEDERAL LEGISLATIVE UPDATE

gathered from material provided by Renee Radcliff Sinclair, Congressional and Public Affairs for the U.S. Chamber of Commerce.

- The Senate Finance Committee approved about \$8 billion in business tax breaks on Wednesday that backers said were needed to push a minimum wage increase through the narrowly divided Senate. The bill would extend through 2010 a tax break for small businesses that allows them to immediately write off up to \$112,000 in equipment expenses. It also extends through 2012 a work opportunity tax credit for businesses that hire poor or disabled workers. Other breaks for leased properties and restaurants would be extended through March, 2008.

"By acting today, we can help to create a sounder minimum wage bill," said Finance Committee Chairman Max Baucus, a Montana Democrat. He said the bill would be added to a measure raising the minimum wage from \$5.15 an hour to \$7.25 per hour.

- At a hearing before the Senate Budget Committee Thursday, Federal Reserve Chairman Bernanke warned Congress that Social Security and Medicare must be revamped to avoid seeing serious damage to our economy. In about 20 years, 15 percent of the gross domestic product will be needed to cover Social Security, Medicare and Medicaid, which is near double today's percentage. Bernanke also discussed the current 'burdensome' tax codes and tax cuts.
- The Health Coverage Coalition for the Uninsured suggests that Congress increase the amount of money placed in the Children's Health Insurance Program (CHIP), among other initiatives. Although the proposal would cost \$45 billion in the first five years, analysts claim this plan of action would be cheaper than no action at all. CHIP dollars are distributed to states which then make local allocation decisions.

NEED EMPLOYEES?

Finding good, reliable, employees has become a challenge here in Riverton recently, but there are many options that businesses may not have heard of to fill their need.

Community Entry Services (CES) in conjunction with the Department of Vocational Rehabilitation (DVR) have programs available to fill business' needs. By hiring someone with a disability, employers not only get an employee that WANTS to work, but

someone who statistically will stay in that position for the long term, cutting down on costly turnover.

In addition to gaining a valuable employee, there are equally valuable perks in hiring someone with a disability. Tax breaks are available, wages can be subsidized for a period of time to see if the job is a good fit for the employee, and a job coach is available if needed to help the employee learn and master the job.

Many businesses in our wonderful town have taken advantage of this program and have had much success with it. If you would like to learn more about our program don't hesitate to give Callie White or Ted Knowles a call. They would be more than happy to meet with you and see if this would be a beneficial endeavor for your business.

You can reach
Callie at 856-5576 or
Ted at 856-2393.



Pictured Above: Ronda Bandy (middle) and Pat Buoy (left) are successfully employed by Carroll Westlake (right) at the City of Riverton Police Department Victim's Assistance.

BUSINESS CARD 101

Summary of article by Robert Baker, North Star Multimedia

The business card has evolved in design, but through its evolution its purpose remains largely unchanged. Early forms of business cards appeared in 17th century France, during the reign of Louis XIV, and were known as 'visiting cards'. Visiting cards were much like playing cards and visitors would write their signatures, promissory notes, and other messages on the cards.

Trade cards, another early form of the business card, existed in England around the same time. Trade cards were used as a form of advertising and sometimes contained a map that directed potential customers to merchant stores, compensating for no formal street numbering system during that time.

Visiting cards arrived in America around the middle of the 1800's and quickly became an essential accessory for the 19th century middle class ladies and gentlemen. However, a rigid distinction developed quickly between 'visiting cards' and 'business cards'.

Visiting cards served as documentation for social obligations

while business cards were used for the purpose of promoting a business. It was considered in poor taste to use a business card when making a social call. Today, however, the business card has multiple purposes and its use is not governed by a fine line of etiquette.

Today's business card does double duty as a reference piece and more important, as a marketing tool. Some cards are handed out in person; some are stuck on refrigerators, while others sit on cash counters waiting to catch a customer's eye. Lucky cards are filed neatly in rolodexes for future use; more are lost under miscellaneous piles in a drawer.

Each situation demands something different of a card, which leads to a key lesson: if a card can make a strong first impression it has a better chance of surviving the 'circular file'.

Consider the following for judging a business card solely on technical merit and determine how your business card might score:

- Does the card offer contact information, including mailing and if applicable, a web address?
- Does the card say what the company does? Don't assume the card holder knows what is offered - unless the name of the company makes it obvious, such as Bill's Plumbing Service. Be short and specific.
- Does the card include a compelling marketing message? Why should anyone do business with you?
- Is the card legible?
- Is the card visually pleasing?
- Can the recipient write on the card? Is critical information hidden on the back?
- Think durability. Cheap paper and home-made cards can work, but they also tear easier and can bleed.

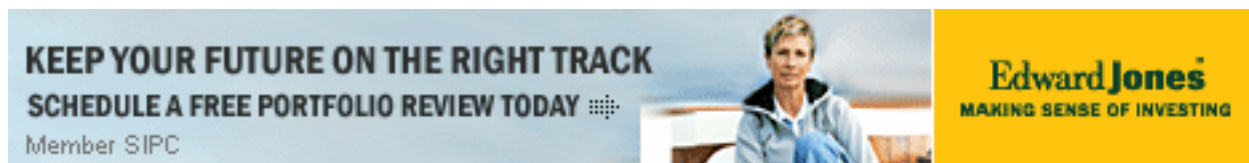
"Today's business card does double duty as a reference piece and more important, as a marketing tool."

Featured card of the month...



WE ARE ON THE WEB!
WWW.RIVERTONCHAMBER.ORG
And so are these members...

The President's Circle



For more information on the President's Circle contact Anya at
director@rivertonchamber.org or 856-4801

2007 CHAMBER BOARD & STAFF

Chamber Staff

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Officers

President
Ron Warpness

Vice President
Jay Frank, Acoustic Visions, Inc.

Treasurer
Travis Koehn, Reddon & Assoc.

Directors

Burl Gies, Workforce Center
Mike Greff, EnCana Oil & Gas (USA) Inc.

Jamey Kirkland, Davis Funeral Home
Kim Larson, Wyoming Title Services

Sandy Luers, City Council
Cathy Luoma, Central Bank & Trust

Kayla Lynch, Student Representative
Doug Maulik, Hoffman Electric

Kyle Rice, Bank of the West
Scott Schoening, Wind River Gallery and Framing
Kim Wilbert, Sweetwater Garden Co.

The Riverton Chamber of Commerce Member Directory will be printed quarterly. Contact us anytime to have a current list sent to you.

Contact Us Anytime

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