

APRIL 2007

INSIDE THIS ISSUE:

FROM THE DIRECTOR'S DESK	2
WINDOW DISPLAY TIPS	2
BOOK DISCUSSION	3
CONTINUED FROM COVER	3
RIVERTON AWARD PICTURES	4-5
OUTGOING DIRECTORS	6
AG BANQUET	7
FROM SENATOR CRAIG THOMAS	7

CHAMBER STATS

- 36 Vacation Packets
- 37 Relocation Packets
- 120 Welcome Bags
- **98,482** Web Site Visitors
- Each day there was an average of 3,396 referrals from our Web-site business directory.

Don't Get Fooled!

The #1 April Fool Hoax is:

The Swiss Spaghetti Harvest

On April 1, 1957 the British news show, Panorama, broadcast a segment about a bumper spaghetti harvest in southern Switzerland. The success of the crop was attributed to an unusually mild winter. The audience heard Richard Dimbleby, the show's highly respected anchor, discussing the details of the spaghetti crop as they watched a rural Swiss family pulling pasta off spaghetti trees and placing it into baskets.



Spaghetti Havester

"The spaghetti harvest here in Switzerland is not, of course, carried out on anything like the tremendous scale of the Italian industry," Dimbleby informed the audience. *"Many of you, I'm sure, will have seen pictures of the vast spaghetti plantations in the Po valley. For the Swiss, however, it tends to be more of a family affair."*

The narration then continued in a tone of absolute seriousness:

"Another reason why this may be a bumper year lies in the virtual disappearance of the spaghetti weevil, the tiny creature whose depredations have caused much concern in the past."

...continued on page 3

CHAMBER SOCIAL

hosted by

Identity Theft Shield and Pre-Paid Legal Services

on

Thursday, April 12, 2007

at the

Holiday Inn, 900 East Sunset Drive

from

5:00 p.m. to 7:00 p.m.

Hors d'oeuvres and Refreshments will be served

FROM THE DIRECTOR'S DESK

One final round of applause for the Riverton Business Award winners (you'll find their pictures on pages 4 and 5)! And many thanks for all of you who attended our banquet to celebrate these wonderful people. As I mentioned during the event, I wish we could honor all the people who make Riverton a great place to live and work, but unfortunately we can only honor a few at a time.

One thank you that I forgot to extend last month is to the ADvertiser. The ADvertiser contributes a portion of the proceeds from the advertising sales in the annual Chamber Community Directory back to the Chamber. This year the Chamber received \$1,500 that will help us grow and support our community. Thank you!

As we move into the second quarter of the year please remember that your Chamber membership dues are a tax deductible business expense. The investment you are making into the Chamber is an investment in the community. You are not 'buying' a Chamber membership but rather the cooperation and assistance of the business and professional people in our community. In essence, you are investing in a better business climate, and hence, a better community in which to live and thrive.

The Chamber is a membership organization – so we are partners in making great things happen. There is a nice tag line that was used about 11 years ago when Dennis Heckart was our esteemed Director: "Doing Things that People Think Just Happen"

The Chamber works with all of you, behind the scenes, to make things happen. Our name may not get mentioned, but often we may have been the driver, or facilitator, to positive change.

Also keep in mind what the Chamber is NOT. It is not a department of the City, County or State Government. It is not a charitable organization, although we work through the Depot Foundation for any charitable contributions toward Chamber projects, it is not a private advertising, publicity or public relations firm. It is a private sector, non-profit organization 'hired' by members to represent them.

The operative word in the Chamber is *People*. The Chamber is a place where members get involved to do things collectively, that would be more difficult to do individually. The Chamber then serves as the focal point and a spokesperson for the Riverton business community.

One way that we work collectively is through sector committees that meet, as needed, throughout the year to accomplish desired projects or tasks or to discuss pertinent issues facing the industry. We have recently started re-invigorating our committees. The following committees are currently meeting, or will meet soon:

Lodging Committee – Contact Robin at the Chamber

Retail Committee – Contact Anya at the Chamber

Builders Forum Committee – Contact Robin at the Chamber

Ag Relations Committee – Contact Anya at the Chamber

Ag Banquet Committee – Contact Robin at the Chamber

If you are interested in creating a committee that will serve your industry, please let us know.

A key component of our membership commitment is to help share information about your business. That is one of the goals of this newsletter. So, share with us what is happening in your organization. Are you carrying a new line of products? Are you opening a new branch or have you moved offices? Do you have new staff you would like to introduce to the community? Let us know how we can help you.

12 WINDOW DISPLAY TIPS

- Keep it simple. Avoid clutter and focus on one product or theme.
- Keep it clean.
- Change displays often to keep the fresh look.
- Bright lighting is crucial, both day and night. Use movable track lights to highlight items.
- Use repetition of shapes and colors to attract attention.
- Cluster items in groups of three or five. Odd numbers are most pleasing to the eye.
- Vary height and depth of items to carry the eye throughout the display.
- Use motion to catch the customer's eye.
- Use light, bright colors.
- If you have more than one window, balance the display between them to give the entire storefront a coordinated look.
- Feature products you have elsewhere in the store, not one-of-a-kind items.
- Continue the theme of the window display with other display with other displays inside the store.

Upcoming Business Book Discussion: The E-Myth Revisited by Michael Gerber

What is not running smoothly and efficiently in your business? What areas of your business need to be cleaned up or de-cluttered? Consider that the average business owner spends 10 to 40 hours per week working in her business, doing work to maintain the business and keep it afloat. This does *not* include time spent on the profit-generating aspects of the business, or time spent on strategic planning to move the business forward. Putting systems in place to streamline business activities and prevent problems can free up at least 30% more time for the average business owner. That's a lot of time that can be used in more productive ways.

If you are like many small business owners, you probably feel so busy working *in* your business that you just don't believe you have the time to work *on* your business. Yet making that time, even if it is just a few hours per week, can save you hours of time down the road.

If you are ready to step out of the day to day chaos of working in your business, an excellent resource is The E-Myth Revisited by Michael Gerber. This is a quick read and a book I highly recommend to my business coaching clients. The author provides a practical framework to explain the difference between working *on* your business vs. working *in* your business. He explains why solely working *in* your business is one of the greatest downfalls of the small business owner.

Dr. Sabrina Schleicher, Business Coach, in conjunction with the Wyoming Small Business Development Center will be hosting a lively discussion of The E-Myth Revisited by Michael Gerber. The discussion will be held by TELECONFERENCE so you can participate conveniently from your home or office.

WHEN: Thursday, April 26th 12:00 to 1:00

There is no charge to participate.

Call 856-4662 or email Dr. Schleicher at Sabrina@tapthepotential.com to register and receive the bridge line phone number.

Don't Get Fooled! Continued from front page....

Dimbleby anticipated some questions viewers might have. For instance, why, if spaghetti grows on trees, does it always come in uniform lengths? The answer was that *"this is the result of many years of patient endeavor by past breeders who succeeded in producing the perfect spaghetti."*

But finally, Dimbleby assured the audience that, *"for those who love this dish, there's nothing like real, home grown spaghetti."*

Of course, the broadcast was just an April Fool's Day joke. But soon after the broadcast ended, the BBC began to receive hundreds of calls from puzzled viewers. Did spaghetti really grow on trees, they wanted to know. Others were eager to learn how they could grow their own spaghetti tree. To this the BBC reportedly replied that they should *"place a sprig of spaghetti in a tin of tomato sauce and hope for the best."*

This article can be read in full at www.museumofhoaxes.com

RIVERTON AWARD WINNERS

Rookie of the Year



Summit Financial

David Kellner was presented the award by Chamber Board Treasurer Travis Koehn

Lifetime Service



Dick & Linda Bebout

Linda and Dick Bebout were presented the award by Chamber Board Vice President Scott Schoening

Citizen of the Year



George Burns

George Burns was presented the award by Ron Warpness

Chamber Service



Lindsey Anderson

Lindsey Anderson was presented the award by Stephanie Styvar

Kristen Leseberg accepted the award on behalf of EnCana. The award was presented by Erin Shirley of Habitat for Humanity.

Industrial Achievement



EnCana Oil & Gas

Community Service



Soroptimist International
of Riverton

The members of Soroptimist with presenter
Lindsey Anderson

Business of the Year



Jeremy Hernandez and Howard Johnson

Inberg-Miller Engineers

Business of the Year



Jerome Hutchison with Chamber Board Director
Jamey Kirkland

Golden Buffalo Fine Jewelry

Community Service



Riverton Rotary

President of Rotary, Howard
Johnson was presented the
award by Chamber Board
Director Kyle Rice

Thank you for all you've done, retiring board members!



Anya Petersen-Frey with Cathy Luoma



Anya Petersen-Frey with Mike Greff



From left to right: Helen Warpness, Current Board Director Jamey Kirkland and Past President Ron Warpness

42nd Annual Fremont County Ag Appreciation Banquet

*Join us in recognizing the Ag Man,
Ag Woman and Agri-Business
of the Year 2007*

Date: Saturday, April 28th

Where: The Armory Building
Fremont County Fairgrounds

Times: No Host Social Hour ~ 6:00 PM

Dinner ~ 7:00 PM

Awards and Dance to Follow

Tickets are purchased by local businesses to distribute to their valued agricultural customers. If you haven't received tickets by April 13th and wish to attend, please call the Riverton Chamber of Commerce at 856-4801.



July is quickly approaching and we need items to stuff in 25 Welcome Bags for the balloon pilots. Bring your stuffin' good items to the Chamber to have them added to the bags.



Thomas Lauds Wyoming Small Business Growth

WASHINGTON – U.S. Senator Craig Thomas (R-Wyo.) applauded news from the Small Business Administration (SBA) Office of Advocacy that shows that over 2, 600 new small businesses were created in Wyoming last year.

“I am pleased to see that over 2,600 new small businesses have been started in just the last year, adding to the more than 60,000 small businesses already located in every community and neighborhood throughout the state” Thomas said. “These family owned businesses, which are the lifeblood of so many of our communities, now make up more than 96 percent of all Wyoming employers.”

“Small businesses are the key to job creation in Wyoming and across the nation, and they have helped lead the charge to building a robust economy,” Thomas said.

“Part of my plan, as a member of the Senate Finance Committee, will be to continue sponsoring legislation that protects these small businesses through tax and regulatory relief, such as a tax deduction against self-employment tax for health insurance. I will also work to ensure that significant tax relief for small businesses, which passed the Senate, last month, remains a part of the Minimum Wage bill.”

The Railroaders and the Chamber are getting back on track...

The Railroaders would like to apologize for not getting around to visit everyone. Like the Chamber they are trying to catch up! So, if you haven't received your First Dollar or would like to have a Ribbon Cutting, please call Robin at 856-4801.



WHAT DOES IT COST?!

For Chamber members, **NOTHING!** Yes that's right, to have your business card featured in the newsletter, featured on the Chamber Spotlight on the radio, or to have an article about your business in the newspaper. Now that's money in the bank for you! Call the Chamber to reserve your spot today.



DO YOU KNOW ABOUT OPTIONAL PROGRAM INVESTMENTS?

You optional contributions will go towards one of these three areas, as you choose:

Building Riverton

to keep and bring jobs and residents in our community. Used to match City and corporate funds for Riverton's growth and development. For example: help pay for new Riverton community brochures, pay for cost comparison studies with competing communities, training for community leaders, etc.

Events & Tourism

Bringing groups and individual tourists to Riverton. Used to match lodging tax board funds to pay for advertising, press releases, tournament and event sponsorships, convention recruiting.

Shop Riverton First

Retail promotions, especially over holiday seasons to keep local spending here in Riverton and attract more retail business to Riverton from outlying areas.

The President's Circle

A horizontal banner for Wind River Casino. On the left, there are three slot machines with '777' on them. The text 'Wind River CASINO' is in a stylized blue font. To the right, it says 'OPEN 24 HOURS' with '24' in large red numbers. Below that is the website 'www.windrivercasino.com'. On the far right, it says 'Where the WINNERS PLAY!' with 'WINNERS' in a box.

A horizontal banner for Edward Jones. On the left, the text reads 'KEEP YOUR FUTURE ON THE RIGHT TRACK' and 'SCHEDULE A FREE PORTFOLIO REVIEW TODAY' with a small grid icon. Below that is 'Member SIPC'. In the center is a photo of a woman in a blue jacket. On the right, the Edward Jones logo is displayed with the tagline 'MAKING SENSE OF INVESTING'.

Contact Us Anytime

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