

# Your Chamber AT WORK

*Getting things done, behind the scenes*

**September 2007**

**2007 CHAMBER BOARD & STAFF**

**Officers**

Jay Frank, President  
*Acoustic Visions*

Scott Schoening, Vice President  
*Wind River Gallery and Framing*

Travis Koehn, Treasurer  
*Reddon & Associates*

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John Detimore  
*Dinwoody Construction*

Burl Gies  
*Workforce Center*

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*KTRZ*

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*Davis Funeral Home*

Sandy Luers  
*City Council*

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*Victoria's School of Dance*

Olivia Prince  
*Wind River Realty*

Burnett Whiteplume,  
*Northern Arapahoe Tribe*

Kim Wilbert,  
*Sweetwater Garden Co.*

**Chamber Staff**

Anya Petersen-Frey  
*Executive Director*

Lorraine Armstrong  
*Office Manager*

Clarissa Callahan

Kathy Wilson

## Chamber Social and Business After-Hours

Hosted By:

Riverton Fremont Motors

Thursday, September 20 from 5:00-7:00pm

1601 North Federal Boulevard

Railroader Bar, Food, Fun and Networking

Join us in celebrating another terrific local business

Remember networking is a key component to an overall marketing plan.

**Don't Forget the ANNUAL MEETING,  
September 6 at the Riverton Library 6:00-8:00pm**

Hope to see you there!



Senator Barrasso says a few words at the ground breaking for the Help for Health Hospice Home on August 16.

**Table of Contents**

Director's Desk	2
Senator Enzi Update	2
Identity Theft	3
Quick Quiz	4
Upcoming Workshops	4
A New Business Partnership	5
Workforce Housing	5
Welcome & Thank You	6
Member Q&A	7
Chamber Stats	7

## FROM THE DIRECTOR'S DESK

I know, it's only September, but the holiday season is approaching and planning for our holiday events has started. We are looking forward to a Riverton Halloween, and a Riverton Christmas—with the Christmas theme “Capture the Magic of Christmas”.

A Halloween and Christmas Committee is in place and Victoria Menor, a Chamber board member and business owner, is the chairperson. Our first event will be the annual Halloween Trick or Treat along Main Street and all businesses are encouraged to participate—no matter where you are located in our community. We will begin marketing soon and would be delighted to include your organization on the list of participating businesses. What else will be happening...a costume contest, music, and more. For Christmas...plan on a parade, fireworks, Santa and other fun activities. If you are interested in taking part please call Victoria at 857-6043 or the Chamber office.

The Chamber is serving as the planning hub for an upcoming Community Assessment. An assessment was completed in 2002 and it is amazing to see what has been accomplished since that time. The current assessment, facilitated by the Wyoming Rural Development Council, will take place the first week of November. Information about forums will be forthcoming. This is your opportunity to provide input into the future planning of our community. Keep an eye out for more information as we move into fall.

As always, please stay in touch, and let me know the issues that are important to you.

*Anya*

### Proper Support for the Nation's Backbone

By U.S. Senator Mike Enzi

As a former small business owner and a 10-year member of the Senate Small Business Committee, I have continually advocated for ways to help small businesses provide better and more affordable health insurance for their employees. Small businesses comprise most of this nation's work force and are the backbone that supports our thriving economy.

The issue of affordable health insurance has been brewing year after year, and I believe this year with this Congress there is a chance to make a difference for small businesses where it really counts. Any good business owner knows one of the keys to success is having a good staff and part of having a good staff is being able to provide health insurance. Already, among businesses with fewer than 10 employees, only 52 percent offer health care coverage to their employees. This is not enough.

Most members of the U.S. Senate believe health insurance needs to be more affordable and there are senators, like myself, who believe health insurance reform should especially be targeted toward small business and the self-employed. I was able to help pass an amendment recently on the Senate floor, which was unanimously agreed to, that encourages Congress to enact legislation which “improves access to affordable and meaningful health-insurance coverage, especially for Americans in the small group and individual health-insurance markets.”

I am hoping to turn this solid show of support for small business into the passage of all or part of my 10 Steps to Transform Health Care proposal I introduced last month. One step in my package would allow cross-state pooling to reduce health care costs and increase accessibility for small business owners, unions, associations and their workers, members and families. Small businesses should be able to band together across state lines and leverage their combined negotiating power to demand the benefits they want, at prices they can afford.

*Continued on page 3.....*

*Senator Enzi continued...*

Right now this is not allowed and is a huge detriment to lower population states. My bill would break down this barrier. By bringing a large number of people into the health insurance market, it would lower health care costs across the board for Americans.

Small businesses are the backbone of America. It is time we started taking care of the structure that holds this nation upright.

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### **Identity Theft and Information Security**

Identity theft is a rising crisis that your chamber, employees, member companies and individuals face on a daily basis. To help address this important issue, the Federal Trade Commission has reached out to the U.S. Chamber with a special **FREE** offer for local chambers of commerce. As part of the U.S. Chamber's *Data Security Campaign* and our *Data Security Toolkit* which can be found at <http://www.uschamber.com/sb/security/default.htm> the FTC's information will help inform business owners about how to protect themselves and their businesses from identity theft, the importance of protecting consumer information and working to reduce fraud.

Most chambers, and their members, keep sensitive personal information in their files and on their computers, such as tax records, payroll information, financial data from suppliers, and credit card numbers from members. This information is the key to identity thieves being able to drain bank accounts, open bogus lines of credit and shopping sprees at the expense of your customers, employees and your bottom line. If sensitive data falls into the wrong hands, it can lead to fraud or identity theft.

Security breaches could be easily prevented by common sense measures that cost next to nothing. A sound data security plan is built on five key principles: **Take stock.** Know what personal information you have in your files and on your computers. **Scale down.** Keep only what you need for your business. **Lock it.** Protect the information you keep. **Pitch it.** Properly dispose of what you no longer need. **Plan ahead.** Create a plan to respond to security incidents.

The FTC is offering FREE resources to help spread the word that good information security is good business. The FTC offers a variety of resources such as:

**Information Security Handbook:** "Protecting Personal Information: A Guide for Business", available at [www.ftc.gov/infosecurity](http://www.ftc.gov/infosecurity), is a 24 page plain language brochure with practical tips for security sensitive data.

**Newsletter/Email:** The FTC will provide you with "Drop in" copy for your newsletter or email. It will include no-nonsense data security tips ready for your next newsletter or email. These can run under your byline or as a guest column by FTC staff. To download the articles directly from the FTC, go to [www.ftc.gov/infosecurity](http://www.ftc.gov/infosecurity) and click on PUBLISH THE ARTICLES.

**Speaker for Conference or Meeting:** Looking for a conference or meeting topic that is on everyone's mind? The FTC has knowledgeable speakers who can discuss information security and identity theft prevention. Contact Lesley Fair, [lfair@ftc.gov](mailto:lfair@ftc.gov), 202-326-3081 or Nat Wood, [ncwood@ftc.gov](mailto:ncwood@ftc.gov) 202-326-3407 to see if an FTC staff member is available on the date of your next event.

The Riverton Chamber has ordered fifty copies of the Information Security Handbook. If you would like a copy please let us know. We could also be happy to order additional copies of this, or other FTC material, for your convenience.

## Quick Quiz

1. How many National Parks and National Forests are there in Wyoming? \_\_\_\_\_
2. Of the 11,582 jobs created last year, how many were tied to mineral? 2000\_\_\_\_ 4000\_\_\_\_ 8000\_\_\_\_
3. The largest private sector employer in Fremont County is \_\_\_\_\_?
4. What is Wyoming's high school graduation rate? 60%\_\_\_\_ 70%\_\_\_\_ 80%\_\_\_\_ 90%\_\_\_\_
5. What is vital for Wyoming's sustainable future? \_\_\_\_\_
6. Wyoming's biennium budget for 1999/2000 was \$3 billion, today it is \$ \_\_\_\_\_ billion.
7. What is America's least diversified state? \_\_\_\_\_ The most diversified? \_\_\_\_\_

*Answers on page 6*

Questions and answers provided by the Wyoming Business Alliance/Wyoming Heritage Foundation

## **Upcoming Workshops—Mark Your Calendars**

**Tuesday, October 2, 2007**

**Time Management**

**Presented by Sabrina Schleicher, Ph.D. Business Coach**

**12:30-2:00 at CWC, Room CW 133**

**Call the Chamber at 856-4801 to register**

**Registration fee: \$15/members, \$25/Non-members**

**Tuesday, October 16, 2007**

**Non-profit Capacity Building**

**Seminar offered by ALIGN.**

**1:30-5:00pm at the Holiday Inn Conference Center**

**Cost: \$75.00**

**Check the ALIGN website at [www.alignwslc.com](http://www.alignwslc.com) for registration**

**Tuesday, November 6, 2007**

**Employment Law**

**Presented by Michael Messenger and Bobbi Carlson-Overfield**

**8:00-9:30am at Riverton City Hall Council Chambers**

**Breakfast Provided**

**No Charge but seating is limited**

**Call the Chamber at 856-4801 or Lindsey with the Business Leadership Network at 856-3033**

## A New Business Partnership

2007 is an exciting year for Little Wind Hospice and Fremont In-Home Services. Little Wind Hospice has been providing end of life care to individuals and families in Fremont County since 1994. Fremont In-Home Services has been providing non-medical services to elderly individuals in their homes since 1998. These two non-profit organizations have formed a partnership to provide support to hospice patients and their families as well as support for caregivers caring for loved ones. We are always looking for volunteers to join our fantastic team. Volunteers are matched with patients and caregivers that have compatible personalities and time needs and availability. We are seeking new volunteers located throughout Fremont County. Upcoming trainings have been scheduled in locations around Fremont County to accommodate all individuals wishing to attend. Volunteers have often been called the "Heart of Hospice". If you are interested in making a difference in your life and the lives of others please join us at our upcoming "Awareness 1000" Ice Cream Social. We will be showing appreciation to our current volunteers and recruiting new ones. The campaign will be fun and informational. For more information please call **Maria Sage** at **856-4127** or come visit us at **716 College View Dr., Suite C in Riverton, WY**

### **Workforce Housing Assessment**

In August Fremont County received \$25,000 from the Wyoming Workforce Development Council (WWDC) to assist in the development of a housing assessment, a housing plan, and the potential implementation of a regional housing office. Workforce housing has been identified as an issue for our community and several regional meetings facilitated by the WWDC highlighted the concern. Billie Kirkham, President of Kirkham & Associates, LLC, prepared the grant and will be implementing the assessment and planning process with the input from other consultants and a local workforce housing committee. She shares the following:

"The continuing struggle between pro-growth and no-growth advocates underlines the need for the development of an efficient and sensitive framework for housing and community growth management. There is a determined need for community residents to interact with each other on issues such as housing.

A housing needs assessment, the first component of this grant, will identify a wide range of housing needs within the community. Included are single family dwellings, multi-family units, senior housing, assisted living, mobile homes parts, and conversion of existing buildings to residential use, blighted areas and the homeless.

The second phase is to use the assessment to develop individualized community housing action plans. All citizens, employers, professionals, elected officials and land developers have some responsibility and are needed to participate in the Housing Assessment and Action Plan process.

Housing and community planning is not the domain of a single profession or organization. It is the responsibility of all residents, professional groups, industry representatives, city and county officials to participate in the process.

By taking these positive steps now to establish a framework, we can achieve the changes that are necessary to bring about an even stronger sense of community and develop a broader vision than what could be attained without a plan.

Conducting a housing assessment and developing a housing action plan gives the community the opportunity to be proactive in affecting change, rather than merely reactive to these issues as they emerge."

The community is welcome to provide input into this process, please contact Billie Kirkham, Kirkham & Associates, LLC at 307-856-1199 to discuss your thoughts and ideas. You may also write them down and mail them to 455 Big Bend Ave, Riverton, WY 82501 or e-mail to [billiekirkham@wyoming.com](mailto:billiekirkham@wyoming.com)

***Welcome to our  
new members!***

**KCWY—Channel 13  
The Baby Source  
Friends of Little  
Wind Hospice  
Foundation/Fremont  
In-Home Services**



***Mandi Belding***

*Engraving and Awards*

113 South 3<sup>rd</sup> East  
Riverton, WY 82501  
(307) 857-2068 phone/fax  
lastingimpressions@bresnan.net

*Business Card of the Month*

Answers to Quick Quiz

1. 9 (2 parks + 7 Forests)
2. 8,000
3. Wal-Mart
4. 70%
5. Water
6. \$7 Billion
7. Least: Wyoming  
Most: Missouri

***Thank You!***

*We always appreciate our renewing members!  
Here are the renewals for 7-16-07 through 8-15-07*

**A&B Systems**

**Advanced Heating**

**Airgas—Intermountain, Inc.**

**Bighorn Divide and Wyoming  
Railway**

**Bishop Capital Corporation**

**Central Wyoming College**

**Citifinancial**

**Dale's Gater Creek Taxi**

**Dave's Asphalt Company**

**David A. Pope, CPA, LLC**

**Days Inn**

**Devon Energy**

**Edith's Floral Shop**

**Hall's Appliance**

**John R. Vincent, Attorney-at-  
Law**

**KFNE Channel 20**

**Dr. B.J. Kister**

**Paintbrush Motel**

**Perry's Truck and Diesel**

**Plains Tire Company**

**Riverton Coca-Cola**

**Rushmore Homes of Wyoming,  
Inc.**

**Sabrina Schleicher, PhD, Tap  
the Potential**

**Safeway, Inc.**

**Teton Therapy, PC**

**Tomahawk Motel, Inc.**

**Travel Management**

**Trinity Lutheran Church**

**Union Wireless**

**United Presbyterian Church**

**Way of the Cross Assembly of  
God**

**Wells Fargo Bank**

**Wendy's Old Fashioned Ham-  
burgers**

**Wind River Healthcare &  
Rehabilitation Center**

# MEMBER Q&A

Company:

**Minter Realtors**

Name:

**Lynn Pelletier**

Operating in Riverton since:

**25+ years**

*Explain what you believe is the biggest benefit to being a Chamber member:*

**The chamber provides the opportunity to be associated with other businesses that share similar values**

*If there was one thing you would encourage people to do to grow their business or career what would it be and why?*

**The key to success is honesty. If you are trustworthy and maintain integrity with your clients and the public you will succeed.**

Favorite advice:

**Ride Hard,  
Shoot Straight,  
and always tell the Truth!**

## What's Happening?

The Baby Source has moved!  
Check out their new location at 514 W. Main St.

At Your Fingertips has moved to a new location.  
Visit the salon at 111. S. Broadway Ave. Just 1/2 block off Main St.

American Drycleaners and Laundromat has moved from their Washington Street location to 900 Webbwood Rd—right next to Wal-Mart

### Riverton Business Leadership Network Update:

October is National Disability Employment Awareness Month and the BLN will recognize area employers and an employee of the year at the annual "Symon Awards". The celebration is held on Wednesday, October 17 from Noon to 1:30 pm at the Riverton Holiday Inn and then also from 6:00 to 7:30 pm at the Inn at Lander. There is call out for nominations—please call Lindsey Anderson at 856-3033 or e-mail nomination to LR-BLN@vcn.com.

### CHAMBER STATS

Vacation Packets	13
Relocation Packets	18
Welcome Bags	256
Website Visits	79,451

# The President's Circle

KEEP YOUR FUTURE ON THE RIGHT TRACK  
SCHEDULE A FREE PORTFOLIO REVIEW TODAY  
Member-SIPC

Edward Jones  
MAKING SENSE OF INVESTING

Wind River  
CASINO

OPEN 24 HOURS  
www.windrivercasino.com

Where the  
WINNERS  
PLAY!

*The Festival of Trees is looking for volunteers. Give a little of your time for a great return—and a lot of fun.*

*Call Lindsey Anderson for more information at 856-3033*

## Riverton Chamber of Commerce Membership Investment

As a member of the Chamber of Commerce you are making an investment in our community.

The Chamber is a membership organization that serves as the voice for the business community with local and state governments. The office is a 'go-to' resource for member businesses and serves as a resource and liaison with other agencies such as the Small Business Development Center, the Wyoming Business Council, and Manufacturing Works. In addition, the Chamber serves as the Riverton Visitor Center and actively works with members and organizations to promote our community and City to visitors and residents through events and marketing

The members work together to promote the local business community, the community at large, and to develop a foundation of economic stability.

### Basic Membership Benefits Include:

- Listing in annual Community and Business Directory
- Listing on Website with hyperlink
- Listing in referral database
- Standard Membership plaque and window sticker
- Newsletter and web access (to member area)
- Notary
- Reminder Cards for meetings
- Bulk Mailing stamp
- Ribbon Cutting
- Basic name tags for events
- Display of business cards in Chamber office/Visitor Center
- Fax and e-mail notices of check alerts, etc.
- Networking/marketing opportunities  
(i.e. radio spots, hosting socials)