



Chamber Newsletter

2nd Quarter 2007

President's Message: Jeannine Groll

It's the beginning of an exciting new year for the Chamber and all it's members. I am very honored to be your President and will do my very best to serve and help you. Some areas that we would really like to focus on this year is how to improve business in the Franklin County area and for our Downtown Merchants. We have many ideas but need your help and input. Please join us the third Thursday of each month at our Merchant Meetings. This year we will have speakers and seminars on how to grow our businesses.

Join us in February at Noey's for an inspirational start to our Merchant Program.

Together we can do amazing things. We will be looking at ways to do joint marketing, marketing ideas, networking, and much more. So get ready to get involved and get growing!

Lets Beef Up The Festival of Lights

It seems like we become complacent with things when they are always there. The newness and excitement seems to wear off. The Festival of Lights Committee and the Chamber of Commerce Board have had mixed comments concerning the Festival of Lights. So our choices are to let it die or beef it up!

The Business Owners for the most part are very generous and have kept the festivities alive. They are nicked and dined every day for donations. The ideal situation would be to have many volunteers to put up and take down the lights, and for every household in Franklin County to help with as low as \$5.00 and take pride and help raise \$14,000 for new decorations to give new zest to the Festival of Lights We have the opportunity until March 15th, to purchase new decorations at a 40% discount. The cost is still substantial, but if everyone gave a little, we could all enjoy and celebrate the season with new vigor. For each \$5.00 donation, your name will be entered in a drawing for a 2006 Predator 50, donated by Northstar's Ultimate Outdoors, which will be given away when our goal is reached. We leave the Festival of Lights fate in the hands of this community. We are ready and willing, please help us keep the tradition alive! Please send donations to the Chamber of Commerce, 49 North State, Preston, Idaho 83263, or submit payment for your tickets at Stokes Marketplace, where the 4-wheeler is being displayed. Then anxiously await the new look for the Holidays in 2007. We will keep a running total of donations and keep you posted each week until the deadline of March 15th when the winner will be drawn. Thanks for your support in keeping our Community alive and thriving.

Business of the Month - NorthStar's Ultimate Outdoors

Northstar Ultimate Outdoors, a Preston company dealing in Polaris four-wheelers, ATVs, snowmobiles and Stihl products was recently named as North America's New Dealership of the Year for the Polaris Company. The award was presented to the local dealership by western regional manager Rich Poll. Sales manager Jay Heusser said that the award is the result of a team effort. "It takes every one of us working as a unit to make the business a success." The new building is 30,000 square feet and includes a 3,500 square foot showroom, three hoists within the shop area, full service and full parts, a full line of Polaris clothing and accessories, a full line of Stihl power and lawn/garden products and offices. They will work on any and all machines, as well as lawn and garden equipment. Used snowmobiles, four-wheelers and power equipment are also available for sale and can be found in the former Carter Brother's building. "We are a consumer friendly business," said Heusser. "Steve had the foresight and the intuition to make this work. He has molded us into a team, and team effort is making this into a success." Northstar Ultimate Sports is located at 635 N. State, Preston. Hours of operation Monday through Friday are 8 a.m. to 6 p.m. On Saturdays it is open from 8 a.m. to noon. The telephone number is 852-1888.

"In Step Together Fashion Show"

On March 29, 2007, a fashion show is being held to help promote business and as a fundraiser to help fund the new roof of the Opera House. We are working towards a fun event for the whole community, and some positive experiences for 'on stage participants'! Sponsored by Glendas Closet Pat Moses, in cooperation with the Franklin County Theater Arts Council. Watch for ticket sales! We hope this can be a fun activity for you and your business to be involved with, and help bring out community together. This is your chance to participate and to place very inexpensive ads live or on the program. Call Pat Moses at 852-2217 for more details.

It's Soon Concert Time!!!!

Mark your calendars! August 15, Wednesday night of the fair will find a Triple Threat Package in Preston, Idaho with the bands Little Texas, Restless Heart and Black Hawk all performing! Tickets will go on sale June 15th.

From the Executive Director: Pennie Christensen

A man often sat on a bench in the park near a pathway to enjoy the day and observe others. One day he saw far off in the distance a woman carrying something that looked very heavy over her shoulder. As she got closer he could see it was something very big in a gunnysack. As she passed he asked the woman if she needed some help. She said "no, I can get it thanks." The man then asked if she might tell him what she was carrying. She replied "it 's my husband and I am taking him to the husband pit. He is a selfish, lazy, annoying pig, and I can't stand him anymore!" Off she went down the path. Several hours later he saw the same woman coming down the path with a very good looking man. They were talking and laughing and holding hands. When they came to the man he said "I just have to ask, is this your new husband?" She said "no, it's actually my old one. I threw him in the husband pit and as I dug through all of them, I decided I had the very best one. So we are making amends and creating a great life together. This story

could be related to our wives, kids, neighbors, employers, employees, and other businesses.

Just think how awesome our community would be if we ALWAYS looked for the positive instead of the negative wherever we went. Maybe make someone's day a little brighter instead of dimmer. You find whatever you are looking for in others. Let your grudges go. You will be tons happier and healthier! Having a better community can start with each of us! This year is looking very promising for a very prosperous year with each event. Come up with great ideas on enticing visitors to shop in your store then watch prosperity come to you!

Business.

On-line Marketing for Your Business

To compete in the business world of today you really need to go global because the Internet has made it very easy and convenient for business to be conducted from anywhere, anytime, and in any language. If you're not on-line, get on-line! If you are on-line already you need to promote, promote, promote.

Advertise your website in your newspaper, radio, magazine, and television ads. People really do surf the net at 3 in the morning. Shoppers from all over make purchases long after you have hung up your closed for the day sign and gone home. Individuals will do research, and comparison-shopping at the end of their day when you, or your business are not accessible via the phone, or at your business' physical location.

One of the easiest ways to promote your site is to exchange links with other sites. Take some time, and surf the net. Find other businesses and websites who will exchange links with you. Linking to them does not benefit your site unless they link back to you. Your goal is to get as many sites as possible to link to your site so that the search engines will give you a higher ranking. Search engine theory is very simple. They believe that if sites link to your site you must have valuable content, and will rank you higher. Higher ranking brings your site closer to the number one position on a search page.

Start by exchanging links with businesses in your town. This is one case where it really pays to help promote the other guy. By assisting others in business promotion you are equally benefiting yourself. Next time you attend a Chamber luncheon let others know you would like to exchange links with them. A 'Link exchange' is just an email away.

After you have covered your town in your link exchange request expand your quest to neighboring towns, counties, areas, and your state. You will have a good base and will be ready to move on to other states, and the world. Don't be in a hurry for results. A good on-line marketing campaign takes about 2 years to receive the results you want, but it's 2 years that will be well spent. You are building a strong foundation, not an overnight get rich quick scheme.

Good luck in you marketing experience,

Pam

(Pam owner of Cyberpathway Internet Solutions has been doing business on-line since 1997, and has been in the advertising and promotions business since the mid eighties.)

The Chamber of Commerce Exists to Promote You!!!

From phone calls to the Internet and membership directories, the Chamber is here to promote YOU! The events sponsored by the Chamber are held to draw visitors to our community. Many of these events as you all know cost large amounts of money to hold.

We would like to try something new this year by asking for sponsors for events one time. The events to consider are:

Easter Egg Hunt Concert

Festival of Lights

Auction Items for the Festival of Lights Feast.

Each business will be contacted. The tax-deductible donations will go to the desired events. We need commitments, however you can be invoiced when it is convenient for you. Any money in the Chamber account is guarded carefully in order to put on the best events possible and to bring visitors in to promote business. Each sponsor will be listed as event sponsors for each appropriate event.

Thanks for helping the Chamber of Commerce so we in turn can help and promote you. Don't miss your chance to be in the Membership Directory, Internet, and continued Newsletters!

**Dues must be paid by February 14,
Call the Chamber at 852-2703 to join & be promoted!**

**Preston Chamber of Commerce 208-852-2703-- pacc@dcdi.net --
www.prestionidaho.org**

Executive Committee:

President- Jeannine Groll - Groll's Family Fitness,
President elect/Vice President- Wendy Rawlings Preston Electrical & Building Supply,
Treasurer- Vickie Golightly - C&S Construction,
Executive Director - Pennie Christensen

Board Members:

Barbara Timmons - Maple Grove Hot Springs
Bartnie Salvesen - Mountain States Wireless
Nat Allen - Bear River Curbing
Casey Porter - Stoke Thriftway
Weldon Cheney - Weldon's barber Shop
Scott Rapich - Pacificorp
Barbara Baird - Northern Title.

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