



Chamber Connection

Your Guide To The Business Community And the Craig Chamber Of Commerce

State senator headlines annual meeting

Senator Al White, Mayor Don Jones and the Moffat County Commissioners will headline at the Craig Chamber of Commerce's annual meeting and fourth-annual State of the County event on Feb. 19 at the Holiday Inn of Craig.

This event generally sells out as residents gather to hear the state of the city, county and chamber.

"We're so proud to be able to present an event that features such a concise overview of what's going on in political worlds that directly affect our own," Chamber of Commerce Executive Director Christina Currie said. "I think people enjoy this event because it's a fun way to learn about what's going on and how your tax dollars are being used. People often ignore that information because it's so dry. At State of the County, it's not."

In addition to speeches from elected officials, Craig Chamber of Commerce board members will present the organization's annual report and the 2010 Small Business, Large Business and

EVENT DETAILS

What: State of the County
When: 6:30 p.m. Feb. 19
Where: Holiday Inn of Craig
Cost: \$40/ticket, which includes dinner. Tickets are available at the Craig Chamber of Commerce.
Sponsored by Craig Daily Press, KRAI 55 Country and the Craig Chamber of Commerce

Businessperson of the Year awards.

"We have some really strong businesses in our community and selecting the award winners is always difficult," Chamber board president Joe Bird said. "But, we're really excited about this year's choices. The award presentations are always a highlight of the event."

The Chamber expects 2010 to be a pivotal year for its members and for the organization. The Chamber has committed itself to several issues this year, including enhancing marketing opportunities for its members, launching a Shop Local Campaign and providing employers with much-needed workforce assistance.

Presentations from the city,

county and chamber are staples of the event. Past State of the County events have featured guest speakers from economic development and tourism industry leaders, the fire district, hospital, school district and the community college. This year will feature guest speaker Senator Al White who will speak about the state's economy, 2009 legislation and what we have to look forward to in 2010.

"State of the County is really a government and business snapshot, presented to real people in real terms," Currie said. "We're thrilled that Senator White is willing to participate in this event and I'm looking forward to hearing about the issues that will affect us in Northwest Colorado."



CHAMBER PHOTO

Event co-sponsor Frank Hanel (left), owner of KRAI 55 Country talks with Mayor Don Jones at last year's State of the County event.

Particularly those that affect business. It's so important that we be proactive instead of reactive when it comes to the actions the legislature is taking on our behalf."

State of the County begins at 6:30 p.m. Tickets are \$40 each and includes dinner, dessert and the program. There will be a cash bar.



Your Chamber works for you

CHAMBER SERVICES

- ◆ More than \$280,000 a year stays in Moffat County and is spent at local businesses because of the Craig Chamber of Commerce's spree dollar program.
- ◆ As home to the Sportsmen Information Center and the Moffat County Visitors Center, the Craig Chamber of Commerce offers "one-stop-shopping" for visitors, new residents and businesses.
- ◆ The Craig Chamber of Commerce staff, board and ambassadors work with community groups to host special events for residents to enjoy and to draw visitors.
- ◆ Event planners and visitors go first to the Craig Chamber of Commerce for the community's best source of event information. The Chamber manages a centralized calendar of events.
- ◆ Live, work and play in Moffat County — The Craig Chamber of Commerce has extensive information for businesses, residents and visitors.
- ◆ Register your OHVs and snowmobiles at the Chamber office and pick up your annual state park pass.
- ◆ Looking for maps? The Chamber of Commerce has city, county, forest service and BLM maps.
- ◆ We sell national forest wood-cutting and Christmas tree cutting permits.

MEMBERSHIP BENEFITS:

- ◆ Information about your business is available at www.craig-chamber.com, one of Moffat County's most-visited Web sites. Increase your presence with banner ads or mini Web sites.
- ◆ Better your business. The Craig Chamber of Commerce offers several educational seminars throughout the year on topics ranging from customer service to marketing strategies.
- ◆ Get the jump on your competitors. Chamber members have access to information on people or businesses considering relocating to Moffat County.
- ◆ The Chamber is the county's premier networking association. Get mailing lists, business information and make connections at seminars and social events.

Chamber works to boost interest in hunting

In an effort to increase interest in hunting in Moffat County, the Craig Chamber of Commerce, with the support of several local outfitters, is raffling ten premium hunts for 2010 and 2011.

"We're targeting out-of-state hunters in the hope of generating more interest in Moffat County as a one-of-a-kind destination hunt," Chamber Executive Director Christina Currie said. "Northwest Colorado is a hunter's paradise and we really want to draw attention to that,

WIN THE BIG GAME HUNT of your dreams!

GO TO WWW.CRAIG-CHAMBER.COM FOR DETAILS

MOST HUNTS FULLY GUIDED
LODGING INCLUDED

particularly now."

Moffat County's economy has suffered following two lack-luster hunting seasons and

Chamber officials are looking at ways of renewing interest in the area.

Triple Track Hunting,

Elkhorn Outfitters, Norman Ranch and Y Lazy S Ranch have

See RAFFLE on page 2.

We're on a mission

The Chamber's mission is to build a strong economic environment which contributes to business success by:

- ◆ Supporting public policy which create a viable business community.
- ◆ Providing quality membership services.
- ◆ Supporting aggressive economic and tourism development programs.

CHAMBER CONNECTION

FEBRUARY EVENTS

Feb. 1, 8, 15, 22 • Weight Loss 101

This 12-week program is geared around the Calorie King and Awesome Recipes. Classes will be taught by certified Wellness Coach, Susan Hucke, and assistant coach, Trish Foster. Drop-ins are welcome. Private online classes may be available.

Website: meetup.com

Location: 350 Bondured Ave.
Contact: Susan Hucke (970) 824-9284

Email: suebecat@msn.com

Date/Time Details: 7 p.m.

Fees/Admission: \$29 Sign-in fee, non-refundable

Feb. 2, 9 • Intercambio

This is a free, conversational group for English and Spanish language learners of all levels. Come interact with people of all walks of life in a very casual and relaxed environment! The group meets every Tuesday at the Boys and Girls Club of Craig.

Time: 7 p.m.

Website: www.ciiccolorado.org

Location: 1324 E US Hwy 40

Contact: Eveline Bacon

Email: learn@ciiccolorado.org

Feb. 2 • 2010 Grow Right: SCORE Success Steps

Business Growth & Success Training. Finding Cash for Your Business. Tackling your Accounts Receivable.

Time: 11:30 a.m. – 1 p.m.

Website: www.score.org

Location: Moffat County Courthouse

Contact: EDP (970) 826-2039

SCORE (970) 870-4491

Email: director@cmedp.com

Fees/Admission: \$15 - includes lunch

FREE for Chamber and CMEDP members!

Feb. 2 • Yampa Valley PieceMakers Quilt Guild Board Meeting

Time: 6:30 to 8 p.m.

Contact: Linda Pinnt (970) 824-5219 or (970) 846-8773

Date/Time Details: 1st Tuesday of every month.

Feb. 3, 10, 17, 24 • Aging Well - Wellness Wednesdays

The Aging Well Program sponsors Wellness Wednesdays for adults 50 years old and older. Options include art, writing and exercise classes. Lunch is served at each week's lunchtime presentation. Register for activities before each Wednesday.

Time: 9 a.m. – 7 p.m.

Location: American Legion Post, formerly the Shadow Mountain Clubhouse

Contact: (970) 871-7676

Fees/Admission: none

Feb. 3 • Yampa Valley Sewing Guild Meetings

The Yampa Valley Sewing Guild meets the first Wednesday of each month. All seamstresses are invited to attend regardless of skill

level.

Time: 1 to 3 p.m.

Location: KS Kreations, 523

Yampa Ave.

Contact: Pat Pearce

Email: ppattyann@wildblue.net

Feb. 5, 12, 19, 26 • Elks Bingo

Come enjoy an evening of bingo at Elks Lodge #1577. One pack of cards is \$15, two packs is \$25 (\$10 for the second pack), after the second pack it's \$5 a piece for each new pack you buy. You can also try it out for \$7.50 for half a pack.

Time: 6 - 10 p.m.

Location: Elks Lodge #1577, 43

West Victory Way

Contact: Frank Sadvar (970)

824-6131

Feb. 9, 23 • Craig City Council

The Craig City Council meets the second and fourth Tuesday of each month. Log on to www.ci.craig.co.us for meeting agendas and minutes.

Time: 7:30 p.m.

Website: www.ci.craig.co.us

Location: 300 W. 4th St.

Email: jferree@ci.craig.co.us

Feb. 11 • Chamber Mixer hosted by the Craig Moffat County Library

The Craig Chamber of Commerce Ambassadors invite you and your staff to a Business After-Hours Mixer hosted by the Moffat County Library in Craig. Enter to win great door prizes. Come enjoy food, drinks, fun, and entertainment by Charleah Firestone, Celtic Harpist.

Time: 5 to 7 p.m.

Website: <http://www.craig-chamber.com>

Location: 570 Green St.

Contact: RSVP to (970) 824-5689

or e-mail

Email: office@craig-chamber.com

Feb. 12 • Sweetheart Dance

Brought to you by the Yampa Valley Chorus of Sweet Adelines International. There will be dance contests, "Best Tasting Salsa" contest and incredible prizes including sleigh rides, white water rafting trip, Glenwood Springs Gondola and Caverns, \$30 gift certificate for the Ore House, dinner for 2 at the top of the Gondola in Steamboat, and 1 hour K & R DJ & Karaoke services. Everyone is welcome! Children under 16 must be accompanied by an adult. Food and drinks will be available for purchase.

Time: 7 to 11 p.m.

Location: Moffat County Pavilion

Email: gladiam@live.com

Fees/Admission: \$8 a person or

\$14 a couple

Feb. 13-14 • Wyman's Winter Festival

Come join the Wyman Museum for this event that is fun for all!

Website:

www.wymanmuseum.com

Location: 94350 East Hwy 40

Contact: (970) 824-6346

Email: wymannmuseum@earthlink.net

Date/Time Details:

Events on Saturday:

-Extreme Mountain Racing -

Vintage snowmobile show -Chili

cook-off 11 a.m. - 2 p.m.

-Cardboard Box Derby starting

at 2 p.m.

-Trail Course will start about 2

p.m.

-Vintage Snowmobile Drag

Races starting at 3 p.m.

-Semi-Pro Snowmobile Races

with the finale race starting at 5

p.m.

-Extreme Drag Races - Anyone

can participate in as long as

you have the correct type of

machine.

Events on Sunday:

-Snowmobile Jackpot Rodeo

-ATV Races on the snow track

finishes the day around 2 p.m.

Events on both days:

-Sleigh rides both days starting

at 11 a.m.

-Professional ice carvers all day

-Sledding hill for the kids with

complimentary tubes available

all day

-Snowmobile Expo sponsored by

Extreme Power Sports - There will

be snowmobiles on display that

you can test drive.

-Ice skating rink

-Concession stand, hot dogs,

hamburgers, popcorn, non-

alcoholic drinks, etc.

Feb. 13 • Craig Chamber Chili Cook-Off

Show off your chili at the 4th Annual Craig Chamber of Commerce Chili Cook-Off at the Wyman's Museum. A huge audience will be in attendance to sample your best. There are 3 categories to enter: red, green and white chili. Each contestant will be required to bring 2 gallons of their own recipe.

Time: 11 a.m. – 2 p.m.

Location: Wyman's Museum

Contact: Craig Chamber of

Commerce (970) 824-5689

Email: assistant@craig-chamber.com

Date/Time Details: Entry form due by

Feb. 10.

Entry fee: \$15 for Craig Chamber

members. \$20 for non-members

Feb. 13 • Art Walk and Taste of Chocolate

Started in 1996, the Art Walk was created to highlight local artists by placing their work in downtown businesses for a Saturday evening stroll. Artists and businesses create their own mini art experiences and the public walks from place to place to enjoy meeting the artists. One Hundred Lucky Ticket buyers will taste a variety of tempting chocolate creations and vote for their favorite.

Time: 5 to 9 p.m.

Website: [downtown-](http://downtown-craig.com/artwalk.htm)

[craig.com/artwalk.htm](http://downtown-craig.com/artwalk.htm)

Location: Downtown Yampa Ave.

Contact: Kandee Dilldine at (970)

824-2151

Registration form: [downtown-](http://downtown-craig.com/artwalk.htm)

[craig.com/artwalk.htm](http://downtown-craig.com/artwalk.htm)

Feb. 13, 27 • American Legion Post #62 Bingo

The American Legion Post #62 has bingo every other Saturday evening. All are welcome to attend.

Time: 5:30 – 10 p.m.

Location: Elks Lodge, 43 W.

Victory

Contact: Frank Sadvar at (970)

620-0874 or the Post (970) 824-

3625

Fees/Admission: Minimum \$15

for the full event

Feb. 13 • Valentines Day Dinner at the Wyman Museum

Enjoy a dinner of prime rib, king crab, wine and decadent desserts. Fireworks start at 6 p.m. with dinner at 7 p.m. A live harpist will provide music. Dan Johnson and his team will provide sleigh rides. There will also be X.M.R. finals, drawings, and door prizes. Limited seating. Tickets on sale at the Craig Chamber of Commerce and the Wyman Museum. Get your tickets today!

Time: 6 to 9 p.m.

Location: Wyman Museum,

94350 East Hwy 40

Contact: (970) 824-6346

Fees/Admission: Tickets are \$65

each

Feb. 16 Yampa Valley Piecemakers Quilt Guild

Join the Yampa Valley quilt guild in their monthly meetings and enjoy presentations from special guests. The guild meets the third Tuesday of every month. This meeting will be a birthday party to celebrate the guild's 1 year anniversary in Craig.

Time: 6:30 p.m.

Location: Sunset Meadows

Contact: Linda Pinnt (970) 824-

5219

Feb. 16 • Bright STARTS (Sales Techniques and Retail Trade Strategies)

If you own a retail business, sell any product or service or work with the public, Bright STARTS (Sales Techniques and Retail Trade Strategies) is the discussion group for you. Topics are tailored to the needs of participants. The group will work as a team to help you and your employees bolster your sales techniques, promotional materials and retail displays. The group is limited in participants.

Time: 8 - 8:50 a.m.

Location: Serendipity Coffee

Shop, 576 Yampa Ave.

Contact: Please R.S.V.P. to

Christina Currie (970) 824-5689

Email: director@craig-chamber.com

Date/Time Details: Bright STARTS

meets the third Thursday of

each month.

Fees/Admission: This educational opportunity is FREE.

Feb. 19 • State of the County 2010

Hear the State of the City, State of the County and State of the Chamber addresses with keynote speaker Senator Al White, who will present a State of the State address.

This is the premier information gathering and networking event in Moffat County. Come hear what these organizations and your elected officials have in store for 2010. A dinner of chicken marsala will be served followed by a scrumptious dessert. Cash bar.

Time: 6:30 – 9 p.m.

Website: www.craig-chamber.com

Location: Holiday Inn of Craig,

300 S. Hwy 13

Contact: Christina Currie (970)

824-5689

Email: director@craig-chamber.com

Fees/Admission: Tickets are \$40

each and available at the

Chamber of Commerce, 360 E.

Victory Way or can be pur-

chased online by clicking the

"register now" button on the

Events page.

Feb. 23 Craig Concert Association "Circus Incognitus"

A natural clown, Jamie Adkins brings his many talents to a new one-man show, Circus Incognitus. Jamie catches grapes on a fork, balances sheets of paper on his nose, pops ping pong balls, walks on ropes and juggles just about everything around him. In this new show, his clowning and acrobatic feats are brought to life in a story of a man who has something to say, but can't quite get it out!

Time: 7:30 p.m.

Location: Moffat County High

School, auditorium

Contact: Julie Dempster (970)

824-5251

Date/Time Details: Doors open

at 7 p.m.

Fees/Admission: \$20 per person

at the door

Feb. 27 • Lincoln Day Dinner

The Moffat County Republican Central Committee will be hosting their annual Lincoln Day dinner. Please RSVP or have your tickets purchased by Feb. 19.

Time: 5:30 – 9 p.m.

Location: Holiday Inn

Contact: Corrie Ponikvar (970)

824-6222

Date/Time Details: Cocktails 5:30

p.m., dinner 6:30 p.m.

Fees/Admission: Tickets are \$50

each and may be purchased at

T & H Napa Auto Parts or Pam's

Designs.

To include your event, or to see additional events, log on to www.craig-chamber.com and click the "Events" button. Choose "submit your own event" and fill out the event details. It's that easy!

Visitor center raffle expected to increase interest in Moffat County

Continued from Page 1.

all donated hunts for the raffle, including two premier youth hunts, and hunts for bull elk,

cow elk, buck and doe deer and buck and doe pronghorn, archery pronghorn and muzzleloading deer.

Most hunts are fully guide

and all include lodging.

"Our members are always exceedingly generous and community-minded, but these donations exceeded all our expecta-

tions," Currie said.

The funds raised by this raffle will be used for upgrades to and renovations to, as well as operation of the Moffat County Visitor

Center.

For more information about the raffle or the outfitters who have donated hunts, go to www.craig-chamber.com.

CHAMBER CONNECTION

COLORADO INN KITCHENS



CHAMBER OF COMMERCE PICTURE

Craig Chamber of Commerce ambassadors and staff gathered for a ribbon-cutting ceremony for Colorado Inn, located at 205 Victory Way. Check out their newly remodeled property, that features extended-stay rooms and free wireless internet. Call (970) 824-3274 for rates and availability.

Business Spotlight

Blevins Electronics

109 W. Victory Way
(970) 824-4564

Number of employees: 2
Number of years in business: 16

Their specialty: Consumer Electronics repair

Their business philosophy: Save customer money and save planet resources by returning defective electronics to active service. Customers don't always realize that it is often much cheaper to repair rather than replace.

February Anniversaries

Colorado Farm Bureau Insurance	1996	Community Budget Center	2004
Best Western Deer Park Inn	1997	Maybell Store	2004
CNCC	1998	Faith Lutheran Church	2004
Colorado Workforce Center	1998	Wendy's	2004
Craig Association of Realtors	1998	Murdoch's Ranch & Home Supply	2005
Golden Arms Apartments	1998	Shelton Ranch	2005
Kester Jewelry	1998	Jack's Bumpers, LLC	2005
Kiwanis Club	1998	Marianna Raftopoulos, NWCo Oil and Gas Public Affairs Consultant	2005
City Market Inc. Store #15	1998	Homemaker Furnishings	2007
McDonald's of Craig	1998	Norman Ranch	2007
Northwest Title Company	1998	Wheeler Machine & Manufacturing	2008
High Desert Outdoor Power Inc.	1998	RJ Service Center, LLC	2009
Mountain States Company	2000	Tumbleweeds and Lace Salon	2009
AFLAC	2002	Advantage Water Technologies	2009
Ladder Livestock Company LLC	2003	Pinky's Palace	2009
American Red Cross	2004	Virtual Vision Tours, LLC	2009
Bedrock Depot, LLC	2004		

Business Briefs

Holiday Inn invites couples to celebrate Valentine's Day

The Holiday Inn & Suite of Craig is offering a special Valentine's Day hotel package or Valentine's dinner & comedy show.

The hotel package includes, guest room suite upgrade (late check-out available), a gift certificate for their special dinner menu, admission for two for the comedy show, champagne and chocolate covered strawberries and Sunday brunch for two.

The Valentine's Day Sunday Brunch will be held on Sunday, Feb. 14.

Now, Tuesdays through Fridays, Castle Ranch

Steak House will feature our Chuck Wagon Buffet Daily lunch specials.

Call 970-824-4000 for additional information, hours and pricing.

New location

High Desert Outdoor Power has moved to 351 School St. in Craig. Stop in and see their new location.

High Desert Outdoor Power specializes in sales and service of outdoor power equipment including, lawn and garden equipment, chainsaws, generators, portable heaters, and air compressors. Stop by or call (970) 824-5711 for more information.

Member Recognition

Accountants

- Accu-Comp/Cory Leiker Accounting
- Bonaker & Associates
- Colorado CPA Services
- Jones & Associates

Addiction counseling

- The Journey at First Baptist

Agriculture

- L. R. Sheep
- Moffat County Cattlemen
- Routt/Moffat Wool Growers

Air & Water Purification

- Advantage Water Technologies, LLC

Apartments

- Alpine Condominiums
- American Northwest Realty
- America's Best Value Inn
- Best Western Deer Park Inn and Suites
- Candlewood Suites
- Columbine Apartments
- Cornerstone Realty
- Country Living Realty
- Golden Arms
- RE/MAX About You
- Ridgeview West Apartments

Appliances

- Miller Family Appliance

Architects

- Roberts S. Ralston & Associates, Architects PC

Artists

- Shroyer, Nini

Auto Accessories

- Jack's Bumpers, LLC

Auto Dealers

- Cook Chevrolet & Subaru
- Craig Ford-Mercury
- Victory Motors

Auto Repair & Service

- Arrowhead Auto & Collision Repair
- Big O Tires
- Chapman's Automotive Service Center
- Cook Chevrolet & Subaru
- Craig Conoco Service
- Craig Ford-Mercury
- Northwest Diesel Sales & Services, LLC
- RJ Service Center, LLC
- Rocky Mountain Auto
- Sideline Truck & Auto Repair
- T & H Napa Auto Parts,
- Victory Motors of Craig

Chairman's Corner

Chairman's food for thought:

There is one thing that keeps the families and the businesses of Craig strong: SHOPPING LOCAL.



President:
Joe Bird
Cook Chevrolet
(970) 824-2100
jbird@cookchevrolet.com

Ambassadors ready to make a difference in 2010

Can it be, a new year is upon us already? As 2010 begins, the entire Chamber body would like to thank all the businesses that allow their employees time to volunteer as Ambassadors.

The Ambassadors play a huge role in the Chamber's success each year. We would extend our gratitude to KRAI, Cook Chevrolet, Backroads Web Design, Kidder Transportation, The Embroidery Shop, Bank of Colorado, High Tech Audio Video, Moffat Insurance Agency, Workforce Center (SWAP), Bank of the West, Bonaker & Associates, BrassKey Realty, Craig Daily Press & the Moffat County School District for allowing their employees to participate in this dynamic group. These fine

CUSTOMER SERVICE STAR

Submitted by Annie MacGregor
As a member of the Ambassadors, I am going to be a little selfish and nominate my own Customer Service Star for the month of December. Of course there is good reason for this and it starts with a little story. A week or so ago I took my daughter to a friend's house, it was dark and snowy so I left my car on. We ran in the house, I got her all settled in and said my goodbyes. As I hurry

back to the car as it is very cold and to my surprise my little Pekingese puppy had locked my car! After enticing the pup to step on the unlock button failed and I return to the friend's house to borrow the phone. A bit unsure of who to call so late on a Thursday night my friend suggested I call **Joe Bird of Cook Chevrolet**. Being the Customer Service rock star that he is, he went to his work and came to my friend's house and began unlock-

ing my doors in the freezing cold. It took a couple of tries but of course he was successful. Now Joe is a star for that, but he is my hero because he was willing to come help me even though he had just returned with his wife from a very long medical procedure out of town. Joe Bird is such an asset to our community and we are very blessed to have such a great man serving our community. Thank you Joe for all that you do!

businesses are helping our community to be even better by allowing their employees time away from their job. We can't stress enough how thankful we are for all the Ambassadors & their employers. We look forward to great success and lots of fun in 2010!

Board of directors



Vice-president:
Mardi Anson
Anson Excavating
(970) 824-0382
anson1050@msn.com



Treasurer:
Missy Bonaker
Bonaker & Assoc.
824-4156
bonaker@nctelecom.net



Gene Bilodeau
CNCC1
(970) 824-7071
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Don Jones
Craig Steel
(970) 824-6553
djcraigsteel@qwestoffice.net



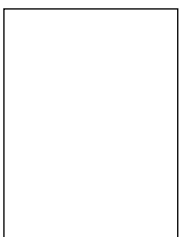
Gail Severson
Severson Supply
(970) 824-9481
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Cole White
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(970) 824-8233
cwhite@nwcovna.com



Jim Hershberg
Trapper Mine
(970) 826.6171
jimh@trappermine.com



Lou Groff
Wal-Mart
(970) 824-0340
lgroff@live.com

Dos and Don'ts of e-mail marketing

By the U.S. Chamber

E-mail marketing is all about sending the right message to the right person at the right time. But with so many messages constantly flooding our inboxes, that can be a challenge. So how do you cut through the clutter to make sure that your customers and potential customers hear your voice?

Ask permission. Most people will hit the "report spam" button when they do not know who the sender is. Your message goes unread, and your efforts are wasted. To organically grow your list of contacts, add an e-mail sign-up box on your Web site or rent space in an industry newsletter if you have not yet developed your own. Getting your name out there and driving people to your Web site will make you more familiar to potential customers and set the stage for an engaged audience. To quote one of my favorite movies, "Build it and they will come."

Most important, compliance with federal anti-spam laws is a must. Read the FTC's Facts of Business (<http://tinyurl.com/6ldb88>) or visit www.ftc.gov/spam to learn more.

Don't be a stranger – or a pest.

Keep in mind the frequency of your e-mails. Are you sending enough e-mails so that your customers remember you, or too many that they become sick of you? To find the best frequency, get set up with a good e-mail service provider – the Chamber uses ExactTarget – and test, test, test. An e-mail service provider offers Web-accessed e-mail marketing software that will assist in creating, sending, and tracking your marketing e-mails. Tracking allows you to determine how many people have opened your e-mail or clicked on a link. Test to see how variations in your program (e.g., frequency of messages, time of day) affect those response rates.

Get personal. Take the words "e-mail blast" out of your vocabulary. E-mail is personal; one size does not fit all. Think about the customer's experience. Send a thank-you note when a customer makes a purchase or a coupon when – according to your product lifecycle – he or she is ready to purchase again.

Don't forget the details. Spell check and copy edit. Have a co-worker proofread your e-mail

before you send it. Always send yourself a test of the e-mail. Click on every link and make sure it looks how you intend it to look.

Do your research. Sign up to receive another company's e-mails. Contact the publisher of an online newsletter that you enjoy and ask questions. The more you know, the better your e-mail marketing program will be.

Here are a few go-to resources: Complete guide to e-mail marketing – <http://email-marketing-reports.com>

The Email Wars – <http://theemailwars.com>

Get to the Point: Email Marketing – <http://marketingprofs.com>.

We need YOU

The Chamber of Commerce formed four committees this year as a result of their annual planning. Members are encouraged to attend any that interest them.

Shop Craig: Noon, the second Monday of the Month at Carelli's

Member marketing: Noon the second Tuesday of the month at Thunder Rolls.

Chamber marketing: Noon the last Friday of the month at J.W. Snacks.

Workforce assistance: 12:30 the first Friday of the at J.W. Snacks.

For details about any of these committees or their specific goals, contact Christina at (970) 824-5689.

Craig Mental Health Center
A Division of Colorado West Regional Mental Health, Inc.
439 Breeze St. • Suite 200
(970) 824-6541

Large to Small We Care for them All Kelly Hepworth, D.V.M. Neil McCandless, D.V.M. Gary Visintainer, D.V.M.
24 EMERGENCY SERVICE Hour
BEAR CREEK ANIMAL HOSPITAL
(970) 824-5964
(970) 824-7567 Fax
2430 E. Victory Way Craig, Colo.

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970-824-6568 • EMERGENCIES CALL 970-824-5593 • 970-824-3745

The CITY OF CRAIG

supports local businesses.

Shop Craig

The Chamber's 12-member board of directors meets at 11:30 a.m. the second Thursday of each month. Members are always welcome.