

VOICE OF Business

Volume 6 • Issue 5



31ST ANNUAL ELKO HOME AND BUSINESS EXPO MOTHERS DAY WEEKEND, MAY 9TH & 10TH

The Elko Area Chamber of Commerce proudly presents the 31st Annual Elko Home and Business Expo this month. This annual expo will be sold out! This year we have new and returning Vendors

Our Annual Grand Prize Give-a-Way is better than ever thanks to:

- Elko Broadcasting, Plumblin Mechanical, Taylor Chiropractic, Home Depot, Newmont Mining, Gateway RV, Elko Federal Credit Union, Bella Interiors

This year we will have a food court on or near the patio presented by: Wingers, the Hilton Garden and Come & Get It Kettle Corn, LLC. We will also have Chamber Check raffles and other special raffles & prizes.

Showing all the new items for 2009 include exhibitors of RV's, boats, spas, sewing machines, cooking demonstrations, "As Seen on TV" products, landscaping and gardening products, interior and exterior design ideas and too many more to name them all.

The 31st Annual Elko Home and Business Expo is presented by the Elko Area Chamber of Commerce and many Chamber Members. Support your fellow members and join us for the fun on Mother's Day Weekend, May 9th & 10th!

Chamber Check

Total.....\$5,700,954

Business After Hours

Thursday, May 21

Desert Design

220 Idaho Street

5:30 p.m. - 7:00 p.m.

See Page 6 For More Information

Government Affairs Committee

Every Monday

Stockmen's • 12:00 p.m.

Ambassador's Lunch

Thursday, May 14

Round Table Pizza • 12:00 p.m.

HOME SHOW • MAY 9 & 10

MISSION STATEMENT: The Elko Area Chamber of Commerce Promotes Economic Growth and Stability Through Advocacy and Communication in Service of Our Business Members.

GOODBYE GREAT BASIN BANK CHAMBER MEMBER & 'PARTNER IN BUSINESS'

On behalf of the Elko Area Chamber of Commerce, we would like to thank the management and staff of Great Basin Bank for their support of the Chamber these many years.

Great Basin Bank has truly been a "Partner in Business" with the Chamber by supporting and attending every Chamber event and project; with donations, participation and labor. Members of Great Basin Bank have served in many capacities for the Chamber from President and Chairman of the Board, Board members, Ambassador Committee members, Government Affairs Committee members, and the list goes on. The employees of Great Basin Bank always provided good customer service, and treated every customer as family. We look forward to the same dedicated relationship with Nevada State Bank.

ELKO AREA Chamber Commerce

Board of Directors

President & Chairman of the Board
Mark Smith
Great Basin Bank

First Vice President
Todd Valline
UNR Fire Science Academy

Second Vice President
Greg Brorby
NV Energy

Treasurer
Nichole Volk
Northeastern Nevada Regional Hospital

Past President
Matt McCarty
Gold Dust West Casino

Board Members

Kevin Ancell
Frontier Communications

Mike Ayala
Plumblin Mechanical

Coralee Griswold
Chilton Engineering

Tyler Gunter
Elko Broadcasting

Pam Jensen
Actax, Inc.

Mary Korpi
Newmont Mining

Ken Manning
Hatch-Nevada Western Op

Marissa McConnell
Trinity Realty

Katie Neddenriep
Barrick Gold of North America

Tammi Santistevan
Bookstore

Dawn Stout
Touch of Heaven Spas

"CC" Swafford
KENV-TV

Wade Taylor
Taylor Chiropractic

Norlene Wilson
Greenhouses & More

Deb Zander
Cummins Rocky Mountain

Staff

LaVon Thomsen
Chief Executive Officer

Billie Schierman
Membership Director

Mary Kelly
Bookkeeper

Anna Gonzalez
Administrative Assistant

Contact Information

775.738.7135 tel
775.738.7136 fax
1405 Idaho St., Elko, NV 89801
www.elkonevada.com

CHAMBER MEMBERS OPTIMIZE!

Many Chamber Members attended the Website Optimization Workshops on April 24th at Great Basin College. If you were unable to attend, or don't understand Optimization and want to see first hand what Optimization can do for you, we invite you to go to the Chamber Website at www.elkonevada.com and look in the Member Directory for the following businesses:

Elko Sew Vac, Cucina Fresca, Anacabe's Elko General Merchandise, Simple Pleasures, Rodeway Inn, Ruby Mountain Hot Air Inc (hot air balloons) Muleys Bar & Restaurant, Greenhouses 'N More, Mishmash & Muddle, Hunter Travel, Imagine Technology, Coldwell Banker, Custom Stained Glass, and more.

Any Chamber Member whose listing has a 'more info' button, has Optimized. We challenge every Chamber Member who has not Optimized, to visit other Chamber Members pages on the Chamber Website, and see the potential this newly designed website has for your business. This website is for YOU, to help drive more customers to your business, and it is included in your Chamber membership!

REMEMBER TO CHECK THE CHAMBER WEBSITE CALENDAR FOR WHAT'S HAPPENING IN THE ELKO COMMUNITY!

GOVERNMENT AFFAIRS COMMITTEE - is meeting every Monday at noon, upstairs at the Stockmen's Casino. This lunch meeting is open to all members and the public who are interested in being informed about the bills being considered by the Legislature. This Committee has been very active, and has written many letters to our elected officials concerning issues important to our community. After sending letters to government officials voicing concerns over the Loss of Postal Services in Elko, the Committee Chairmen met with Postal officials to address those concerns. Another issue brought before the GAC Committee is the issue of NFS Road Closures. The Chamber has been asked to get involved on this issue that could effect the Elko economy by over \$10 million each year in loss of sales, taxes and revenues generated by mining and new mining exploration, hunting, 4-wheel & ATV off-road sports as well as tourism.

ELKO AREA LEADERSHIP INSTITUTE - Please see the insert in this newsletter for what is happening with the EALI committee!

YOUNG PROFESSIONALS - Celebrate Cinco de Mayo with the Young Professionals Club
The Young Professionals Club will gather once again for socializing and networking on Tuesday, May 5th. Dos Amigos restaurant has graciously agreed to let us take over their patio to celebrate Cinco de Mayo from 6-8pm. Tell your "Young Professional" friends and employees to come join us for a margarita and to make new friends as well as catch up with old ones. We hope to see you there!

AMBASSADOR COMMITTEE - Participated in the Elko Green-up Day
AMBASSADOR OF THE MONTH - GAYLE MCCOY

I have been an ambassador for the past seven years. I have been involved with Shopping for Seniors, Sherman Station dinner, Business after hours, Take Pride in America and the Balloon Festival. I enjoy serving our community and my church. My hobbies are activities with my grandchildren, hot air ballooning, hiking, crafts, reading and going to movies with friends.

SHERMAN DINNER - Organizational meeting May 1 at Pizza Barn at noon. Volunteers and sponsors are needed for the dinner event.



Gayle McCoy

OPTIMIZE YOUR CHAMBER WEB PAGE! Direct Business to Your Door!

Participate in the added Free Marketing Tools created for your use.
Contact the Chamber for assistance at 775-738-7135.

AROUND TOWN WITH BILLIE

Billie Schierman, Membership Director



Billie Schierman

If April showers bring May flowers..what does April snow bring? That's Nevada weather; you never know what to expect.

The 31st Annual Home and Business Expo will be held on May 9th and 10th at the Convention Center. Even though the show is held on Mother's Day week-end, there are still plenty of things for Dad too. There will be a Backyard Giveaway, and this year we will also be raffling off Chamber Checks. This is not including all of the giveaways from the different vendors. Bring the whole family and come check it out.

We have had nice turn outs for Business After Hours. This is a great networking opportunity for brand new and established businesses alike. Remember to mark the 3rd Thursday of every month on your calendar and take the time to attend Business After Hours. You will be surprised what it can do for you and your business. This month Desert Design Carpet One will be your host; they will also have a booth at the Home & Business Expo.

Happy Spring! I'll be seeing you around town *Billie*



CUMMINS ROCKY MOUNTAIN GROUND BREAKING

Board of Director Deb Zander participated in the Ground Breaking of their new facility. Also attending were Chuck Faul, Operations Manager; Eric Sparks & Tom Ford, Corporate Officers; and representatives from the City, ECEDA and various other local business leaders. Congratulations Cummins Rocky Mountain for your investment and expansion in the Elko economy.



THANK YOU FOR THE BEAUTIFUL FLOWERS!

Every year the Elko Garden Club plants flowers in the Chamber barrels. This fantastic group also cleans up the flower beds around the historic Sherman Station. All flowers and labor is donated at 100% by the club. This beautiful display shows off the Chamber and the community as visitors often stop here first.

Please thank members of this fine organization and tell them how much we appreciate their efforts every year!

CHAMBER BENEFITS

- Chamber Checks
- Business Listings
- Referrals
- Newsletter
- Advertising Packages
- Free Notary
- Meeting Room
- Website Ad Space

CHAMBER NETWORKING

- Business After Hours
- Customer Service Awards
- Government Affairs Committee
- Chamber Ambassadors
- Events

GET INVOLVED

- Improve your bottom line.
- Expand your Networking.
- Enhance your Creditability.
- Gain Increased Visibility through Cost-Effective Marketing.
- Achieve Recognition.
- Give Back to your Community



April BAH: Muley's Bar & Grill

Chamber Business After-Hours

THURSDAY, MAY 21

Desert Design

220 Idaho Street

5:30 p.m. - 7:00 p.m.

For more information or to sign up to host, contact the Chamber at 738-7135.

Mother's Day Weekend!

The Elko Area Chamber of Commerce
Thirty-first Annual

Home & Business



Vendor booths are going fast so reserve yours today!

Discounted rates for Chamber members.

Saturday May 9th - 9:00 a.m. - 5:00 p.m.

Sunday May 10th - 9:00 a.m. - 4:00 p.m.

For more information call Billie 738.7135

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	BOD Meeting Sherman Station, 6:30 a.m.	5	6	7	8 Home Show 9
Home Show 10	GAC Meeting Stockmen's, Noon 11	12	13	Ambassador's Lunch Round Table Pizza, Noon 14	15	16
17	18	19	20	Business After Hours Desert Design, 5:30 p.m. Veteran's Memorial Parade Downtown, 6:00 p.m.	21	22 23 Memorial Day Weekend
24	25	26	27	Exec. Board Meets Sherman Station, 7:00 a.m.	28	29 30
31	Memorial Day					

HAVE A FANTASTIC MEMORIAL DAY!

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	BOD Meeting Sherman Station, 6:30 a.m.	2	3	4	5 6
7	GAC Meeting Stockmen's, Noon 8	9	10	Ambassador's Lunch Round Table Pizza, Noon 11	12	13
	Elko Mining Expo	Elko Mining Expo	Elko Mining Expo	Elko Mining Expo	Elko Mining Expo	
14	15	16	17	Business After Hours Goddard/VFW Hall, 5:30 p.m.	18	19
					Elko Motorcycle Jamboree	Elko Motorcycle Jamboree 20
Elko Motorcycle Jamboree 21	GAC Meeting Stockmen's, Noon 22	23	24	Exec. Board Meets Sherman Station, 7:00 a.m.	25	26 27
Lamoille Country Fair 28	29	30				

April 2009 Statistics Relocation Packets • 52 Visitors • 520 Lodging • 39

These numbers listed above do not reflect the hundreds of brochures and promotional items picked up in person.

APRIL 2009 NEW MEMBERS

Argo Company Inc

Screen Printing, Embroidery & Ad Specialty
Brent Trappon/President
507 Grandview Dr
Twin Falls ID 83303
208-733-7175

F&M Sales

Distributor-Medi Rub Massagers
Mabelle & Fred Falter
10788 So Wells
Yuma AZ 85365
208-397-8012

Northern Scents

Scentsy Wickless Candles
Jody Harmon/Owner
585 Gallinas Dr
Spring Creek NV 89815
775-753-7913

Culligan of Elko

Water Conditioning, Filtration,
Purification & Bottled Water
Ernie Aldridge/Owner
2180 Suite J Pinion Rd
Elko NV 89801
775-777-1107

Nevada Environmental

Water Filtration
Matt Faiella
Arthur Mitchell
30 OHMPL #1
Reno NV 89502
775-331-1144

Papa Murphy's Pizza

Take & Bake Pizza and Pasta
Jerry & Dana Murphy
2560 Mt City Hwy
Elko NV 89801
775-738-3800

PERSEVERANCE PAYS OFF

It is impressive to see the many Chamber Members in the Elko area with the ability to hunker down and keep business as usual during the financially difficult times cities all across the nation have been facing. The spin-off affects of the national economic downturn has an impact on everyone one way or another.

These companies appear to have prepared for the 'rainy days' and have been able to adapt and diversify with the times. Through out history, others have overcome the odds and have persevered the difficult times.

Inventor Chester Carlson pounded the streets for years before he could find backers for his Xerox photocopying process.

Dr Seuss' first children's book was rejected by 23 publishers. The 24th publisher sold six million copies. His perseverance resulted in entertaining, challenging and educating millions of children.

In his first three years in the automotive business, Henry Ford went bankrupt twice.

In 1902, the poetry editor of the Atlantic Monthly returned the poems of a 28-year-old poet with the following note: "Our magazine has no room for your vigorous verse." Robert Frost persevered.

We may never make history, but whatever our dreams are the willingness to "keep on keeping on" will determine our measure of success. We applaud and support our Chamber Members for their perseverance. You set an example for many other businesses in our struggling economy.

BUILDING A NETWORK - ONE PERSON AT A TIME

One of the most challenging experiences in the life of a company owner, according to a recent USA Today poll, is connecting or networking with new people. Many business professionals hesitate to attend networking functions because they are now sure what to say when meeting other business professionals in a social setting.

"Networking is the act or process of informally sharing information or support, especially among members of a professional group." (Webster's Dictionary)
True networking is the exchange of relevant information that can create new business. The best way to get relevant information is to ask question.

Because networking has changed, the value of networking comes from referrals generated by networking. Referral business is the most comfortable and least risky business. Successful business professionals have a networking plan and strategy. They network in all directions, tracking their new contacts. Overlapping and interconnected circles of friends, business associates, customers and committee members, etc., drive your personal economic success.

Networking is an enrichment program, not an entitlement program. You earn new leads and referrals by becoming a savvy networker who shares a skill with successful leaders. Rather than viewing networking as a time waster, you respect it as an investment that will reap rewards both personally and professionally.

The Elko Area Chamber of Commerce has established networking events such as Business After Hours and the new Young Professionals and each are designed to share business referrals and contacts with each other.

The Chamber lists every member business on the website, www.elkonevada.com, and in thousands of business directories that are given out every year. However, that visibility is exponentially increased by the presence of that business at networking events and service on various volunteer committees. Networking has no limits and is a great way to build better business relationships.