

RIFLE CHAMBER SCOPE

JANUARY 2010

RIFLE CHAMBER
2010
CORNERSTONE
PARTNERS



Inside . . .

- **Changes to the Business-4-Lunch Program!** *Page 2*
- **State of the Community Lunch Tickets Go On Sale** *Page 3*
- **Business Intelligence Report** *Page 4-6*
- **Calendar of Events** *Page 7*

HAPPY NEW YEAR!

THE CHAMBER SALUTES OUR 2009 VOLUNTEERS !

The Rifle Area Chamber of Commerce would like to salute our dedicated volunteers of 2009! Without you, the Chamber would not be able to meet the various goals and objectives we set out to accomplish each year! Thanks to you, your families and your employers for allowing you to spend your time with us!

Aaron Fero	Gina Reece-Long	Kristen Hodgden	Russell Disberger
Adam Beal	Heidi Wright	Larry McCown	Sally Brands
Andi Johnson	Helen Rogers	Linda Hunter	Scott Becker
Barb Suits	Jace Braun	Linda Morcom	Shari Neuroth
Bill Desormeau	James Ingram	Lisa Caskey	Sharon Church
Bill Eiland	James Sharrar	Lynn Churchill	Sher Long
Bob Dils	Jason Freharely	Lynn Ensley	Starla Haynes
Bob Rensberry	Jeanice Freeman	Maddie Carter	Susan Nichols-Alvis
Bruce Camiletti	Jeff Seastone	Mark Fergen	Tad Holloway
Cami Taylor	Jenn Diven	Mark Hanson	Tami Sours
Cheryl Minter	Jim Stoneman	Mary Desormeau	Taylor Churchill
Chris Pearson	Jim Voorheis	Mike Deter	Theresa Hamilton
Cindi Fenney	Joanne Nelson	Mike Neubauer	Tom Boas
Connie Guerette	John Scalzo	Monique Speakman	Tom Rugaard
CSI Security	Jordon Churchill	Natalie Bowman	Tom Slappey
Dale Wilson	Joy Wentzel	Nathan Lindquist	Tom Whitmore
Dan Alvis	June Renfro	Oliver Caldwell	Travis Bruch
Dave Hall	Justin Hale	Pat Maliszewski	Vera Vasquez
David Saelens	Karen Rhoades	Ralph Koehler	
Dee McCown	Karrie Fletcher	Randy Winkler	
Gary Miller	Kay Hopkins	Renee Bruch	
Gil Frontella	Keith Goddard	Rich Carter	

TAKE ADVANTAGE OF ALL YOUR CHAMBER BENEFITS . . . AND HERE'S HOW!

The Rifle Chamber has partnered with our software provider ChamberMaster, and throughout the month of January they will be helping us contact all our Chamber Members to update their account information. Please take the time when they contact you to verify that your information is listed correctly.

Also during that time you can also get information on the many FREE online benefits your chamber includes with your membership. As a bonus, we will be offering **FREE online webinar training classes** for

(Continued on page 3)



Silvertip Printing Co., LLC
625-2408

SCREEN PRINTING ● OFFSET PRINTING ● COPIES

Mention this ad and receive 10% off any new order or re-order on copies & tee shirts

1930 Railroad Ave. #3 Rifle, Colorado

Located North of the Fire Station, first turn-in on the right, behind building by the street



BUSINESS-4-LUNCH

**RIFLE CHAMBER'S
MONTHLY MEETING**

Sponsored By:



H&R BLOCK®

CHANGES TO THE BUSINESS-4-LUNCH PROGRAM!

In 2010 sign-up online for the Business-4-Lunch Meetings and **SAVE \$5!** Cost for the luncheons will be \$10, if registered in advance online, and \$15 at the door.

Join us at our next Chamber Networking Business - 4 - Lunch Meeting on Thursday, January 21 from Noon - 1:30 p.m. at the Garfield RE-2 School District Administrative Building - Learning Opportunities Center.

Our guest speaker will be John Shepherd with H & R Block discussing, *everybody's favorite subject . . .*

TAXES

The Changes Every Business Should Know!

The Business - 4 - Lunch Meeting sponsor will also be H & R Block and Rib City Grill will cater the lunch.

And special treat just for us!

ChamberMaster representative Jeff Birks will be attending our Business-4-Lunch Meeting on January 21. We encourage you to attend if you wish to speak with him personally about designing your own internet marketing campaign or any questions that you might have about using ChamberMaster.

Business-4-Lunch Meeting sponsorships are available on a first come, first serve basis. For a \$150 sponsorship fee your business will be given special

BUSINESS AFTER HOURS



Sammy's
ON PARK AVENUE
FINE DINING • COCKTAILS

hosts the 1st Rifle Chamber

BUSINESS AFTER HOURS

in 2010!

**Thursday, January 28 from
5:00 p.m. - 7:00 p.m.**

at 412 Park Avenue in Rifle

See invitation enclosed for details!



WELCOME NEW MEMBERS

Hogback Trucking, Inc.

Kaycee Manuppella
918 County Road 352
Rifle, CO 81650
(970) 309-6322

New Ute Theater Society, Inc.

Tom Stuver
120 West 3rd Street
Rifle, CO 81650
(970) 625-1887

Construction Surveys, Inc.

Deanna Bauer
12 Sunrise Blvd.
Silt, CO 81652
(970) 876-5753

The Pentecostals of Rifle

Pastor Randy Fries
Inside the Bowling Alley
0023 Highway 325
Rifle, CO 81650
(970) 404-2697

opportunities to promote your business throughout the event. Sign-up early, as we have already started taking reservations for 2010 and there are only a few sponsorships left, contact Annick Pruett at (970) 625-2085, ext #3.

HAPPY NEW YEAR!

WOMEN IN BUSINESS

Networking, Networking, Networking.

Networking is one letter away from NOT working! The Rifle Chamber's Women in Business group is an awesome opportunity to network with other women in business in the Rifle area and develop new relationships. **Each month is a completely different, you can't just come once!** New women join every month, so each time you'll meet someone new!

January's meeting will be January 19 from noon to 1:00 p.m. at the Garfield RE-2 School District - LOC. This event is FREE, B.Y.O.L (*bring your own lunch*). Sponsored by **Wells Fargo Bank**.

YOUNG PROFESSIONALS

Thank you for making this program so successful when we launched it in 2009! We are looking forward to what 2010 will have in store!

KICK OFF the new year with the New Year's resolution to meet new friends and expand your business. This YP Group can help you do that!

Meet with other local YP's ages 21-39, and together, help each other address challenges and provide solutions, advice and guidance. This is an awesome opportunity to network and develop new relationships, as well as a chance work together to create new programs and events that will specifically be geared toward today business YP!

January's meeting will be Tuesday, January 12 from 5:30 p.m. - 6:30 p.m. at Fiesta Guadalajara.

(Continued from page 1 . . . ChamberMaster)

you to take that will explain how easy it is to use ChamberMaster and help you understand all it's features (*Hot Deals, Job Postings, Calendar of Events, Business Directory, NAVTEQ Mapping System, Google Mapping, and much more*). Sign up early for these webinar classes are limited to the first 10 members who sign-up, per class. Visit our website www.riflechamber.com - *Calendar of Events* for dates, and times of the classes, and to register.

But most importantly ChamberMaster will be helping us sell website advertising on our Chamber website: www.riflechamber.com. On average the Chamber's website receive 350 visitors per day. Many of our members don't even know that our website advertising packages affordability start as low as **\$9 per month!** If you wish to be contact **first**, please respond to the Chamber (970) 625-2085, ext #2 or contact our ChamberMaster representative Jeff Birks: jeff.birks@chambermaster.com.

And a special treat just for us! Our ChamberMaster representative Jeff Birks will be in Rifle to meet and greet our local businesses. He will be attending our Business-4-Lunch Meeting on January 21 if you wish to speak with him personally.

GEORGE PEARSON AGENCY

"The Name You Can Trust In Insurance"

829 Railroad Avenue
Rifle, Colorado 81650
970.625.4742

5TH STATE OF THE COMMUNITY LUNCHEON

Thursday - February 4, 2010
from Noon to 2:30 p.m.
at Columbine Restaurant

TICKETS must be purchased in advance, ONLINE ONLY, and will go on sale starting January 11 (9:00 a.m.)

Presenting the Rifle Community trends of 2009 and forecasting for 2010

Featuring:

Rifle Mayor, Keith Lambert
Garfield County Commissioner, Mike Samson
Dr. Stan Jensen, Colorado Mountain College
Martie Wisdom, Grand River Hospital District
Jim Felton, Bill Barrett Corporation

Cost for the event is:

\$25.00 for Rifle Chamber Members

Limited seating, tickets must be purchased in advance, starting January 11 (9:00 a.m.) online at www.riflechamber.com

BUSINESS INTELLIGENCE REPORT

STRATEGIES AND TRENDS FOR THE SUCCESSFUL BUSINESS

MAKE 2010 A BREAKTHROUGH YEAR

WITH EACH NEW YEAR, I urge clients to dust off the past year's business plan and compare it to what is really going on. Many people, believe it or not, forget what they committed to for the year. Oh, they know their sales and profit projections, but most people don't pay close enough attention to the other issues, such as, market development, new customer growth, distributor relationships, customer service improvements, even new products — all the things that make it possible for a business to grow and prosper year after year.

If you haven't done so recently, now is a great time to review the past year's results and plan for the new year. Take a look at how you did compared to how you hoped you would do. If you've already built this year's plan, you may want to consider it in a new light.

THIS YEAR, SKIP THE UNINSPIRED BUSINESS PLAN AND TAKE A NEW APPROACH TO CREATING AN ACTION PLAN FOR SUCCESS.

The Typical Approach to Planning

Start by setting a goal for this year's sales growth. This figure is often arrived at by multiplying last year's results by some acceptable factor. In business school they taught us to use 10% if we didn't have a better idea. This 10% shows up again and again. Standards vary from industry to industry, ranging from 5% to 25%. But in today's economy, many people will consider it a win if they just remain even with last year.

Next, add solutions to a few key problems you've been meaning to address. Follow this by some enhancements to your product line, and there you have it, instant plan!

Breakthrough Planning

I encourage people to think differently. Here's

a process I've used with all kinds of clients; it has led to some truly inspiring — and profitable — results:

Step 1: What do you want to accomplish?

What do you, in your heart of hearts, want to accomplish this year? The key words here are "want to." Not what do you think will happen, not what will the market let you do, but what do you want to do?

When you answer this question, it does help to think about financial matters (revenue, profits, cash flow — as if anyone wouldn't), but also consider other nonmonetary details as well.

Think about what new products or services you'd like to introduce, what markets you'd like to branch into, how you'd like to improve your relations with customers, how many new distributors you'd like to add, how you will make things better for your employees, partners, even your community, and of

course, what lifestyle and "work-style" changes you'd like for yourself.

For each target or goal you are about to set, why do you want to set it? Make sure your reasons strongly support you.

Step 2: Learn from last year's results. This is something many of us simply don't do.

For example, make this year the year you act on the knowledge that it takes three months to train a new distributor, not the four weeks you generally plan for. You'd be surprised at how many entrepreneurs repeat variations on the same mistakes over and over again.

Deliberately capturing the lessons of the past year, and thinking about how to use that new knowledge, can provide major opportunities to boost profits.

Step 3: Set targets. Set targets that will inspire you and your team to get out of bed every morning

Happy New Year! From your friends at:

 **Bank of Colorado**

THE WAY BANKING SHOULD BE

 Member FDIC

RIFLE 1200 Railroad Avenue, 970.625.1266 * bankofcolorado.com



Caught Ya Looking!

**YOUR AD COULD BE HERE
CONTACT ANNICK PRUETT AT THE CHAMBER
(970) 625-2085, EXT #3 FOR DETAILS!**

(even when it's snowing.)

Instead of using that 10% multiplier, or 25% or whatever, come up with growth numbers that you believe in and which will make it all worthwhile. Say you are committed to 35% growth. But you've never had more than 15%. Well, how are you going to do that? What would it take? Is it possible? If you believe it is, but you don't know how yet, don't worry. You'll tackle that in a minute.

Step 4: Consider the critical success factors. Now is the time to review changes in your market. Are there new factors — changes in customer buying behavior, shifts in the demographics, new issues in your industry and fresh competitor activity? Consider how these changes will make it easier or harder to achieve your bold targets.

Do any of these changes cause you to rethink the targets you've set? If so, go back and make adjustments.

Figure out how to reach the targets in Step 3. How can you achieve the targets you just set? Do you know how? Will that plan work? You may have to work backwards using the Merlin Method (Merlin was a wizard who was born old and lived his life getting younger. What he called seeing the future was really just looking into his own past). Use this idea to create action plans.

Visualize those bold targets as already met. Looking back from the future to the present, ask what was the final step or milestone you achieved before completing the goal? What was the step before that? And before that? Continue all the way to the present day. Check for reasonableness.

That's your action plan. Believe me, this works! Do this for each of your targets and goals, then execute that plan, and you can almost guarantee a breakthrough year.

Paul Lemberg, business coaching expert and growth strategist, is President of Axcelus Consulting, offering advanced business acceleration for entrepreneurs. His newest book, *Be Unreasonable* (McGraw-Hill), recently reached #3 on Amazon.com's business list.

Visit www.paulleberg.com.

GENERATE WORD OF MOUTH REFERRALS

Generate more word-of-mouth referrals by co-branding educational content. If you've created tip sheets, how-to articles or other useful information to use for lead generation (e.g., an accountant's "10 Little Known Ways to Cut Your Taxes in Half"), consider reaching out to strategic partners and offering to let them use your free report. Let them add their logo and contact information and provide it to their customers and prospects. Take this concept further by turning a report topic into a seminar. By creating a compelling, nonsales-oriented workshop, you can offer it to your strategic partner's prospects. It's a win-win situation — they both get to offer great content to their customers and get to meet and greet each others' customers. Plus you'll be referred to as the expert.

Source: John Jantsch, www.openforum.com

HARVARD STUDY: WHAT REALLY MOTIVATES EMPLOYEES

When researchers from Harvard Business School asked managers to rank the impact on employee motivation of five workplace factors commonly considered significant, recognition for good work came out number one. Unfortunately, those managers were wrong.

(Continued on page 6)

TIPS FOR GROWING YOUR BUSINESS

IN 2009, NEARLY
25,000 PEOPLE
SEARCHED THE
RIFLE CHAMBER'S
ONLINE BUSINESS
DIRECTORY
LOOKING FOR
BUSINESSES IN
RIFLE . . .
LOOKING FOR
BUSINESSES LIKE
YOURS!

(Continued from page 5)

A recent multi-year survey of knowledge workers reveals the top motivator of performance — and amazingly, it's the factor managers ranked last. It's *progress*. Progress came out ahead of collaboration, instrumental support, interpersonal support and important work. By analyzing daily diary entries and ratings by participants, researchers found that on days when workers feel that they're making headway on their jobs, or when they receive support that helps them overcome obstacles, their emotions are most positive and their drive to succeed is at its peak. On days when they feel they are spinning their wheels or encountering roadblocks to accomplishment, their moods and motivation are lowest.

This is great news for managers because they have powerful influence over events that facilitate or undermine progress. Managers should take great care in clarifying overall goals, ensure that people's efforts are properly supported and refrain from exerting time pressure so intense that minor glitches are perceived as crises rather than learning opportunities. Avoid impeding progress by changing goals autocratically, being indecisive or holding up resources.

As for recognition, the diaries revealed that it does motivate employees and lift their mood. So celebrate progress. But there will be nothing to recognize if people aren't genuinely moving forward.

Source: Harvard Business Review, January-February 2010

THE 5 SKILLS OF REAL INNOVATION

What is the secret of true innovators? Professors from Harvard Business School, Insead and Brigham Young University have just completed a six-year study of more than 3,000 executives and 500 innovative entrepreneurs. The researchers identified five skills that separate the blue-sky innovators from the rest: associating, questioning, observing, experimenting and networking.

Associating is the ability to connect seemingly unrelated questions, problems or ideas from different fields. The researchers say it's the key to innovators' ability to think outside the box.

Questioning is the innovators ability to constantly ask questions that challenge the common wisdom. They ask "why?", "why not?" and "what if?"


When *observing*, executives scrutinize common phenomena, particularly the behavior of potential customers.

By *experimenting*, innovative entrepreneurs actively try out new ideas by creating prototypes and launching pilots.

Finally, *networking* innovators go out of their way to meet people with different ideas and perspectives. This allows them to see patterns before others can.

The researchers say anyone can be a better innovator just by acting like one. For example, to improve your questioning skills, identify a problem and write nothing but questions about it for 10 minutes a day for 30 days. Over time, the questions will change, and so will your understanding and approach to the problem.

Source: CNN.com, November 26, 2009




RifleWorks

Serving the Valley Since 1993!

Business Support Services....and so much More!
* Employment Staffing * Payroll * New Business Set-up * Invoicing * Bookkeeping * Secretarial

325 Railroad Ave.
625-4440
www.rifleworks.biz



JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Chamber Office CLOSED <i>Holiday</i>	2
3	4	5	6	7	8	9
10	Tickets go on sale For State of Community Luncheon 9:00 a.m.	FREE ChamberMaster Webinar 1:00 p.m. YP Group 5:30 p.m.	13	FREE ChamberMaster Webinar 10:00 a.m. Ambassador's Meeting Noon	15	16 12th Annual Rifle Gap Ice Fishing Tournament
17 12th Annual Rifle Gap Ice Fishing Tournament	18	19 Women in Business Noon	20	21 Business-4-Lunch Meeting Noon	22	23
24	25	26	27	28 Business After Hours 5:00 p.m.	29	30
31						

MARK YOUR CALENDARS!

5th State of the Community Luncheon

Thursday, February 4, 2010

YP Networking Group

Tuesday, February 9, 2010

Women In Business Network

Tuesday, February 16, 2010

Garfield County Fair Parade

Saturday, August 7, 2010

Visit www.riflechamber.com

for more information

on other events happening within the community

POST YOUR EVENT FOR **FREE**
ON THE CHAMBER'S WEBSITE. CALL THE CHAMBER
TO SEE HOW (970) 625-2085, EXT #2

RIFLE AREA CHAMBER OF COMMERCE

Our Mission

The Rifle Area Chamber of Commerce is the voice for member businesses, representing, advocating & working to enhance the business environment.

Our Vision

Our vision is to be the definitive resource for business in the Rifle area.

RIFLE AREA CHAMBER OF COMMERCE

200 Lions Park Circle • Rifle, CO 81650

(970) 625-2085

(970) 625-4757 fax

mail@riflechamber.com

www.riflechamber.com

Annick Pruett

President / CEO

Andrea Maddalone

Member & Visitor Services

Blair Bracken

Event Coordinator

Scott Becker

Board of Directors, Chairman

Jeanice Freeman

Board of Directors, Chair Elect

Joy Wentzel

Board of Directors, Treasurer

Lisa Caskey

Board Member

Mark Fergen

Board Member

Joanne Nelson

Board Member

Chris Pearson

Board Member

David Saelans

Board Member

Randy Winkler

Board Member

LIBERTY
home loans

LISA CASKEY

Senior Loan Officer

Mobile: 970.618.2039

Office: 970.625.8686

Fax: 970.625.2427

Email: LisaC@LibertyHomeLoans.com
www.LibertyHomeLoans.com

216 W. 3rd Street, Suite 105
Rifle, CO 81650



exceptional healthcare, locally

Family and Internal Medicine
Gynecology
Emergency Department 24/7
Diagnostic Imaging
Laboratory Services including Drug Screens
Inpatient & Outpatient Surgery
Physical and Occupational Therapy



Hours: Friday 5-8pm, Saturday 10am-5pm
Sunday 12-5pm

501 Airport Road in Rifle
A Service of **Grand River Primary Care**
625-1100

Grand River Hospital District

501 Airport Road • Rifle, Colorado 81650
For information call 970.625.1510 or visit www.grhd.org

LEADERSHIP. ACCESS. ADVOCACY.



THE RESOURCE FOR YOUR BUSINESS.

PRESORTED
STANDARD
U.S. POSTAGE PAID
RIFLE, CO
PERMIT NO. 10

RIFLE AREA CHAMBER OF COMMERCE