

THE BRIDGE STREET JOURNAL

A MONTHLY PUBLICATION OF THE
SARATOGA/PLATTE VALLEY CHAMBER OF COMMERCE
JULY 2010



INSIDE THIS ISSUE:

| | |
|---|---|
| News | 1 |
| From the Office... | 2 |
| Did you know... For more Information... | 3 |
| News for Members | 4 |
| Calendar of Events | 5 |
| Thank you! "Doing it Right" | 6 |



LEADERS LUNCHEON

Wednesday, July 14

Noon To 1:00 PM

At Platte Valley Community Center

Cost is \$12.00 per person

Please RSVP by noon on July 13

Join us at a round-table discussion about the
Hometown Heroes Program.
Let's brainstorm ideas for improvement, make
suggestions, answer questions and
share successes!



HOMETOWN HERO
CHAMPION LEVEL



HOMETOWN
HERO
CHAMPION LEVEL

SARATOGA/ PLATTE
VALLEY CHAMBER OF
COMMERCE
BOARD OF DIRECTORS

- *Russell Waldner*
President
- *Alyson Sneddon*
Vice President
- *D'Ron Campbell*
Treasurer
- *Jennifer Archibald*
- *Sarah Lincoln*
- *Lee Ann Stephenson*
- *Margaret Weber*
- *Stacy Willford*
- *Karen Youngberg*

STAFF

Stacy Crimmins,
Executive Director
Mary Joe Best,
Administrative Assistant

From the Office...**By the Numbers...**

- 1** **if you can't win with one ladder, go to the next!** Jon Schallert gives the example of the "Cola War". Only Coke and Pepsi can win that ladder, so why not go to another ladder—like "non-cola"—and work your way up?
- 2** **two heads are better than one!** Ask for ideas from your current customers—surely they know what can be improved about your product or service!
- 3** **host three events per year!** One should be for FUN, one should be for FUNDRAISING, and one for FRIENDS. Your 'friend' event is a great way to reach new customers.
- 4** **send at least four direct mailings each year!** Your newsletter, event postcards, or coupons are examples. Raise their 'top-of-mind' awareness!

Working for you—*Stacy Crimmins*, Executive Director

"I'm Sorry"

by Tom Shay www.profitsplus.org

This is a phrase I am getting very tired of hearing. Simply because people use it, and then do nothing. I was prompted to comment on this as I read a blog in which the writer, who had previously flown with Northwest Airlines, was impressed by something they experienced now that Northwest is a part of Delta.

It seems Delta did something to irritate a lot of customers on a flight. (I've had this experience more than once) Delta sent these passengers a form letter along with a credit of 25,000 miles to their frequent flyer account. The writer of the blog was impressed. I am not.

Several years ago there was a report about a similar situation. It was an airline, the now defunct TWA that learned there was a better way to impress a customer - listen to them.

TWA used to allow their staff to hand out 'checks' that were for amounts of \$50 to \$150 on the purchase of a future TWA ticket. If a person was mad, the TWA person simply handed these out.

Then someone at TWA had an idea. What if they were to listen to customers when they complained? They did so and then asked the customer how they would like the issue resolved. They found that customers asked for far less than what the TWA employee was willing to surrender. Many just wanted to voice their displeasure.

The cost of what the customer asked for was far less than all the 'checks' they had been handing out.

As a reminder, here are the seven steps to solving a customer complaint.

1. Thank the customer for taking the time to tell you about the problem. Most customers will not; they will just tell their friends and family how lousy your business is.
2. Ask the customer to tell you about the problem. The average customer will take less than one minute to explain.
3. Ask questions. This shows you are really interested as well as helps to calm down an angry customer.
4. Take notes. This also calms an angry customer. As you take notes the customer is likely to ask why. Your explanation is that you may need the notes as you call the manufacturer or someone else to help you solve the customer's problem.
5. Ask the customer what they think will be fair. I know this could be scary; reread the TWA story above.
6. Take the appropriate action and resolve the complaint.
7. Follow up with a phone call or note to ask if the solution has been to the customer's satisfaction.

The idea of saying, "I'm sorry" and then explaining to the customer why you have irritated them just makes them madder.

Did you know...

...that every **service or product has a life cycle**? How often does someone need a new car? A new gallon of milk? An new shovel? Are you marketing accordingly?

...that buyers are either **TRANSACTIONAL** or **RELATIONAL**? A person only concerned with price or getting the best deal is transactional. When you provide quality, value and great service, you have customers that are relational and loyal.

...that the **number one reason** a business fails is that they do not have an adequate marketing plan? Neither the amount and quality of marketing, nor the adequate budget to support that plan are accounted for in the start-up phase.

...that an **effective marketing plan** is made up of layers? Smaller, more frequent ads should be run first, then larger, less frequent ads.

...that your business should have a **signature event or product**? What

are you known for? A juicy, hand-crafted hamburger? Or an awesome money-back-guarantee? How about an annual trunk show with the newest designs? Make it your own!

...that July 18-24 is **NATIONAL INDEPENDENT RETAILERS WEEK**?

Break the big-box habit and shop at a locally owned store. One third of all purchases are made with a huge retailer.

...that the entries to the **"Voices of the Valley" photo contest** are on display at the Platte Valley Community Center? We have such great vistas, wildlife, and subjects to work with here in the Platte Valley!

...that the **Patient Protection and Affordable Care Act** could earn you a new IRS tax credit? If you pay employees health insurance premiums in 2010, you may be eligible to claim a new credit of up to 35% of premiums paid!

...that your website should have your **contact information** on each page? It should easy to find and include your



phone number and physical address. Many people use the internet for research only, planning to make purchases in person.

...that **women are clearly in charge**? When it comes to household spending, that is. Women control 80% of all household finances and bring home 45% of the total family earnings. And 22% of women ages 30 to 44 out earn their husbands!

...that each of us should do a **SWOT evaluation**? **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats. Do it often and evaluate your competition as well!



For more info:

Wyoming State News www.TheWyoNews.net

Sign up for a weekly e-newsletter with the top headlines affecting you. If you are tracking a bill during legislation, you can sign up for email alerts of its status, too.

For **'real-time' water data**, check out this website <http://waterdata.usgs.gov/wy/nwis/rt>

For example, at the mouth of the Encampment River, it was running 851 cfs on Wednesday afternoon.

ATTENTION NON-PROFITS:

As you re-elect new officers, please let us know!
We keep a database of all the Valley organizations and contact information.

Thank you for your cooperation!

June INQUIRIES

45 Visitor packets

5 Relocation packets

223 Walk-in inquiries

314 Telephone inquiries

7 E-mail inquiries

Web Site statistics

12,598 Page views
(up from 8,388 in May)

2839 Visits (up from 1937)

71.93 % New Visits

30.68 % Bounce Rate

15 EMC messages



RENEWING MEMBERS!

- Big Mountain Arts
- Carpets Etc.
- Deerhaven RV Park
- Kum & Go
- Mountain Valley Bank
- Red Sage Spa
- Sage & Sand Motel
- Saratoga Lumber & Supply

FYI- Stacy submitted an application to be considered a **"Top Ten True Western Town"** with *True West Magazine*. The application covered the entire Valley and featured our historic buildings, western events and natural resources.

WELCOME NEW MEMBER!



Rocky Mountain Elk Foundation
Ensuring the future of elk, other wildlife and their habitat

PO Box 1782, Saratoga Heath Cline
 elkzilla@union-tel.com www.RMEF.org

THANK YOU "HOMETOWN HEROES"



"STAR"

5N
RANCH

"STAR"



"STAR"



"STAR"



"STAR"



"STAR"



"STAR"



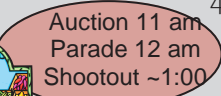







Saratoga Auto Parts
"STAR"

July 2010

Edward Jones
MAKING SENSE OF INVESTING

Bill Wright
(307) 324-5654

| MON | TUES | WED | THU | FRI | SAT | SUN |
|--|------|---|---|--------------------------|---|---|
| For complete details on Valley events, please visit www.saratogachamber.info and click on "Events" | | | 1 Town & Country Chamber Social  | 2 | 3 Music on the River Crafts and Art!  | 4 Auction 11 am Parade 12 am Shootout ~1:00  |
| 5 | 6 | 7 Chamber Meeting  | 8  | 9 | 10 River Poker Run "Valley of Antiques" Show | 11 |
| 12 | 13 | 14 LEADERS LUNCHEON | 15  | 16 "Rock on Water" | 17-18 Grand Encampment Cowboy Gathering/ Living History Days | |
| 19 | 20 | 21 | 22  | 23 PRRA RODEO | 24-25 Mountain Man Rendezvous | |
| 26 | 27 | 28 | 29  | 30 Brenn Hill concert | 31 Encampment School Reunion | Chess Tourney |

| MONTHLY MEETINGS | | | | |
|--|------------------------------------|---|---|--|
| 1ST MONDAY | 1ST TUESDAY | 1ST WEDNESDAY | 1ST THURSDAY | 1ST FRIDAY |
| Odd Fellows 7 pm | Town of Saratoga 6 pm | Chamber of Comm noon @ PVCC | Saratoga Lion's 6 pm @ Wolf | |
| Boy Scouts 7 pm @ SES | Cty Commissioners | Dirt Diggers 2 pm @ Enc library | Kiwanis 7 am @ Presbyterian Church | |
| | Parent Advisory 6 pm @ SHS | Saratoga Fire Dept 7 pm | | |
| | | Eastern Star 7:30 pm | | |
| | | Enc Planning Commission 7 pm | | |
| 2ND MONDAY | 2nd TUESDAY | 2nd WEDNESDAY | 2nd THURSDAY | 2nd FRIDAY |
| Saratoga Homemakers | Saratoga Planning Comm 5:30 pm | County United 9:30 am @ CCEC | Saratoga Recreation Comm 7pm | Saratoga Museum noon @ |
| Odd Fellows 7 pm | Saratoga Cemetery 7 pm @ town hall | Saratoga Impact JPB 6 pm | Valley Service Organization noon @ Wolf | |
| Scouts pack mtg 7pm @ SES | | | Town of Riverside 5 pm | |
| Cub Scouts 7 pm @ SES | | | Town of Encampment 7 pm | |
| | | | Saratoga Lion's 6 pm @ Wolf | |
| 3RD MONDAY | 3rd TUESDAY | 3RD WEDNESDAY | 3RD THURSDAY | 3rd FRIDAY |
| CCSD#2 4 pm @ central office | Cbn Cty Visitors Council 10:30 am | Cbn Cty Council Of Governments 6 pm | Saratoga Lion's 6 pm @ Wolf | |
| PV Comm Ctr JPB 4:30 pm @ | Cty Commissioners | Enc Planning Comm 7 pm | | |
| Boy Scouts 7 pm @ SES | Town of Saratoga 6 pm | | | 3rd SUNDAY |
| Odd Fellows 7 pm | Legion Auxiliary 6:30 pm | | | Saratoga's Finest 4-H 4 pm @ |
| | American Legion 7:30 pm | | | |
| 4TH MONDAY | 4TH TUESDAY | 4TH WEDNESDAY | 4TH THURSDAY | 4th FRIDAY |
| Rawlins Chamber mtg 11:00 | | Cbn Cty Economic Development Corp 5:00 pm @ various locations | Valley Service Organization noon @Saratoga Resort | |
| PV Arts Council 5:30 pm @ PVCC | | | Town of Encampment 7 pm | |
| | | | Trout Unlmt 6pm @ Whistle Pig | |
| Boy Scouts 7 @SES | | | Saratoga Lion's 6 pm @ Wolf | |
| LAST MONDAY | LAST TUESDAY | LAST WEDNESDAY | LAST THURSDAY | LAST FRIDAY |
| PV Independent Living Foundation 6:30 pm | | | | |
| | | Saratoga/Platte Valley Chamber of Commerce | | www.saratogachamber.info |



GOOD TIMES VALLEY

Saratoga-Encampment-Riverside-Ryan Park

Saratoga/Platte Valley
Chamber of Commerce

P.O. Box 1095

Saratoga, WY 82331

Phone: 307-326-8855

Email: info@saratogachamber.info
www.saratogachamber.info

July 2010

After Hours
Chamber Socials

Town & Country Realty

Thursday, July 1

4-7 pm

Join them for a BBQ!

Board Meeting

July 7 12:00 –1:30 pm

At Chamber office

All Members Welcome!

BYO lunch

To receive this newsletter by email, please call us at 326-8855!

To discontinue to receive this newsletter, please call!

Caught “Doing it Right”

Town of Saratoga

Department of Public Works

For keeping the health, safety and welfare of our residents a priority!

Responding to the ‘FLOOD of 2010’ in a timely and efficient manner,
and long days and hard work showed how much you care.



Cornerstone Realty, LLC

HOMETOWN HERO
VICTOR LEVEL



Hotel Wolf

HOMETOWN HERO
WINNER LEVEL