



LINCOLN COUNTY
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INGRAM

TREASURER:

WENDI MCKNIGHT

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Lincoln County Chamber of Commerce

VOLUME 2 ISSUE 5

MAY 1, 2009

From Your Customers' Perspective

Release Date: April 23, 2009

By [E-Myth Business Coach](#)

You may have heard the saying that a customer who buys a drill from you isn't actually buying a drill, they're buying a hole. They don't need a drill, they need what a drill provides, which, of course, is a hole. This is equally true for your business regardless of what you believe you are selling. And when it comes to effective and successful lead conversion recognizing this distinction can make all the difference in the world.

Do you know what it is that your customers or clients are really buying? Have you ever thought about the buying process from the viewpoint of your customers? Many of us are familiar with the experience of shopping for a new car: despite all the features and benefits touted by the brochures and the sales person, what we really care about is how a particular car is going to make us feel. What we are really buying is comfort, reliability, and a sense of style perhaps, maybe even a feeling of prestige.

A great question to ask every day is: "What have I done today to create a customer?" In that spirit, here are some ideas we've come across:

Speak Their Language!

Knowing what you are really selling can shape not only your lead conversion message and approach, but possibly your entire marketing strategy and tactics. The words you or your sales staff use to facilitate the purchase process should be crafted around the understanding of what it is that is being sold.

So Who's In Charge Here Anyway?

Another aspect of this approach is to emphasize the benefits for the customer from the customer's perspective. Too often, the typical sales approach is to focus on features, price, on how we are better than the competition, and so on. Too much talk about we, us, and ours. Customers, as much as we hate to admit it, don't care all that much about us - what they really care about are themselves! Consequently, we need to also. Our lead conversion presentation should be customer-focused: not focused on our business nor our product or service. That means really knowing your customers - knowing them as people and fellow human beings - not just faceless, generic "customers."

What Are You Really Selling?

Starbucks doesn't sell coffee drinks. McDonald's doesn't sell hamburgers. Bob's Backyard BBQs doesn't sell barbecues. In a variety of ways they are all selling *an experience*. So take some time to think about what it is that you are selling? Do you really know? Does your sales staff know?

For the full article please visit: <http://www.e-myth.com/cs/user/print/post/from-your-customers-perspective>

Community News

May Lava Java Specials

Week: 4-9 Almond Roca Mocha \$ 1.00 off

Week: 11-15 16OZ Italian soda \$2.00

Week 18-22 Kahlua Latte \$1.00 off (Kahlua is also available in Sugar Free)

Now Serving Strawberry Lemonade !!!! 16OZ \$ 2.50 ~ 24 OZ \$3.00

May Chamber Meeting

May's Chamber meeting will be held on Wednesday, May 20, 2009 @ 5:30 pm, Location will be announced. Diana Obenauer will be speaking on Employer Support of the Guard and Reserve (ESGR). Discussed will be: employers obligation to the Guard/Reserve employee as well as the employees obligation to the employer; building relationships between employers and today's Guard and Reserve; and the USERRA law.



ESGR Mission

We will gain and maintain employer support for Guard and Reserve service by recognizing outstanding support, increasing awareness of the law, and resolving conflicts through informal mediation.



The DoD volunteer agency established to gain and maintain employer support for the Guard and Reserve

Comprised of over 4,000 volunteers in all 54 States, Territories and Europe (76 Idaho Volunteers)

Assists RC members & employers by helping to resolve employment related issues



Shoshone Farmers Market applications now available

SHOSHONE - Vendor applications are now being accepted for the 2009 season at Crossroads Farmers Market in Shoshone.

The market, in its first year, will be held on the grounds of the Lincoln County Courthouse each Friday afternoon from 3 – 6 p.m. The opening date has been tentatively set for June 5 according to market chairman Maggie Stewart.

Fruit, vegetable, herb and flower growers are encouraged to join, along with jam and jelly makers, artisans and bakers, Stewart said.

For more information about the Crossroads Farmers Market contact Patty Nance at 886-9826. Applications and information packets may be picked up at the Lincoln County Courthouse, the Lincoln County Extension office, at the Whistle Stop/Second Time Around, 102 S. Rail St. East and The Keeping Room, 114 N. Rail St. West in Shoshone. In Dietrich, information will be available at the Dietrich Mercantile, Richfield at Pipers Market and at Johnny's Country Store in North Shoshone.

GemStateProspector.com

For Commercial Real Estate & Economic Development Professionals

1- Go online to GemStateProspector.com

2- Search for your listings and/or available properties. If it is not in the system, proceed to step 3.

3- List your property at no charge by contacting Jerry Miller at Idaho Department of Commerce:

Jerry.miller@commerce.idaho.gov or (208) 334-2470.

Idaho Department of Commerce 700 W. State Street Boise, Idaho 83720

IDAHO ECONOMIC
DEVELOPMENT
ASSOCIATION

IDAHO
DEPARTMENT OF COMMERCE

INL
Idaho National Laboratory

Financial Management Course Rescheduled

Alex Sutter of Intermountain Financial Group will be offering personal financial management classes beginning May 14, 2009. Classes will be held the second Thursday of each month at 7:30 pm for three months. Location will be the Courtroom at the Lincoln County Courthouse. The cost for the classes is normally \$30, but Chamber members and their employees will receive a **\$5.00 discount**. Topics covered will include: checking account management and reconciliation, proper budgeting, debt avoidance and payoff and general finance topics.

You will need to register in advance at the numbers below.

Alex Sutter
Intermountain Financial Group
208-886-7686 office
208-308-3566 cell
208-886-9831 fax
www.idifg.com



Meet Your Board Members

Payson Reese

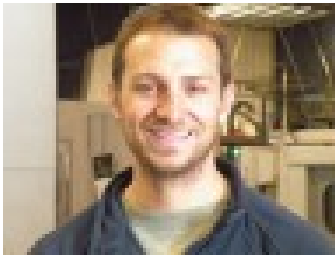
Manager
2nd Time Around at the Whistle Stop

Payson Reese is the manger of 2nd Time Around at the Whistle Stop Antique Mall in Shoshone. Payson has been in the antique world for most of his life. Raised in Buhl, Payson graduated from Buhl High School in 1999. During his time in school he split his time with the family antique business, the high school band, choir, drama and 4-H. Before Payson's mother, Claudia Reese took over 2nd Time Around in Twin Falls, they had a little shop at their residence in Buhl. Payson would help out with that after school. Also Claudia started the Flea Market in the early nineties at the Armory and then moved them to the Twin Falls County Fairgrounds. While at the Armory, Payson ran the Food Concession Booth until moving to the Fairgrounds. Payson was involved with the flea market until Claudia bought 2nd Time Around in Twin Falls in 1997. After graduating school, Payson attended CSI and received a technical degree in Basic Emergency Medical Technician. After receiving his degree, he volunteered at the Buhl Fire Department as and Firefighter/EMT for 10 years. Payson would also help out with the Twin Falls County Fair in August as Claudia is the Superintendant of the Antique Building. Payson would spend 10 days working in the antique building. Once Claudia got the opportunity to open another store, Payson was excited to become manger July 1, 2008 of the Whistle Stop Building. Payson spends 4 days in the Shoshone store and then 1 day in Twin Falls store. Payson is also the promoter of the Magic Valley Flea Markets that are held at the Twin Falls County Fairgrounds. When not working at the store or running the Flea Markets, Payson has been involved with the Horizons Group this last fall and now is involved in the Lincoln County Historical Society, and also involved in the Shoshone Arts in the Park. Getting to know all the wonderful people in Shoshone has been the best part of Payson's job.

2nd Time Around



Payson Reese, Manager 2nd Time Around at the Whistle Stop



Paul Goicochea

Manager
Rocky Mountain Hardware

Paul was born and raised in Hailey, Idaho.

He attended Wood River High School, and then the University of Mary in Bismarck ND where he majored in math, Biology, and a minored in chemistry. Paul also enjoyed playing baseball and football at the college level while there.

Paul has worked for Rocky Mountain Hardware for seven (7) years, four of those years as the Manager of the Shoshone Manufacturing Facility. When Paul isn't working, he enjoys spending time in the great outdoors, particularly hunting & fishing.

He recently married Kimberly Wesselman of Vancouver, Washington on March 22nd.

We'd like to take this time to congratulate Paul and Kimberly on their new life adventure, and to thank Paul for his participation on our Chamber Board. Rocky Mountain Hardware is a wonderful partner in our Lincoln County community of businesses.

Paul Goicochea, Manager Rocky Mountain Hardware

RIGHT NOW IS THE TIME TO ADVERTISE FOR YOUR LONG TERM SUCCESS

Businesses that maintained their advertising during a downturn or recession grew 256 percent after downturn.*

Businesses that reduced their advertising during the same period grew only 19 percent after downturn.*

Tuesday, May 5

7:30am • 10:00am • 1:00pm • 3:30pm
Canyon Crest
330 Canyon Crest Dr., Twin Falls

Wednesday, May 6

8:00am • 10:30am • 2:00pm • 5:30pm
Canyon Crest
330 Canyon Crest Dr., Twin Falls

Thursday, May 7

8:00am • 10:30am
Canyon Crest
330 Canyon Crest Dr., Twin Falls



Enter to win a 42" Plasma flat screen TV from Wilson-Bates

Presented by

TIMES-NEWS
magicvalley.com

*Source: McGraw-Hill Study

Learn How To:

- Brand your business
- Grow your market share.
- Increase your return on your investment

Take Advantage of our FREE 1-hour Brand Expand Sessions for small businesses. Sessions will be held the week of May 5, 2009, at Canyon Crest Event Center. Refreshments will be served.

BRAND EXPAND

Bright ideas for growing market share

Tammy Parker
208-735-3276

Your Times-News
Sales Representative

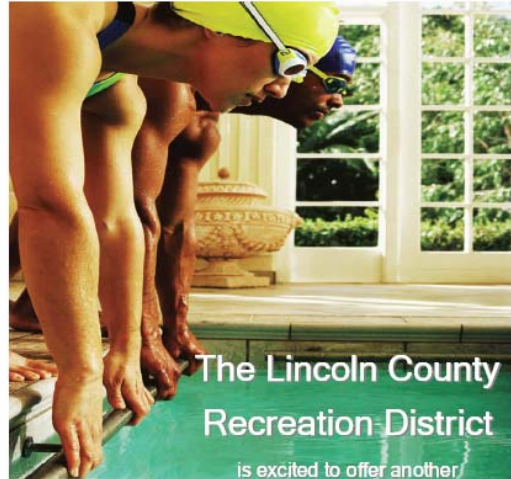




SWIMMING LESSON SCHEDULE:

- June 1st - June 12th
- June 15th - June 26th
- June 29th - July 10th
- July 13th - July 24th
- July 27th - August 7th

To sign up for lessons prior to May 30th, please call 208-481-0714. After May 30th, call



Swim Team 2009

Swim team will begin on Monday, June 1st.

Practice will be scheduled from 5:00-6:00 p.m. on Monday-Thursday

with most meets occurring on Fridays.

COST: \$25.00 for the 8 week season

Novice swimmers must have passed Level 2 swimming lessons and be registered or participating in additional lessons.

Visit the Lincoln County Chamber of Commerce website at:
<http://www.goodinghospital.org/ShoshoneChamber.htm>
 More information added every week!

FIGHT THE SWINE FLU!

Cover Your Sneeze/Cough

Stay Home When Sick

Wash Your Hands

South Central Public Health District
 www.panflusouthidaho.org

The symptoms for swine flu are the same as for seasonal flu. If you show any of these warning signs, seek emergency medical care immediately:
 difficulty breathing • pain or pressure in the chest • sudden dizziness • confusion • severe vomiting

www.panflusouthidaho.org



Here's What's Happening at the CSI NORTH SIDE CENTER:

Spring 2009 Semester Final Exams: May 11-14

CSI 2009 Graduation: Friday, May 15

CSI G.E.D. Graduation: Saturday, May 16

Registration for summer term and fall semester courses is open NOW! Summer term runs from June 1st to July 24th; fall courses begin August 24th.

NEW summer enrichment courses include:

Knit One-Felt Too, Garden Party, Iris Paper Folding, Digital Camera Landscape Photography, Dare to Dream, Diet and Exercise Made Simple, Introductory Pickleball, Beginning Bird-watching, and Dog Obedience.

Additional summer enrichment courses are:

Cooking with Dutch Ovens, Design Your Space, Run For Your Life, Fly Fishing Basics, Family Ropes Course Adventure, Trapshooting, Handgun Safety, and Conversational Spanish.

NEW summer College for Kids courses include:

Art in Action, Hip-Hop Kids, CSI at CSI(Crime Scene Investigation), Iris Paper Folding, Drawing Figures with Form, and Dog Obedience.

Additional summer College for Kids courses are:

Let's Golf, Yoga for Kids, Cosmic Bowling, Science Camp Grades 1-3, Science Camp Grades 4-6, Life Skills Training, Adventures in Animal Anatomy, and It's More Than Make-up.


For course descriptions and registration information, call us at [934-8678](tel:934-8678), e-mail us at northsidecenter@csi.edu or go to www.csi.edu/northside.



May 2009

Calendar of Events



Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Horizons Visioning Rally, Community Center @ 5:15 pm	2
3	4 Dietrich City Council, City Hall @ 7:00 pm	5 Shoshone City Council, City Hall @ 7:00 pm	6 Lincoln Co. Community Justice, Court-house Jury Room @ 5:00 pm	7 CSI Career Construction Days	8	9
10  Happy Mother's Day	11 Richfield City Council, City Hall @ 7:30 pm Lincoln Co. Commissioners, Courthouse @ 8:30 am	12 Shoshone School Board, School Library @ 7:30 pm Rec. Dist @ Rec. Dist. Office @ 6:00 pm	13 Lincoln County Fairboard, Extension office @ 8:00 pm	14 Lincoln Co. Planning & Zoning, Courthouse @ 7:00 pm Dietrich School Board, Conf. Room @ 6:30 pm RMVEDA @ 6:00 pm	15	16 GCMH Health Fair, Wendell Middle School 7-11 am
17	18 Richfield School Board, Richfield School @ 7:30 pm	19 Shoshone City Council, City Hall @ 7:00 pm	20 Chamber of Commerce Meeting, Location TBA @ 5:30 pm	21	22	23
24	25  Memorial Day	26 Shoshone Planning & Zoning, City Hall @ 7:00 pm	27 Chamber of Commerce Open House	28	29	30
31						

May Community Events

- May 1st- Horizon's Visioning Rally, Community Center @ 5:15 pm
- May 4th- Dietrich City Council, City Hall @ 7:00 pm
- May 5th- Shoshone City Council, City Hall @ 7:00 pm
- May 6th- Lincoln Co. Community Justice, Courthouse Jury Room @ 5:00 pm
- May 7 & 8th- CSI Career Construction Days
- May 10th- Mother's Day
- May 11th- Lincoln Co. Commissioners, Courthouse @ 8:30 am
- May 11th- Richfield City Council, City Hall @ 7:30 pm
- May 12th- Shoshone School Board, School Library @ 7:00 pm
- May 12th- Recreation District, Rec. District Office, @ 6:00 pm
- May 13th- Lincoln Co. Fairboard, Extension Office @ 8:00 pm
- May 14th- Lincoln Co. Planning & Zoning, Courthouse @ 7:00 pm
- May 14th- RMVEDA @ 6:00 pm
- May 14th- Dietrich School Board, Conference Room @ 6:30 pm
- May 16th- Gooding County Memorial Hospital Annual Health Fair, Wendell High School 7:00 am-11:00 am
- May 18th- Richfield School Board, Richfield School @ 7:30 pm
- May 19th- Shoshone City Council, City Hall @ 7:00 pm
- May 20th- Lincoln Co. Chamber of Commerce, Location TBA @ 5:30 pm
- May 26th- Shoshone Planning & Zoning, City Hall @ 7:00 pm

Lincoln County School Events

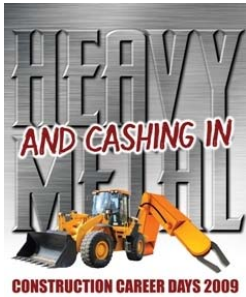
- Please visit:**
Richfield School District website @
<http://richfieldtigers.googlepages.com/>
Shoshone School District website @
<http://www.shoshone.k12.id.us> **and the**
Dietrich School District website @
<http://www.sd314.k12.id.us> **for a complete list of sporting and academic events.**

Upcoming events

June 13th- Kid's Savings Day and Refer-a-Friend, Wells Fargo, 9:30 am-2:00 pm

- Green- School District Meetings & Events
- Blue- Government meetings
- Red- Lincoln Co Chamber of Commerce Events
- Purple- Recreation District Events
- Orange- Church/Civic Events
- Black- General Information





HEAVY METAL & CASHING IN 2009

Construction Career Days

May 7th and 8th, 2009

Open to general public on May 9, 2009

WHAT: A *Hands-On* career event to expose Region IV high school students, their parents, and the general public to career opportunities in the construction industry and to enhance the student classroom experience

There will be three informational exhibit areas:

- ◆ Heavy Equipment Operation – students will be allowed to operate the equipment.
- ◆ Hands-On Demonstration Modules – students will participate in *hands-on* modules such as laying tile, hanging doors, taping sheet rock, applying wall finishes, etc.
- ◆ Industry & Educational Exhibits – local educational programs, industry associations, and construction businesses will offer short informational sessions about their programs, services, and jobs to support youth going into the industries

WHERE: College of Southern Idaho Expo Building, North College Road, Twin Falls, ID

HOW: Workforce Innovations in Regional Economic Development “WIRED” grant, Idaho Department of Labor offices, College of Southern Idaho, Workforce Development Alliance, Region IV Economic Development, Magic Valley Builders Association, Building Contractors Association of the Wood River Valley, and Association of General Contractors have teamed up to host this special event in our community.

WHY: To educate students, parents, & the general workforce about the variety of career options available in the construction industry by providing fun, interactive learning opportunities.

To increase the visibility of the construction industry as a viable living wage option for youth and for those looking for a new career.

To give high school students the chance to experience work related skills and to apply mathematic principals they are learning in their classrooms.

STATS:

There are a variety of opportunities for construction related employment:

- ◆ 781,000 new construction jobs are expected to be created nationwide by 2016, without the influx of stimulus investment. (Source: Bureau of Labor Statistics, 2008)
- ◆ The economic stimulus recently approved by national leaders is projected to create 1 million new construction jobs nationally over the next two years. (Source: Associated General Contractors of America 2009)
- ◆ Construction industry job growth is projected to be 27.1% in Idaho through 2016. (Source: Idaho Department of Labor, 2008)
- ◆ In south central Idaho, 35 percent of construction workers are 45 years and older and close to retirement. (Source: QWI, US Census Bureau 2006)
- ◆ \$17.44 is the regional average hourly wage for all workers in the construction industry. (Source: 2008 Idaho Employment and Wage Report, Research & Analysis Bureau of Idaho Department of Labor)

To get an idea of what this hands-on event is all about - check out this video on YouTube from the one held in North Idaho last year. <http://www.youtube.com/watch?v=ProS2IUypaM> More information can also be found at: <http://www.irceonline.org/>



Gooding County Memorial Hospital

1120 Montana Street, Gooding

(208) 934-4433

Your Neighborhood Healthcare Partner

Health Fair

Saturday, May 16th 2009

7:00 – 11:00am

Wendell Middle School

750 East Main Street ~ Wendell

Blood Work Specials ~ Free Screenings ~ Health Education
Continental Breakfast provided by the GCMH Foundation

Chemistry Profile \$40.00

Save \$5.00 on the Chemistry Profile if you pre-register. Includes 32 tests that screen thyroid, diabetes, cardiac risk, nutrition, kidney, liver and a complete cholesterol analysis.

Nothing to eat or drink 12 hours prior to test

HgA1c \$20.00

Monitors long term blood control in diabetics.

PSA \$15.00

Screens for prostate cancer in men.

Pre-Registration

April 1 – 30, 2009

Pre-registration fees are non-refundable.

Register online at
www.goodinghospital.org or at
Gooding County Memorial Hospital
1120 Montana Street
Monday - Friday

Blood draws are only available at the Health Fair from
7:00 – 11:00am on May 16th 2009.

Friday, MAY 1st

Starts at 5:15 pm

Lincoln County Community Center
201 South Beverly St., Shoshone

FREE Community Event

Door Prizes with a chance to **WIN** Free Dinner for 2 at Jonny Carino's, ipod Shuffle, ipod dock, and more.

Local Youth present skits at 5:15 pm

Fun activities for younger kids: Bouncy House, Basketball Hoop Shoot, Miniature Horse Rides, and more.

Free Food

Tickets for Door Prizes will be handed out between 5:15—5:30 with the first prizes given out at 5:45. You must be present to **WIN.**

You have a say about the future we are all creating for our great communities. Come and share, experience, and be a part of **“Let's Walk Together” New Horizons Community Rally.**

Save the Date

Girl Scout Troop 77 presents
 our 2nd Annual Legacy Tea Party – a celebration of women
empowering women, generation to generation

Saturday May 16
 1 p.m.

Lincoln County Community Center
 Cost: \$2 for adults, \$1 children under 12
 Keynote Speaker: Rep. Wendy Jaquet

Silent Auction of baked goods to benefit the Great American
 Bake Sale and the Shoshone summer lunch program.

Big hats required!

Limited seating: Reservations available by calling Rachelle at
 320-3174 or Jasmine at 539-2126

Shoshone Art's In The Park
 2nd Annual Quilt Show
 July 11th and 12th, 2009
QUILT SHOW REGISTRATION FORM

Please complete a separate form for each quilt you wish to show. Mail or email form in its entirety to: **Karen McClure PO Box 1001 Shoshone, Idaho 83352 or**

Karenjmcclure@msn.com
DO NOT DETACH BOTTOM PORTION. YOU WILL RECEIVE IT WHEN YOU DELIVER YOUR QUILT.

Exhibitor's name _____
 Address _____
 Phone _____ Email _____
 Quilt Pattern or Name _____
 Technique _____ Size _____

BRIEF HISTORY OF QUILT for brochure/label (who made, when, how you acquired etc.):

TO BE ATTACHED TO QUILT WHEN DELIVERED:

Exhibitor's name _____ Phone _____

QUILT PATTERN OR NAME _____

TO BE GIVEN TO EXHIBITOR WHEN QUILT DELIVERED: This is your receipt. You must present this to claim your quilt after the show.

Exhibitor's name _____

Received by _____

Please return form to: **Karen McClure Po Box 1001, Shoshone, Idaho 83352**
 Or email to: **Karenjmcclure@msn.com**
 Or call **Karen McClure 208-358-5279**

**SHOSHONE ARTS
IN THE
PARK**

**SATURDAY & SUNDAY
JULY 11TH & 12TH
2009**



**ARTS, CRAFTS
AND
UNIQUELY
ORIGINAL
TREASURES**

Shoshone Arts in the Park is annual event in Lincoln County, Idaho. This community event is sponsored and funded in part by the :

**LINCOLN COUNTY
COMMISSIONERS**

&

CITY OF SHOSHONE

Other local organization and community groups that have contributed include are:

Lincoln County
Adult & Juvenile Probation

Lincoln County
Chamber of Commerce

Lincoln County 4H

Lincoln County Fair & Rodeo Board
Lincoln County Recreation District
Girl Scouts Troop #77

Shoshone Arts in the Park
PO Box 788
Shoshone, ID 83352

**SATURDAY & SUNDAY
JULY 11TH & 12TH
2009**



**SHOSHONE
ARTS
IN THE
PARK**

**VENDOR
APPLICATION
FORM**

PO BOX 788, SHOSHONE, ID. 83352
TEL: (208) 306-5052 OR (208) 866-2466
EMAIL: SHOSHONEARTSINTHEPARK@YAHOO.COM

