



Office in City Hall

217 East Center St. Suite #250
Moab, UT 84532
Ph: 435-259-7814
Fx: 435-259-8519
www.moabchamber.com

Moab Area Chamber of Commerce

*******CHAMBER NEWS*******

Building a healthy, growing economy and improving the quality of life in our community.

NEWSLETTER ~ SUMMER/FALL 2008

The 2008 Winter Sun Festival

- ~Weekend of December 6th~
- *Winter Sun 10K
- *Tree Lighting
- *Light Parade
- *Arts & Crafts Fairs
- *Art Walk
- *Buy Local First Kick-Off

What Kind of Communicator are You? Find Yourself on Page 3!
Rural Business Conference and Expo coming to Moab in 2009Page 2
E-Commerce & Your Business
 ~ It could be a match made in Heaven, or in Moab!Page 3



The Chamber's **Open House** hosted at City Hall ~ It's the place to go to find your **Chamber office — suite #250!**

Mayor Dave Sakrison with Aidan at the Chamber's July Fourth Celebration.



Dear Chamber Members:

I am ecstatic to report that the Moab Area Chamber of Commerce received the **“Best Visitor/Community Guide” award** at the Utah State Chamber of Commerce 2008 Conference.

This is truly an honor for our Chamber members and our community! It is also a reflection of the positive impact your Chamber membership will have on your business.

The award-winning Community Guide is given out daily at the Moab Information Center and local businesses throughout Moab. It is also sent out with every relocation packet mailed out by the Chamber office.

Our members can be assured that their member listing and advertisements are experiencing a wide readership across the globe. Speaking of the globe, it is clear from the accents about town and reports from hotels that foreign visitation to Moab has increased — what does this mean for our local businesses? Reports indicate that sales tax revenues are up, as is National Park visitation; however some local businesses are experiencing a downturn.

As we explore the reasons behind the discrepancy, which range from location to type of business, I would like to pose the following question: **How well is your business responding to the needs of your customers?** Whether we are serving coffee to French tourists, a house to a first-time home buyer, or supplies to a local business, excellent customer service breeds excellent businesses, regardless of the business.

The Moab Area Chamber of Commerce invites you to share your secrets to providing excellent service by nominating an employee who goes the extra mile to ensure that customers receive stellar service.

Nominations will be reviewed by the Chamber board and the winning employee and business will receive an award as well as inclusion in the **Chamber's column in the Moab Times Independent**. For more info. Call 259-7814.

Please read on for exciting news from your Chamber of Commerce. From Health Care to Business Networking opportunities, Community Events to Online Resources and Tips for Greening your Business, we're here to serve you!

Sincerely,
Sarah Bauman
Executive Director



Laughing Out Loud...

Are Your Employees Having Fun At Work?

Contrary to popular belief, work and fun are compatible — in fact it is even possible to look forward to going to work and to feel a bit dismayed when it's time to go home. To Find out more join us at **7:30am the 1st Wed. of each month at Red Rock Bakery for Power Mornings!**

Our Board & Staff ~

Board of Directors

Phil Mueller, President

Jason Taylor, Vice President

Jeremy Hoggard, Vice President

Teresa-Wyatt-Hines, Treasurer

Beth McCue, Secretary

Marcy Till, Lunch Lady

Marion Delay, Director

Jeri Hamilton, Director

Dennis Hoggard, Director

Bob Ott, Director

Staff

Sarah Bauman, Ex. Director

Kammy Wells, Office Mgr.

Rural Business Conference Responds to the Needs of Moab Businesses!

During a meeting with Donna Sackett and Neil Parkinson from Senator Robert F. Bennett's office there was a discussion about a **Rural Business Conference** taking place in Moab in February of 2009. The idea is to hold a 1/2 day conference followed by a **Business Expo**. The conference will include presentations and workshops designed to respond to the priorities and top concerns expressed by local business leaders in the Chamber's **2008 Business Climate Survey**. If you have an idea for a workshop or presentation please contact Sarah at 259-7814.

The highest training priorities identified in the survey included:

- Work Ethic
- Communication Skills
- Customer Service/Retail Skills
- Technical/ Job Related
- Supervisory Skills

Top policy concerns included:

- Affordable Housing
- Economic Growth
- Health Care Costs
- Retaining Employees
- Public Education



The Solar Wave of the Future?

City Council Members meet Louis Palmer who stopped in Moab on his world tour driving the solar taxi, a vehicle powered with solar panels. For more information visit www.solartaxi.com.

Don't Miss the monthly **Chamber Luncheons!** 12pm on the first **Tuesday of every Month**—call 259-7814 for details.

Health Insurance Options Coming Your Way!

In October of this year the Moab Area Chamber of Commerce will be hosting an informational luncheon to present to our members Discounted Health Insurance Options for Chamber Members. The options will include a **Humana Plan** offered through the Salt Lake City Chamber of Commerce as well as the Conesco **"Gap 360" Plan**.

The proposed plans will include **decreased health insurance options** for member businesses as well as some **innovative solutions** to cover the gap between catastrophic coverage and medical costs incurred from doctor visits, hospital care and testing. Call the Chamber office for more information.



Cotton Candy Galore! Alan Dennis and Lisa Roman show us how it's done at the Chamber's July Fourth Extravaganza.

Thank You 3Arch Members!



Proud member of the Moab Chamber of Commerce



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MOAB UTAH
RED ROCK 4-WHEELERS, INC.

“If you are a dreamer, a thinker, a doer, come in...”

At this year's State Chamber Conference there was a great deal of conversation about communication — how we communicate information, give direction, and relate to employees, co-workers and other businesses has a dramatic impact on whether or not we achieve results. Could it be possible that a better understanding of our communication styles will lead to better business?

Check out the following personality types and see if you and your employees recognize some traits and how you might change your communication style to fit one another's style.

Doer: Achiever, impatient, restless, get it done now, no idle chatter

Feeler: People pleaser, spontaneous, loyal, take too long to get to the point, personable, friendly

Thinker: Plotters, effective communicators, analytical, clerical minded, weighs the costs and benefits

Intuitive: Visionary, hard to keep on track, big picture oriented

Is E-Commerce Right for Your Business?

Are you trying to expand your business but don't have the space? Have you considered entering into the world of e-commerce?

“ Electronic commerce over the Internet is predicted to grow at an ever-increasing rate over the next few years, with on-line sales already heading for several billion. Many companies are using this new sales channel, and a few retailers now have established major on-line sales sites. There have been some successes, particularly in technology, business-to-business and niche markets.” <http://www.webdevelopersjournal.com/columns/ecommerce1.html>

Senator Bennett's office is actively supporting the expansion of e-commerce throughout the state of Utah, particularly in rural communities. If you are considering embarking into e-commerce and need additional information or resources please contact the Chamber office at 259-7814 or Moab City's Economic Development Office at 259-5121.



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Commerce**
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Fax: 435-259-8519
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**Beth McCue, VP Branch
Manager from Zions Bank
responds to:
Why are you a member of the
Moab Area
Chamber of Commerce?**



"Each one of us has much more hidden inside us than we have had a chance to explore. Unless we create an environment that enables us to discover the limits of our potential, we will never know what we have inside of us." Muhammad Yunus

"I am a member of the Chamber of Commerce because I believe that a healthy business community is one of the essential foundations for strong communities. As a banker you are in a unique position to work with business owners and as a member of the Chamber you can help business owners in ways that complement both the business and the community."



"Many business leaders are asking fundamental questions about what business they're in, why they are doing it and how it can be used as a means for healing the human and natural communities." Amory Lovins

Reprinted from Small Business Development Center.NET <http://www.sbdcnnet.org/SBIC/e-com.php>

Today businesses and consumers alike have to be careful about the energy we use and the environment we want to protect and clean up. There are so many ways a business can get greener, we know, we decided to go on the journey ourselves and believe me, there are a lot of tough habits to break!

As a company that works at sustainability we tend to attract the type of employee who cares about the environment. As a side benefit, employees who work in environmentally friendly organizations might even collectively learn what they can do outside of the workplace. Here at Vertical Response we've got a long way to go but we'll share a few steps we've been working on. A lot of little things sure add up to a lot.

We don't have a tangible product that needs cardboard boxes to sit on a store shelf!

We send [email marketing](#) campaigns on behalf of businesses that are replacing direct mail with email.

We print our postcards on recycled materials.

We don't use plastic utensils.

We supply our employees with water bottles made out of recycled plastic so they don't drink from plastic cups.

We recycle glass, cans, plastics and mixed paper.

We buy Fair trade coffee.

We print on recycled 20% post-consumer materials.

We often use eco-friendly supplies from green businesses.

We buy many supplies from [The Green Office](#).

We use eco-friendly cleaning products like those from [Seventh Generation](#).

We use reusable bags instead of paper bags.

We recycle used batteries and encourage employees to bring in old batteries.

We offer commuter benefits for people who take public transportation, it's a pre-tax benefit.

When we have to print on paper we print double-sided.

We keep our lights off during the day, it's nice and bright in here anyway!

We turn our computers off at the end of the day. It saves more energy than sleep mode.

We buy local - saves transportation costs and supports the local economy.

We offset carbon emissions with [Native Energy](#) who is building a farmer-owned wind project.

We regularly participate in computer recycling drives.

We collaborate with each other by sending electronic documents through email or posting and sharing them using [Zimbra](#) and [Google docs](#) to avoid circulating paper.

Our office building is green, using recycled carpeting, and eco-friendly lighting.

You probably have something like this in your area, but if you want some ideas, [SFEnvironment](#) has a great checklist with ideas for greening up your business.