

# Chamber News

» Official Business Publication Of The Kalispell Chamber Of Commerce «



## Glacier National Park: Challenges and Opportunities

*Superintendent to brief Chamber on key issues*

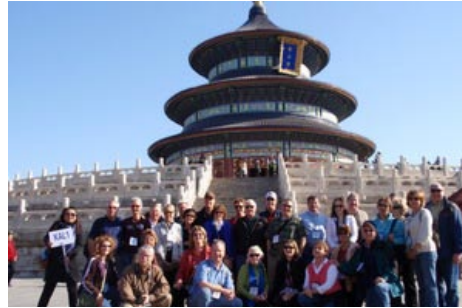
The May 19 luncheon will feature a presentation by the superintendent of Glacier National Park, Chas Cartwright, who will brief the Chamber on three key issues facing the Park: 1) Going-to-the-Sun Road and the possibility of using Stimulus funds to accelerate reconstruction, subject to certain increases in traffic delays, 2) a possible wilderness designation for the Park, and 3) an update on the transit system. In 2010, Glacier National Park celebrates its 100th anniversary.

The program is sponsored by Glacier Park, Inc (GPI). GPI is the operator of the historic lodges in and around Glacier National Park and Waterton Lakes

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## Get In Contact

Call Bridgette to find out how you can benefit from all the activity on the Chamber of Commerce website 406.758.2801.



*Part of the group of 100 visiting China, pose for a picture in front of the Temple of Heaven.*

## Immense Potential of China Revealed in Chamber Trip

On April 3-11, the Kalispell Chamber led a mission to China for 100 members and their family and friends. The country and the trip offer immense potential for local

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## Chamber Snapshot

### Visitor's Center Information Requests:

	Feb '09	YTD
Phone Calls:	608	1559
Walk-ins	276	773

### VACATION

Packets	5	10
Inquiries	83	209
Email Inquiries	14	38

### RELOCATION

Packets	1	6
Basic	33	84
Phone Books	4	4

### Chamber Website Activity

Unique Visits	3,732	10,440
Total Visits	4,763	13,139

## At a Glance

### LUNCHEON

- » Challenges and Opportunities for Glacier National Park  
11:45pm- 1:30pm  
Red Lion Kalispell Center Hotel

### MAY UNWINDS

- » Wednesday, May 20, 2009  
**New West Health Services**  
located in the Gateway Community Center (old Gateway West Mall)  
Kalispell, MT  
From 5:00 to 6:30 PM
- » May 25th, Chamber Closed
- » Sponsoring an UNWIND is a great opportunity to showcase your business to other Chamber Members as well as the community. There are still a few dates left open for 2009. Contact Chamber Ambassador Ashley King at 406-755-4271 to schedule your UNWIND.

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# Kalispell Chamber of Commerce Mission Statement

The central mission of the Kalispell Chamber of Commerce is the cultivation and development of entrepreneurs and communities through the spirit of enterprise.

## Officers

**Bob Schneider**, Chairman of the Board,  
First Interstate Bank

**Terry Kramer**, Vice Chairman of the Board,  
Kramer Enterprises, Inc.

**Jim Lehner**, Secretary/Treasurer, Plum Creek

**Mark Lalum**, Immediate Past Chairman, CHS

## Directors

**Dick Buchanan**, Byte Savvy

**Susie Burch**, Flathead Valley Community College

**Kris Carlson**, A+ Plus Healthcare

**Nancy Davis**, Prudential Financial

**Reed Gunlikson**, R Gunlikson CPAs

**Scott Hagel**, Crowley Law Firm

**Dave Harvey**, Sportsman's Ski Haus

**Tom Kurdy**, The Daily Inter Lake

**Tom Lund**, Rocky Mountain Bank

**Dave Mitchell**, CTA Architects & Engineers

**Denise Nalty**, Nalty Real Estate

**Cheri Nelson**, Express Employment Professionals

**Jim Ness**, Glacier Bank

**Jim Oliverson**, Kalispell Regional Medical Center

**Loren Sallee**, Loren's Auto Repair

**Ken Sugden**, Flathead Electric Cooperative

**Steve Thompson**, Semitool

## Ex-officio Directors

**Mike Pence**, Flathead County Administrator

## Professional Staff

**Joe Unterreiner**, President . . . . . 758-2804

**Bridgette Evans**, Director of  
Member Services . . . . . 758-2801

**Cary Aubrey**, Executive Assistant . . 758-2803

**Diane Bebee**, Receptionist . . . . . 758-2800

**Chris Parson**, Small Business  
Development. . . . . 758-2802

**Doug Bolender**, Government Contracting  
Services . . . . . 755-4221

**Jill Seigmund**, Leadership Flathead  
Program Manager. . . . . 758-2810

## Consultants

**Anderson, Baker & Swanson** - Government Affairs

**Edge Communications** - Media & Public Relations

**JCCS** - Tax & Audit Counsel

**Janet Schwalk** - Bookkeeping

## April New Members

Please welcome these new members with your business.

### GLACIER PAVING, INC

Owners ~ Bill and Dallas Traeger

481 Ash Road

Kalispell, MYT 59901

Phone: 406-257-8181

Fax: 406-257-8185

Glacier Paving, Inc. performs all aspects of asphalt paving, including ground preparation, placement of gravel, fine grading, placement of hot mix asphalt, etc. We also perform asphalt patching, crack-sealing, seal coating, and striping for both private and commercial enterprises.

### H2 PURE POWER, LLC

Owners ~ Dr Mary Meadows

Primary Contact: Dr. Mary Meadows

Dr John Ballor

Dr Jerry Nezat

3455 Hwy 93 South

Kalispell, MT 59901

Email: drmarymeadows@hotmail.com

Website: www.cleanaircanisters.com

Phone: 406-260-7716

Fax: 406-258-0558

Manufacturer of Hydrogen alternative energy powered systems for all engines and home-sized power plants. The hydrogen canisters on vehicles produce hydrogen supplementation which reduces gasoline consumption, greater mileage, big power boost, longer engine life, and near zero emissions. We are the Hydrogen People!

### MY SECRET TREASURES ANNEX

Owner: Mary Pool

244 East Idaho

Kalispell, MT 59901

Email: kresse6@msn.com

Phone: 406-260-4060

Fax: 406-755-8391

Vintage – Consignment Clothing – Jewelry & More!

### NEW YORK LIFE

Owner ~ Chris Ostrem

723 5th Ave E, Ste 312

Kalispell, Mt 59901

Email: smostrem@ft.newyorklife.com

Website: www.chrisostrem.com

Phone: 406-871-6702

Fax: 406-258-0660

Chris Ostrem is a full-time financial services professional as an Agent with the New York Life Insurance Company and a registered representative of NYLIFE Securities, Inc.



The Company You Keep®

continued next page >>

## April Renewals

### 10 Plus Years

All Pro Rental  
Coins & Carats Inc  
Interstate Alarm Co Inc  
Museum at Central School  
Northwest Montana Association of Realtors  
OHS Body Shop  
Super 1 Foods

### 5 to 9 Years

Integrated Security Solutions  
Powder Horn Trading Co  
Wild West Plumbing & Drain Service

### 1 to 4 Years

Bet Harim, Jewish Community of Flathead Valley  
Full Throttle Entertainment & Northern Lights Laser Tag Park  
Hilton Garden Inn Kalispell  
Hull & Company Inc  
JD's Sprinkler Systems  
Kalispell Montana Log Homes  
Kangaroo Koffee  
Lee Selders Construction  
Montana Sky Networks Inc  
Red Eagle Aviation  
West Venture Properties

## April New Members

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### O'REILLY AUTO PARTS

Store Manager ~ Dennis Thiesen  
310 W Idaho St  
Kalispell, MT 59901  
Website: [www.oreillyauto.com](http://www.oreillyauto.com)  
Phone: 406-752-6123



Better Parts... Better Prices, Everyday! Automotive parts and accessory retailer. We strive to be the dominant auto parts supplier in every market by offering outstanding customer service, best price and quality in parts.

### PLUMBING INCORPORATED

Owner ~ Nol Ploeger  
Primary Contact ~ Debbie Ploeger  
33 Willow Drive  
Kalispell, MT 59901  
Email: [plbginc@bresnan.net](mailto:plbginc@bresnan.net)  
Phone: 406-890-2213  
Fax: 406-890-2214

Serving Northwest Montana, licensed and insured service, residential, customs and commercial

### STOCK BUILDING SUPPLY

Brent Hall ~ Primary Contact  
41 W Reserve Dr  
Kalispell, MT 59901  
Phone: 406-752-9663  
Fax: 406-752-4128  
Email: [brent.hall@stocksupply.com](mailto:brent.hall@stocksupply.com)  
Website: [www.stocksupply.com](http://www.stocksupply.com)



Building Materials and Supplies.

## China Chamber Trip

>> from cover

entrepreneurs who can determine a way to take advantage of this 1.3 billion person market. For many, it was difficult to see how this is a communist country. The evidence of rapid growth and investment was so evident in the people and the landscape – especially in Shanghai. No one knows how or when the dividends of a journey like this will come to fruition but our minds were opened to the new possibilities of China.

For more information on this year's tour, or for information on Mission to China 2010, go to [kalispellchamber.com](http://kalispellchamber.com) and click on the Events page. There you will find registration information, frequently asked questions, and other helpful tips. Mission to China 2010 is planned for March 27-April 5, and for March 29-April 7, 2010. The \$1,999 cost per person (double occupancy) includes air fare, lodging in four and five-star hotels, three meals a day, ground transportation, tours, admission to tour sites, and business and networking meetings.



Standing on the first landing of the Great Wall of China



# Brown Bag Series: Blueprint for Business

## *Seeing Red Cars: How can you get more of what you want?*

**How can you get more of what you want?** By focusing on what you DO want instead of focusing on what you DON'T want! Small successes and large achievements all start in the same way – somebody focuses on what they want.

This seminar will motivate you to move in the right direction for yourself and for your organization. We will be viewing the video, *Seeing Red Cars: Leaders Focus on What They Want*. This unique and engaging video and interactive program is designed to heighten your awareness of your focus and motivate you to: make better decisions combat negativity, and create a positive environment

This session is recommended for employers and employees.

This month's facilitator:

**Facilitator: Allison McCarthy** has been providing training and consulting in the Flathead Valley for 12 years and has over 25 years experience as a manager and leader. Her prior management experience includes managing computer operations and technology training in the banking industry, as well as credit and distribution management for Proctor & Gamble.

Monthly Blueprint for Business Success brown bag sessions feature business professionals facilitating informative discussions. Attend to receive relevant information and opportunities to ask questions of the professionals and network with peers.

**Who should attend?** Employers interested in growing and evolving more effective organizations.

**Why?** Exchanging ideas, insights and real-world solutions directly impacts your bottom line. Making better decisions quickly requires more and better information. Utilizing all available resources to operate and grow is smart business. Engaging and energizing your employees helps make your business successful.

Date: Wednesday, May 13, 2009  
Time: Noon – 1:00 pm  
Location: The Summit  
205 Sunnyview, Kalispell  
Cost: No cost!  
RSVP: Terri Haueter @ 758-6279 or thaueter@mt.gov

# April 22nd UNWIND

Attendees at the UNWIND at Centurytel on April 22 were greeted with the mouthwatering aroma of tasty treats prepared by Vista Linda. The area had a comfortable 'café' feel with tables and chairs scattered around to encourage friendly conversation while munching delicious finger foods and sipping beverages.

Door Prize Winners: **Tom McElwain** was the lucky winner of the Split the Pot. **Mark Noland**, Flathead Janitorial & Rug Service, **Kari Gabriel**, City of Kalispell and **Jim Kelley**, Kelley Appraisal each won a backpack. **Mark Lalum**, CHS, **Mary McClarty**, Wells Fargo Bank, & **Mike Powers**, each won a gift basket full of goodies. **Rick Doran**, Montana Brokers, **Jeff Lawlor**, Larco, **Georgia Christianson**, Montana Brokers, **Janice Payne**, Rose Mountain Floral, **Lynn Havens**, Project CRISS, **Debbie Snyder**, Flowers by Hansen, **Trish Turner**, **Carol Blake**, North Valley Hospital, **Don Roundtree**, J2, **CJ Johnston**, 1st American Title and **Russ Larson** all won coffee mugs.

Next UNWIND will be held Wednesday, May 20 at New West Health Services, located in the Gateway Community Center (old Gateway West Mall)



*Guests mingle and network while waiting for winners to be announced.*



*Joe Unterreiner and Jeremy Ferkin welcoming everyone to the UNWIND*

## Assistance For Business Clinic

Get the facts about employment, safety, tax laws, and state & federal requirements. The Assistance for Business Clinics are developed to assist new and established employers, accountants, bookkeepers and lawyers in constructing a proactive approach to prevent unnecessary claims and/or charges by providing updated reporting of state withholding, Unemployment Tax requirements, minimum wage laws, overtime laws, civil rights laws and federal tax incentives.

This year's clinic will be held at the Red Lion Hotel, 20 N. Main, Kalispell, starting at 7:30 AM on Wednesday, May 6. If you haven't already registered but would still like to attend, be sure to register online at [www.kalispellchamber.com](http://www.kalispellchamber.com), or print the registration form from our calendar of events and mail it with your payment to Kalispell Chamber of Commerce, 15 Depot Park, Kalispell, MT 59901. For more information about registration, call Diane at 406-758-2800.

# Chamber Calendar

May 2009

Sunday

Monday



Tuesday

Wednesday

Thursday

Friday

Saturday

All Meetings are at The Chamber unless otherwise stated.					1	2
	<p><b>Watch for this event in June</b></p> <p>June 3 Education and Communication Meeting</p>					
3	4 Leadership Flathead Meeting 3:00pm- 5:00pm	5	6 JSEC Board Meeting 3:30pm – 5:00pm  Education & Communications Committee Meeting 8:00am – 9:00am	7	8	9
10  Mother's Day	11	12	13	14	15	16
17	18	19 Executive Board Meeting 7:30am – 8:30am  Luncheon ~ Challenges and Opportunities for Glacier Nat'l Park 11:45pm- 1:00pm  Flathead Com. Foundation 4:00pm – 5:00pm	20 Natural Resources Committee Meeting 7:00am – 8:00am  Transportation Committee Meeting 4:00pm – 5:00pm  UNWIND New West Health	21 Flathead Regional Business Center Meeting 9:00am – 10:00am	22	23
24	25 	26 Board Meeting 7:00am – 8:30am	27	28	29	30
31	<p><b>Memorial Day</b> Chamber Closed</p>					

# From Facebook to Twitter

## Ten ways you can make social media work for your business.

By Erica Dakins

From *Marketplace Magazine*, Mar. 17, 2009

By now you may have read every story about social media and seen every local newscast pertaining to the topic. You could have email flooding your inbox with the latest information and trends on social media.

But the question still remains: How do you make social media work for your business?

No direct answer applies to everyone. With social media, the purpose is to get your name out there, and show who you are and what you have to offer. Northeast Wisconsin networking experts have contributed to this list of the top 10 ways to make social media work best for you.

### Just do it.

The remaining nine tips are null and void if you don't participate in the social media "scene." "It takes a lot of time," says Jessica Dennis of Red Shoes Public Relations. "It takes more time on the front end than when you get started. And the best way to do it is just to jump in."

But Todd Sanders, Student Affairs Webmaster at UW-Green Bay and @tsand on Twitter, recommends starting a personal account before leaping into a business account for social media. "Don't jump off the high dive until you learn how to swim," he says. "People make mistakes while using social media all the time; it's a chance to learn and move on. However, a business that makes the same mistakes is seen in a different light. They are seen as social media opportunists attempting to make a quick buck in a community they have no connection to." **SUBHEAD: 2. Determine your needs** Social media doesn't really have a formula. But knowing which venues are better for your business (see sidebar) will save you time in the end.

For Stacie Hackl, owner/insurance specialist of Advantage Insurance Services in Green Bay, social media is a tool to build her network of contacts. "In today's economy, the most important reason I use social media is to help people build their network of contacts and in turn they can help me grow my network," she says. "Building this network means more than asking someone to connect on LinkedIn; I work hard to build a relationship with each of the people I meet through social media."

### Don't be pushy

Social media includes a shift in the

traditional marketing model from a push to a pull. "A push would be us sending out a press release or sending out a link to a Web site. We're pushing who we are on our Twitter followers," says Dennis. "A pull would be posting something on our blog that our followers would find value in — content they're looking for. We're providing them content that makes them want to know more about what we have to say.

"The companies who don't understand that are very easy to spot in social media. Because they come onto these sites and push, push, push. And just talk about their product. So avoid that at all costs." Showing your value and giving your followers incentive to continue following you is just as important as getting your product name out in the SM marketplace. "Big take away for businesses: it's about give and take," says Sanders. "Don't just pimp your product or service, and expect things to take off. Add value to the online world with what you're doing. Be real. Be human. ... If you're first thought is looking for ROI numbers, then you might want to rethink what you're attempting to do."

### Be transparent

Social media is uncharted territory in terms of ethics. All other types of media have codes of ethics, but these standards haven't been established yet in social media.

"Make sure you're acting very ethically," says Dennis. "If you're commenting on a blog, make sure you disclose your name, where you work and that this is your opinion and/or your thoughts. In social media everything is very transparent and no one likes to think they're misled."

### Protect yourself

On social networking sites like Facebook and LinkedIn, the amount and type of information you include can be too much for your network of friends and contacts. But with Facebook, you can divide your contacts into groups, to separate your college friends from your coworkers from your relatives. If you have a night on the town and post those photos, you don't necessarily want your family and coworkers to see what you've been up to. **SUBHEAD: 6. Don't say "I'm too old"** "A lot of people turn to a younger generation because they've been using it since it started," says Dennis.

Though that might be true, demographics on Web sites like Facebook

and Twitter are seeing a shift into an older age range. Dennis says the largest numbers of people joining Facebook are 35 and older, and those joining Twitter are 45 and older.

"I think that anyone can use social media if they choose to," says Hackl. "However, you need to be dedicated to participating on a regular basis in order for it to be beneficial. Just setting up a profile will not find you your next business opportunity. I strongly believe that the younger generation has been much quicker to respond to this new type of networking and are a step ahead of the game."

**Be clear and concise** (especially when blogging)

"There is certainly a differently feel online than in the print media," says Dennis. "Online if you're doing a blog, keep it short. They say three to five paragraphs max."

No one has time to read 1,000 words about what you're thinking and what you've been researching. By keeping it shorter, your message has a bigger impact.

### Work it in your network

To passively peruse the social media scene is one thing. To see results, you need to make your presence known in the scene. Whether this is by generating content relevant to your network or posting replies on blogs, actively participating in social media is another way to get your name out there. SM users have begun meeting in person to discuss social media. Throughout Northeast Wisconsin, Twitter users have been meeting for Tweetups and LinkedIn users have been meeting to expand their network.

"My husband Mark and I have decided to take social media one step further," says Hackl. "We have created 'Link Greater Green Bay', which is a networking group for local LinkedIn users. Our focus is bringing LinkedIn members connections, information, and knowledge to expand their network. We encourage all Northeast Wisconsin LinkedIn users to join our group. We are planning professional networking events each month to bring people together 'face-to-face.'"

### Invest your time

The biggest investment in time is getting everything set up on the front end. After that is updating and keeping everything current. But different media take more time than others.

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“Recreation, Tourism & Culture” was the theme of April’s Leadership Flathead session. The Class of 2009 heard from some of the biggest players in the Flathead’s tourism, sporting, and arts sectors.

**Here’s what the Class of 2009 had to say at the end of the day:**

- Attend a community theater production this summer, whether it’s at an area high school, the Bigfork Summer Playhouse, Flathead Valley Community College, Whitefish Central School, or the O’Shaughnessy Center. There is a lot of talent in this valley and several fine theaters to showcase it.
- The level of collaboration in the recreation, tourism, and culture sectors

within the Flathead Valley is impressive. The arts clearly contribute to a strong local economy.

Thank you to this session’s sponsors: North Valley Hospital, Holly Walsh & Western States Insurance, First Interstate Bank, and Flathead Valley Community College.

**NOW ACCEPTION APPLICATION FOR THE CLASS OF 2010**

Do you know an up-and-coming community leader who is interested in making the Flathead Valley the best place it can be? Submit his or her name, company, and mailing address to [info@leadershipflathead.com](mailto:info@leadershipflathead.com) and we will send an application and information about the program. For more information, call Jill Seigmund at 758-2810.



*Members of the Leadership Flathead Class of 2009 enjoy catching up over lunch at MacKenzie River Pizza.*



*Touring the Conrad Mansion Museum is a highlight of the Leadership Flathead “Recreation, Tourism, & Culture” session.*

# Glacier National Park

>> from cover

National Park. GPI also operates the historic Red Buses offering daily tours of the Going-to-the-Sun Road and can arrange many of the Park’s most popular activities.

This event will take place Tuesday, May 19, 11:45 – 1:30 at the Red Lion Kalispell Center Hotel. Luncheon costs are \$16 each for members and \$21 each for non-members, or \$120 per reserved table of eight. The public is invited. Reservations are recommended. Call 758-2800 or [info@kalispellchamber.com](mailto:info@kalispellchamber.com) for reservations and sponsorship openings.



*Ribbon Cutting for the Grand Opening of “My Secret Treasures”*



*Congratulations to Lisa (and David) Brown, General Manager for the Red Lion Hotel Kalispell on her new addition to the family-Karlee Josephine Brown. Born April 4, 2009 weighing in at 7lbs 12oz and measuring 20 inches long.*

# Facebook to Twitter

>> from page 6

## Check your spelling

A poorly spelled post damages your credibility. From something minor in your latest blog entry to your knee-jerk reaction you posted in response to a story you read on the local newspaper Web site, every misspelled word makes you look like you don't know what you're talking about. This is especially true on LinkedIn, which can serve as your online résumé. Taking the same care and time to spell check can only be beneficial.

## The major players

According to Overdrive Interactive, an online marketing firm in Boston, 14 branches encompass all social media "Overdrive Interactive created the Social Media Map to apply an organized and categorized view to a rapidly expanding, and what is for many, confusing landscape of social media," says Harry Gold, Overdrive's CEO. "The hope is that the map will both educate marketers on the breadth and depth of social media, as well as provide an at-a-glance view of the most important tools they can use to widen their social media marketing channels. The map is also meant to spark conversation about what are the right social media opportunities for people to apply to their organizations."

Red Shoes PR has condensed it down to five categories and their major sites:  
Video, photo and file sharing: YouTube (video), Flickr (photos), Slideshare (files, presentations and data)  
Blogs (sites to host your own): Technorati, Blogger, Wordpress  
Microblogs (limited character number, answers "What are you doing?"): Twitter, Yammer, Pownce  
Social networking (looking for friends, relatives, coworkers): LinkedIn, Facebook, Ning, Myspace  
Social bookmarking (track the Web sites you visit): Del.icio.us, Digg, Reddit

Marketplace Magazine 2009 •

# Action in the 61st Legislative Session

## Bills of Interest

- HB 123 by Rep. Llew Jones – Extend coal trust funded econ devel programs. Senate amendments accepted by House, signed by Speaker on 4/18/09.
- HB 150 by Rep. Dee Brown – The Montana Recreation Responsibility Act. Governor amendatory veto accepted by House, accepted by Senate on 2nd reading. Senate 3rd reading on 4/20/09.
- HB 163 by Rep. Jill Cohenour – Revise tax incentives for motion picture industry. Signed by Governor.
- HB 312 by Rep. Bill Beck – Increase population requirement for resort tax purposes. Passed by Senate, signed by Speaker 4/18/09.
- HB 658 by Rep. Mike Jopek – Mitigate property tax reappraisal. Amended in Senate, passed out of Senate 30-20, scheduled for 2nd reading in House to consider Senate amendments, 4/20/09.
- SB 158 by Sen. Greg Barkus – Revise number of judges in judicial districts. Governor

- amendatory veto changing the effective date to 2014. Returned to Senate on 4/18/09.
- SB 192 by Sen. Ryan Zinke – Small business work comp relief. Signed by Governor.
- SB 305 by Sen. Bruce Tutvedt – Revise subdivision and platting act. Conference committee report adopted by House and Senate, new version printed 4/17/09.
- SB 306 by Sen. John Esp – Definition of remainders. Conference committee met on 4/15/09.
- SB 349 by Sen. Bruce Tutvedt – Revise state bidding requirements to protect proprietary information. Sent to Governor on 4/14/09.
- SB 371 by Sen. Gary Perry – Revise work comp laws. Governor amendatory veto reiterating the bill does not change current Supreme Court rulings and currently recognized principles of workers' compensation law.
- SB 490 by Sen. Roy Brown – Increase class eight business equipment tax exemptions. Failed to pass House Taxation committee on 4/8/09, remains in committee. •

Providing Economic, Community, and Workforce Development Services

**KALISPELL**  
Chamber of Commerce

15 Depot Park  
Kalispell, MT 59901

OCCUPANT / POSTAL PATRON

PRSRTD  
U.S. Postage  
PAID  
Kalispell, MT  
Permit #13

UNITED STATES CHAMBER OF COMMERCE  
**ACCREDITED**  
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