

THE INTERCOM

GALLUP-McKINLEY COUNTY CHAMBER OF COMMERCE QUARTERLY NEWSLETTER

JULY, 2009

Disney Comes to Gallup



by Beth Hathaway

It's so easy to get caught up in the magic of Disney that we rarely try to examine what goes on behind the scenes to create that magic. The Gallup community will have the rare opportunity on September 18th to get a taste of Disney's world-class business expertise in a one day "Disney Keys to Excellence" training held at our very own UNM-Gallup's Calvin Hall Auditorium.

"The Chamber is very excited to be able to present this opportunity to learn best practices from a world leader in business and creativity all in our backyard," said Bill Lee, Chamber Director. Rather than spend large amounts on travel expenses, conferences costs, and employee time out of the office, local chamber members can take part in this high-caliber, local, one-day event for \$299.95 (early) or \$324.95 after August 14 (prospective members \$324.95 early and \$349.95 after August 14), less than 10% of what it would cost to attend at a Disney location. It is all part of the Chamber's larger goal of providing high quality business training to the Gallup community.

The training includes 90-minute sessions on Leadership: "exhibiting values and behaviors that generate bottom-line results," Management: "creating a supportive environment that inspires employee pride and ownership," Service: "how to leverage a service infrastructure and service standards to constantly exceed expectations," and perhaps most uniquely Loyalty: "discover ways to create powerful relationships that can help retain customers for life and techniques for effectively delivering a brand promise" all in "Disney Style." The program and its facilitators take pride in presenting the content in an engaging way, going beyond theory to real-life application, and being audience centered. The principles

of the "Disney Keys to Excellence" are tried and true as they've been in action for over 50 years and have created a brand that just about every household can attest to.

Bill Lee picked this professional development opportunity out of personal experience with Disney through his previous radio affiliations. After several broadcasts from a Disney location, Bill got an impressive glimpse of what goes on behind the scenes of the company. He didn't hesitate to seek training from a company that excels in every aspect of business. The Chamber board voted unanimously to sponsor the "Keys to Excellence" program and simply hopes to break even in the interest of providing more opportunities like this one to the Gallup business community.



The Disney Pre-Party at the Chamber in June to Introduce the Disney Institute "Keys to Business Excellence."

The 250 seats available are open first to Gallup businesses but Grants, Farmington, and Bloomfield have also requested participation and over 10% of the spaces are already filled. To register, log on to www.GallupChamber.com, or complete the enclosed registration form and return it to the Chamber of Commerce.



Gallup McKinley County Chamber of Commerce
Presents
Disney Keys to Business Excellence

REGISTRATION FORM

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____

E-Mail Address: _____

Paid by: Check # _____ Cash _____
(amount) (amount)

Please charge \$ _____ to my: _____ or _____
MC Visa

Name on Card: _____

Card # _____

Exp. Date ____ / ____

Security Code on Back of Card (3 to 4 digits) _____



THE DIRECTOR'S CORNER

New Chamber Website Gets Noticed

by **Bill Lee**

The new Chamber web site is proving to be a valuable resource for tourists, those relocating to Gallup, and for our member businesses and organizations. The complete redesign of our web site has been a labor intensive project for just over a year. With the help and expertise of "Neal Web Design" the Chamber website is user friendly, very easy to navigate, and offers just the right amount of flash without being too busy.

At the beginning of the project I had high hopes seeing big things come to life overnight. If nothing else, the redesign of the web site has been a lesson in patience. There were hundreds of corrections to be made, photos to gather, choices to be made on everything from colors and animation of the pages to how best to organize such a large amount of information in an easy to use format. It quickly became clear why we call experts in this field "WEB MASTERS."

I would often times find that the changes made were already in need of being updated or simply didn't have the right fit at all. I'm sure there were many times our WEB MASTER wanted to hang me from the nearest Pinon tree (after all I am short). After months of emails flying back and forth and several meetings along the way I knew the long anticipated end result was in sight. I knew at last I would soon be able to put this project to bed...then like a sack of Blue Bird Flour dropped on my head, it hit me! This is a project that will never be put to bed and one that will need constant care and attention.

Web sites are not just inanimate pieces of information hung on a cyberspace wall for the world to read. Good web sites are living

breathing organisms that are ever evolving and growing. So as much as I would like to boldly announce that the new Gallup McKinley County Chamber web site is finished...it's not, nor will it ever be complete. What I can say is this, I am very pleased with what we are currently offering on our site and I'm excited about other interactive features still to come.

In the short time we have been able to track our new web site there are some impressive statistics I would like to share with you (04/27/09-06/30/09).

- Total Page Views = 3,051
- Average Page views per Week = 334
- Total Unique Visitors = 1,095
- Over 700 Visits per Month

Take a look at the new chamber web site; better yet, use the new web site at www.theGallupChamber.com. If you are interested in the opportunity to market your business to the thousands of visitors who click through our pages, contact me at the chamber 505-722-2228.

All the best to you and your business.

Bill Lee
Executive Director
Gallup McKinley County Chamber of Commerce
www.theGallupChamber.com

Our Local Stimulous Package: Chamber Community Education Initiative

by **Beth Hathaway**

Buy.Build.Believe Gallup is a new Chamber initiative to encourage Gallup consumers to make purchases locally in order to further the local economy and build up the community. “In Gallup, we’ve been good at beating ourselves up,” said Chamber Director, Bill Lee, “We need to focus on believing in ourselves, building community, spending money locally, and the power of working together toward a common goal.” This belief, accompanied by spending locally, can greatly improve the Gallup area and the Chamber is working through its members to get the word out and encourage this growth.

Consumers are aware that spending money locally supports area businesses but it’s all too easy to forget the chain reaction past this initial benefit. When the local business and its employees turn around and spend that money locally and so on, the local economy benefits exponentially. This money also increases gross receipts, increasing the city’s ability to improve the area’s quality of life through better infrastructure, law enforcement,

and recreational facilities. Furthermore, the city can hold off increasing taxes with the extra local revenue generated.

In the interest of getting this word out and continually reminding the Gallup community to buy locally, the Chamber developed several Buy.Build.Believe Gallup logos for Chamber members to begin including in print advertising. There are several themes to choose

**BUY.BUILD.BELIEVE
GALLUP**

from including Native American art, a cowboy hat, a chili pepper, or the streamlined slogan alone.

The Chamber also encourages its members to use the slogan in radio advertising. The logos are available free of charge through the Chamber. Community members will soon recognize this initiative and be reminded to step up and focus on believing in and building up Gallup by buying locally.

BUSINESS AFTER HOURS

2009 Schedule

JULY 29

Benjamin Franklin Plumbing
16-D Dusty Road off Hwy 602

Another winner at the Manuelito Navajo Children's Home at the April BAH.



Ralph Richards presents a door prize to another winner at the Lions Club - Bi County Fair BAH in May.

AUGUST 26

Mystique Salon and Day Spa
509 S. Third St.



SEPTEMBER 30

Healing Hands Wellness Center
1808 E. Aztec Ave.

OCTOBER 28

First Financial Credit Union
1383 N. Highway 491



Angelica Cumberbach, of Edward Jones, receives a prize from Bill Lee, Director of the Gallup Chamber, at the Lions Club - Bi County Fair BAH in May.

NOVEMBER 18

Go Team Go
194 E. Highway 66

*If you are interested in hosting a Business After Hours, businesses may team with each other to co-host. Just call the Chamber for more information or to sign up.

Mary Jane Miltz checks out the door prizes at the Little Sisters of the Poor BAH in May.



Sue Eddy is a big prize winner at the Little Sisters of the Poor BAH in June.



NEW MEMBER SPOTLIGHTS

In the past three months we have seen a surge in new members. We would like to recognize all of the new Chamber members instead of featuring only one. Thank you and welcome to the following new members:

- **First United Methodist Church**
 - **Gallup Marketing Services**
 - **Patricia Hale (CYFD)**
 - **Motel 6**
 - **R&M Furniture**
 - **Gallup Shooters Inc.**
 - **Jack Harris-Architects Inc.**
 - **Max's Tattoo Zone**
- **Gallup Catholic School**
 - **The Kassakhian Law Office**
 - **D'Bonaguidi Construction LLC**
 - **Larry Dorsey Insurance Agency**
 - **Cowboy Cleaners/Cowboy Carwash**
 - **Lidio Rainaldi D.D.S.**
 - **Zen Steak & Sushi**
 - **Tin Bean Coffee**

88th Annual Inter-Tribal Indian Ceremonial (August 12-16, 2009)

Queen Contestant Luncheon

Wednesday August 12, 2009 11:45am-1:00pm

The Gallup Inn

Pre-Sold Tickets only \$20.00

Entertainment, Prizes and Raffles

Tickets Available at:

Gallup Ceremonial Office, Cope Memorial Chapel, The Hair Hut,
Powder Puff Beauty Salon



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	5	4		8				
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6						3	8	

THE INTERCOM'S CAMERA



Joe Mesich starts the bike games at the first annual Route 66 Bike & Balloon Rally the first weekend of June. The event was a success with almost 100 bikers and 20 balloons!



Alan Landavazo was the lucky winner of the \$5,000 at the Chamber Annual Banquet. Pictured here are Alan and Bill Lee, Director of the Chamber, awarding Alan the prize.



Smiling faces at the Big Brothers Big Sisters Bowl for Kids Sake in April at Gal-a-Bowl. This is the 2nd annual for the Gallup BBBS.



Congressman Ben Ray Lujan presents Tom Charley replacement medals, including a Purple Heart, on April 20th at City Hall.



Judge DiPauli swears in Emmet Bryan Wall as City Councilor after the run-off election in April.



Bobbi Franklin, Misty Fairchild, Mary Ann Armijo and James Rich mark the called tickets for the reverse raffle at the Chamber Annual Banquet.

Advertising Rates for the Intercom

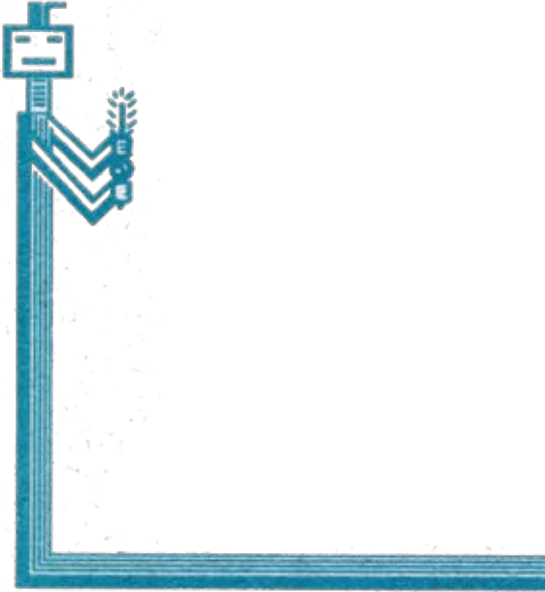
	COLOR	BLACK & WHITE
1/8 Page:	\$100.00	\$75.00
1/4 Page:	\$155.00	\$125.00
1/2 Page:	\$225.00	\$200.00
Full Page:	\$375.00	\$300.00



**Gallup McKinley County
Chamber of Commerce**
103 W. Highway 66
Gallup, NM 87301

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