

You are receiving this email because you have expressed an interest in the Ennis Area Chamber of Commerce. Don't forget to add info@ennischamber.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.

May 2017 Ennis Chamber of Commerce Newsletter

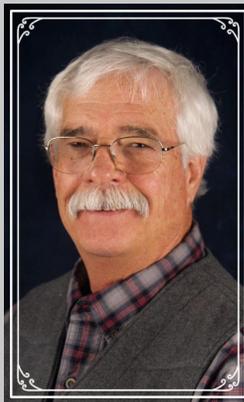
As we are gearing up for our first Chamber organized event of 2017 (May 20, Tap Into Ennis Brew and Spirit Festival) and coming into summer, I am realizing that we need help! I'd like to continue developing a volunteer list for all Chamber related activities. Sometimes we need help with tasks in the office that would just take a couple of hours here and there, selling items during events, or actually tending to the office once we start having the Visitors Center open on Saturdays as well. We also need volunteers to help set up and take down before and after events. There are several opportunities to help out and it is a great way for you to meet new people and support your community. If you are interested please, let me know and I will add you to our developing list.

Thank you, Abi King (abi@ennischamber.com)

Connected in Montana -Ron Gay

I have been very fortunate to have been part of providing access to the internet and all the things that go along with that in several rural Montana communities over the past 20 years. Internet access in rural communities is much more challenging and expensive than it is in cities. Obviously, customer penetration is key in large cities and this is why there are often several Internet Service Providers (ISPs) trying to get their piece of the customer pie. These will range from Wireless Internet Service Providers (WISPs), former Cable Television (CATV) companies that have upgraded their cable facilities, such as Charter, Independent Local Exchange Carriers (ILECs) such as Century Link, Competitive local Exchange Carrier (CLECs), cellular companies, and smaller ISPs that may use any type of delivery system available to get to the customer. Most of the companies are regulated by the Federal Communications Commission (FCC), but some are not.

In rural communities, the choices are fewer because



QUICK LINKS

www.ennischamber.com

www.southwestmt.com

www.visitmt.com

www.virginiacity.com

www.ennismontana.org

www.backroadtoyellowstone.com

ANNOUNCEMENTS

****If you have anything you would like to announce in future newsletters, please send information to info@ennischamber.com before the last week of the month.****

**82nd Annual Ennis 4th of July Parade
Theme: "Ropin' and Reelin"**

We need your participation!

1. Artists please submit your art for a chance to be on the 2017 4th of July T shirt. We have extended the deadline to **May 12** to receive submissions.

[Art Submission Form](#)

2. Get your group together to be in the parade and fill out a parade entry form. Deadline **June**

of population, distance of reaching customers, and "backhaul". Backhaul is a term used to transport all the Internet traffic back to a Central Office or switching center where the traffic is all consolidated to travel to the Internet Cloud sometimes called "Peering Points". These locations allow access to such search engines as Google, Yahoo, Bing, etc. In Montana, most ISPs use "Peering Points" in Chicago, Seattle, Denver, and possibly Calgary. This traffic is almost all within a Fiber Optic link traveling at the speed of light.

The customer access piece is sometimes called the "last mile". In rural communities, this becomes expensive to be able to serve just a few customers. Wireless ISPs sometimes do a good job, but the backhaul can get expensive and sometimes congested. In rural states, the Cooperatives and small ILECs can provide progressive services to their customers at an affordable price.

Providing Internet service over the "last mile" is done in a variety of forms. Satellite is self-explained, Wireless ISPs will place an antenna of some sort on your residence or business for access, or you will have copper cable with DSL (Digital Subscriber Line) or Fiber Optic cable which provides straight Ethernet. Broadband services over copper cable are very limited to distance (18,000 Feet or approx. 3 miles) and dependent of the condition of the copper cable. If these two criteria are not within fairly narrow parameters, the service will not work well, if at all. The amount of bandwidth that is possible is very limited over copper also, even if the copper cable is excellent.

Fiber Optic cable on the other hand is agnostic to distance and basically can deliver unlimited amounts of bandwidth, telephone service, and even a TV product in some markets.

Many companies in Montana and other rural states have been expanding their Fiber Optic footprint to help "future proof" their cable facilities and be able to provide customers advanced services today and tomorrow.

Customers considering moving to smaller communities should do their research about Internet access, as it is very important to stay connected in today's world. Montana has several Cooperatives and/or Telephone companies which are in the process of transitioning to all Fiber Optic Networks to the homes and businesses to serve customers with similar and often better services than available in large cities.

For more information, go to the National Broadband map. <http://www.broadbandmap.gov>.

Talk to the local phone company, wireless Internet company and Satellite companies. Check all options.

[29. Parade Entry Form](#)

3. And lastly, we are now taking bids for the T shirt sponsor!

Contact Abi King at 682-4288 or info@ennischamber.com for more information and visit the

[4th of July Parade webpage](#)

Ennis Schools Announcements

May 3-Clean up Day 1-3 pm

May 11-Academic Awards Ceremony 1-3 pm

May 13-Brass Day 1 pm

May 16-Spring Concert for grades 5-12 7 pm

May 19-Spring Concert for grades K-4 1 pm

May 21-High School Graduation 2 pm

May 26-Last day of school!!-out at 11 am

For more details on these events please go to:

[Ennis Schools Calendar](#)

Madison River Propane Customer Appreciation Day

May 27 8 am - 2 pm

They will have a special of \$0.99 to fill up cylinders, a free lunch put on by the Ennis Lions Club, and a prize drawing. Lunch will start at 12.

Call Danielle for more more information 406-682-7001

Madison Valley Medical Center Cancer Support Group-"Reach to Recovery"

May 9, 6-7:30 pm

at Moonlight Basin Building, 2 Hots Springs Loop Rd.

Sponsored by Madison Valley Medical Center Cancer for survivors, newly diagnosed cancer patients, and family and friends are welcome.

Contact Lisa Brubaker for more information 406-670-4546

[Jack Creek Preserve Announcements](#)

Donate to a cause you care about, find a volunteer opportunity or even start your own fundraiser for a local nonprofit! Simplify your giving. Amplify your impact.

[Give Big.](#)

Ennis Chamber Board Meeting

All Chamber members are welcome to attend the Board of Directors meeting on

Wednesday, May 10

from **8-10 am** at the First Madison Valley Bank. If you wish to attend and add an item to the agenda please call the Chamber office at 406-682-4388 or email

info@ennischamber.com

2017 Chamber Board

John Way - President (The Tackle Shop)

K Mita-Vice President (Braggin' Rights Guns)

Amanda Nelsen - Treasurer (Agency Insurance)

Bill Mercer (RE/Max Mountain Property)



Email Marketing Is It Right For Your Business?

-Lisa Savard
(Hospitality
Consulting)

If your business has customers, you might consider staying in touch with them via email. Periodic emails create top-of-mind awareness of your business, your brand, and your products or offerings.

Getting Started

How do you get started? I have some tips for you. There are several email service providers out there, but my two favorites are [Constant Contact](#) and [MailChimp](#). Both offer easy-to-use tools to create beautiful email templates, manage email lists and have customizable signup forms for your website. Plans start at \$0 (Free!) at MailChimp and \$20 monthly at Constant Contact making email marketing very inexpensive. Your greatest investment is your time setting up templates and creating engaging emails.

Creating Email Lists

If you have a customer list that includes email addresses, you have a great start. No customer email lists? No worries, both services offer list building tools for your website, Facebook page, online store, or online booking providers.

Email Ideas

Make it worth their time to open and read your email. Tell customers about an upcoming sale or offer a special price on a new item in your store. In an email, send a fishing report that includes upcoming available dates if you are an outfitter or fly shop. A restaurant might include a recipe while telling customers about menu changes or new hours. Offer tips, share photos and be sure to personalize the message.

Call To Action

So what is the goal of your email? Do you want customers to schedule an appointment? Purchase items? Make dinner reservations? Whatever the goal, have a clear call to action in your email. A button that brings a customer your website could be important. Your phone number should be just a click to call as emails are often read on mobile devices.

As a small business, it's not always easy to stand out. Email marketing allows you to build an audience that is interested in hearing from you. For more ways to market your business for free, check out our [marketing blog](#).

FEATURED BUSINESS

Russ Whitacre (Ennis Lions Club)
Ron Gay (ERA Landmark)
Shanna Swanson (Shanna Mae Photography)
Danica Lewis (Willie's Distillery)

Event Calendars

For the most up to date activities and events during the month please visit the below links. If you have events that you would like to be added to the Chamber events calendar, please send them to: info@ennischamber.com

www.ennischamber.com

<http://www.southwestmt.com/calendarofevents/>

www.outpostevents.net

Chamber

Merchandise



Note Cards

2012 parade T-shirt design by local artist Sherry Gold was such a huge success, and with the help of an anonymous donor, the Chamber was afforded the rights to reproduce the Main Street Ennis image. We have 4x5 cards tastefully wrapped for purchase in the Visitor's Center.

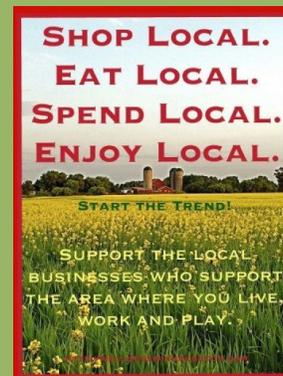
1 card = \$2.00 or
5 cards = \$10

Sale Items:

We have various products from our local non-profits and T shirts from previous events. Stop by the Chamber to check them out.

Ennis Chamber Cash

Keep it local by using the Ennis Chamber of Commerce's "Chamber Cash" which is specially designed anti-copy currency produced in \$5, \$10 and \$20 denominations and can be used at any one of the participating businesses for full face value. It's like a gift card to the town of Ennis! You may purchase and get reimbursed for Chamber Cash at the Chamber Visitor Center.



Remember to like us on Facebook and to check us out for community and event updates!

RE/MAX Mountain Property



Join us **Thursday, May 4th** at the RE/MAX Mountain Property office on 130 E Main St. from 5 to 7pm for a Cinco De Mayo themed Business After Hours. We will be celebrating with Mexican food and margaritas! We will have a few raffle items, so don't forget to bring your business cards. Please bring a friend and share the benefits of membership. Bill Mercer, Lincoln Roberts, Laura Gilmore, Pam Menzel, Kim Foreman and Quinn Mercer look forward to seeing you.

What has the Chamber been up to?

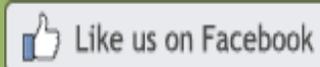
Busy Visitors Center

I have been getting more and more people in the Visitors Center the past few weeks. It's been giving me a taste of what is to come! Soon we will be having the Visitors Center open on Saturdays as well. As mentioned above, I will need volunteers to help man the Visitors Center throughout the summer among other things. Please contact me if you are interested in helping out (abi@ennischamber.com).

Communicating with other Chambers of Commerce

On April 19, thanks to the coordination efforts of Erica Mita (Program Director for the Madison County Economic Development Council), she, K Mita (Vice President), and I visited with several staff from the West Yellowstone Chamber of Commerce and Visitors Center. We spent a few hours discussing similar challenges and goals. They were a great source of information and we hope to keep in regular contact with them. We also hope to visit other Chambers of Commerce and Visitors Centers throughout our region in the near future.

Planning Events



You can pay membership and purchase merchandise on line at the chamber website and pay with credit card via PayPal.

Besides the daily administrative work, planning the Tap Into Ennis Event and beginning the planning of the 4th of July Parade have been keeping me very busy.

Tap Into Ennis Brew and Spirit Festival

The event will take place on May 20 from 3-7 pm at Lions Club Park. If you are sampling the beverages, \$25 will get you a silicup, 2 drinks, and unlimited tasting. Tickets for additional drinks can be purchased for \$5 each. For those not sampling the beverages, attendance is free and non-alcoholic beverages will be available. We encourage that everyone bring a designated driver with them.

We now have 6 breweries, 4 distilleries, and 1 winery that will be at the event in addition to Madison Smokehouse, Grille 406, Thai Basil, and ice cream to accompany your beverages. We plan on having several more drink vendors so help us get the word out if you know any breweries, distilleries, cideries, or wineries.

You will be able to enjoy your favorite drink while listening to Madison Range (aka Jack Creek Coyles), Ethan Kunard, and Left for Dead.

We are proud to have Willie's Distillery as our Platinum Sponsor, and ERA Landmark Arrow Real Estate, The Tackle Shop, Rainbow Valley Lodge, and My Home in Montana as our Gold Sponsors. We also have Trenez Salon, Wickiup Builders, and Jack Daugherty Insurance as Silver Sponsors and we need many more! We are very grateful for our sponsors, they will help us ensure that we can hold a quality event.

There will be a silent auction at the event, which all sponsors are donating to, but if you have anything to donate, we'd appreciate it.

Spread the word! We hope to have a great turn out, rain or shine....or wind!