

# BUY IDAHO

## NEWSLETTER



December 2011

[www.buyidaho.org](http://www.buyidaho.org)

Non-Profit

## Make it an IDAHO Holiday!

Encourage your family, friends and co-workers to **think Idaho first** when shopping this holiday season.

We want to **spotlight** our Buy Idaho members and encourage shoppers to visit our showroom at the 8th Street Marketplace in downtown Boise and our web site, [www.buyidaho.org](http://www.buyidaho.org), for an **amazing variety of gift ideas**. Be sure Buy Idaho has your most up to date merchandise, brochures and business cards so we can share them with **guests visiting the showroom**. The office phone number is 208-343-2582.

Buy Idaho can recommend unique, one-of-a-kind gifts that are produced and sold by your neighbors in Idaho. There are **HUNDREDS of unique gifts and services** for every shopping list when we Buy Idaho for the holidays. We can suggest gourmet foods and drinks, clothing and jewelry, hand-crafted artwork, books, CD's, candles and lotions. We will also encourage gift certificates for Idaho services, restaurants, and even vacation destinations... We can help find **something for everyone**.

Watch for a **new holiday television campaign** generously produced by **KBOI television** in Boise. It will be airing throughout the state, thanks to our Idaho media partners. When we do business in Idaho, we create jobs and keep tax dollars in Idaho. Display your Buy Idaho logo and remind others to think **Idaho first for the holidays**. When we Buy Idaho, we **Build Idaho!**



**RESERVE  
SPACE  
TODAY!  
343-2582**

"The Capitol Show has exposed the WRAPALAP® to the general public as well as opening the door for licensing with the U.S. Marine Corps and True Blue Outfitters to a manufacturer in eastern Idaho."

Buy Idaho Member, LaDonna Thomas  
CEO/Owner of True Blue Outfitters

## 2012 Buy Idaho CAPITOL Show February 15th

Save the date. The 19th Annual Buy Idaho Capitol Show is scheduled for **Wednesday, February 15, 2012**. This is Buy Idaho's signature trade show, bringing in over **2,000 visitors** to the Capitol Building. If you are looking for an excellent opportunity to **meet and network** with other Buy Idaho members, as well as Idaho legislators, lobbyists, employees and consumers, this is **the premier event** for you!

One hundred booths on three floors of the **Capitol Rotunda** lets you show and tell your Idaho business story. **Sales are not allowed**, so bring lots of brochures, business cards, samples, give-a-aways and order forms.

Everyone benefits because the more we learn about **Idaho products and services** the more we can support and Buy Idaho!

For 25 years, **Buy Idaho has worked diligently** on behalf of our members to provide networking platforms such as the Buy Idaho Capitol Trade Show. Take advantage of this **unique opportunity** and **reserve your tabletop display space today** for a \$100, Buy Idaho administrative fee. For additional details, **call Barbara at 343-2582** or **register online at [www.buyidaho.com](http://www.buyidaho.com)**, under **EVENTS**.

*Buy Idaho is funded by membership dues.  
We are a private, Idaho non-profit corporation. [www.buyidaho.org](http://www.buyidaho.org)*



**Ed Willson**  
2012 Board President

## Message from Ed Willson, Newly Elected 2012 Board President

I would like to start by **thanking everyone** that attended the 25th annual Buy Idaho meeting. For those of you that could not attend, we certainly **appreciate the support you give** through your membership. Without your membership, **all the good that Buy Idaho does** would not be possible.

With the economy still soft and little growth projected for the next few quarters, it is imperative that you **use all the resources** afforded to you through your membership. Visit the new website, let people know that you are part of a growing organization that helps keep Idaho strong. Use the **Buy Idaho logos** on your product, stationary and website. Contact our Membership Services Director, **Barbara Dorsey**, for additional **resources that may be beneficial** to your particular business.

When **shopping for the Holidays**, please remember to **support Idaho products and businesses**.

Our new **Executive Director, Sandy Anderson**, brings years of experience in marketing and sales. She is focusing her efforts in the short term to acquaint herself with members and to enhance the value of being a Buy Idaho member.



**Sandy Anderson**  
Executive Director

## Sandy Anderson, Newly Appointed Executive Director of Buy Idaho

I am so excited about the opportunity to serve as your Executive Director. I am **honored to be representing each of you** and the Buy Idaho mission.

Buy Idaho is **a cause I genuinely believe in**. I grew up on a farm in the Palouse and my mom owned a retail gift shop. I have learned firsthand **the importance of doing business locally**. It is a lifestyle I try to practice when I make decisions about the products and services I buy everyday.

I moved to Boise 10 years ago and fell in love with Idaho. My husband and I can't imagine anyplace else we could ever call home.

For the past 8 years I have worked in the media for **Journal Broadcast Group**; managing multi-media sponsorships, executing company events and developing new business. I am excited to use my **media and sales experience** to spread the word about Buy Idaho, **our mission and our membership**.

I look forward to **meeting** all of you, **learning** about your businesses and **hearing** how I can help **support you** and bring value to your membership. Please drop by the office, send an email or give me a call. **Thank you again** for this amazing opportunity and thank you for supporting Buy Idaho!

## Newly Installed Buy Idaho 2012 Board

Take a minute and check out the **newly installed Buy Idaho Board** shown below, there have been a few changes.

### Buy Idaho Officers & Directors

#### EXECUTIVE COMMITTEE:

**Ed Willson**  
Custom Roto-Molding  
President

**Harold Brown**  
Applied Marketing  
Group  
1st. Vice President

**Tracy Zechmann**  
Accurate Imprints  
Secretary

**Clarence Jones**  
Independent Investor  
Treasurer

**David Wagers**  
Idaho Candy Company  
Immediate Past  
President

#### DIRECTORS:

**Gregg Alger**  
Huston Vineyard

**Bruce Belcher**  
BB&W Advertising

**Jeff Casey**  
Café Olé

**Gary Davis**  
Smoky Davis Meats

**Kit Herndon**  
Peasley Transfer &  
Storage

**Allan Howa**  
Arctic Circle Restaurants

**Bob Locke**  
Gem State Insurance

**Renée Lovejoy**  
Sysco Idaho, Inc.

**Harvey Neef**  
Carpet One, S.I.

**Bob Perrin**  
Capital Lumber Co.

**Mike Reynoldson**  
Micron Technology

**Paul Winn**  
Consultant

#### STAFF:

**Sandy Anderson**  
Executive Director

**Barbara Dorsey**  
Membership Service  
Director

# The Annual Meeting Celebration:



**Anna Baumhoff of Handmade by Dorothy**  
Receives Regional Home-based Business Champion of the Year Award

The Annual Meeting of Buy Idaho was held at Boise Centre on October 5, 2011 with a **special keynote address** by **Governor Otter**. The governor, who helped co-found Buy Idaho in 1986, gave a brief recap of the success of Buy Idaho and reminded members to continue to network with other businesses in the state to help keep our economy strong. **"Today is the beginning of a new Buy Idaho,"** the Governor said, "I would like to be here for their 50th Anniversary."

**Larry Davis**, a Buy Idaho member and owner of **TrueStroke** golf putters, presented the Governor with an Idaho-made putter and **Barbara Dorsey**, Director of Membership Services for Buy Idaho presented him with a gift basket from **Smoky Davis Meats**.

*(See 'Annual Meeting' continued on page 4)*

## Buy Idaho Attends Idaho Business Opportunity Conference

Buy Idaho was invited to the Idaho Department of Commerce, Business Opportunity Conference in October, 2011. Buy Idaho staffed a booth and **reached out to attendees** about the benefits of Buy Idaho; circulating information about membership, the **Capitol Show**, and **hundreds of Membership Directories**.

Buy Idaho would like to welcome three new members who attended the show; **Syman Erosion & Sediment Control**, **Taylor Brothers Fire and Safety** and **Alarmco, Inc.** **Corraine MCKague**, Vice President of **Alarmco**, was also recognized as the **2011 Minority Small Business Person of the Year** at the SBA kick-off breakfast.

The purpose of the conference is to provide a platform for **Idaho businesses to network** with **State purchasing** agents for the state, counties, cities and federal government. Educational breakout sessions offer business owners a chance to learn **how to navigate** the political purchasing process and submit bids for government projects. The conference is Idaho's **largest most successful** business development event.

### The BUY IDAHO NEWSLETTER is NOW ONLINE!

**Coming December 2nd: Watch for an email with a link to our online newsletter**

**If we DO NOT have your email address:**

**PLEASE EMAIL US ASAP:  
buyidaho@buyidaho.org  
or CALL: 208-343-2582**

## 3 Reasons to Update Your E-MAIL Address with BUY IDAHO:

- 1) Help BUY IDAHO save trees and postage!  
**Links to our ONLINE newsletter!**
- 2) Receive **special opportunities & updated** e-mail 'blasts'
- 3) Utilize the **value** of the **www.buyidaho.org** web site

**LOG ON and UPDATE your website listing TODAY!**

Open the BUY IDAHO web site and search for your membership listing. **Confirm that we have your current email address.**

**If we DO HAVE your email address:**

Find the **'log on'** area in the upper right hand corner using YOUR EMAIL ADDRESS. Click on **"forgot password"** to receive your new password. Once logged on, you can make updates and utilize special features such as:

- **Contact Information**
- **Upload your business logo**
- **Renew your membership**
- **Register and pay for upcoming Buy Idaho events**
- **Upload photos to your member 'photo album'**
- **Add links to Facebook, Twitter, LinkedIn and YouTube**



# BUY IDAHO NEWSLETTER

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PRSR STD  
 US POSTAGE  
 PAID  
 BOISE ID  
 Permit No.199

**RESERVE YOUR SPOT NOW!**

## BUY IDAHO CAPITOL ROTUNDA SHOW

Wednesday, February 15, 2012.

Remember to Log on and maximize your  
 Buy Idaho Membership

**www.BuyIdaho.org**  
 or call 343-2582

**Check 'Buy  
 Idaho' on  
 Facebook!**

\* DEC/JAN 2011-12 \* BUY IDAHO NEWS \* www.buyidaho.org \* DEC/JAN 2011-12 \* BUY IDAHO NEWS

### Thanks to NEW Members

Alarmco, Inc.	Boise	Syman	Nampa
Capital City Tax	Boise	Taylor Brothers	
Cuppicakes	Boise	Fire & Safety	Boise
HipKraft	Meridian	United Metals	Boise
My Family Tradition	Caldwell	Woodriver Cellars	Eagle
Summit Auto Glass	Eagle		

### Thanks to Recently Renewing Members

Aerial Rental	Boise	Great Mountain West	Meridian
Aire-Master of the Gem State		Heritage Assisted Living, Inc.	2 Locations
Alexander Clark Printing	Nampa	IBF	4 Locations
Arctic Circle	2 Locations	Idaho Camera	Boise
Arthur Berry & Co.	3 Locations	Idaho Farm	
Backcountry Bar	Boise	Bureau Federation	Pocatello
Boise Refrigeration Service Co.	Boise	Idaho Glow Soy Candles	Boise
Caldwell School District # 132	Boise	Idaho Lottery	Boise
Carmille Beckman		Idaho Pizza Company	14 Locations
Carpet One Sunset	Boise	Interstate Plastics	Boise
Caxton Printers		Lee's Candies	Boise
City of Caldwell	Caldwell	Life's Doors Hospice	Boise
City of Twin Falls	Eagle	Lindley Glass Studio	Boise
Cold Springs Winery	Boise	Lucky Lawns	Meridian
Creative Gift Baskets	Caldwell	McCrea Heating & Plumbing	
Crouch Merc -	Eagle	Sawtooth Lodge	Payette
Garden Valley Market	Boise	Secure Data Sanitization	Garden Valley
Dale Peterson Venture	Garden Valley	Southwest Hide Company	Boise
Department of Agriculture	Caldwell	Spectra Productions	Eagle
Diamond Line	Boise	Stinker Stores	Boise
Delivery Systems, Inc		Storage Cubbys	Meridian
Evergreen Sprinkler Supply Co	5 Locations	Syringa Bank	7 Locations
Expo Idaho	2 Locations.	Three Rivers Insurance	Boise
FIBERPIPE, Inc.	Boise	Tri-City Meats	Meridian
Flahiff Funeral Chapels	Boise	TrueStroke	Nampa
Forest Recovery Systems	2 Locations	Western Building Maintenance	Boise
Garden Valley	Eagle	Wild West Log Furniture	Coeur d'alene
Chevron	Garden Valley	Window Covering Outlet	Boise
		Woodstone of Twin Falls	Twin Falls



**The Buy Idaho Directory of  
 Products & Services  
 A Great Way to Shop Idaho!**

*('Annual Meeting' continued from page 3)*

Minutes and financials were reviewed and approved.

**Ed Willson** was sworn in as the new **Buy Idaho President** along with a new Board of Directors. **Sandy Anderson** was announced as the new **Executive Director**.

A special presentation was made to long time Buy Idaho member **Anna Baumhoff**, co-owner of **Handmade By Dorothy**. Baumhoff was awarded the **2011 SBA Idaho and Regional Home-Based Business Champion of the Year** award.

**The Perfect Gift:  
 'IDAHO' for Christmas**

