

Alpine CVB/CoC 106 N 3<sup>rd</sup> Street, Alpine, TX 79830  
www.alpinetexas.com alpinechamber@alpinetexas.com 432.837.2326

## House Postpones 3% Tax Withholding Requirement

In a victory for business, the House Ways and Means Committee voted in July to delay for one year the application of the 3% withholding requirement on government payments for goods and services.

With a vote of 23-18, the committee passed out the "Tax Collection Responsibility Act of 2007," including a provision to delay until January 2011 implementation of the 3% tax withholding requirement. Last year, the Chamber successfully prevented an attempt to move up the implementation date of this provision from 2011 to 2007. Recently, the Government Withholding Relief Coalition (GWRC) members, including the Chamber, sent a letter to the committee, applauding its decision to delay the tax.

<http://www.uschamber.com/publications/>

## Five Steps to Marketing Online Grow Your Business through the Internet

By: Ben Straley;  
Principal, Spring Creek Group

The Web is a relatively new marketing channel, and many small business owners believe that it is simply too complex or costly to manage. There are, however, several simple things that you can do to build a successful online marketing program.

### Step One: Improve Your Web Site—

Your Web site is the first exposure that many people have to your business. With this in mind, think about what you want your Web site to do. Do you just want to provide a general overview of your company? List contact information? Enable your customers to purchase products or services? Your Web site design and text should support your goals. Wholesale businesses should provide product and contact information. Retailers should provide their locations or allow direct sales through their sites.

### Step Two: Get Discovered—

Some 80% of all Web site visits start with a search using one of the major engines such as Google, Yahoo!, and MSN. Search engine optimization (SEO) can help make your site more discoverable—by the search engines and, subsequently, by potential customers. There are three basic factors that boost your site's visibility in search engine results:

- Relevant content in your site text
- A simple and easy-to-navigate Web site
- A large number of Web sites linking to your site

## Upcoming Seminars with the Small Business Development Center

**Sept. 5:** Free workshop.  
**"QuickBooks: Payroll"**

2:30-4:30 p.m.,  
Room 107,  
Centennial School Building,  
500 W. Ave. H, Alpine.

The use of QuickBooks is a requisite for participation.  
To register call 432-837-8813 or email [dmiller@sulross.edu](mailto:dmiller@sulross.edu)

**Sept. 12:** Free workshop & luncheon.  
10:00–noon: **"QuickBooks: Reports"**

Noon -1 p.m.: Luncheon  
1:00-3:00: **"QuickBooks: Forms and Forums,"**  
Room 107,  
Centennial School Building,  
500 W. Ave. H, Alpine.

The use of QuickBooks is a requisite for participation.  
To register call 432-837-8813 or email [dmiller@sulross.edu](mailto:dmiller@sulross.edu)

The basic methods to encourage people to visit your site is as follows:

- Search engine marketing (SEM)—Advertise next to search results with Google AdWords, Microsoft® adCenter or Yahoo! Search Marketing services
- Display advertising—Build graphical advertisements for your business and display them across many Web sites using an advertising network (e.g., MSN).
- E-mail—Communicate regularly with current and potential customers and utilize one of the many low-cost e-mail marketing services providers.

Please see *5 steps to Marketing in Oct issue*

The official grand opening of the Museum of the Big Bend was a great success. Children of all ages enjoyed the new look of the museum. Congratulations and job well done. I encourage you to take a tour.

### THE U.S.-MEXICAN BOUNDARY SURVEY

In 1846, after Texas was annexed by the United States, the U.S. and Mexico fought a two-year war. The TREATY OF GUADALUPE HIDALGO ended the war officially in 1848. As a result of the war, the United States gained Texas as well as the territory which includes the present-day states of New Mexico, Arizona, California, Nevada, and Utah, and parts of the states of Wyoming and Colorado. A survey of the new boundary between the two countries was a result of the treaty.

This exhibit features some of the maps that preceded the surveys as well as several types of artifacts and tools used by the surveyors, their methods of surveying, and the important maps, drawings, and reports which resulted from the BOUNDARY SURVEY. The U.S. Mexican Boundary Survey will run through September of 2007.

<http://www.sulross.edu/~museum/links.html>

Thank you Tri County Printing for hosting the Chambers' July Mixer.

Thank you,  
Connie & Betty  
for hosting the  
Chamber Mixer  
@  
6th Street  
Coffee Shop &  
Icehouse

### *Save this Date*

Next Chamber Mixer  
October 18th 2007  
Eva's Salon

Want to host a Chamber Mixer ...  
call us and lets set a date.  
432-837-2326

## CONGRATULATIONS BUSINESS OF THE MONTH

### BIG CANYON TELEVISION

Big Canyon TV has served the Big Bend/Trans Pecos area for over 20 years, providing their customers with the latest in cutting edge satellite related products.

“Over the years there have been many changes” says Martin. “When we started, satellite dishes were 13 feet across, took 2 days to install and cost \$10,000.00. Now, they’re 18 inches across, installed in a few hours and we give them away.” Big Canyon TV covers an area larger than some states from Dell City to Del Rio and from the Mexican border to Interstate 20.

All of our employees love the scenery, the people, and the climate. We are aware that some people work all year in Dallas or Houston and spend time here on vacation. We’re getting paid and living here. What could be better than that? Big Canyon TV has 6 full time employees:

Martin Benevich – CEO  
Chris Muller – Office Manager  
Misha Vogel – SBCA certified  
Lead Technician  
David Leyva - Technician  
Belen Granado - DTS sales & service  
Karen Cantrell – Sales & service

### Reminder

Alpine Chamber of Commerce  
Member Benefit:

The Alpine CVB / CoC will post up to 5 job openings / employment opportunities for your business on the job board and on the website.

Please send listings to:

[alpinechamber@alpinetexas.com](mailto:alpinechamber@alpinetexas.com)

### Alpine Town Weekender Report

Our new weekly entertainment guide the “Alpine Town Weekender Report” includes live entertainment, movie listings, happenings and special events in Alpine. The report is emailed to Chamber members every Wednesday. If you would like your event listed, please send submissions to:  
[alpinechamber@alpinetexas.com](mailto:alpinechamber@alpinetexas.com) or  
[speialevents@alpinetexas.com](mailto:speialevents@alpinetexas.com)

**AUGUST 30 (HAMB-ER MIXER**  
(ALPINE) 6TH STREET (OFFEE SHOP &  
ICEHOUSE 6-8 PM

**AUGUST 31-SEPT 2 MARFA LIGHTS**  
**FESTIVAL** (MARFA) 432.729.4942  
WWW.MARFACC.COM

**SEPTEMBER MEMBERSHIP**  
**MEETING** TBA

**SEPTEMBER 1**  
**ANTIQUES & COLLECTIBLES AUCTION**  
(FT DAVIS) HUMANE SOCIETY  
WWW.FORTDAVIS.COM

**SEPTEMBER 1**  
**FT. DAVIS FRONTIER DAYS**  
FT DAVIS STATE PARK  
432.426.3224 X 20

**SEPTEMBER 1-3 BIG BEND**  
**BALLOON BASH** (ALPINE) 432.837.7486  
WWW.BIGBENDBALLOONBASH.COM

**SEPTEMBER 2-4 LIVING WITH NATURE**  
(MARATHON) WWW.MARATHONTXAS.COM

**SEPTEMBER 4 & 18 CITY COUNCIL**  
**MEETING** (ALPINE) CITY HALL

**SEPTEMBER 13-15 BIG BEND**  
**NATURE FESTIVAL** (BIG BEND NATIONAL  
PARK) WWW.NPS.GOV/BIB

**SEPTEMBER 15-16 CYCLEFEST**  
(FORT DAVIS) 432.426.3015  
WWW.FORTDAVIS.COM OR  
WWW.PEYTONSBIKES.COM

**SEPTEMBER 18 FRIENDS**  
**OF THE NRA BANQUET**  
(ALPINE) Martin Ross 432.837.5684 or  
Pete Peterson 432.837.3375

**SEPTEMBER 21 Evening of the Arts**  
Patrick Mason (Alpine) Sul Ross Marshall  
Auditorium 6pm Dr. Badgerow  
432.837.8222  
http:faculty.sulross.edu/jbadgerow

**SEPTEMBER 21- 22 WEST FEST**  
**(ABRITO COOK-OFF**  
(MARATHON)  
432.386.4516 OR 432.386.4500

**SEPTEMBER 23 MOUNTAIN MAN**  
**R-NDZVOUS**  
(FT. DAVIS) 432.426.3272

**OCTOBER 16 15 CITY COUNCIL** (ALPINE)  
CITY HALL

**OCTOBER 4-6 NATIONAL**  
**INTERCOLLEGIATE RODEO** (ALPINE)  
WWW.COLLEGERODEO.COM  
WWW.SULROSS.EDU  
(432) 837-8191

**OCTOBER 3-6 ROAD RUNNER OPEN**  
**ROAD RACE** (FORT STOCKTON TO  
MARATHON) WWW.MARATHONTXAS.COM,  
WWW.BBORR.COM

**OCTOBER 6 OLD FORT DAYS**  
(FORT DAVIS) STATE PARK  
WWW.FORTDAVIS.COM

**OCTOBER 5-7 CHINATI OPEN HOUSE**  
(MARFA) WWW.CHINATI.ORG

**OCTOBER 13 MARATHON 2**  
**MARATHON** (MARATHON)  
WWW.MARATHONTXAS.COM

**OCTOBER 18 (HAMB-ER MIXER**  
(ALPINE) EVA'S III W. HOLLAND  
6-8PM

**OCTOBER 31- NOVEMBER 3 (HILI**  
**COOK-OFF** (TERLINGUA)  
WWW.HILI.ORG (210) 887-8827

## Welcome New Members and Thank you renewing Members

Please stop in and welcome  
are new members.

Adobe Rose Realty of West Texas

Tillie Arts of Marfa

Jorge Adorno Natural Horsemanship

Lynn Gutierrez

Bread & Breakfast

First Choice Communications

Harry's Tinaja

KMID of Midland

Roswell Web Services

The Red Book Homes & Property Magazine

Dance & Fitness Studio

Longhorn Steakhouse

Mary Dodson DMV

Grace Christian Fellowship

Renewing members, thank you and  
hats off to you for your  
continued support.

Alpine Auto Rental



Alpine CVB/CoC  
106 N. 3<sup>rd</sup> Street  
Alpine, TX 79830  
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