



April 2022 Newsletter

New Chamber Members

Sheep Discovery Center
Local Roots
Red Cliffs Embroidery & Ink
Nebo Vision

What's Happening in Nephi?

Softball Tournament - March 25th and 26th
1400 visitors

Baseball Tournament - April 8th and 9th
2000 – 3000 visitors

Nephi Rainmaker Softball Tournament
May 6 and 7, 2022

What's New in the Chamber?

**Chamber meeting with free lunch
Thursday, April 7 at 12:00 pm**

Juab County Senior Citizens building in the basement

RSVP for lunch by April 5 at 12 pm
<https://forms.gle/Li6yT5VKHeChFPRZ9>

**Women in Business Monthly Meeting
April 27 at noon Juab County conference room**

We will be discussing how to manage stress! Please bring your own lunch and I will provide a yummy dessert!
Please be sure to register so I know how many to plan for!

<https://www.snow.edu/community/sbdc/index.html?trumbaEmbed=view%3Devent%26eventid%3D159058520>

Spread the word and bring a friend!

I have also scheduled the Video - Editing and Creating Class! It will be on May 10th from 6-8 pm at the Snow College Business Building in Ephraim. This will be available either in person or online. The cost is \$50 and Custom Fit will reimburse you 50% upon completion! You can register for this class at www.snow.edu/sbdc. If you are attending online, I will send you detailed information and the files so that you will be able to enjoy attending this class.

For those that would like to attend a free class on "**Release the Junk in Your Truck**", presented by our fabulous Dana Bagnall, you can register to attend at www.snow.edu/sbdc as well. Did I mention this class is FREE!!!! This event is scheduled for Wednesday, April 6th at 7:30 pm at the Huntsman Library, room 101 A at Snow College.

Chrysalis Grand Opening!

Congratulations to Chrysalis on the grand opening of their day program site located just north of Nephi on Highway 132. Chrysalis serves more than 50 individuals with intellectual disabilities. They teach them life skills including personal hygiene, cooking, education and job training. They also get to eat, hangout with friends, participate in recreational activities, and crafts.



Chamber of Commerce Spring Sidewalk Sale May 20th and 21st

Nephi City is opening their sidewalks to chamber members for a spring sidewalk sale. If you are interested in being included in the chamber advertising in city utility bills and in chamber social media, please email the chamber at nephichamber@gmail.com and include any coupons or discounts you want us to advertise. DEADLINE IS APRIL 22.

Welcome Bags for new residents

If you are interested in putting coupons, pens, business cards, or other free business merchandise, please contact the Chamber at 435-660-1278 and we will come pick up the items from you. Bags will be distributed to new utility customers by Nephi City.



March Chamber Luncheon

Thank you to Juab High School and their continuing education program for hosting our March luncheon. They gave a great presentation about having students intern at local businesses for high school credit. If you are looking for more information about this program that the Chamber is sponsoring, contact Alley Gee at 435-623-1940 or visit the chamber website nephichamber.org.

What's the Business Buzz?

Superior Farms Ribbon Cutting April 19 at 2:00 pm

In 2021 we formed Superior Farms Lamb, a company that runs the Sheep Discovery Center in Nephi, Utah. We purchased a large farm to create a state-of-the-art sheep research facility. The focus of this facility is to produce lambs year round, increase the number of births per ewe (i.e., twins), significantly reduce the cost of lamb production, optimize animal health and wellbeing and minimize the overall environmental footprint of lamb production. This will be accomplished by utilizing cutting edge technologies and systems. For example, we will grow fodder that is super nutritious and only uses 5% of the water typically used in conventional farming. We will also utilize Flock54 genetic testing panels to identify the healthiest and most fertile ewes and rams. We hope that this facility will become a valuable tool to help our producer partners to improve the sustainability of the sheep industry.



Notes from your City Council representative and Chamber Liaison, JD Parady:

There are some changes coming to our proposed business environment. Some things that are under consideration in Planning Commission are:

1. A Change to the Commercial Use Zone on Main Street to allow for a mix of both business and residential
2. A Pod Concept to have Commercial and Light Industrial Pods at multiple places around the city to avoid concentrating too much Commercial in one area of town. This will alleviate future traffic congestion issues.

Come share your ideas at Planning Commission and City meetings.

How are we doing as business owners in our community?

Let me start by relating a short story.

My wife and a friend decided to go out to eat. Due to time constraints and the ever-rising price of gas, they decided to eat in town. After a short wait, they were seated and were asked for their drink order. Once the drinks were delivered the server asked what they would like to eat. My wife ordered a soup and salad. With an eye-roll and a sigh the server asked what dressing she wanted. The server acted bothered and impatient. Not a great first impression. Thankfully, the experience didn't continue that way and the server returned in a better mood later to check on things.

On a consistent basis I frequent hardware stores (multiple times on Saturdays). My experience at one specifically has always been positive. Staff is friendly and knows where things are located. They are well-trained to greet customers, point them in the right direction, and check people out promptly.

As our city leaders continue to encourage residents to shop locally, may I ask our Business Community to ponder a few questions?

- What is your business known for?
- How is your reputation locally, and do you have folks that go out of their way to stop in from out of town?
- Have you checked your Yelp and Google Reviews lately? Have you responded to them?
- Are you taking the time to train your employees (the face of your business)? Even if you "can't get good employees," are you still working on training them?
- What do you **want** your business to be known for?
- Can you maintain and grow your business with just local support, or do you need outsiders?
- With limited options in town and more people planning on coming to town for events this summer and years to come, what impression do we, as businesses, want to portray?
- Do you have an outlined set of expectations for your employees in dealing with the public?
- Have you asked someone to give you an honest review?

There are only a few places in our state that I can say that I consistently go back to regularly because of the way I am treated. In-N-Out is one. The staff is always friendly, they greet me with a smile, are efficient and the place is bright, cheery and relatively clean. The burger is not the best one I've had, nor the biggest, but it is consistently good (Animal Style), and I am consistently treated well as a customer. The other place is a steak place in Salt Lake. The staff goes out of their way to make me feel special and important. They act like they have all the time in the world to answer questions, customize my request and get every detail right. They are attentive and seem to know what I need before I ask.

Nephi and the surrounding area are prime locations to bring many folks in for sporting events. And with the recent investment in The Hive facility, we are set to increase traffic year-round to our business locations. There are also recommended changes to zoning along Nephi Main Street and at our freeway exits that will promote additional opportunities to serve travelers and our community.

What will people find when they visit? And what will they remember? My hope is that they find a clean and friendly environment where staff are well-trained and professional. I also have a hope that through your efforts to welcome visitors and make them feel special and important that it will prove to help your business thrive, as you will motivate those visitors to happily visit again and again.

Thank you for all that you do as Managers and Owners.

Looking to grow your business? Want to locate your business in Nephi?

Contact the Nephi City Economic Development team at econdev@nephi.utah.gov. They will meet with you and help locate resources to help your business succeed. They have helped multiple businesses find a new location and have helped bring new businesses in. They are here to help if the business community needs anything.