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Holiday Sales 2016: What Your Business Needs to Do Now

*By Nicole Fallon Taylor, Business News Daily Managing Editor
October 13, 2016 11:03 am EST*

In the retail world, early fall means holiday prep time. Some shoppers have already begun working through their gift list, and the major post-Thanksgiving shopping days —Black Friday, Small Business Saturday and Cyber Monday — will be here soon.

A successful holiday sales season depends on early planning and consistent marketing, especially if you're a small business competing against retail giants like Amazon, Walmart and Target. Sales and marketing experts offered their advice to help you make 2016 your best holiday season yet.

In this article...

1. [Shopping day guide](#)
2. [Trends to watch](#)
3. [What to do right now](#)

Shopping day guide

Not sure which days you should focus on for your post-Thanksgiving sales? Here's a quick rundown of each sale day, its history and which businesses it suits best.

Black Friday

According to [Visual Thesaurus](#), the day after Thanksgiving came to be known as "Black Friday" in the early 1960s, when Philadelphia police officers used it as a negative term to describe the city's holiday shopping traffic jams. The name stuck, and in the '80s, businesses put a positive spin on Black Friday by rebranding it as a day for stores to "get back in the black." While larger merchants usually rule Black Friday with midnight (or earlier) openings and sales throughout the day, many small businesses also offer in-store and online discounts. *Read our Black Friday tips [here](#).*

Small Business Saturday

Small Business Saturday is all about celebrating local merchants. [Started by](#) American Express during the 2010 holiday season, this sale day encourages consumers to "shop small," and give independent retailers a fighting chance in between the huge Black Friday and Cyber Monday sales of larger competitors. Small Business Saturday is typically geared toward promoting brick-and-mortar retailers, and continues to grow in consumer recognition and spending each year. *Read our Small Business Saturday tips [here](#).*

November 2016

In This Issue

Feature - Holiday Sales 2016
(pgs. 1-3)

Upcoming Events -
(pgs. 4-7)

Rathdrum Park & Rec
(pg. 8)

Lakeland School Dist.-
(pg. 9)

Membership list
(pgs. 10-11)



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Cyber Monday

About a decade ago, e-commerce businesses began noticing that sales increased on the Monday after Thanksgiving, when most Americans are back to work after the long weekend. A press release issued in 2005 by the National Retail Federation officially coined the term "Cyber Monday," and by 2010, it had become the biggest online shopping day of the year, [The Washington Post](#) reported. Retailers that sell exclusively online love to run sales on Cyber Monday, but those that have brick-and-mortar and e-commerce operations can also take advantage of this shopping day. *Read our Cyber Monday tips [here](#).*

Trends to watch

1. Online sales will continue to grow. Amit Mathradas, general manager and head of Small Business North America for [PayPal](#), said there has been disproportionate holiday shopping growth from online channels. [Deloitte predicts](#) overall e-commerce sales to grow by 17 to 19 percent from last year's shopping season, including mobile commerce growth of 42 percent.

Mathradas said that to capitalize on this growth, merchants will need to focus on reducing shopping-cart abandonment — in other words, when online shoppers add items to their virtual shopping carts but don't follow through to purchase those items — particularly on mobile devices.

"Online sales and an emphasis on mobile are categorical imperatives," he said. "A site not rendering properly on a mobile device, or any hiccups in payment processing, can cause a ripple effect in terms of lost sales."

2. In-store shopping still rules certain industries. In a [blog post on FTI Journal](#), Christa Hart, senior managing director of retail and consumer products at FTI Consulting, said that in certain product categories — appliances, furniture, food and groceries — the majority of consumers prefer to shop in-store. Even for apparel and footwear, more than half of consumers surveyed by FTI prefer in-store shopping.

3. Younger shoppers' habits have shifted. Understanding the shopping habits of the coveted millennial market is crucial to landing their business, especially in a brick-and-mortar retail setting, according to Hart.

"In the past, these shoppers would stroll the mall in groups and go from store to store ... [which] led to impulse buying along with preplanned purchasing," Hart wrote. "Today, shopping is still a social activity for millennials, but it's often more of an offline-to-online experience. Friends text photos and opinions of the products they see or try on to each other before deciding whether to purchase — either on the spot or later online."

Hart noted that millennials also seek a variety of viewpoints from blogs, online reviews and social media before making purchases.

What to do right now

Based on the aforementioned trends, here's what our expert sources say small businesses should be doing today to be ready for the holiday rush.

Market to loyal customers. Acquiring new customers always requires more time and money than getting repeat customers to come back, and this is especially true during the holiday season. Matt Winn, senior marketing communications manager at e-commerce platform provider [Volusion](#), noted that offering highly personalized discounts and promotions to existing customers can be a very effective way to encourage holiday purchases.

Richard Stevenson, head of marketing communications and global PR at cloud-driven e-commerce software provider [ePages.com](#), agreed, noting that special "holiday countdown" promotions can encourage customers to come back to your store throughout the season.

"Each day, [you can offer] a special price or product combination promotion," Stevenson told Business News Daily. "These can be announced on social networks such as Facebook and Twitter. This will not only encourage a direct sale but also create engagement and repeat visits from shoppers curious to see what the next promotion will be."

Pay attention to social media and SEO. Use tools such as search and social media, so your customers can find you and stay informed on your products and services when they are ready to buy, Mathradas said.

"On a platform like Facebook, you can target the right demographic and ensure that there is a clear call to action — whether a click or a call to drive towards a sale," he added. "Similarly, investing in search terms via Google ensures that you are easily found by customers looking for similar products. This is especially critical for [niche] businesses ... to target the right customer as they follow the path to purchase."

Spreading the word about your holiday incentives also gives you an opportunity to interact with prospective customers who are looking for holiday recommendations.

"Personalize your communication, and offer the type of customer experience — online and offline — that will turn a customer into a long-standing patron long after the holidays are over," said John Oechsle, president and CEO of [Swiftpage](#), a provider of business technology solutions.

Cross-sell on your website. Stevenson reminded e-tailers that shoppers tend to spend more money than usual around the holidays, so there are plenty of opportunities to cross-sell on your website's product pages.

"Set up [related] products that you wish to be shown alongside certain products, he said. "For example, if you are selling china teacups, you could also suggest some nice teapots to match." This can encourage additional purchases and drive up sales, he noted.

Offer in-store pickup. A smart tactic for brick-and-mortar retailers worried about online sales eclipsing their foot traffic this holiday season is to offer an in-store-pickup option for online purchases. Rodney Mason, group vice president of strategy and marketing at [Blackhawk Engagement Solutions](#), said that "buy online, pick up in store" (BOPIS) promotions will create a better connection between the online and in-store customer experience.

"Getting foot traffic will be crucial to getting many retailers back in the black this holiday season," Mason said. "The BOPIS promotion should prove to be a helpful one this holiday season. This strategy is a win-win — shoppers get an attractive deal during the holiday season, and retailers gain more in-store foot traffic and increase the likelihood of incremental purchasing."

Some source interviews were conducted for a previous version of this article.



Nicole Fallon Taylor

Nicole received her Bachelor's degree in Media, Culture and Communication from New York University. She began freelancing for Business News Daily in 2010 and joined the team as a staff writer three years later. She currently serves as the managing editor. Reach her by [email](#), or follow her on [Twitter](#).



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Upcoming Chamber Events

Annual Awards Dinner

November 12, 5:30 pm

[Coeur d' Alene Shrine Club Event Center](#)

Chamber Networking

Luncheon

To RSVP;

office@rathdrumchamberofcommerce.com

November 17, 12pm

[Shepherd of the Hills Lutheran Church](#)

Featured Speaker:

Christie Markham

Salvation Army KROC Center

Marketing and Development Director

UPCOMING MEMBER EVENTS

Rathdrum City Council

November 9, 6:00 p.m. at City Hall

Veterans' Recognition Day

November 13, 2 pm at
Lakeland High Commons Room

Rathdrum Planning and Zoning

November 16, 6:00 p.m. at City Hall

Annual Holiday Treasures Bazaar

November 18 & 19, 9 am-3 pm at
Shepherd of the Hills Lutheran Church

John Brown Elementary

19th Annual Holiday Bazaar

November 19, 9 am- 4 pm

Rathdrum Parks & Rec

November 22, 6:00 p.m. at City Hall

Linux Users Group

November 26, 1p.m. at F1 For Help
F1 For Help

Submit your event by the 25th of each
month to be included in next months issue

shanie@rathdrumchamberofcommerce.com



7th Annual Food Drive to Benefit the Rathdrum Food Bank

Drop off your non-perishable canned or boxed
food, toiletries, or Turkey certificate from Steins
donations from Monday 11/14 ~ Saturday 12/4

You CAN make a difference.

Drop off locations:

Adept Business Solutions ~ American Eagle Mobile ~ City Hall
The Furniture Doctor ~ Washington Trust Bank ~ Lake City Church
Edward Jones/ Debbie Holmes ~ Columbia State Bank ~ Kelsey's
Rathdrum Chamber ~ Stein's Family Foods ~ Wells Fargo ~ Dashco
Rathdrum Trading Post ~ NIC Career Technical Education Facility
Anchors Aweigh Coffee Shop ~ Seright's Ace Hardware

Breakfast: Boxed cereal; baking mixes,
such as pancakes, muffin & biscuit;
concentrated juices

Lunch: Canned meats and tuna fish;
macaroni & cheese, peanut butter,
soups, canned fruit and vegetables

Dinner: Hamburger/ Tuna/ Chicken
Helper; pasta, pasta sauce, rice,
instant potatoes, canned stew

Special: Low salt items: soup, tomato
and spaghetti sauces; low sugar items:
cereal, juice



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BENEFIT AUCTION

NOVEMBER 19, 2016

STACI ARMES



Lion's Club – Rathdrum

16114 N Meyer Road

4:00 pm to 9:00pm

**BEER GARDEN
BY KELSEY'S**

*Please join us to help our friend Staci Armes
She is battling with her second round of cancer.
Staci is a vibrant lady that lives and works in Rathdrum
and a single mom with three great kids
that go to school in Lakeland*

- 4:00 – 6:00 Spaghetti Dinner** Suggested Donation \$5 ea or \$15 for 4
- 4:00 – 6:00 Silent Auction**
- 6:30 – 9:00 Live Auction**
- Raffles Prizes** *GIVEN EVERY 15 MINUTES THRU OUT THE NIGHT
- 50/50 Raffles** *NEED NOT TO BE PRESENT TO WIN

DONATIONS:

Kelsey's Bar
 Lion's Club
 Olive Garden
 Avondale Dental
 Conmat
 Arrow Excavation

Twin Lakes Golf
 Stone Ridge Golf
 Miller's Foods
 B & R Boat
 Rathdrum Trading Post
 O'Malley's Sports Bar

Columbia Bank
 Texas Road House

MORE COMING IN DAILY!!!

Help support a local lady from Rathdrum, Staci Armes, who was been diagnosed with stage 2 breast cancer three years ago. After having both breasts removed, multiple surgeries, months of chemo and radiation treatments she recently received the devastating news that the cancer has returned, with 6 tumors in her brain.

Staci is a single mother with three young children. She is a strong member of the community and a great mom.

Her friends have rallied together and will be hosting a benefit fundraiser for her on Saturday, November 19th at the Rathdrum Lions Club, located at 16114 N. Meyer Rd.

There will be a spaghetti dinner, silent and live auctions and raffle items. A beer garden will be provided by Kelsey's Bar, with all proceeds going to Staci's fundraiser.

All proceeds will go directly to Staci and her children to help ease the financial burden so that she may focus on her treatments and healing and be able to look after her family.

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December D'Lights

Rathdrum Library Hayride and Holiday Stroll

5 pm - 8 pm Friday December 2

Main Street Faire

2 pm - 5 pm Saturday December 3

Lighted Rig Parade

5:00 pm Saturday December 3

FRIDAY

Rathdrum Library Hayride and Holiday Stroll

4 pm Boarding Passes
available at the library

5 pm Tree Lighting
Lakeland High School Choir
Art and Appetizers

5 - 8 pm

OPEN HOUSE

Lakeland Shopping
Center Stores



SATURDAY

Main Street Faire Rathdrum

2 pm - 5 pm

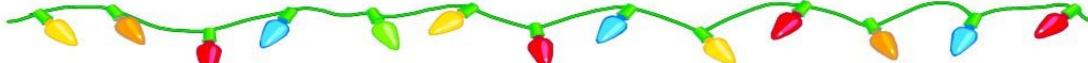
- Family Fun
- Santa and Mrs. Claus
- Dash-for-Cash
- Food and Beverages
- Games and Crafts
- Baking Contest
- Chili Cook-off
- Hayrides
- Craft Vendors

Contact Rathdrum Area Chamber of Commerce for more

Information and to sign-up for parade and contests. 687-2866

www.rathdrumchamberofcommerce.com

7th ANNUAL FOOD DRIVE TO BENEFIT THE RATHDRUM FOOD BANK NOVEMBER 16TH - DECEMBER 5TH
BRING YOUR DONATIONS TO DECEMBER D'LIGHTS or drop off at Adept Business Solutions or the Chamber office



*Rathdrum Library * Rathdrum Area Chamber of Commerce * City of Rathdrum
Rathdrum Parks and Recreation * Rathdrum Lions Club *Lakeland Shopping Center
*Friends of the Community Library Network



For all information and forms



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Please Join the Rathdrum Community on
November 13 at 2:30 PM For
**Veterans Recognition
Day**

The citizens & merchants of Rathdrum wish to recognize & thank all our Kootenai County Veterans at this **FREE** event

- Held at the Lakeland High School Commons at the convergence of highways 41 & 53 in Rathdrum. Doors open at 2PM, opening ceremony begins at 2:30.
- Special Prizes for Kootenai County's Youngest & Oldest Veteran!
- Special recognition and surprises for WWII Veterans!
- The honorees will be chauffeured to & from the event by limo!
 - All veterans attending will be entered in prize drawings!
 - Enjoy cake, ice cream, and cookies.
 - Entertainment by the women's acapella quartet **Amore`!**

Everyone is invited to this free celebration to meet, honor & thank our Veterans.

WWII Veterans and Veterans wishing to be considered for oldest or youngest call Jean at 509-981-3413 by November 1st.

Sponsored by: American Legion Post 154

Northwest Guardian Riders - City of Rathdrum



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ANNUAL HOLIDAY

TREASURES BAZAAR

at
Shepherd of the Hills
Lutheran Church
13541 W. Hwy 53, Rathdrum, ID



BREAKFAST & LUNCH

Saturday ONLY!

FREE CLOTHING!

PANTRY ITEMS



COLLECTIBLES

(Garage Sale Items)

NOVEMBER 18 - 19, 2016

9:00 AM TO 3:00 PM



GOVERNOR
C.L. "Butch" Otter
Address To The Business Community

Wednesday November 9	Best Western Coeur d'Alene Inn 11:30am-1:00pm	Tickets \$35 for all regional Chamber members Non-members \$45
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Register online at www.cdchamber.com or contact Brenda Young at 208.415.0110 or Brenda@cdchamber.com

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Holiday and Heroes 2016

Contact: Chief Tomi Mclean (208) 687-0711 or Charlene Holbrook, PFPD Communications Director
Phone: 208-777-2242

'Holidays and Heroes' Donations Being Accepted

'Tis the season! The annual Holidays and Heroes event is scheduled at the Greyhound Park and Event Center in Post Falls for December 11, 2016.

Although many of us will celebrate and exchange gifts with our families, others are less fortunate and unable to bear the financial burden. For them, it's a struggle to provide the basic, daily necessities of life. Holidays and Heroes strives to add a little extra joy during the gift-giving season.

To create another successful year of holiday magic for hundreds of local children, cash and food items are now being accepted by participating law enforcement and emergency service agencies. As more donations are provided, additional children can be put on our shopping list.

The 2016 participating agencies include: Coeur d'Alene Police Department, Coeur d'Alene Tribal Police, Idaho State Police, Kootenai County Fire & Rescue, Kootenai County Sheriff's Office, Life Flight Network, Post Falls Police Department, Rathdrum Police Department, Spirit Lake Police Department, Spokane County Sheriff's Department, and Spokane Valley Police.

Police officers and firefighters volunteer their time to make this event special and are happy to work in partnership with businesses, civic groups, and citizens in the surrounding area to make a disadvantaged child's Christmas a little bit brighter.

The agencies will be following the same format as in prior years. Several police officers and firefighters will take children shopping for the day. Children's names are provided to the organizers by school resource officers, school counselors, patrol officers, deputy sheriffs, or firefighters who have come into contact with a less fortunate child during the past year.

Children are picked up at their homes by a police officer or firefighter and then driven to an area Wal-Mart. Police and firefighters take the children through the store picking out Christmas gifts for the children and their families. After the shopping is complete, the children are driven to the Greyhound Park to visit with Santa. The Greyhound Park facility is provided free of charge for the event. While the children are meeting Santa, volunteers wrap their presents and prepare large food baskets for the children's families. At the end of the day, the officers and firefighters load the presents and food into their vehicles and take the children home.

'Holidays and Heroes' is now accepting cash donations and food items that can be dropped off at the Spokane County Sheriff's Office at 1100 W. Mallon Avenue and the Valley office at 12710 E. Sprague, Post Falls Police Department at 1717 E. Polston Ave., Kootenai County Sheriff's Office at 5500 N. Government Way, Rathdrum Police Department at 8178 W. Main St., the CdA Police Department at 3818 Schreiber Way, and Kootenai County Fire & Rescue Administration Office at 1590 E. Seltice Way.

Citizens are asked to make a food or cash donation at upcoming food drive events in Spokane and Kootenai County where police and fire departments will be participating. Thank you!

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RATHDRUM *Idaho*



UPCOMING Events

Santa Call In

Call Santa
Or One of his Elves



Santa's Private Phone Line!

Rathdrum Parks & Recreation has Santa's private phone number. He has allowed us to open up the line for all good little boys & girls for a few hours on **Thursday, December 15** from **6:00 pm to 8:30 pm**.

Call **208-687-2399** or **208-687-2700**



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Lakeland Joint School District is looking for patrons, businesses, and community members who are interested in creating a vision and plan for our facilities.

This group of stakeholders would assist Superintendent Dr. Becky Meyer and her team in developing a 5-10 year Long-Range Facility Plan for Lakeland Joint School District.

If you have a passion for education or a specialized skill set to contribute to our team's planning tasks (e.g. experience or expertise in construction, technology, visionary thinking, or land acquisition...) please join us!

Dr. Meyer, along with the assistance from former Superintendent Chuck Kinsey will host the first meeting with the planning group [on Thursday, November 17th](#) at the Lakeland Joint School District Administrative Offices located at [15506 N. Washington Street in Rathdrum from 6:00 p.m.-8:00 p.m.](#)

Future meetings will be set as determined by the group's availability. We will work with your schedule!

Lakeland Joint School District needs individuals who have a vested interest in growing our communities and our schools. If you are interested in participating please email Dr. Meyer at becky.meyer@lakeland272.org or call Dr. Meyer's Executive Assistant Brook Cunningham at [208-687-0431](tel:208-687-0431).

"A Community Committed to Academic Excellence...Dedicated to Student Success"



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American Legion Rathdrum Post 154
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Barbara McLean/ Project Linus
Bay Shore Systems
Bega, Frank & Marge
Bell Tower Funeral Home
Belt, Gayle
BNSF
Better Business Bureau
C & K Roofing Inc.
Champion Concrete Pumping Inc.
Chartwells Dining Services
City of Rathdrum
Coeur D' Alene Airport
Coeur d'Alene Association of Realtors
Columbia Bank
Community Library Network at Rathdrum
Dairy Queen
Daniel's Landscape Supplies
Danny Griffin, Realtor, Windermere
DeLange, Jeri
Diamond Wireless (Verizon Store)
Edge Home Roofing
Edward Jones-Financial Advisor: Debbie Holmes
Embers by the Lake
F1 For HELP
Five Star Bath Solutions
Friends of Rathdrum Mountain
Golden Spike Estates
H & R Block
Habitat for Humanity
Hagadone Directories Inc.
Hayden Homes
Harvest Church
Heavens Best Carpet Cleaning
Henderson, Frank N.
Heritage Health Center/Rathdrum
Horsley Drilling Inc.
Hospice of North Idaho
Human Rights Education Institute
Idaho Dept. of Labor
J & R Electronics Inc.
Joan Genter, Realtor, Windermere
Jobs Plus
Johnson Ron
Jones, Bob
Kelsey's
Knudtsen Chevrolet
Kootenai County
Kootenai Humane Society
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Lacroix, Rene
Lake City Church/Rathdrum
Lakeland Eye Clinic
Lakeland Family Dental
Lakeland Immediate Care
Lakeland Physical Therapy & Sports Injury
Lakeland Sunrise Rotary
Lakeland School District #272
Lakeland Sunrise Rotary
Les Schwab
Martenka Linda
McDonald's of Rathdrum
Mountain States Early Head Start

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Perfection Tire
Pioneer Title Company
Piper9 Salon
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Power Tips
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Specialty Gas Service & Fireplace Center
St Stanislaus Catholic Church
STCU
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Super 1 Foods

The Breakfast Nook
The Furniture Doctors
The Local Pages
The Turn Bar & Grill
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Twin Lakes Community Schoolhouse
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Twin Lakes Realty
Twin Lakes / Rathdrum Creek Flood Control
Twin Lakes Village Property Assoc. / TLV Golf
United Way of Kootenai County
Van Zandt Financial Service PLLC
Wah Hing Restaurant
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