

◆ chamber news ◆

206 E. Broadway www.fairviewokchamber.com 580 227-2527 fairviewchamber@io2online.com Nov. 2005

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*Our Vision
is For Our
Community
to Prosper*

Check out our
website at
fairviewokchamber.com

Business of the Month Fairview E-News

Fairview E-News is an e-mail newsletter published Monday-Friday (and often Saturdays as well) about the goings-on in Fairview. Dave Altman, publisher, has over a quarter-century experience in journalism, and first had the idea of a daily newsletter delivered electronically while working in Nowata in 1995. At that time, the delivery method of choice was the fax machine, but sending several hundred faxes would take too much time. In 2002, Altman decided to try the concept with e-mail. It took him six months to master the HTML language needed to construct the format. It took another three months to work out some of the Internet bugs, but with the help of IO2 Services and Gammastream, Fairview E-News was first published July 1, 2002.

The idea behind a daily newsletter is simple. Things happen in any small town that people want and need to know about as soon as possible. The two most-asked questions in the coffee shops each morning are "Who died?" and "Who won the ballgame?" Fairview E-News tries to answer those questions. Additionally, Altman tries to provide subscribers with information that isn't easily available such as advance looks at the agendas of city council, school board, hospital board and Chamber meetings. Being Internet based, E-News is also able to give subscribers links to original documents and government reports such as sales tax reports and statewide election results.

Altman started E-News from his house and still does most of his work there. But, he has opened a part-time office in Fairview I-Tower. He also has a Web site (<http://www.fairviewe-news.com>) which recorded more than 194,000 hits in October. People can see a sample of E-News and checkout some of the links. The most popular link is the community calendar at the bottom of the page. Anyone may submit events for that calendar by e-mailing Altman at dave@fairviewe-news.com. Altman said, "Thank you, Chamber board members for making me the *Business of the Month.*"

Welcome New Member

Hospice Circle of Love

105 N. Main

Fairview

227-2114

www.hospicecircleoflove.com

November Programs

November 7

Around the Horn

November 14

Lunch With Our Legislators

November 21

Featured Business

Indian Creek Village & Winery

November 28

Business Meeting

Chamber Website

We're trying to make our website as informative as possible for our members and for visitors interested in our area. While maintaining a website and keeping it current is a constant work in progress we feel it's one of our best tools to disseminate information. We are trying new things like publishing restaurant menus and would like to get the menus from all our eateries in town on our site. Starting in November we'll be putting the newsletter on the site. We would also like to have our members send us promotional items to place in their spot on the "members" page. www.fairviewokchamber.com