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A-1 Agency Real Estate & Insurance

26 S. Seneca, Newcastle • (307) 746-2706

The hometown team of A-1 Agency Real Estate and Insurance serves the real estate and insurance needs of our community and customers with honesty, integrity, loyalty and clear communication. This strong and experienced real estate team offers knowledge, professional connections and strong work ethic. Shawnda Sandrini, Broker, Jim Perino, Associate Broker, Valerie Trosello, Associate Broker, and Diana Douglas-Turner, Sales Associate, all offer a seamless experience on behalf of the customers we serve.

Shawnda Sandrini purchased A-1 Agency Insurance, and along with Grace Sandrini, Insurance Agent, have been striving to improve customer satisfaction and gain insurance company offerings. We now offer Allstate, American Modern, Progressive, SafeCo, Foremost, Risk Placement Services, Travelers, Berkshire Hathaway, Propellor and CNA Surety for your home, auto, commercial, recreational, business and bond needs. We strive to provide our customers with honesty, integrity and a “we will find the answers you need” mentality.

When you are a customer of A-1 Agency Real Estate and Insurance, you will experience a cohesive inner office atmosphere, a truly personal and professional experience unlike any other. We are grateful for those who have trusted us with their real estate investment or their insurance needs — including those of whom simply stop by to say hello! We strive to continue to be the hub for real estate and insurance for our community.



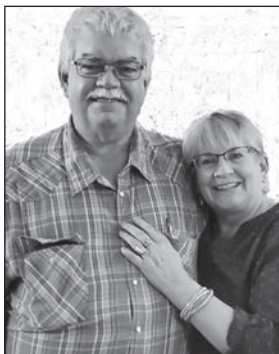
Arnold Realty

505 W. Main St. • (307) 746-2083
ArnoldRealty.com
**35 Years Serving
the Black Hills Area**

Family owned and operated, Arnold Realty, Inc. is honored to have served your real estate needs for 35 years. Since starting the company in 1990, founding members Tom and the late Marilyn Arnold and their daughter Julie (Arnold) Pederson have carved their niche and tailored the excellence of this highly respected firm.

Julie and her husband, Jim Pederson, continue that quest in today’s boutique real estate firm, with primary focus on ranches, recreational land, hunting properties, cabins and country homes in the Black Hills and the neighboring territories of Wyoming, South Dakota and Montana.

Thank you for your continued friendship and business. We are very privileged to be a part of your real estate journey.



Black Hills Dental

17 S. Seneca Ave., Newcastle
(307) 746-4772

For more than 30 years, Black Hills Dental Group has been providing quality dental care to the people of northeast Wyoming, and in that time they’ve grown to offer a wider range of services, while incorporating advances in the field into the services they impart.

Drs. Seth and Kristine Rhoades, DDS, continue to strive to provide quality comprehensive dental care and education with caring and understanding. We are committed to excellence and giving patients a positive experience.

Black Hills Dental Group delivers the complete spectrum of dental care services to its patrons, including all aspects of general dentistry: cleanings, fillings, same-day crowns, root canals, dentures and extractions. We have also gone fully digital with our x-rays to provide better diagnostics with 50-90 percent less radiation. Dr. Seth Rhoades also provides Invisalign clear braces. Dr. Kristine Rhoades now offers Botox.

Black Hills Dental Group is open Monday through Thursday from 8 a.m. to 5 p.m. Call to set up an appointment!



Advanced Communications

1807 W. Main, Newcastle • (307) 746-9614

Advanced Communications is Newcastle’s locally owned and operated cellular phone retailer, providing Weston County and beyond with cellular business since 1995. Advanced offers service from six prepaid carriers: Verizon, AT&T, Selectel, H₂O, Cricket and Ultra Mobile.

Elizabeth Townsend, Kelly Stith and Richard Klinker are available to provide big-city service with a small-town feel from 9 a.m. to 5:30 p.m. Monday through Friday. Advanced Communications offers cellular phones and service, phone accessories, and tablets — all at the same price or less than you can find in the large cities. No need to support out-of-town businesses, we have it all right here! Technical support and device lessons are also available for a nominal charge.

“We love seeing people we know and care about, and in return, we frequent and support other local businesses and organizations,” said Elizabeth Townsend, store manager.

You can also pay various bills at the store or drop off rechargeable batteries and old cell phones for recycling. The staff go above and beyond to help out their customers, opening the business on evenings and weekends by appointment, when needed.



Bigfoot Property Services LLC

(307) 746-8233 or (815) 761-4536
Newcastle

Bigfoot Properties Services, LLC is a locally owned and operated business.

We offer a wide spectrum of services including hardscape, landscaping, lawn care, tree/brush trimming, firewood, fall clean-ups, hauling away debris, residential snow blowing/shoveling, small Skidsteer projects, property maintenance and more!

Give Josh a call at (815)-761-4536, or Kellie at (307)-746-8233, to see what we can do for you!



Black Hills Title

18 W. Main St., Newcastle • (307) 746-2001

Black Hills Title is a full service title company offering exceptional title insurance and escrow closing services.

Whether you are purchasing a home or refinancing an existing loan, the staff at Black Hills Title will ensure that your transaction is handled professionally and accurately.

Our experienced staff has established relationships with the local realtors and lenders.

Their knowledge and experience in Weston County make Black Hills Title the clear choice for protecting your property rights.

Our office is open Monday through Thursday from 8 a.m. to 5:30 p.m., and Friday by appointment only. For more information, visit our website, BlackHillsTitle.com, or our Facebook page, facebook.com/BlackHillsTitle.



Blakeman Propane

78 WY-450, Newcastle • (866) 259-7736

Blakeman Propane is a family-owned corporation with 10 retail locations throughout Wyoming. Since 1953, Blakeman Propane has supplied propane to residential, agricultural, commercial, oil and gas, mining, industrial, and other customers.



We strive to provide our customers with safe, affordable service that they can rely on. We also promote a family-oriented culture within our workforce to enable our team to be better citizens in the communities that they serve.

Blakeman Propane is also committed to supporting the communities that we serve by giving back through various civic and non-profit organizations that build stronger communities and families.

Business hours are Monday–Friday from 8 a.m.–5 p.m.

Serving Wyoming Since 1953

Cambria Discount Drug, LLC

701 Washington Blvd., Newcastle
(307) 746-9191; (307) 746-9118 FAX

Are you looking for a pharmacy team that operates under the principle of patient care and customer service?

Cambria Discount Drug, LLC is here to serve our community for all your prescription needs and stand by their motto, “Where customers are friends, and friends are family!”

Ruth L. Taylor, PharmD, has been a native of Newcastle since 1975, and has been practicing pharmacy since 2009. She began her pharmacy work at our hometown Pamida/Shopko pharmacy.

When Shopko pharmacy went out of business, Ruth had a choice to make: move away and look for work elsewhere, or stay in the town she loves and continue to serve her customers. She chose to stay as her customers are her “family!”

Ruth and her awesome team look forward to your business and are proud to have the opportunity to serve our community for many years to come.

Cambria Discount Drug is located in Decker’s Market on Washington Boulevard (U.S. Highway 16). Hours are from 9 a.m. to 6 p.m. Monday through Friday, and from 9 a.m. to noon on Saturday. You can email pp.phcy@cambriadiscountdrug.com.



CLT Flooring & Furnishings

1600 W. Main St., Newcastle • (307) 746-3335

CLT, est. in 1984 and celebrating its 41st year, offers a wide variety of brand-name furniture, flooring, decorations, and window treatments. They offer professional installation for all floor coverings as well as custom ceramic tile installation, including bathrooms and showers.

A Mohawk Color Center dealer, CLT carries the complete line for Mohawk and Johnson Hardwood Luxury Vinyl Planks. You can also view the entire line of Karndean solid vinyl flooring that has beautiful visuals of real wood and stone! Randy has over 40 years of installation experience, and has installed every floor imaginable for the home or commercial setting. He is happy to give you a free estimate.



CLT carries the Fusion Designs line of Amish Furniture from Indiana, all hand-made, est. 1995, and comes with a lifetime warranty. CLT offers a wide variety of brand-name furniture which includes Intermountain Furniture and Southern Motion, made in the U.S.A., Parker House, Ashley, and the complete line-up of Serta mattresses. Check out our recliners, coffee tables, dining room tables, and more! See the great selection of pictures and lamps to accessorize. Additionally, CLT carries the full line of Hunter Douglas window treatments, including cellular shades, verticals, wood blinds, and roller shades. Also, check out all the gorgeous area rugs that could be yours!

CLT Flooring & Furnishings is truly your one-stop center for all of your decorating needs. They are open Monday – Friday, 9 a.m. – 5:30 p.m., and Saturdays, 9 a.m. – 1 p.m. Stop and see their super selection, competitive pricing, and always, service with a smile! Visit online at cltflooringandfurnishings.com or on Facebook.

Decker’s Market

701 Washington Blvd., Newcastle • (307) 746-2779

Decker’s Market has been serving the community of Newcastle for more than 70 years and three generations. Beginning with Max Decker in 1954, the business has exemplified customer service and local community support.



Decker’s has been a regular participant and supporter of local community events and organizations, including the Support Our Schools program, the volunteer fire department, Weston County Fair, the support of numerous local sports teams, and countless other community activities. Over the last seven decades Decker’s has employed thousands of community members and now provides employee discounts and other benefits to associates as the county’s second-largest private employer. Clint Mullen manages the day-to-day operations of the business.

Decker’s cemented its commitment to the community in the spring of 2020 with the opening of its new location, featuring a new aesthetic, new equipment, a sit-down deli and bakery area, expanded gift shop, Cambria Coffee Shop, and Bootleggers Liquor store. Cambria Discount Drug is also located within Decker’s. The pharmacy rounds out the one-stop shopping available within the store.

Dixon Brothers Trucking

5093 U.S. Highway 16, Newcastle
(307) 746-2788

When Jim Dixon launched Dixon Brothers Trucking 65 years ago, few would have predicted that the venture would grow into a company that employs approximately 160 people that work out of 11 different terminals located in five states.



The recent completion of the attractive new headquarters building on the eastern edge of Newcastle is just one of the signs of the continued growth and improvement, as is the addition of a Denver terminal in the fall of 2015. Dixon purchased another Colorado trucking company in the summer of 2021.

A small business started in Weston County has become a major cog in the economy of the entire region, and Dixon Brothers operates more than 120 trucks and 300 trailers, hauling gasoline, diesel, propane, jet fuel, cement, asphalt and chemicals. Since Dixon incorporated the company with his brother Jerry in 1961, the company has kept pace with changes in transportation and the regulations that govern the industry through management that has allowed Dixon Brothers to grow consistently.

Through all of the expansion and improvement, Dixon Brothers is still just as much a family business as it was half a century ago. Jim’s son, Jimmy, and daughter, Suzette Miller, have taken over the majority of the management tasks, and Jim’s grandchildren are employed at Dixon Brothers as well. In 2010, the Wyoming State Legislature recognized the contributions made by the family and company to both the industry and the state.

Edward Jones Investments

Jeff Virchow, Financial Advisor
224 W. Main St., Newcastle • (307) 746-2667

Edward Jones®

Jeff Virchow
CFP®, CPWA®, AAMS™
Financial Advisor
224 West Main Street
Newcastle, WY 82701
307-746-2667
jeffrey.virchow@edwardjones.com
Member SIPC
edwardjones.com

Elliott Chiropractic

1 S. Seneca, Suite A, Newcastle
307-746-9200

The chiropractic profession is primarily based on spinal adjustment to treat misalignment, and pain caused by that misalignment. Travis Elliott, DC, specializes in relieving patients of that pain by manual spinal manipulation.

Elliott has been in business since 2002, and will treat everything from a stiff neck or headache to an uneven gait and lower back pain through evaluation and adjustment, with suggestions of ergonomic modifications, exercise, stretching techniques and sometimes diet changes that can be done to reduce or relieve pain in the future.

“We have been privileged to take care of the community for 23 years. We remain available for all of your chiropractic needs. People come in and they hurt, and I make them feel better,” explained Elliott.



Farm Bureau

360 W. Main St., Newcastle
(307) 746-4471

As the agent at Mountain West Farm Bureau insurance here in Newcastle I, Holly Borton, invite you to stop in our office anytime; let’s talk about what we can help you protect. We are one of the few local insurance companies; with our corporate offices in Laramie, we serve only Wyoming, Montana and a portion of Colorado. Mountain West Farm Bureau was founded in 1948 by ranchers. I am proud to say that the first Wyoming policy written was in Weston County, and the first president was from Weston County. We all need insurance, but most importantly we need the “right” insurance. We specialize in Ranch coverage, as well as Auto, Home and Commercial. We welcome inquiries regarding life insurance, annuities, and retirement planning. It is my goal as an agent to ensure that you are properly covered, and to be there for you during all the different chapters of your life. The Farm Bureau office hours are 8:30 a.m. – noon, and 1 – 4:30 p.m., Monday through Friday, and after hours by appointment. Please call us at 307-746-4471; we look forward to helping you protect what matters most.



Farnsworth Services

58 Fairgrounds Rd., Newcastle • (307) 746-3591

In July 2015, B&M Dozer Services, LLC, Bucky Rawhouser and Whitney Rawhouser acquired Farnsworth Services, and the company has continued its 20-year tradition of delivering excellence in all it does.



Farnsworth Services provides demolition, excavation and underground utilities for commercial and residential properties. The company offers a number of oilfield services, including location building, pit liner installation, well maintenance, well site plumbing, leak repair, treater cleaning and maintenance, frak tank rental, vac truck services and water hauling, in addition to reclamation and seeding.

Crews are also available for water and sewer line installation and repair, including emergency sewer line service, as well as septic cleaning and septic system excavation. They will also perform tree and stump removal, erosion control, gravel hauling, snow removal, residential and commercial structure demolition and fire cleanup. In 2016, they even began offering portable sanitation services.

The company is also available for reservoir construction, site clearing, lot leveling, basement and foundation excavation and grading contractor services. In short, Farnsworth Services is eager to cover all of your construction needs, and committed to following their motto of “getting it done right” in everything they do.

First Northern Bank of Wyoming



NMLS#402576



24 N. Sumner Ave., Newcastle (307) 746-4411

Discover the heart of Wyoming at First Northern Bank of Wyoming, where we’ve been delivering exceptional service and financial solutions for 140 years.

As our vision states, “We succeed when our families, our communities and our customers thrive.”

Whether it’s for you, your business, or your family, our success is measured by your prosperity. We are the familiar faces you know and trust. Visit us in downtown Newcastle at 24 N. Sumner Ave. or give us a call at 307-746-4411 and experience the difference today.



First State Insurance Agency

Member of Burns Insurance, Inc.
24 N. Sumner Ave., Newcastle • (307) 746-3503
(Located in First Northern Bank of Wyoming)

First State Insurance is an independent insurance agency serving Northeast Wyoming for more than 57 years.

Agents Joanna Akers, Brenda Kirsch and Denise Griffis are committed to providing prompt courteous service, answering questions, and providing no-obligation quotes. First State Insurance offers insurance for auto, home, recreation vehicles, commercial risks, farm/ranch and life policies. Let us help protect what you own.

Insurance is not FDIC Insured, not guaranteed by the bank, not insured by any federal government agency. Not a deposit.



Gateway Travel Center LLC

5007 U.S. Highway 16, Newcastle • (307) 746-2020
307-746-2020 gateway307@outlook.com • Taco John’s 307-746-2002
Hot Stuff Pizza/Krispy Krunchy Chicken 307-746-2020

Well, 2024 came and went so fast! It was a whirlwind, but a great year filled with more wonderful travelers, truckers and our fun-filled amazing regular customers. We still are enjoying having travelers come through from all over the world and spending every day with all of the local regulars that come to sit for a spell and visit.

We take great pride in providing a clean, fully stocked, friendly store. We have many options! We have added a new Krispy Krunchy Chicken line to the Hot Stuff Kitchen food court area. We still have the town favorite of Taco John’s as well. We offer catering options in Taco John’s, as well as the ability to cook large group orders in Hot Stuff and Krispy Krunchy Chicken. Advanced notice would be required.

Along with the three fast food options, we have a large variety of food, groceries, supplies, novelty items and jewelry in the convenience store for your shopping needs. If you are in need of a gift or just want to spoil yourself, we have a lot of cool and pretty items to shop for.

The real reason we are here, though: Fuel! We sell E10 (87 10 Ethanol), 87 Clear, 91 Clear, Diesel #2, (wintertime w/additive), Diesel #1, Off Road Diesel #2 (wintertime w/ additive), and DEF. Beyond the pumps we have a large, FREE, clean truck parking area for overnight truck parking.

Additionally, our RV park has 20+ sites with 50/30 AMP services full hookups with shower house and laundry, as well as seven long-term sites in the trees. New expansion coming soon! Here is looking forward to another great year in 2025!

Hole in the Wall Storage

101 Rodeo Dr., Newcastle • (307) 746-8168

Hole in the Wall Storage has a hideout for your treasure!

Wade and Elaine Andersen, owners, offer these amenities:

- An attractive, new facility
- Friendly, reliable service
- Three sizes of storage: 5x10, 10x10, and 10x20
- Trailer and RV parking

The grounds at Hole in the Wall Storage are graveled with ample room for turnaround.

Our facility is lighted at night and plowed clear of snow in the winter for easy access to all of your belongings. Hole in the Wall Storage is located at 101 Rodeo, south of the U.S. Highway 16 Truck Bypass in Newcastle.

To find out more or to reserve your storage space, call us at (307) 746-8168.

Locally built, locally managed!



Hometown Medical Clinic P.C.

DOWNTOWN NEWCASTLE • 219 W. Main St. • (307) 746-2182

As the local hub for all your medical needs in the heart of Weston County, Hometown Medical Clinic offers care without compromise.



Ashley Tupper
APRN, FNP-BC, COHN-S



Shellie Hensley
APRN, FNP-C

We offer full-service care throughout the lifespan. With providers trained in pediatrics to geriatrics, we provide services for all commercial insurances, Medicare, and Medicaid.

We are proud to also be a VA community care network provider.

You don't have to navigate your health alone. Come to Hometown Medical Clinic for family practice with a Hometown feel.

Howdy's Bakery and Farm Market

834 S. Summit Ave., Newcastle • (307) 941-0962

Whether you're looking for fresh-baked pies, cookies, or breads, or you want local honey, try Howdy's Bakery in Newcastle! There is a variety of baked goods to choose from, and they take special orders for cheesecakes, desserts, pies and more, too. There is a great selection of home-canned foods, flour and sugar, etc. The selection is always expanding as the bakery seeks to provide Weston County with the best country-like shopping experience.



Owners Daniel and Fannie Troyer and family greet their customers with love, a big smile, and a kind word — as well as delicious homemade goods. The bakery's hours of operation are Thursday, Friday and Saturday from 9 a.m. to 5 p.m. Call (307) 941-0962 to order your baked items. For a unique loaf of bread, cookies, pies, candy, or canned goods, stop in to the Howdy's Bakery and Farm Market. Check out our craft items!

Julie Domina

128 W. Main St., Suite J, Newcastle • 605-517-0379
WyoDak.realtor@gmail.com

My commitment to purposeful and consistent communication ensures that you're always in the loop throughout the home-buying or selling process.

With WyoDak Real Estate you can trust that your interests are my top priority. I've built strong connections with exceptional businesses and service providers. Whether you need information on lenders, contractors or more, I've got you covered.

Specializing in northeastern Wyoming and southwestern South Dakota, I am at your service, extending my expertise to assist you in any area. With top-notch in technology right at your fingertips you can search homes nationwide.



Give me a call 605-517-0379 or visit realtorwyo.com.

Little One's Childcare LLC

330 S. Summit Ave., Newcastle
(307) 746-3112

Little One's Childcare LLC is a childcare center licensed through the State of Wyoming. Amanda Dixon is the owner and director and has been in the childcare business more than 15 years!

Little One's Childcare LLC is open Monday through Friday 6:45 a.m. to 5:15 p.m. We provide childcare for infants and children through the age of 6. We also take older children when there are early releases, no school days, and in the summer!

Preschool is offered Monday through Friday for children ages 2 through 6.

We accept payments from the State of Wyoming subsidy assistance program. Little One's Childcare LLC is an Equal Opportunity Provider.



Meridian Mortuary

111 S. Railway Ave., Newcastle • (307) 746-2986

Meridian Mortuary has had the privilege of serving the community of Newcastle for many years.

Our caring and attentive staff will be there for your family when facing the loss of a loved one. We have a dedicated team of funeral professionals along with an expert support staff that will help you with every detail to honor your loved one. Crematory services are offered locally.

Meridian Mortuary offers pre-planning where we can assist you with advanced planning for you or your loved one. Advanced planning gives your family the peace of mind by knowing your final wishes. If you would like to learn more about pre-planning, please give us a call and we will put you in touch with our Family Planning Counselor.

Meridian Mortuary also offers a full-service monument department where we can assist you with every detail to memorialize your loved one. See us at 111 S. Railway Ave. in Newcastle, call 307-746-2986, or email at info@meridianmortuary.com.

Meridian Mortuary, serving our community one family at a time.



Mondell Heights Retirement Community

106 E. Main St., Newcastle • (307) 746-8522/746-8582
Cambriaheightsllc@gmail.com

Most people never realize what an asset an assisted living facility is to their community. The realization comes most dramatically when the adult children of elderly parents need to acknowledge that their parents' home is no longer the safe haven it used to be.



The owners of Mondell Heights Retirement Community, Don and Ruth Taylor, are acutely aware of the problems faced at this time in a person's life. As such, they have dedicated themselves to the operation of a safe, caring, community environment. Independence is encouraged with enough assistance to be safe. We can assist with bathing, dressing, continence care and all activities of daily living. Three nutritious meals plus snacks, weekly housekeeping and laundry, and activities are included. Medications are managed by a registered nurse.

Mondell Heights is a Wyoming state-licensed Level I Assisted Living Facility, and is Medicaid approved. It is staffed with licensed and certified staff dedicated to providing a healthy, happy, safe home for your beloved parents.

Mountain View Plumbing & Heating

(307) 746-2273 or (307) 941-0372

Owner and Master Plumber, Brian Olson, is here to service all of your plumbing, heating, and cooling needs. Mountain View Plumbing, Heating & Cooling is your local HVAC service, repair, and installation technician. Mountain View Plumbing, Heating & Cooling provides repair and replacement of water heaters, tankless water heaters, boiler systems, and sewer line systems. He provides sewer camera and locating, and is your local water softener dealer.

Mountain View has many fixtures, faucets and toilets in stock! He can remodel your bathroom, complete new construction or new home plumbing installation and design. Olson is licensed, bonded, and insured, with more than 27 years of experience. He would like to thank Newcastle and Weston County for supporting him in his 10th year of business! Call Mountain View Plumbing, Heating & Cooling today!



Newcastle Area Chamber of Commerce

1323 Washington Blvd., Newcastle, WY 82701
email: chamber@newcastlewyo.com

Shop Local First
Bringing Community and Business together
Making Newcastle a Destination
We are the hub for your visit to the area!
Stay and Play
Visit all four seasons!



Monday – Friday 10 a.m. – 2 p.m.
PH: (307) 746-2739

Newcastle Motors

2880 W. Main St. • Newcastle
(307) 746-4475 • newcastlechevy.net

Newcastle Motors is your hometown dealer for Chevy and Buick cars, trucks, and sport utility vehicles. Now is the time to be looking for a new vehicle, or check out our used vehicles.

We have Chevy Silverado trucks to pull your full loads off-road and still have the comfort and style for the long ride. The new High Country has an interior so nice it is sure to turn heads.

Newcastle Motors also has GM Certified Technicians and will help you get back on the road in case you get in trouble, or if something gets worn out.

Stop in for a test drive today at 2880 W. Main in Newcastle, call 307-746-4475, or check out the inventory online at NewcastleChevy.NET.



Newcastle Vision Clinic

101 S. Railway Ave., Newcastle
(307) 746-2371

Newcastle Vision Clinic is celebrating its 76th year serving Newcastle and surrounding communities. We provide quality eye care with a wide variety of fun, fancy, practical, and durable yet affordable eyewear. Dr. Kiana Ehlers recently took over the long-standing practice.



Over the years, Newcastle Vision has continued to update equipment and services to keep pace with the newest technological advancements in ocular screening. We implement state-of-the-art retinal imaging, as well as Ocular Coherence Tomography to check for eye health changes such as glaucoma, macular degeneration, high blood pressure, diabetes, and many other eye and general health issues that cannot be detected without specialized equipment. Newcastle Vision Clinic also offers specific formula vitamins for eye health, to help protect your vision for years to come.

Stop by Monday through Thursday 8 a.m. to 5 p.m., or Friday 8 a.m. to noon, and let Dr. Ehlers and her highly trained staff help you with your optical needs. We look forward to seeing you!

News Letter Journal

14 W. Main St., Newcastle
(307) 746-2777

The News Letter Journal has been putting democracy on display in Newcastle and Weston County since 1890. The NLJ is consistently recognized as one of the top community newspapers in Wyoming, and the nation as a whole, consistently winning awards for the way we cover the news, sports, events and people in our region.



In addition to our print edition, the NLJ offers a vibrant website, newslj.com, for easy online access to much more information than we can provide in the weekly paper. Our website subscribers have access to statewide news, online games and puzzles, Wyoming Cowboy sports, an interactive community calendar, a comprehensive business directory, and thousands of photos from our award-winning photographers and community contributors.

We also offer a weekly newsletter, NEWCNow, that comes directly to your inbox, and a YouTube Channel with recordings of important government meetings and videos from many of the community's top events. Check out our Top of Main Podcast on Spotify, Apple Podcasts and other top platforms, and follow us on Facebook, Twitter and Instagram to stay connected to Weston County, Wyoming, and your world.

Email editor@newsnj.com for more information about our print and online products, or to suggest story ideas or other ways we can improve our service to you!

NLJ Marketing & Media

14 W. Main St., Newcastle • (307) 746-2777

The News Letter Journal puts its media muscle to work for Weston County and northeast Wyoming by offering a full range of communications and marketing services to promote the people, organizations and businesses that make our community what it is.

The print edition of our newspaper is still a dominant force in local media, and when combined with our digital products — website, newsletter, podcast, video, social media — we easily offer the best chance to build your brand and get your message out to Weston County. Our staff of graphic designers are able to create custom looks for your business or personal needs, and our network of marketing and communication experts can maximize the impact of your marketing dollar by using a variety of online platforms to target audiences well beyond Weston County's borders.

We offer website design and maintenance, social media management, email marketing, streaming audio and video, location based marketing, search engine marketing and optimization and email-based marketing services. NLJ Marketing & Media is Weston County's top destination for job printing — everything from business cards to banners — and a local resource for color copying, laminating and binding.

We can also purchase from a wide selection of office furnishings and equipment and are willing to special order other items to improve your business or organization's image.



Perkins Tavern

114 W. Main St. • (307) 746-3382

Bruce and Julie Perkins invite you to stop in and check out the newly refurbished Perkins Tavern! New floors, upgraded coolers, more video games, and the addition of the old antique bar from the historic former Corner Bar are just some of the updates. The bar now even boasts individual ports to charge your phone! There's also a convenient ATM right inside.

Perkins Tavern has a varied beer selection, including the newest beers on the market. The crew is happy to mix your special drink. They are famous for the best Bloody Mary in the Black Hills. Order one for yourself, and you'll see why! Play a game of pool, or just hang out and have a few cold ones. Saddle up to the bar for a few cocktails at the newly remodeled Perkins Tavern.

Perkins Tavern is open noon to 2 a.m. Monday through Sunday. The kitchen is open Friday, Saturday, and Sunday nights for wings and pizza. Check out our menu! We hope to see you soon!



Pinnacle Bank

wypinnbank.com • (307) 746-4466 • 1401 Washington Blvd.

While Pinnacle Bank has grown throughout the last century into a modern, regional bank, they still hold strong to their old-fashioned, neighborly customs — like greeting you by name and being involved with local events. Their Newcastle branch is one of many



community branches merged into a stable, family owned organization that allows customers to enjoy large bank resources, while making a local impact in Weston County. Community remains at the core of everything they do — they've consistently demonstrated an unwavering commitment to reinvesting in their hometown for more than 80 years.

Justin Tystad, Market President, has been leading the Newcastle location since 2003. He oversees a knowledgeable, dedicated staff, who not only offers you the banking expertise to help you reach your financial goals, but is proud to call Newcastle home, too. One of the many perks Pinnacle Bank offers is Newcastle's only drive-up, deposit-capable ATM — making your banking more convenient.

A complete list of Pinnacle Bank's products, services, and advantages can be found at wypinnbank.com.



Pizza Barn

66 Old Hwy. 85, Newcastle
(307) 746-2874



Pizza is only the beginning of the great cuisine offered at the Pizza Barn. For nearly 50 years the Gualtieri family has been serving pizza, pastas, steaks, burgers, prime rib and more. The restaurant is a favorite dining destination in the Black Hills of South Dakota and Wyoming!

The restaurant, featuring a nightly special, is open Tuesday through Saturday starting at 4 p.m. The restaurant also caters events in the Newcastle community and the surrounding area.

Under the management of Chris and Pam Gualtieri, an updated interior and smoke-free environment was brought to the Pizza Barn. "The Barn" is the perfect place to schedule your family's next birthday party, family gathering, or other special events. It's a family friendly environment with games for the kids.

During the summer months enjoy our outdoor seating area, which includes a water fountain and rustic decor collected from across the area, as well as hosted outdoor community events of all types. Watch for more outdoor adventures coming this summer!

If you are looking for great food in a fun and friendly atmosphere, then head to Newcastle's Pizza Barn!

Ranchers Feed & Supply, Inc.

2750 W. Main St., Newcastle • (307) 746-3111

Ranchers Feed & Supply is a one-stop-shop for all your livestock and ranching needs. We work with ranchers, partner in our communities, and supply operations with everything but the rain! We strive to provide good nutrition for your livestock, whether that is in 50-pound bags, or 24-ton bulk loads delivered straight to your facilities. We also do custom mixes in bags and totes.



Ranchers Feed & Supply offers a wide range of fencing supplies from barbed wire to t-posts, wood posts, and much more. If we do not have it, we will do the best we can to get it for you. We also carry a variety of hay feeders, bunk feeders, veterinary supplies, vaccines and much more!

Our Newcastle location is one of three Ranchers Feed & Supply locations. We also have stores located in Edgemont, SD, and Lusk, WY. The Newcastle store is open Monday through Friday, 8 a.m. to 5 p.m., and on Saturday from 8 a.m. to noon.

Range

(307) 347-7020 • (800) 927-2643

Today, Range serves over 13,000 broadband subscribers to over 30 communities, operates over 4,700 miles of fiber-optic network, and employs more than 160 communications experts with an expertise in engineering, construction, project management, operations, and network maintenance. Collectively the executives that lead Range have a combined 150 years of experience in the communications and broadband industry. The corporation continues to grow and fulfill the demand for next-generation communication services. Range plans to invest a minimum of \$150 million in fiber optic infrastructure over the next ten years.

With office locations in Forsyth, Mont., Sheridan, Wyo., Worland, Wyo., and Dubois, Wyo., Range offers next-generation communication services to business and residential customers. Range will continue to expand its fiber-optic network and deliver the best in customer experience.

For your convenience, we have partnered with the City of Newcastle and 21 Electric to provide FREE WiFi in downtown Newcastle and the Weston County Fair to provide FREE WiFi at the Fairgrounds.

Call us at 800-927-2643 to discuss upgrading your internet speed with one of our friendly customer relations representatives.



Seconds

212 W. Main St., Newcastle • (307) 746-2955

Do you love walking into a store that has a little bit of something for everyone? Then Seconds is the place for you.

Open since 2019 in downtown Newcastle, owner Casey Smith always strives to keep his store full of high-end inventory. From beautiful antiques, and vintage masterpieces, to high-quality and some hard-to-find items, you'll find it here — timeless wedding room, beautiful furniture, curios, toys, kitchen items and so much more. Seconds is always a happy and fun environment to shop in. Stop in and see us, Tuesday through Saturday 10 a.m. to 5 p.m. We look forward to seeing you!



Shear Designs

1315 S. Summit Ave., Newcastle • (307) 629-6556

Whitney Rawhouser, owner/stylist with 13 years experience, specializes in all hair and nail services such as gel nails, hair cuts, colors, and hair extensions.

Kaylee Latoree, a new stylist to Shear Designs with over 3 years of experience, offers eye lash extensions, waxing, brow tinting and laminating, and lots of fun boutique items! Stop in the salon to view, or check online for more at Thepynksyloboutique.com.

Keriann Wood, stylist at Shear Designs with more than 2 years of experience, specializes in all nail care services, from gel manicures/pedicures, to gel extensions and nail art.

The salon, soon to offer spray tanning, is open Monday through Saturday by appointment and walk-ins if time is available. Call or text with questions or appointment availability.

You can reach Whitney at (307) 629-6556, Kaylee at (307) 696-3827, and Keriann at (307) 629-4004.



Skull Creek Studio

1315 S. Summit Ave., Newcastle
(307) 746-5458

Skull Creek Studio is a full service photography studio located at 1315 S. Summit Ave. in Newcastle. Photographer Emily Hartinger has been offering her talent and services to the Newcastle area and beyond since 2016.

Emily offers services including senior portraits, weddings and engagements, newborns and children, families, business headshots, passport photos, events and more. She has also been the local school photographer for the past few years.

Skull Creek Studio also offers a full product line of high quality photographic prints, wall art, greeting cards, albums, and so much more. Indoor studio and outdoor on location sessions are available by appointment by contacting Emily via call or text at (307) 746-5458. Follow Skull Creek Studio on Facebook, Instagram or TikTok for new offers and specials!



State Farm Insurance

Jill Hartman, Agent
420 W. Main St.,
Newcastle • (307) 746-9689
209 Cleveland,
Sundance • (307) 283-2187

At State Farm Insurance, our offices proudly offer the following insurance, investment and banking products: automobile, homeowner's, life, Medicare Supplements, business and farm/ranch insurance, as well as IRA, Roth IRA, annuity and mutual funds. Our mission is to help people manage the risks of everyday life, recover from the unexpected, and realize their dreams. We are people who make it our business to be like a good neighbor, who built a premier company by selling and keeping promises through our marketing partnership and who bring diverse talents and experiences to our work of serving State Farm customers. Our success is built on a foundation of shared values — quality service and relationships, mutual trust, integrity and financial strength. Our vision for the future is to be the customer's first and best choice in the products and services we provide. We will continue to be the leader in the insurance industry and we will become a leader in the financial services arena. Our customers' needs will determine our path. Our values will guide us.



Summit Plumbing & Heating

58 Old Highway 85 • (307) 746-2209

Do you need a good plumber that you can trust? David Hopkins has been serving our community and the surrounding area since 2008 and enjoys helping folks with their needs. He has a great team with Summit Plumbing and Heating, LLC, that is trained and qualified to tackle any of your plumbing or heating jobs. They are skilled in new plumbing,

remodels, service work, boiler installation/maintenance, furnace installation, and a large variety of other projects. We want to provide the best service we can to our community, because that is what our community deserves.

We are open from 8 a.m. to 5 p.m. Monday through Friday, and are also available during weekend hours by appointment and for plumbing/heating emergencies. We look forward to serving you and thank each of you who have trusted us with all your plumbing and heating needs!



Sundowner Inn

451 W. Main St., Newcastle • (307) 746-3344
sundownerinnwy@gmail.com • sundownerinn.net

Looking for a unique stay? The Sundowner Inn is a historic western inn conveniently located in downtown Newcastle featuring clean, quiet, comfortable rooms and a full breakfast.

Book your reservation online at sundownerinn.net, and get ready to step back in time while you enjoy a relaxing stay at this nostalgic inn.

Amenities include high speed wifi, cable tv, concierge service, hot and cold filtered water with Ionized UV air filtration system. A diligent housekeeping staff will be happy to assist with your needs.



Treasured Florals & Gifts

1903 W. Main St., Suite 3, Newcastle
(307) 746-4349

Gifts for any occasion can be found at this unique store owned by Marissa Sweet and formerly owned by Jeri Tapp. A variety of fresh flowers and silk flowers can be arranged for your special someone.

In addition to floral service, the store is packed with many wonderfully unique decorative items including Cheerful Giver candles, wall hangings, shelves, and countless other items to make your home warm and inviting. The gift and flower shop also carries jewelry for everyday and special occasions, including Laramie, Wyoming, handmade authentic jewelry.

Treasured Florals & Gifts is open from 10 a.m. to 5 p.m. Monday through Friday for all of your flower, plant, and gift needs.



WC Sports & Western Wear

115 W. Main St., Newcastle • (307) 746-3165

Deb Carr, owner of WC Sports & Western Wear, has been in business since 1992. Carr and her late husband began serving the Newcastle area in April 2011. Through the years she has delighted in providing holiday fun and children's activities for Halloween and Christmas.

WC Sports & Western Wear has hundreds of prom gowns to choose from for any formal event, and also rents tuxes. According to Deb, one of her most popular and requested items is official NFL memorabilia. WC Sports carries all of your favorite team ball caps, scarves, and team glassware. She also carries hand-crafted candles, made in the U.S.A., from Thompson's Candle Company.

The store was expanded in 2015 to include western wear. You can find items from Cowgirl Tuff, Cinch, and Tony Lama boots, as well as cowboy hats, belts, and belt buckles. There are boots and slippers for every member of the family. You can also pick up work boots, FR jeans and shirts for the hard-working man or woman in your life. The store features gifts for all ages, and the women's clothing line is continually expanding.

Carr has always been proud to provide you with big-city inventory at hometown prices. She knows that her store is blessed by the local community and encourages everyone to stop in and see what she has to offer. The store is open Monday – Friday from 10 a.m. – 6 p.m., and seasonally on Saturdays from 10 a.m. – 3 p.m.



Weston County Children's Center

104 Stampede St., Newcastle • (307) 746-4560

The Weston County Children's Center/Region III Developmental Services, provides Department of Family Services-licensed child care for infants and children through age 12, preschool for children age 2 to school age, and FREE early intervention and special education for birth to school-age children with special needs in Crook and Weston counties.

The facility is open from 6:30 a.m. to 5:30 p.m. Monday through Friday and offers full-year childcare. Contact the Children's Center to find out more about these services and to inquire about TANF preschool scholarships and childcare subsidy financial assistance. The Weston County Children's Center has been meeting the early care and education needs of the county's children and families since 1969! Weston County Children's Center/Region III Developmental Services is an Equal Opportunity Provider.



WCHS Home Health

725 Washington Blvd., Newcastle • (307) 746-3553

Weston County Health Services Home Health can help you recover safely and independently in the comfortable surroundings of your own home. Depending on your needs, a variety of skilled health care professionals is available to provide skilled nursing services, physical therapy, occupational therapy, speech therapy and home health aide services.

WCHS Home Health Extended Care Program is a self-pay skilled nursing program for services not covered by insurance, to assist with medication management, lab draws per physician's orders and other needs.

WCHS Home Health In-Home Services program can support community members to remain safely in their homes with services including Lifeline, personal care, shopping, errands, meal preparations and light housekeeping.

WCHS offers Lifeline services, a medical alert system allowing seniors to summon help when needed. The Lifeline device gives peace of mind to both the elderly and their families. WCHS Home Health strives to meet our community's needs. Please call (307) 746-3553 with any questions.



Weston County Health Services

1124 Washington Blvd., Newcastle • (307) 746-4491 • wchs-wy.org

Through strategic planning sessions, seven elected board members lead the facility initiatives for the health of Weston County. Our vision is to provide quality healthcare in a caring environment to improve the health for our community. We strive to continually exceed the expectations of every patient and customer in regard to service, effort and professional standards.

A wide range of services include an Emergency Room, Laboratory, Radiology Department, Outreach Services, Therapy Services, Home Health and In-Home Services, as well as Acute Care and a 58-bed long-term care facility. Trained professionals use state-of-the-art diagnostic imaging equipment to assist medical providers in diagnosing conditions of the human body. We provide a variety of exams and offer services in modalities such as x-ray, CT, ultrasound, screening 3D mammography and MRI. Our imaging modalities allow a variety of ways to look at and into the human body, help all health care providers to diagnose conditions. 3D screening mammography is now available. The Laboratory provides testing to aid in diagnosis, treatment, management, and prevention of disease. On Wednesdays, from 6:30 a.m. to 8:30 a.m., blood wellness testing is available at the lab. The Therapy Services Department offers physical therapy, speech therapy, and occupational therapy to patients who are disabled, injured or impaired by an illness or accident. We also offer swing bed services, and cardiac rehabilitation.



Weston County Medical Clinics

Both Weston County Newcastle Clinic and Weston County Upton Clinic offer primary and walk-in care.

Our family medicine clinics provide comprehensive care for the entire family through all phases of life, from childhood to senior years. Board certified physicians and advanced practice providers give individualized care for patients. Our services include general health, prevention and wellness, immunizations, work/school/travel exams, pre-surgical consultations, home visits, and minor ambulatory procedures.

The WC Newcastle Clinic is conveniently located across the street from the hospital at 1121 Washington Blvd. It is open Monday through Friday from 8 a.m. to 5 p.m. with a walk-in clinic available. Call 307-746-6720 to make an appointment today.

The WC Upton Clinic is located at 717 Pine St., and is open Monday, Tuesday, Wednesday and Friday from 9 a.m. to 4 p.m. Walk-ins are welcome. Wellness Wednesdays are offered the first and third Wednesday of the month, from 7 to 9 a.m. at the Upton Clinic. Call 307-468-2302 to make an appointment today.

The Upton Pharmacy is located inside the clinic. They are open Monday through Friday 9 a.m. to 1 p.m. and 2 p.m. to 5 p.m.

Walk-In Clinic



1121 Washington Blvd., Newcastle WY
(307) 746-6720



717 Pine St.,
Upton WY
(307) 468-2302

Weston County Pharmacy & Upton Pharmacy

1124 Washington Blvd., Newcastle • (307) 746-2425
 717 Pine St., Upton • (307) 468-3775

Weston County Pharmacy is conveniently located in the front of Weston County Health Services and is open seven days a week, from 9 a.m. to 7 p.m. on Mondays, 9 a.m. to 6 p.m. Tuesday through Friday, and from 9 a.m. to 2 p.m. Saturday and Sunday. The pharmacy was designed to be convenient, which includes parking near the pharmacy door, a drive-through, and two checkout stands. Customers are greeted by knowledgeable, friendly, and courteous staff that provide quick and efficient service at competitive prices. The expanded over-the-counter section is stocked with commonly requested items. Special order requests are available for over-the-counter medications and supplies with next-day service most of the time. Our pharmacists can give Tetanus, Pertussis, Flu, Pneumonia and Hepatitis B — as well as other vaccinations — in the new immunization room. We offer counseling and information on your prescription and over-the-counter medications from our experienced staff. Most insurance plans are accepted, including Medicare Part B and D, UMR, Cigna, Federal, Blue Cross Blue Shield, and more. Assistance is available for help with prescription insurance coverage and formularies. We are a great resource to use!

We offer medication pill packing for convenient administration of medications at both locations, and also can deliver medications under certain circumstances.

The Upton Pharmacy is open Monday through Friday, from 9 a.m. to 1 p.m. and 2 p.m. to 5 p.m.

Weston County Museum District

Anna Miller Museum
 401 Delaware
 Newcastle

Red Onion Museum
 1920 U.S. Hwy 16
 Upton

The history of Weston County and surrounding areas is preserved for area residents, visitors, and future generations within the Weston County Museum District's two museums, the Anna Miller Museum in Newcastle and the Red Onion Museum in Upton. Exhibits within the two museums include artifacts of early coal mining, fossils, early ranch life, history of early lawmakers and a tribute



to veterans, just to name a few. Both museums are open Monday through Friday, from 8 a.m. to 4 p.m. year-round, and by appointment.

Both museums welcome groups and tours of the museums. In addition to the many historical displays and interactive areas, each museum also has a gift shop with unique items for sale. Available on CD is the book, "First 100 Years of Weston County," as well as Wyoming and Black Hills books, photographs, cookbooks, and music.

Weston County Senior Center

627 Pine St., Newcastle • (307) 746-4903



The Weston County Senior Center is a busy place. We have exercises, toenail clinics, billiards, Bridge, Dominoes, Cribbage and more happening. There is always something for everyone. Our dance, featuring live music, is the last Friday of the month and is open for all ages!

Come down Friday morning for our famous cinnamon rolls and coffee! The community comes together for a roll, coffee and a great visit.

We continue to serve curbside pick-up meals, home-delivered meals, and dine-in meals. Our transportation department keeps busy also. Our awesome staff is here to help everyone. We are blessed to be a part of this community.



Weston County WIC



400 Stampede St., Newcastle • (307) 746-2677 or (307) 941-0753

Nutrition, Support and the Power of MOMs. Women, Infants, and Children's Supplemental Program helps mothers be better moms. Jordan Pitchford, IBCLC, and Jodi Brooks want to do just that.



WIC is a USDA Food and Nutrition Services program that is run by the Wyoming Department of Health. WIC serves more moms than you think. In fact, we serve over half of all infants born in Wyoming. Their mission is to provide food, nutrition education, and support for income-eligible infants and children up to 5 years old, and women who are pregnant, breastfeeding or postpartum. They also offer support to anyone who cares for a child, including dads, grandparents, and foster parents who are eligible. Not only do they provide healthy food, including fresh and frozen fruits and vegetables, milk, whole grains and nutrition tips to help growing families, but they also provide a community of support and encouragement for new moms. Breastfeeding moms can receive free breast pumps, along with tips and support for breastfeeding success.

WIC also provides referrals for other care services, such as pediatricians, social services, and immunization services. To see if you qualify, call 746-2677 or visit the office in Newcastle. They also go to Upton, Sundance, and provide phone appointments. For further information, please visit and 'like' the Facebook page, 'Wyoming WIC Program' and follow us on Instagram @Wyoming_WIC. Request an appointment online at wywicapply.health.wyo.gov/#/.

Woody's Food Center

622 W. Main St., Newcastle • (307) 746-3511

Welcome to Woody's Food Center! We are your local community connection for high quality foods, friendly service and great prices. Our family owned store offers a convenient one-stop shop where you can find everything you need from the everyday essentials to specialty items from around the world. Our friendly staff is here to help you find exactly what you're looking for and to offer you assistance. We take pride in our community and appreciate your business. We know that you have many options for food purchases and want you to know that we're working hard each day to continue to earn your business.

We listen to our customers and try to get all of the items you request. Along with our two-week sales ad, we have our Good Buy program that gets you more bang for your buck. We also have in-store specials. When owner Kelly Wood finds a good buy, he loves to pass those special prices on to our customers.

Woody's has the best meat department in the area. Come see Tim for your special cuts and more. Let him know what you need and he will take care of you.

We also do catering! If you have an event that you need help with, give us a call.

We deliver Monday through Friday! Sign up for text deal alerts on your mobile phone, or visit us online at woodyfood.com to create your shopping list, check out our ads, and get recipes ideas.

We love our customers and want them to have an enjoyable shopping experience. Woody's Food Center is open Monday through Saturday from 7 a.m. to 8 p.m., and Sunday from 8 a.m. to 7 p.m.



Word's Window Washing

334 Roundup Ave., Newcastle • (970) 584-8321

Do you need a clear perspective? Dirty windows got life looking a little dingy? Call Word's Window Washing!

Gary Word heard there was a need in the community for a window washing service, then stepped up to fill the role by opening his locally owned and operated business in 2020.

He is very dedicated to each and every job he is called on and his motto is sincere, "I give you my 'Word' your windows will shine!"

Gary can be reached at (970) 584-8321, and he will provide references on request.



Wyoming Refining Company Par Pacific

10 Stampede St • (307) 363-0999 • parpacific.com



Wyoming Refining Company was purchased by Par Pacific Holdings, Inc., headquartered in Houston Texas, in June, 2016. Par Pacific is a growth-oriented company that owns, manages and maintains interests in energy and infrastructure businesses. Our strategy is to identify, acquire and operate energy and infrastructure companies with attractive, competitive positions. We have an active, opportunistic growth strategy and look for operations with strong fundamentals and great employees who can move a business forward.

Wyoming Refining Company owns and operates a 140 mile crude oil pipeline gathering system that provides direct access to the Powder River Basin Crude, a 40 mile products pipeline that feeds into the Magellan products line en route to Rapid City. The Magellan line is a proprietary jet fuel pipeline and terminal in Rapid City that connects to Ellsworth Air Force Base which holds approximately 750 MBBLs of crude and refined product tankage.

For employment opportunities please visit our website: parpacific.com.

YB Wellness

Yasmin C. Frank 307-941-1923 • Brice Birkley 307-941-2190

Yasmin and Brice began YB Wellness in May of 2022, and for the past three years have been delivering cold-pressed juices, salads, kale beans, and fresh salad dressings to customers who call and order them.

YB Wellness is licensed and has ServSafe Certification to sell products that focus on wellness and helping customers feel their best. The Purple Corn Infusion and Tumeric Infusion drinks top the list of customer favorites, and both can be ordered in either 8 ounce or 12 ounce sizes.

You can also find YB Wellness on a weekly basis during the local farmers' markets throughout the summer. YB Wellness provided samples to customers during the Wellness and Trade Fair and shared information about their wellness benefits.

Give YB Wellness a call to learn more about wellness and being Your Best.



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How small businesses can support each other

Small businesses play a vital role in economies across the globe. The Small Business Administration says small businesses — which are defined as firms that have fewer than 500 employees — comprise 99.9 percent of all businesses in the United States. Small businesses may be defined differently elsewhere in the world (in the European Union, small businesses are defined as firms with 50 or fewer employees), but they are no less valuable to their economies.

Because of the key role small businesses play, including employing millions of people throughout the world, it is essential that small businesses thrive and prosper. There is much the public can do to help small businesses be successful, but there also are steps small business owners can take to assist one another.

- Pass along opportunities. As a business owner, if you come across a resource or an opportunity that may not be the ideal fit for your own company, consider sharing the informa-

tion with another small business owner or recommending another firm that might make for a more suitable partner.

- Promote one another. Make sure there is a prominent and visible collection of business cards or promotional materials available in your facility. For example, if you are a local real estate agent, you can promote and recommend mortgage brokers, home inspectors, interior designers, and moving companies. If you own a store, enable other businesses to advertise their own stores and services.

- Organize networking and meeting opportunities. Networking and meeting with others in the industry is a great way to share ideas to see what may be working for others and what is not. Networking meetings also provide great opportunities to work on potential collaborations.

- Consider sharing resources. Certain businesses may benefit from sharing facilities, equipment or even supplies and other resources as cost-saving measures. This also may

open up opportunities to collaborate.

- Use one another's services. One of the simplest ways to help another small business is to be their customer. This is the ultimate show of support and can help validate your recommendation.

- Explore co-branding or co-marketing. Some businesses support each other by working together. Finding ways to work together can be effective, especially in similar industries. For example, pet store owners can work exclusively with a nearby dog trainer, and both can market their services together.

- Start a social media group. A small business with social media savvy can be the administrator/moderator of a local group that encourages other businesses in the area to frequently post and advertise their businesses.

Small businesses can work together to support one another so these vital cogs in the economy can flourish.

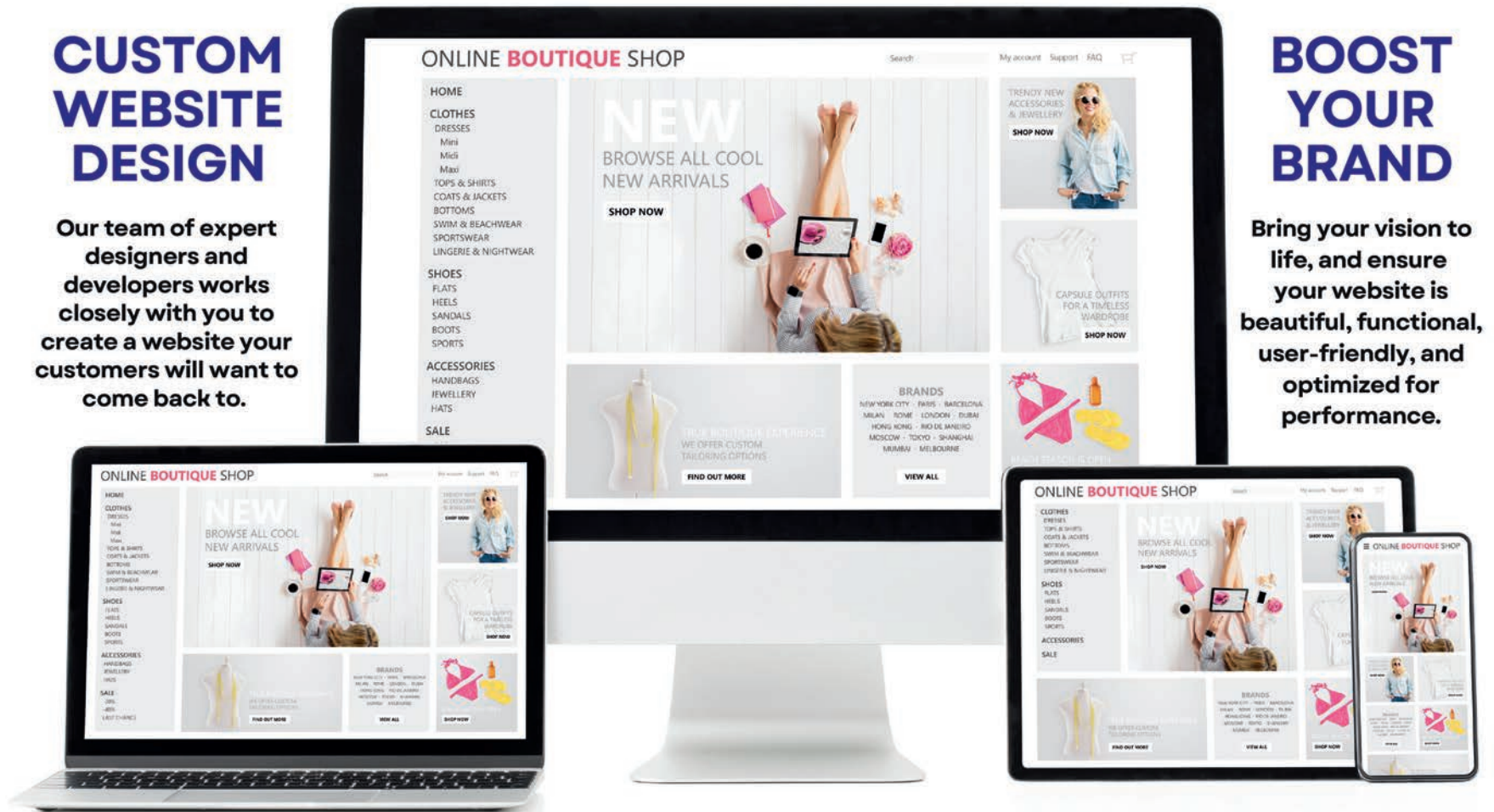
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Our team of expert designers and developers works closely with you to create a website your customers will want to come back to.

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News Letter Journal
— Marketing & Media —



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