



EMPIRE DEVELOPMENT & CONSTRUCTION INC.

THE EMPIRE MONTHLY NEWS

Keeping you up on what is going down in the construction industry.

Volume 1, Issue 2

March 14th, 2011

Local Community Calendar:

- 3/18-20 Custom Auto Show, Lax Center
- 3/20 Coulee Region Chill "Faith Night", Omni Center
- 3/21 Music as a Weapon Concert, Lax Center
- 3/26 3rd Annual Coulee Chase 5k, Myrick Park
- 3/27 Family Fun Fair, Omni Center

WELCOME YUPPIE PUPPY!!

Last year when we vacated our old office in unit 6 and consolidated to unit 5, we wondered what we should do with that space. Should we turn it into a meeting room, storage space, a play room for Tony and Phil's kids, or maybe a garden gnome rescue shelter?? Nothing really struck a chord with us. We did a short term lease with the Coulee Region Chill but pondered the long term use.

Not long after the Chill moved we were contacted by a woman who wanted to

move her new business from home to a storefront.

This worked well for us and after some minor remodeling, Yuppie Puppy was born.

Chris's prices are reasonable, she does a great job, and really cares for her furry clients. All of the Empire team's dogs go to Yuppie Puppy.

To set up a time to get your dogs groom on, call (608) 783-7924 to set up an appointment.



All New Empire Development Website

With a new year comes a new advertising budget. Tony and I were quite torn on how to distribute those coveted advertising dollars.

Ultimately we came to the decision to invest all of it into our web site. The old site was outdated, clunky, and hard to navigate. The new site should be fresh, easy to navigate and most of all be easy for me to change the content so it stays fresh.

I interviewed many great and well qualified site designers but none were quite right until we met The Blu Group and Tony Roberts. We had done some work for Tony in the past and when we spoke to him it seemed he really got what we were looking for.

After a few weeks of emails, FTP downloads, and numerous phone calls we got a final look at our site before it went live. It was exactly what we wanted and needed.

We kicked off the new website for the LABA Home and Garden show. We hope you will take a moment to check it out. While you are on our site we are giving away a free iPod Nano on the home page. This will run through the end of the week and end at 2pm Friday.

Good Luck Everyone!!

Visit us at www.empiredevelopment.com

