

Business

BUSINESS BRIEFS

Stanton hangs shingle

Attorney Thomas Stanton opened a general law practice, Stanton Law Offices LLC, in the spring. Originally from the New York metropolitan area, Stanton moved to Jackson in 1997 and graduated from the University of Wyoming College of Law in 2007. He served as an intern summers during law school in the Teton County & Prosecuting Attorney's Office, and post-graduation he clerked for Judge Dennis L. Sanderson. His law office is located in the Powder Horn Mall above the UPS Store and Book Trader, near Jackson Whole Grocer. Call 739-2200 or e-mail info@tomstantonlaw.com.

Verizon No. 1 in Wyoming

Verizon Wireless ranked highest among all national wireless providers in the West region, which includes Wyoming, in the J.D. Power and Associates 2010 Wireless Call Quality Performance StudySM, Volume 2. More than 26,595 wireless phone subscribers were surveyed by J.D. Power and Associates between January and June about their experiences cellular phone calls. Based on their responses, Verizon Wireless ranked highest in four regions. "Our customers in Wyoming expect the best from Verizon Wireless," said Melanie Braidich, region president for Verizon Wireless. "We consistently invest in our network throughout Wyoming to ensure that we anticipate customers' needs today and in the future, and continue to provide our customers with the nation's largest and most reliable wireless network." Verizon Wireless has the largest 3G network coverage area in the United States.

Enzi: Reduce tax form burdens

Sen. Mike Enzi, R-Wyo., ranking member of the Health, Education, Labor and Pensions Committee, spoke on the Senate floor recently in support of an amendment to repeal a costly new 1099 IRS tax form reporting mandate imposed by the new health care law. "Under the new health care reform law, 40 million businesses will have to submit onerous and duplicative 1099 tax forms. This August, I toured small businesses across Wyoming to get a sense of what federal legislation is doing to help or hinder them. I saw firsthand what kind of struggles they deal with every day and what is working for them and what is not," Enzi said. The Senate voted 46-52 against proceeding to debate on the amendment Enzi backed.

Civility matters

A year-long initiative sponsored by the Wyoming Humanities Council titled "Civility Matters" kicks off at the Heart Mountain Relocation Center at 11:15 a.m. Saturday in Powell. Featured at the event is National Endowment for the Arts Chairman Jim Leach and former U.S. Sen. Alan Simpson, a board member of the Heart Mountain, Wyoming Foundation. Following the kick-off of "Civility Matters," Leach and Simpson will also participate in "A Conversation on Civility" at 1 p.m. at Northwest College. Two journalism and political science students will interview Leach and Simpson with the session introduced by Northwest College President Paul Prestwich and moderated by faculty member Lou McPhail. The public is welcome. For more information about the Wyoming Humanities Council, call 721-9243 or visit www.uwyo.edu/humanities.

Recognizing the hospitable

The Jackson Hole Chamber of Commerce is looking for nominees for its Western Hospitality Award, which is presented each quarter to the individuals and businesses that exemplify true Western Hospitality and that exceed the expectations of visitors and locals. Eric Buthmann of Snow King Resort was the Western Hospitality Award winner for July. Send nominees to Mary Haworth, Chamber membership manager, at mary@jacksonholechamber.com.

DEADLINES

Business Briefs must be submitted to the News&Guide by noon on Monday. E-mail editor@jhnewsandguide.com, call 733-2047 or stop by the office at 1225 Maple Way, across from Kmart. Or fax them to 733-2138.

Rodeo opens downtown boutique

New shop balances rustic with refined.

By Katy Niner

A new downtown boutique joins the Rodeo ring.

In July 2009, Rodeo opened in Hotel Terra, filling a niche for hip, contemporary fashions in Teton Village. That December, Rodeo launched a second shop — Ruby Ranch — in Four Seasons Resort Jackson Hole, also in Teton Village.

On Sept. 4, Rodeo seized the too-good-too-pass-up opportunity of 35 W. Deloney and opened a downtown Jackson outpost.

Each store is unique, though all three feature an eclectic, unifying aesthetic: contemporary-rustic yet refined chic. In the new Rodeo, white walls complement a cowhide countertop, dark racks and a wood display table. The interior design is simultaneously clean, modern and Western.

Mindful of the sophisticated boutiques already on Town Square, Rodeo brings a tight selection of American, European and Japanese designers not found anywhere else in Jackson.

The downtown store, led by Rodeo manager Becky Hyatt and buyer Dottie Forester, will feature a broad range of prices, from retail therapy tops to designer showcase pieces. With Forester bound for buying trips to New York City and Los Angeles, the new Rodeo will welcome distinct lines by December. Pas de Calais, a Japanese line of alpaca wool and linen layering pieces, represents Forester's vision for the downtown Rodeo:



Dottie Forester and Becky Hyatt, buyer and manager, respectively, of the new boutique Rodeo on Deloney Avenue, are excited to offer rustic-chic fashions in downtown Jackson.

simple, comfortable, fashionable designs that appeal to a wide range of women.

Jewelry buyer Arcy Hawks also will source hip and funky lines for the downtown store, like Nikki-B's delicate beaded necklaces and the handmade, highly collected one-of-a-kind pieces of Beth Orduna.

"As a woman, you can get trapped in the dude wear," Hyatt said. Rodeo helps Jackson ladies make their wardrobes feminine and stylish.

To Rodeo, Forester brings experience opening food shops and owning her own yoga studio, where she sourced lines like Lululemon. Hyatt's background in costuming and fashion makes her conscious of clothing construction and proud of the well-made lines Rodeo carries.

The store currently

stocks architectural sweaters by Gary Graham, funky tees by Haute Hippie, boho-chic blouses by Antik Batik, deconstructed sweaters and leather leggings from Graham & Spencer, organic tees and ponchos by Loomstate and luxurious sweater tights from ilux. This winter, expect shearling boots by NDC of Belgium and cashmere from Casmari and Soyun.

Hyatt and Forester are excited to join the inspired retail environment of Gaslight Alley.

One of a kind

Rodeo, which walked the Western Design Conference runway, will follow up on the event by presenting the one-of-a-kind work of silver- and leathersmith Arnold Goldstein through mid-October at its Ruby Ranch store in the Four Seasons Resort Jackson Hole in Teton Village. Goldstein creates Western-inspired concho belts, toggle bracelets and sterling silver pendants.

Already, the downtown store is abuzz. Last weekend, it hosted a trunk show with California designer Calleen Cordero, an event that offered the opportunity to customize Cordero's bohemian leather bags, belts and shoes.

In October, Rodeo will host a Grand Opening and feature local specials. For the latest on sales, events, trunk shows and new arrivals, sign up for the Rodeo newsletter on its website — www.rodeo.jh.com — or follow Rodeo on Facebook.

Interior designer showcases furniture

New Jackson gallery offers affordable, eco-friendly pieces.

By Cara Rank

Kate Binger knows it can be difficult to find affordable furniture in a Jackson Hole.

That's why she is showcasing some of her custom furniture from exclusive and eco-friendly lines in John Richter's photography gallery at 30 King St. By November, customers will find a selection of 15 pieces ranging from sofas and chairs to desks and lamps.

"The gallery is some place that people can go and look at affordable furniture," said Binger, who was recently married and changed her last name from Johnson. "You can go sit in that sofa or chair, and then I can do custom ordering for you."

Binger, 35, began her career in Los Angeles, where she attended school for design at University of California, Los Angeles. She practiced inte-

rior design on the West Coast for four years before moving to Jackson Hole for "quality of life."

Upon relocating here, Binger began working for Home Again as an interior designer. A year later, she opened her own business, Designed Interiors.

She specializes in designing spaces that reflect her clients' styles and budgets.

During the past three years, most of her business has been through referrals.

The process typically begins with Binger visiting a client's residence or business with samples. From there, she reviews the scope of the project and the budget.

"It helps to look at everything in their home," Binger said.

Binger describes herself as a designer who can work with any client — someone who wants to restyle a bedroom or an entire house or commercial building. Projects have ranged from contemporary to Western to a "super East Coast traditional," she said.

Binger has worked on projects from

8,000-square-foot homes to remodels and additions.

"I like to mix things up," Binger said. "Even with the Western style, which everybody wants, I like to throw in some contemporary flair. Or, if they lean more toward the traditional, I like to integrate different styles, if it suits the client. I think that's the best way to get a custom feel."

Without the overhead of a showroom, clients will find knowledge and quality for a "really good price," she said.

Though she works from home, Binger does have a warehouse space with 10 to 40 pieces of furniture on hand at any time.

"I like to keep pieces on hand that I think would be suitable for a Jackson local," she said.

Working with an interior designer can ensure your home is well-edited.

"It avoids that, 'Oh shoot, I bought something that doesn't quite work,'" Binger said.

Visit www.designedinteriorsjh.com for information.