

  
**DURANGO ROCKS**  
DURANGO CHAMBER OF COMMERCE  
ANNUAL AWARDS EVENT

## Durango Rocks 2021 Awards Nominations Now Open!

Every year, the Durango Chamber of Commerce recognizes and honors those who have made a difference in our community during its prestigious awards event. Now is your opportunity to nominate a business, non-profit or individual who has made an impact in our area. Click the links below to nominate!

- [Business of the Year](#)
- [Small Business of the Year](#)
- [Entrepreneur of the Year](#)
- [Non-Profit of the Year](#)
- [Citizen of the Year](#)
- [Volunteer of the Year](#)
- [Young Professional of the Year \(YPOD\)](#)
- [Barbara Conrad \(LLP\)](#)
- [Morley Ballantine](#)

*Save the Date!*

Mark your calendar for the Durango Rocks Awards Event, Thursday, January 20, 2022 and celebrate members of the business community!

## From the Executive Director's Pen

### The Time of Giving is Here!

Autumn is by far my favorite time of year. I love Fall sports, the cooler nights, and changing colors. It's not only a change in season, it's a change in habits as the days get shorter which signals year-end is nearing. As we begin wrapping up this year and planning for next year, it reminds me of opportunities to support our local nonprofits.

We are fortunate in Durango and La Plata County to have so many incredible nonprofit organizations that offer critical services and contribute to our economy. With the variety of nonprofits located here, you can align yourself with an organization that reflects your shared beliefs, and missions that you care about. There are numerous to choose from that focus on different programs, including housing assistance, child development, arts and culture, food insecurity, animal welfare, conservation, business assistance, and many more. If you need help discovering what might be the best fit, please feel free to reach out to the Chamber and we can assist.

Nonprofits play an important role in our economy and strengthen the fabric of our community. Donating to nonprofits allow them to advance their mission, grow as an organization, and do more. My dad was an educator on the Front Range. He instilled in me the importance of giving, no matter the investment level. I found that my monthly contributions to the organizations I support provide the nonprofits with dependable cash flow, allow me to budget more effectively, and give me great satisfaction in knowing I am helping others.



I admire the number of businesses that have thrived this year, despite the continued pandemic, and I'm inspired by their resiliency and determination. If you are in a positive financial position, I challenge you to consider "paying it forward." It's a win-win. Give a charitable gift, support a local nonprofit, receive tax benefits and feel great about doing something good.

Even if you don't have money to give to nonprofits, you can always give your time and skills. Volunteering your time can be just as valuable as giving money. Most times nonprofits don't have many dedicated staff, and your assistance is very valuable. Lend your special skills, or ask for donations during fundraising efforts. Offer your employees the opportunity to donate their time during working hours. A coordinated effort with coworkers can build rapport, strengthen workplace relationships, and help retain and attract employees.

You can also make a difference by recognizing outstanding nonprofits, businesses, and individuals who have made an impact on our community. The Durango Chamber is now accepting nominations for our annual Durango Rocks Awards event hosted in January. Nomination forms for the various awards are currently available at [www.DurangoBusiness.org/awardsnominations](http://www.DurangoBusiness.org/awardsnominations). Categories include Business, Small Business, Entrepreneur, Nonprofit, Citizen, Young Professional, and Volunteer of the Year. Pay it forward and honor those who deserve the recognition.

## 2021

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Liz Demko, YPOD Representative  
*Exit Realty*

## Tips on Hiring with Ease!

Thanks to Diana Murray, CEO of ASAP Accounting & Payroll who provided tips on how to efficiently hire great team members during the Sept. 22 Lunch & Learn. Diana shared strategies that included promoting your employer brand, defining roles, developing an interview strategy, and networking for talent. She also provided tips on applicant tracking systems, recruiting, interviewing, and screening. For more information, visit [BusinessASAP.com](http://BusinessASAP.com).



Sponsored by TBK BANK

## Learn How Video Content Can Help Grow Your Business!



Join us for Tuesday Talk on Oct. 5 at 8am when Nick Kogos and James Flint with Visit Durango will share tips on using video content to market your business. This must-attend workshop is offered in a hybrid setting – limited space is available at the Chamber for in-person, or you may join via Zoom. Many thanks to the Tuesday Talk sponsor, West Slope PharmaLogic. For more information or to register, click [here](#).

Sponsored by



## October Calendar

Check out the Chamber's Workshops, Programs & Events! Click [here](#) for information

Tues, Oct. 5 at 8am – Tuesday Talk – Using Video Content for Business

Tues. Oct. 5 at 5:15pm – YPOD Leaders After Hours with Katie Burford, owner of Cream Bean Berry

Fri., Oct. 8 at 12:15pm – Ribbon Cutting at Studio B

Sat., Oct. 9 at 8am – LLP Member Volunteer Day

Wed. Oct. 13 at 5:15pm – Ribbon Cutting at Horse Empower

Wed. Oct. 20 at noon – Lunch & Learn, Briggen Wrinkle, Community Foundation

Wed. Oct. 20 at 12:15pm – Ribbon Cutting at Bank Central

Thurs. Oct. 21 at 5pm – Business After Hours at Union Social House



theChamber  
DURANGO CHAMBER OF COMMERCE

# BUSINESS AFTER HOURS

THURSDAY OCT. 21ST  
5-7PM

Union Social House  
3062 Main Avenue

Early-bird discount \$10. \$15 day-of event  
click now to register



## Thanks for Attending the Chamber's 9th Annual Member Appreciation Party!

Thank you to all who attended the Chamber's Member Appreciation Party on Sept. 16. It was a beautiful evening to enjoy the back patio space at the Chamber, network with members, and have some fun with some great giveaways. Executive Chef Sean Clark with Steamworks, El Moro, & Bird's provided delicious dinner & dessert. Thanks to our sponsors for helping make this a success: 1st SouthWest Bank, the Payroll Department, Steamworks Brewing, El Moro Spirits & Tavern, and Bird's.



click [here](#) for more photos



**Wednesday  
October 20th  
noon to 1pm**

### Lunch & Learn:

### Charitable Giving with the Community Foundation Serving Southwest Colorado

Join Briggen Wrinkle, executive director of the Community Foundation and learn how you can make an impact on our community through donor advised funds and explore the benefits of charitable giving. [Click now to register.](#)

## Chamber Highlight!

The Chamber offers a variety of quality programs to engage business community members and provide leadership and professional development. Here are three ways you can get more involved in the community!



Every year, a diverse group of dynamic and talented individuals are selected to be part of Leadership La Plata, helping them further develop their leadership skills and broaden their view of civic leadership through education of issues, programs, and organizations that shape La Plata County. Click [here](#) for further details.

Create and develop relationships as a member of the Diplomats, who actively advocate for the Chamber by communicating the benefits and opportunities of being a member, recruiting new members, and helping celebrate business' accomplishments. For more information on becoming a Diplomat, contact [Kim@durangobusiness.org](mailto:Kim@durangobusiness.org).

The Young Professionals of Durango provide those who are ages 40 & younger with educational, social, and philanthropic activities, including community and civic involvement to help shape the future of Durango. For more information & to apply, click [here](#).

## Tackling Key Issues During the Chamber's Quarterly Eggs & Issues!

The Chamber provided a forum to discuss some of Durango's hot topics at the DoubleTree Hotel on Sept. 14. Fire Chief Hal Doughty presented information on infrastructure challenges with the current fire station at River City Hall, the steps the department has taken to find a new facility to house Station 2, and why the Durango School District 9-R Administration Building was selected. La Plata County Clerk & Recorder Tiffany Lee explained the security measures taken during the voting process to ensure that elections are secure and accurate. Thank you to both Hal and Tiffany for sharing your information with us, and many thanks to the Bank of Colorado and the Durango Area Association of Realtors for sponsoring this informative session.



### Meet the Leadership La Plata Class of 2021/2022!

It's our pleasure to announce the new Leadership La Plata Class of 2021/2022. We're excited for their journey over the next 9 months and beyond! Please congratulate the new members of the LLP family. Amanda Erickson, Barrett Potthoff, Brooke Henderson, Cedric Richardson, Chris Lopez, Chris Schnurr, Emily Meisner, Erika Brown, Hannah Beller, Jack Turner, Joe Theine, Lynn Urban, Matt Gomez, Sandhya Tilotson, Stephanie Roberts, Shannon Morris and Tracy Pope!



### Community Shred Day!

Alpine Bank and the Chamber recently hosted its annual Community Shred Day in Three Springs, where 46 large bins were shredded within a two-hour period. Many

thanks to all who came out and to all our volunteers who made it happen. Donations went to the La Plata County Search & Rescue.



## Congratulations to Steamworks Brewing on their 25th Anniversary! Winning a Silver Medal at the Great American Beer Festival Tops Off the Celebrations!

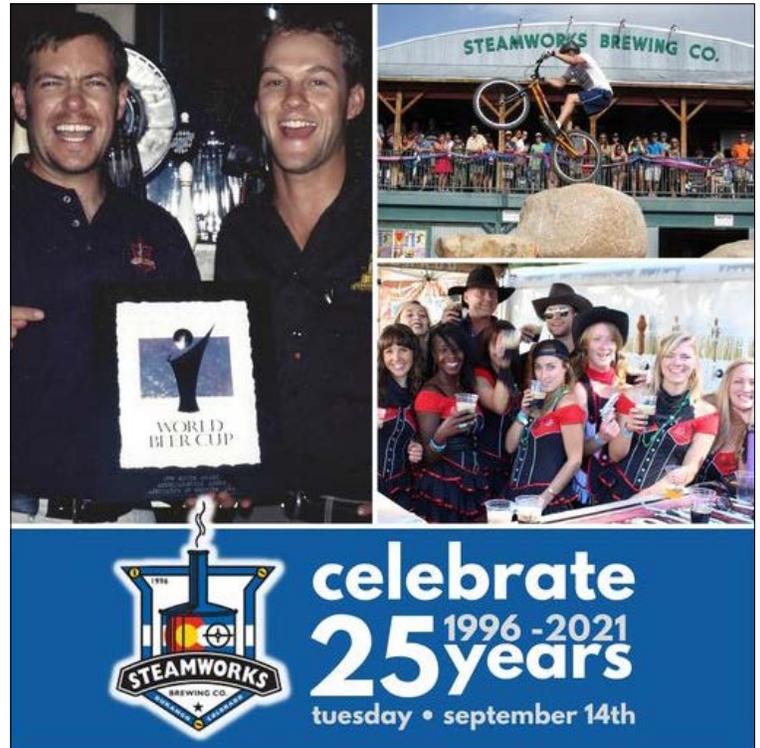
Steamworks first opened its doors on September 14, 1996, and this year marks its 25th anniversary. Kris Oyler, CEO and co-founder of Steamworks started working on the business plan in 1994, zeroed in on its Durango location in 1995 along with co-founder & chief marketing officer, Brian McEachron, and they opened in 1996.

“I grew up in the family restaurant business and always wanted to retain that feeling of family and that’s something we strive to achieve to this day at all our restaurants,” stated Oyler. “Our philosophy is to always do what’s best for our employees, customers, community and investors. We make every effort to treat employees with respect and prioritize paying more than the livable wage.”

Oyler marveled at the fact that many relationships and families have begun at Steamworks and now they are seeing second generation employees work at the restaurants. “We always treat people as family and try to always have fun while working hard,” Oyler commented. “It’s fun to see some of our kids starting to work in the restaurants now.”

To celebrate its 25th, Steamworks’ team members chose to allocate \$25,000 to 25 La Plata County nonprofits, which received a donation of \$1,000 each. Giving back to the community is nothing new to Steamworks, which has a long history of supporting local nonprofits.

“We decided to celebrate the community that has supported us for all these years,” stated McEachron. “We enjoyed hearing why these entities were so important to our valued team members.”



Spicing up this year’s 25th anniversary celebration is another win at the Great American Beer Festival. Steamworks Brewing walked away with a silver medal for its Prescribed Burn Chili Beer. Steamworks famed chili beer competed with 90 beers in that category alone. Brewmaster Ken Martin uses roasted Hatch green chilis, poblanos, and habanero chilis to give the blond ale its distinctive spice. In its 25-year history, Steamworks has won 18 medals at GABF, including 8 gold, 7 silver, and 3 bronze, plus 5 medals at the World Beer Cup. Congratulations to the entire Steam Team and Peak Food & Beverage! Here’s to many more anniversaries. Full steam ahead!

## 72% of Companies Prefer to Reskill Employees Over Hiring New Ones In-House Training Most Popular Option

### Latest Results from The Harris Poll

A majority of companies (72%) would rather take the time to reskill current employees for production needs than hire new ones from outside the organization.

This is according to a new survey from The Harris Poll commissioned by Express Employment Professionals.

Three-in-five hiring decision-makers (60%) say their companies plan to reskill employees by the end of 2021 with larger companies the most likely to offer reskilling opportunities: 2-9 employees: 26%, 10-49: 45%, 50-99: 63%, 100-499: 76%, 500+: 79%.

Among businesses planning to reskill employees, they most commonly plan to do this by offering company-led training sessions or programs (67%), partnering with a third-party that offers training or courses (51%) and providing on-the-job training by other employees (50%).

In a rapidly evolving workforce, businesses can see the benefits of reskilling, but this is not limited to only the top brass.

“Employees should take the initiative to reskill or upskill on their own, as well, to maximize their career potential,” Express CEO Bill Stoller said. “The jobs of tomorrow may require a different skillset, and it’s easier to get ahead of it than be left behind.”



### Survey Methodology

The survey was conducted online within the United States by The Harris Poll on behalf of Express Employment Professionals between March 23 and April 12, 2021, among 1,001 U.S. hiring decision-makers (defined as adults ages 18+ in the U.S. who are employed full-time or self-employed, work at companies with more than one employee, and have full/significant involvement in hiring decisions at their company). Data was weighted where necessary by company size to bring them into line with their actual proportions in the population.

\*\*\*If you would like to arrange for an interview with Robert Whitson call Express Employment Professionals 970-403-8780.

### Links to what you should know...

[San Juan Basin Public Health Vaccine Clinics](#)

[Durango Trails Condition Report](#)

[City of Durango Meetings](#) – from licensing to city council to planning commission to multimodal board meetings - attend & be in the know about upcoming activities & projects.

[Durango School District 9-R](#) or call 247-5411

[La Plata County Government](#) or call 382-6210

[LPEA Board Meetings](#)

[Town of Bayfield](#) or call 884-9544

[Bayfield School District](#) or call 884-2496

[Town of Ignacio](#) or call 563-9494

[Ignacio School District](#) or call 563-0500

## Congratulations to Comfort Keepers on their New Location!

The Chamber Diplomats celebrated Comfort Keepers' new location in Durango with a recent ribbon cutting. Comfort Keepers offers professional in-home care in La Plata, Montezuma & Archuleta counties, including flexible senior care services and home assistance for an hour, up to 24-hour care. Services consist of meal preparation, light housekeeping, laundry, grocery shopping, errands, incidental transportation, medication reminders, grooming, live-in services, and respite care.

For more information, call (970) 344-9717 or visit their [website](#). Comfort Keepers is now located at 691 County Road 233, Suite A-6 in Durango.



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## Nervous about Public Speaking? Focus on Serving Your Audience

Public speaking can be nerve wracking. If you dread it, you're not alone. The good news is that you can take actions to shift your mindset and assuage your anxiety. Think about being a "giver," not a "taker."

This means focusing on your audience, not yourself.

What do your listeners need from you? Your job

as a presenter is to help the people in the room (or on Zoom) grow and meet their goals. Think of your

presentation as an act of service as opposed to a talent show or self-promotional opportunity.

To get into this mindset, choose three to five influential leaders or stakeholders who will be

in your audience and meet with them beforehand to ask about their concerns and goals

surrounding the topic of your presentation. Then, adjust your message accordingly, with the

intention of making sure you're serving them. This will help you shift your focus outwards, from yourself to the audience, and as a result, ease some of your nerves.



*This tip is adapted from "[Don't Let Anxiety Sabotage Your Next Presentation.](#)" by Riaz Meghji*

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## How to Give a Powerful Compliment

When done well, a compliment is one of the most powerful ways to let someone know that you value and appreciate them. Yet, these seemingly positive interactions can be surprisingly tricky to navigate — no one wants to come across as a kiss up. Here's how to give a powerful compliment the next time you want to recognize someone for their work:

**Be authentic.** Ask yourself, “Why am I recognizing this person?” Don't compliment someone because you feel you should; compliment them because you feel compelled to let them know how they impact you or others.

**Be specific.** Ask yourself, “What exactly did I experience or observe?” Give details and examples to give the recipient the context behind your admiration.

**Focus on process, not just results.** In other words, comment on how this colleague did what they did — not just what they produced.

**Share the impact.** Tell your colleague what their actions meant to you and the rest of the team.

*This tip is adapted from [“How to Give and Receive Compliments at Work.”](#) by Christopher Littlefield*



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Julia Taylor  
972 Mira Mesa Dr  
Hesperus, CO 81326  
Educational Products  
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### Go Fish Durango

Julien Herbert  
Fishing & Fly Fishing Services  
[website](#)

### Humana- Brandon Ojala Local Insurance Agent

Brandon Ojala  
Three Springs  
Durango, CO 81301  
Insurance

### Josh Mischke

542 E. 5th St.  
Durango, CO 81302  
Individuals

### Lashes With Altitude

Lauren Harris  
1537 Florida Rd Unit 110  
Durango, CO 81301  
Beauty Salon/Day Spa

### Ryan Simonovich

5800 Main Ave. #132  
Durango, CO 81301  
Individuals

### Security National Mortgage Company

Mark Bowman  
734 E 2nd Ave Suite 100  
Durango, CO 81301  
Mortgage Companies  
[website](#)

### Sound Bookkeeping

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Durango, CO 8130  
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## Renewed Members

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Buttoned Up Consulting

Catacombs Fitness

Classique Builders

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Directory Plus

Duck Girl Art

Durango Car Care

Durango Harley-Davidson

Durango Rivertrippers & Adventure Tours

Eperture LLC

Fort Lewis College

Four Corners Community Bank

Four Corners Rainbow Youth Center

Geiger

Holt Sheet Metal, Inc.

Home Builders Association of SW Colorado

Kennebec Cafe

La Plata Quilters Guild

Pediatric Associates of Durango

PHD Weight Loss, LLC

Pine Needle Mountaineering

Rio Rapids Durango Soccer Club

San Juan Basin Public Health

Snowdown of Durango, Inc.

Southwest Business Builders BNI

Touchstone Business Advisors

Twin Buttes of Durango

Wilson Structural Engineering, Inc.

## Business Connection

### Soaring to New Heights

By Sara Lynn Valentine

In 1969, then 19-year-old Denny Beggrow had a vision that some, no doubt, thought crazy - to buy 180 acres of wilderness north of Rockwood and build a five-star resort in the Animas River canyon on land completely surrounded by San Juan National Forest, and accessible only by helicopter or the Durango Silverton Narrow Gauge Railroad. Denny had been a summer guest with his parents several times at the Ah Wilderness Dude Ranch, where he met Judy, the daughter of the owners. Denny and Judy fell in love, married, and proceeded to make Denny's vision a reality. From 1972 to 2008, they operated Tall Timber Resort. They achieved and maintained five-star resort status for forty years. At the time, the only other five-star resort in the state was the Broadmoor in Colorado Springs.

Flash forward to when Denny and Judy's son, Johnroy, returned home after graduating from college. He had a new vision for Tall Timber - to build an additional and very unique attraction for guests - a zipline course.

Most Americans had never heard of a zipline unless they'd been to Costa Rica. Tall Timber guests began enjoying the first ever zipline in the United States in 2004, the same year Johnroy met and married Dionne Wenke Beggrow, who was then assistant director of hospitality and events at Walt Disney World.

The zipline was so popular that in 2008, the Beggrows invited passengers on the train to stop and experience it. This in turn was such a huge success that the Beggrows phased out Tall Timber Resort in order to focus entirely on Soaring Treetops, assuring its continuing status as a one-of-a-kind, world-class, zipline adventure.



Soaring Treetops is the largest and longest zipline course in the US, with 27 different spans and 34 platforms. Spans range from 56 feet to a breathtaking 1400 feet high, for a total of five and a half hours in the trees. A gourmet, four-course lunch (prepared by world class chefs) is served halfway through, on a suspended platform overlooking the Animas River. Zipliners ascend a two-story spiral stairway to resume the course, which includes 10 river crossings and an ecology tour.

Soaring Treetops operates from May to October, and now is the perfect time to see the beautiful fall foliage. You can learn more at [SoaringColorado.com](http://SoaringColorado.com). Be sure to watch the video, which won a Telly Award. Dionne is the screamer! Call (970) 769-2357 or email Dionne at [info@soaringcolorado](mailto:info@soaringcolorado)



Watch this week's Member Moment Video featuring [Jimmy's Music & Supply](#)  
Click [here](#) for past member Moment Videos

# LLP Monthly Focus: Ready to Grow Your Network? Learn to Connect

By Stacy Reuille-Dupont

Networking. A word that excites some and sends fear deep into the bones of others. Networking simply put means to connect and build. Aspens do it under the surface of the forest, fungi do it over long distances on the forest floor, and humans do it all the time with other mammals. It doesn't matter if you work online or in person building networks and using those relationships is what it's all about.

Networking allows you to collaborate and bring your skills and services to a wider audience, help someone else succeed, and bring referrals through your networks. When done well, it actually strengthens your sense of community and connection. Here are some ideas about how to network well.

**#1** - Get to know the people in your circles of influence. Ask questions about their work, passions for what they do, and experiences in their field. Ask about their family at a level that is appropriate to the conversation, location, and relationship. You can also garner a lot of information about entertainment likes and dislikes, places people come from, and places they travel to or would like to travel to. These areas are the classic small talk options, and when done well, help build solid business networks over time.

As you work on getting to know them, make sure you are being genuinely you. People can sniff out a fake. If you are putting on airs, working from behind a facade, or "performing" as you work the room, it won't take long for people to find other people to talk to. You are working to build a professional business relationship, but you still need to show up as yourself. Bring your personality and your professionalism.

**#2** - Recognize the limits of the relationship. Do not expect your "new friend" to give you big discounts when you visit their business. Oversharing about your life or struggles might dry out the relationship faster than hot dry summer days.

This is a business relationship, it does not mean there is not a friendship, however when it is a professional relationship, you have to work within the boundaries of that professionalism. Honor the boundaries of the relationship by participating in activities that are appropriate for how well you know them, the location you are connecting in, and the type of business they have.

**#3** - Participate. You all know that one person who just wants to get to know you for who you know or who you work for. You usually stay far away from them at the mixer.



If you're going to build a solid network, make sure you are taking the time to give back to the relationship. Refer people to their business when appropriate. Help them out when you can or offer to collaborate on projects that meet both businesses' needs.

The online market has blown the roof off what it means to have a "network". There are strategies to building your online networks, such as connecting, following, commenting, and liking people's online content in your circle of influence. The same is true in person.

Pay attention to your business contacts and let them know when they have done something well. Show them that you are interested in sharing the good they are doing in the world. Everyone needs support. By showing interest in them, they will show interest in you. Again, make sure you are participating at the appropriate level for the relationship structure and watch your network grow.

Following these 3 ideas on building your networks will take you far. This is a small town and people know each other and communicate. If your business is worthy of their time and attention, they will share it with their friends. Remember the other is true as well - people share negative info quickly - so do the right thing, honor the relationship boundaries, and take the time to learn about the other person.

As you look for ways to connect, remember to participate in non-profit events, help when you can, and graciously help others in businesses thrive. These are prime places to naturally connect to business networks and engage in your community, getting to know others. These actions positively come back to you in more ways than one.

## Leadership La Plata Update from Janae Hunderman, Class of 2013 :

Class of 2022 jumped into their 1st year with the traditional weekend retreat at Vallecito Lake, complete with the infamous Phil Bryson ropes course. Plus we had a great time welcoming them into the LLP extended family at the Meet & Greet event September 23rd, 6:30pm at Steamworks. Pencil in the 3rd Annual LLP Volunteer Day on Saturday, October 9, details and registration coming to your inbox and social feeds soon! Don't forget to wear your name tag to help us all connect and know which best class ever you come from.

*Thank you to our LLP October sponsor!*

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the chamber

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