

The Chamber Connection



DURANGO ROCKS VIRTUAL AWARDS EVENT

CELEBRATE THE BEST IN BUSINESS & COMMUNITY!



The Durango Chamber of Commerce will continue to honor Durango's businesses and citizens with a virtual presentation of the annual Durango Rocks! Join us on April 28 to recognize and celebrate those businesses, non-profits, and citizens who are making an impact!

CONGRATULATIONS TO THE FINALISTS!

BUSINESS OF THE YEAR

Durango Electrical Services
First Southwest Bank
The Strater Hotel

NON-PROFIT OF THE YEAR

Housing Solutions for the Southwest
Parker's Animal Rescue
Region 9 Economic Development District

SPIRIT OF DURANGO

Purgatory Resort
Ore House Restaurant
The Yellow Carrot

SMALL BUSINESS OF THE YEAR

American General Media
Durango Premier Vacation Rentals
Honeyville & Honey House Distillery

**"ED MORLAN"
ENTREPRENEUR OF THE YEAR**

Claire Attkisson, Roll e-Bike
Erin Neer, MuniRevs
Matt Hoaglin, Oxford Financial Planners

*Other awards to be presented include:
Citizen of the Year, Morley Ballantine
Award, Leadership La Plata Barbara Conrad
Award, Young Professional of the Year, Bill
Mashaw Volunteer of the Year, Outstanding
Contribution, and Diplomat of the Year.*

Click [here](#) to RSVP ~ *This virtual event brought to you by:*



La Plata Electric Associaton • Fort Lewis College • Mercy Regional Medical Center • Sky Ute Casino & Resort • TBK Bank



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From the Executive Director's pen

Respecting the past while embracing our future

Don't you love acronyms? (I'm thinking you just said "not.") It's as if we speak in code with a bunch of letters.

Well, I apologize, I'm going to give you another one, one that you perhaps have already heard, but either way, get to know it because it potentially means something good for Durango.

It's URA, which stands for Urban Renewal Authority. I won't bore you with the mechanics of how a URA works, but suffice to say a URA provides a funding mechanism for cities to redevelop "blighted" areas of the community. It helps developers positively pencil out projects to build new commercial and even residential projects, which in turn will help the city generate additional tax revenue in the long run. A URA means new opportunities.

I grew up in Arvada, Colo. I don't think any of my contemporaries while I was a kid would argue that downtown Arvada was "blighted." Truth be told, it was a dying town, but the city's mothers and fathers discovered the URA and with that assistance Arvada now has one of the more charming downtowns in Colorado.

Now, I'm not saying Durango is blighted, and to the credit of developers and business owners, our town has truly been undergoing transformation in the last 20 years. Most recently, we've seen owners of businesses such as Zia Taqueria, Bird's, 11th St. Station, Union Social House, Crossfit Gym, Durango Outdoor Exchange and more, take the proverbial bull by the horns and transform old properties into new and exciting resources for all of us, and for our guests.

But there's more we can do, so the City has identified

Jack Llewellyn, Chamber Director



several "areas" predominantly in Downtown and along Main to utilize a URA. First up is essentially the section of Camino del Rio from 9th St. to 15th St., including sections such as Narrow Gauge and on up to E. 2nd – the MidTown plan.

The MidTown plan is the inaugural project of our Durango Renewal Partnership that will have a variety of financial tools available for growth and redevelopment, one of which is the URA. Once complete, the MidTown plan is projected to have the potential to generate up to \$10.3 million over 25 years to devote to additional improvements in Durango.

Change is tough, but having a little vision helps get us through the planning, construction and all the other details that go along with redevelopment. I can speak from experience here at the Chamber. Remember, when we moved from our building in Santa Rita for the water treatment plant, we underwent redevelopment of that little A-frame building on Main across from the High School. It was quite the project, but we've ended up with a beautiful enhancement to Brookside Park with a functional and energy efficient building that is serving our Chamber members even better than we could before.

So, just keep in mind, our city and developers never want to destroy the flavor of Durango. With the financial backing of the URA, we all can respect our past while embracing our future.

President

Brian Lundstrom, *Sky Ute Casino Resort*

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Business & Education Connection

Laura Ross, Diplomat Representative

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2021

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2301 Main Avenue | Durango, CO 81301

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www.durangobusiness.org
chamber@durangobusiness.org

Lunch & Learn: What is Sustainable Tourism Marketing
 Presentation by Rachel Brown, Visit Durango
 April 28, Noon - 1pm

Have you been wondering what exactly Sustainable Tourism Marketing is? Do you want to learn about the unique advantages of La Plata County that helped tourism to the region during the pandemic?

Join the Visit Durango team as they share lodging statistics for the past year and industry insights. See highlights of the marketing campaigns that kept Durango top of mind of travelers. Get the scoop on Visit Durango's 2021-2022 Destination Management & Marketing Strategic Plan. Learn about the organization's groundbreaking approach to stewardship and the six key goals that will drive Durango tourism moving forward. You will walk away from this Lunch & Learn



understanding how exactly tourism supports Durango and how it will continue to be a key part of the economic equation in the years to come. [click here to register](#)

Save The Date!

Mark your calendar and watch for details coming soon!

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CLEAN DAY



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Tuesday Talk Coffee @ Home The Corona Docs!

Learn more about the Vaccine, Disease & Best Ways to prevent it from Spreading, Treatments & More!
Tuesday, April 6th at 8am

Presentation by:

Jack Turner developed the CoronaDoc program with San Juan Basin Health and administrates the program.

Dr. Joe Murphy was born and raised in Durango. He is a Family Physician, practicing here for 36 years before retiring in 2019.

Dr. Sarah Goodpastor is an Internal Medicine physician who practices at the Mercy Horse Gulch location. She is from Houston, TX and trained in the Texas Medical Center. She and her husband moved to Durango in 2016 with their elementary school children.

Dr. Pat Gerstenberger is a gastroenterologist who retired from private practice after working for 35 years in Durango. He remains active as a Clinical Associate Professor at the University of New Mexico School of Medicine in Albuquerque.

Experts with the Corona Docs Answer Your Questions about the Vaccine, Disease and Best Ways to Prevent it from Spreading, Treatments and more!
[click here to register](#)

Leadership Lunch Session: Getting Conversations Unstuck with Mark Haeussler, Alpine Leadership

Conversations, leaders, and those we lead can inadvertently get stuck, trapped in the same conversations, and spend too much time talking round and round. This session will teach some common logical traps all of us can fall into and how to redirect conversations toward more creativity.

Sponsored by **TBK Bank** and brought to you by **Purgatory Resort**. [Click here to register](#).

Ribbon Cuttings!

The Chamber plans to resume outdoor celebrations of openings, re-openings, and remodels starting in April. Outdoor celebrations will include a limited number of people who are adhering to COVID-19 guidelines. Businesses will be featured in Business Facts, monthly newsletters and promoted through social media outlets. If you are interested in celebrating with us, please contact: Kim@DurangoBusiness.org.

April Calendar

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

APRIL 6th	Coffee @ Home with the Corona Docs	8:00 am	Via Zoom
APRIL 13th	YPOD Lunches with Leaders with Jessica Buell	11:30 am	Union Social House
APRIL 16	Walk & Talk with The Chamber	Noon	BMX Track parking lot
APRIL 19	LLP Informational Session	Noon	Via Zoom
APRIL 21	YPOD Social Distanced Happy Hour	5:00 pm	The Bookcase and the Barber
APRIL 27	LLP Informational Session	8:30 am	Via Zoom
APRIL 27	YPOD Business Tour	5:30 pm	Zuberfizz
APRIL 28	Lunch & Learn: Sustainable Tourism with Visit Durango	Noon	via Zoom

Give Your Emails More Careful Attention

With the rise of remote work, we're using email more than ever. So, it's essential to take the time to make sure your words reflect what you actually want to say — and, crucially, how you want to say it. To do so, ask yourself these four questions before hitting send. First: Is my email too brief? We're all moving quickly these days, but make sure you've shared any important details that the recipient should know. It'll save both of you from having to clarify things down the road. Second: Are there any typos? Sloppy emails make it seem like you're too busy to care, so take the time to proofread. Third: What tone am I projecting? It's always hard to interpret an email that simply reads "Ok." If you don't have time for a thoughtful response in the moment, tell your recipient you'll get back to them at a later date. And finally: Would it be helpful to talk instead? If you receive a vague or confusing email — or if the topic at hand is sensitive —



a call might be the best way to resolve the issue. Giving your emails more careful attention will ensure you're sending the right message.

This tip is adapted from "Slow Down and Write Better Emails," by Erica Dhawan

Buck says ...

Buy Durango!



For the recent
Governmental Affairs Coalition
report [click here](#)




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Building the Framework for Economic Opportunities

Alex Rugoff, Business Development Coordinator for the City of Durango

Development is often viewed with skepticism in Durango, but pursuing new economic opportunities preserves our unique quality of life by providing workforce housing, transit and infrastructure improvements, and by helping to preserve open space.

In most cases, however, the private sector alone cannot bring about these needed changes. The cost of land is rising. Labor costs and housing prices continue to rise. Sometimes there is environmental contamination or inadequate infrastructure that pose barriers to redevelopment.

The city of Durango and local governments have partnered to help address these issues by forming an Urban Renewal Authority. Known locally as the Durango Renewal Partnership, this group is working with the private sector on development opportunities that benefit our community.

These partnerships across Colorado facilitate housing, business and industrial development through a process called Tax Increment Financing. This allows money generated from projects to pay for the development costs. It is not a tax increase.

The Durango Renewal Partnership comprises City Council, Durango School District 9R, Durango Business Improvement District, and La Plata County Assessor and staff. During the formation process, several local economic development organizations

– including the Durango Chamber of Commerce – expressed their strong support. These partners emphasized the need for more workforce housing and using public-private partnerships and creative financing to overcome our development challenges.

City Council recently adopted the MidTown Urban Renewal Plan, which is the partnership's first urban renewal area. In this area loosely defined by the area between Main Avenue and Camino del Rio near 12th Street there are opportunities for housing and mixed-use development, transit and infrastructure improvements, and open-space preservation.

A recent study by a local consulting firm found that the MidTown area could generate between 100-500 new housing units with the URA's involvement. Please come learn about MidTown and other exciting opportunities at the upcoming virtual Durango Development Opportunities Forum on **Wednesday, April 7th, 3:30-5:00pm** hosted by the Durango Renewal Partnership.



Save the Date!

-Durango-

-Durango-
9 9 9
girls gone golfing

Girls Gone Golfing
Friday, May 28th, 2021

Registration Opens Soon!

Theme: **Golfing** – It's Out Of This World!

CONGRATULATIONS ON 100 YEARS!



Kroeger's Ace Hardware has been doing business in Durango, Colorado since 1921. The Kroeger family believed that the customer always comes first, and they continue to believe it to this day.

Kroeger's Ace Hardware started as a small feed and grain company which also had some hardware. Over the years, they added more and more to the hardware product line, and now they are a 28,000 sq. ft. retail business that can meet just about anyone's hardware needs.

In 2001, Kroeger's partnered with the Ace Hardware Corporation to improve their store even more and took Kroeger's to a whole new level. They offer a selection of paint, hardware, electrical, tools, plumbing, and lawn and garden supplies, plus many items not found in a typical hardware store such as Hobbytown Express, Yeti Coolers, Stihl Outdoor Power tools, Hallmark cards, and a large housewares and gift department.

Wishing Kroeger's continued success and the very best in the years ahead!

Leave Time for Small Talk in Your Virtual Meetings

Virtual meetings have presented a slew of challenges for managers. The loss of small talk when you enter or leave a room may not have been at the top of that list, but these unstructured conversations help promote strong bonds between team members, and their absence can be corrosive. Here are three easy ways to bring friendly banter into your virtual meetings:



1. Make small talk an agenda item, not an afterthought. You could leave unstructured time at the end of a meeting for casual chit chat or even dedicate an entire meeting to just catching up.
2. Start team meetings with an individual check-in or icebreaker. This could be as simple as asking each person to take a minute to share what's been happening in their lives, both professionally and personally.

3. Introduce agenda items that rely on opinions.

Ask an outside-of-the-box question that has no right or wrong answer, such as "When will we see the next concert or sporting event with more than 10,000 attendees?" Poll your team for their views and let the conversation meander.

This tip is adapted from "Make Time for Small Talk in Your Virtual Meetings" Bob Frisch and Cary Greene

Motivate Your Employees with Purpose, Not Profits

It's natural for leaders to emphasize the importance of hitting financial targets, but making numbers the centerpiece of your leadership is a costly mistake. Financial results are an outcome, not a root driver for employee performance, and a growing body of evidence tells us that overemphasizing financial targets erodes morale and undermines long-term strategy. So, what should you do instead? Use your time with your team to build and reinforce your organizational purpose. This requires three actions:



1. Reevaluate how you use your leadership "airtime." Spend at least half your time with your team discussing your purpose and impact of the work, and no more than half your time on numbers or deliverables.
2. Talk about customers, clients, and colleagues with specificity and emotion. The more clearly an employee understands their direct impact on another human being, the more likely they are to go the extra mile — and they'll also experience greater fulfillment in doing so.
3. Resist the urge to widely share every financial outcome, even if it's positive. Ask yourself: What does my team really need to know on a daily basis to accomplish their goals?

This tip is adapted from "Financial Targets Don't Motivate Employees," by Lisa Earle McLeod and Elizabeth Lotardo

Business Improvement District reprises shopping rewards program

Business Improvement District reprises shopping rewards program

In an effort to assist local businesses as COVID issues continue, the Durango Business Improvement District (BID) has organized a reprisal of its holiday program with the Spring Rewards Program. The Spring Rewards Program is in partnership with the Durango Chamber of Commerce.

“No doubt the last year was one of the most challenging we’ve seen for our businesses,” said Tim Walsworth, BID executive director. “Over the holidays we developed a program to help make it convenient and rewarding for our local community members to support our merchants, not only in Downtown but also North Main.”

“Folks probably are used to me being a bit of a broken record, as my tune replays, shop local, shop local,” said Jack Llewellyn, Chamber executive director. “But it’s never been more important to continue this effort to help our small, often Mom-and-Pop stores sustain their families’ livelihoods and stay in business as we wade through this time. As I’ve said, ‘buy local’ or say ‘bye-bye’ to our businesses. This is a great example of how our two organization have collaborated to help our members and area businesses. I call it coopetition in the interest of helping everyone.”

Purchases must be made at BID or Chamber of Commerce businesses beginning Mar. 26 and the cards will be rewarded until all 250 are distributed, first come-first served. Some businesses are necessarily not part of the promotion and Walsworth requests that shoppers reference the BID website www.DowntownDurango.org/springrewards for



details. Instructions for submitting receipts are also found on the website. Limit one reward per household. In addition to the BID and Chamber, sponsors have stepped up to support the program: Bank of Colorado and Morehart Murphy Regional Auto Center.

The program rewards people for shopping locally by providing a gift card to a local store, restaurant, accommodation, attraction or personal service, after shopping receipts from purchases are submitted. The amount of the gift card is tiered and increases as the original purchase amounts increase. Minimum spent to qualify for a reward is \$100 and participants can submit multiple receipts, with a minimum per receipt of \$30.

- Spend \$100 get \$20 (75 available)
- Spend \$200 get \$50 (125 available)
- Spend \$300 get \$100 (50 available)

“Total dollars don’t need to be spent all at one store or in one day, so people can shop at a variety of stores and add up the receipt dollars to be eligible for the gift cards,” said Walsworth. “If we hit our goal, \$60,000 will have been spent at our local businesses. That would be terrific.”

The Durango Business Improvement District was formed in 1997 with a goal and mission to support businesses within the District by assisting with special event marketing, providing research on topics of concern to the District (facilities, special events, best practices), planning and development of new facilities, and providing capital budget for equipment that enhances business in the District. Funding is generated by a 2 mill levy on property owners within the district, with additional marketing dollars contributed by the City of Durango. Additional information at www.downtowndurango.org.

New Members

Bumpy Roads RV

Neal Thornberry
27155 Harbor Dr., Bonita Springs, FL 34135
Recreation
[website](#)

Eagle Rock Distributing Company of Colorado

Stevie Spencer
796 Sawmill Road, Durango, CO 81301
Distributors
[website](#)

Jet Set Aero

Jack Odinsen
2205 W 136th Avenue, Broomfield, CO 80023
Aviation
[website](#)

Frank Lockwood

122 Rockridge Dr, Durango, CO 81301
Consultant-Business/Marketing & Related

Parts Unknown

Dan Scully
777 Main Ave., Durango, CO 81302
Retail
[website](#)

Renewed Members

2TAKEFLIGHT | 4U
11th Street Station
Ameriprise Financial
Bank of the San Juans
Best Western Durango Inn & Suites
Best Western Rio Grande Inn
ChemDry of the Southwest
Coca Cola
Coldwell Banker
Comfort Keepers
Dental Associates of the SW
Derailed Pour House
Durango Adventures (Full Blast)
Durango Downtown Inn
Durango Financial Planning
Durango Mall
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FASTSIGNS | Local News Network
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Garrhs, Inc.
Half Price Tees / Durango Embroidery & Print
Hi Speed 4 U, Inc.
Honnen Equipment Co.
Horizon Properties of Durango
Jon Sherer Agency
Kaiut Yoga Durango
Keller Williams Realty Southwest Associates
Kohler McInnis
Kroegers Ace Hardware
La Plata County Search & Rescue
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Legacy Properties West Sotheby's International Realty
Lucky Services
Luna Communications, LLC
Marketing Concepts Squared
Mary Michalak Insurance Agency
Mountain Auto Care
Mountain View Family HealthCare
Nature's Oasis... Durango's Great Natural Market
Needle Mountain Chalet
Newbold, Chapman & Geyer PC
Ohana Physical Therapy
Olde Tymer's Cafe
Oxford Financial Planners
Pace Property Inspections, LLC
Pinnacol Assurance
Powerhouse Science Center
Residence Inn by Marriott
Rocky Mountain Balloon Adventures
Sachs Construction, LLC
San Juan Regional Medical Center
Sante
Serious Delights
SERVPRO of A.L.M.S.
Southwest Land Services, Inc.
Southwest Raft and Jeep Inc
Springs Resort
State Farm Insurance/ Denise Elliott
Swan Global Investments
Taylored Tours
Trails 2000
TruWest Auto Outlet
Twin Buttes Dental
Uncommon Health Solutions
Veritas Fine Homes, Inc.
Wagon Wheel Liquors
Wanderful Wheels
Willow Tree Kennels

Business Connection

Mountain Hyperbarics

George and Lori Ann Glass

By Sara Lynn Valentine

Early in 2018 Lori Ann Glass was experiencing the terrible migraines and insomnia that often accompany traumatic brain injury. Despite years of assorted medical treatments Lori Ann had gotten little relief. Then she tried Hyperbaric Oxygen Therapy (HBOT), an FDA-approved medical treatment in which 100% pure oxygen is delivered through increased atmospheric pressure to patients in an enclosed chamber. Under these circumstances, concentrated oxygen is dissolved and pushed deep into red blood cells that deliver it expeditiously throughout the body, into areas where there has been insufficient oxygen before, stimulating the body to regrow and regenerate cells. Within the first ten treatments Lori Ann experienced dramatic improvement. By the time she finished the full course, she was free of all symptoms. "Hyperbaric Oxygen Therapy Treatment changed my life," Lori Ann says. "I am headache-free, able to sleep and the emotional swings I experienced are now in the past."

Paul Mattson, who previously owned and operated Mountain Hyperbarics in Frisco, Colorado, wanted to retire and offered to sell Mountain Hyperbarics to George and Lori Ann, who between them have fifty plus years of professional experience in healthcare. They jumped at the chance to open Mountain Hyperbarics in Durango. "We wanted to provide HBOT to people who would not otherwise have access to this treatment," George says. "We have since treated everything from traumatic brain injury (80 percent of what we treat) to macular degeneration, idiopathic seizure disorders, orthopedic injuries, Lyme Disease - along with many other conditions. The latest use of HBOT is with Covid 19. We're capable of treating Covid 'long-haulers,' particularly those with ongoing respiratory distress. Research has shown that in as few as three to five sessions, HBOT can turn around lung function and mitigate other Covid symptoms, like the loss of taste and smell, and even cardiac issues."

Mountain Hyperbaric is an independent, free-standing clinic, with both a medical grade chamber and a mild chamber. Dr Kirsten Searfus has been the Medical Director for Mountain Hyperbarics



since it officially reopened under the Glass' ownership. She performs the medical intakes and determines the optimal HBOT protocol for specific conditions. "Oxygen therapy can be a valuable part of cancer treatment," George says, "getting nutrients into areas where cancer is prompting cellular destruction. Treatments in the medical grade chamber help revitalize tissue that has been destroyed by radiation. Treatments in the mild chamber help to mitigate the nausea and fatigue that many patients experience during chemo therapy."

While there's an impressive body of evidence demonstrating how oxygen heals, there's also abundant research showing the benefits of HBOT for maximizing athletic performance, reducing inflammation, increasing energy, prolonging youthfulness and improving cognitive function. Anyone can make an appointment for mild hyperbaric therapy and come in without a doctor's script.

"How long will my treatment last?" is a common question. George explains that treatment time can vary, depending on the treatment goals of the individual. The services page on the Mountain Hyperbarics website lines out the fees and shows discounts for packages. "We have programs that I'm proud of," George says. "For instance, we're involved with 'America's Mighty Warriors,' a not-for-profit that provides treatment for veterans who have service-related PTSD, brain injuries, spinal cord injuries, etc..."

Because HBOT is gentle and non-invasive in nature, it continues to grow in popularity as a powerful treatment when used on its own, or by complementing other treatment plans. Find out more at www.mountainhyperbarics.com. You may call George at (970) 880-4799 or email him at mountainhyperbarics@gmail.com

LLP Monthly Focus: Four Ways to Hack Your Focus and Be More Productive

By Stacy Reuille-Dupont

Many things can get in our way of focus and attention, especially when we are working with a team. When we bounce from idea to idea, sometimes without even noticing it, it can really take away from our ability to be effective and productive. By studying ourselves it can help us be more effective in our daily interactions and in turn more productive. Here are 4 ways to hack your attention and make it work for you.

First let's look at impulsivity. We all get impulsive at times. When feeling impulsive use mindfulness to slow down your thinking. On one hand impulsivity is great. We spring into action and aren't afraid to take risks, however when we are meeting our partner's boss and impulsively comment on their outfit without thinking, we might find ourselves in trouble. Focusing on physical sensations in your body and observing your surroundings moment to moment can eliminate the impulsive urge to act.

It can be helpful to notice when and how your impulsivity shows up? Notice which foods make you more antsy, how impulsive you are if you haven't slept well, and how much movement you need to feel calmer inside. My experience working with clients around impulsivity is that it is a product of other things we can shift to regulate ourselves more effectively.

Second, distractibility - When we are stuck, solving a problem, or not sure where to start we might find ourselves distractible. We look out the window and start thinking about the tree and then the leaf and then wonder about the root system. This can be an amazing skill for putting together abstract and unthought of patterns and concepts, not so good when you just have to finish and get something done.

Use a bit of stimulation to help give yourself something to focus on before trying to make yourself sit down and concentrate. Put music on, dance a minute, water the plants, draw, or walk in circles around the house for a bit. Then it may be easier to focus and get started.

Third, let's move. Getting our bodies engaged can help our brains slow down enough to focus when we are feeling distracted and stressed. Rely on the body to help you ground

your thoughts. You might need to tap your toe inside your shoe, or wiggle your hand, stand on your toes so you can slightly bounce. These small movements do not need to be large or distracting to others, in fact working to make them smaller may help you focus more. The extra stimulation helps you slow down a bit and focus on the tasks at hand. Movement is a medicine. Don't skip taking your daily dose.

Our fourth hack is learning to communicate more clearly. Effective communication is all about knowing your audience and being clear in your requests and statements. It is important to learn your own communication style. Are you an expressive person or someone who speaks in bullet points? Do you want to have everyone be friends and get along or are you someone who is all about the details of the project? It is important to figure out your communication style strengths and weaknesses. Then learn about the other styles and how to meet them effectively. This helps shift your communication output to match the other person. Sometimes this means we do a little of ours and a little of theirs to be effective and feel heard. Other times we can just send that email in their style.

Looking for ways to learn about your own patterns, internal experience, interaction style, and find ways to increase your leadership effectiveness? Become a Leadership La Plata Student! Through the LLP program you'll learn about you, about others, and about our community. The programs and trainings will help you become a better leader and more effective at work and home.

Alumni Updates:

Phil Bryson presented "Leadership in this New Reality" recently and it was a great success. Watch for the next installment of Leadership Dialogues. More information coming soon!

AND ... it's time to recruit the LLP Class of 2022, Applications are online now and due on May 31st. Click [here](#) for more information.



Alumni Quote

"My Leadership La Plata class continues to be my litmus test on projects, ideas and initiatives in my professional life. We still get together and enjoy challenging each other to get outside of our comfort zones," ~ Briggen Wrinkle, Executive Director of the Community Foundation serving SW Colorado, LLP Class of 2013-14

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Get rewarded for shopping local this spring!
Starting March 26th

Shop at retail, personal services, accommodation, attraction or restaurant businesses that are located in the Durango Business Improvement District, or that are a Durango Chamber member. Spend \$100 or more, then submit your receipts to receive your reward. Limited quantities available.*

- Spend \$100 – get a \$20 gift card •
- Spend \$200 – get a \$50 gift card •
- ~~• Spend \$300 – get a \$100 gift card •~~

How to Collect your rewards

*Spend \$100 or more at retail, personal services, accommodation, attraction or restaurant businesses that are in the BID, or that are a Durango Chamber of Commerce member. Scan this code to see all eligible businesses. One submission per household. Submit your receipts at DowntownDurango.org/springrewards.

Rewards are limited! Rewards are given on a first-come first-served basis to those who submit their receipts through the online form. Submitting receipts through the form does NOT guarantee that you will receive a reward as there are limited quantities. Please see website for complete rules. Restrictions do apply. Once all rewards are claimed, the program will conclude.



www.downtowndurango.org/springrewards

Brought to you by:



LELAND HOUSE SUITES OF DURANGO

LIVE LIKE A LOCAL @ 721 E 2ND AVE. DURANGO, CO 81301

The Leland House is excited to announce that they will be transforming, not only their business model, but their accommodations in order to tailor to the outdoor enthusiasts who are looking for a unique stay and opportunity to "live like a local."

As many businesses have pivoted, The Leland House has viewed this as a chance to "think outside the box." Some significant changes you will notice is the fact that the Leland House is no longer a Bed and Breakfast but will host overnight hotel guests and provide them a place downtown where they can check out all that our area has to offer. Being centrally located provides travelers with a "hub" that makes the best of The Southwest only a day trip away! With a variety of room types ranging from single rooms to suites- The Leland House is looking forward to welcoming guests and giving them the chance to get a taste of what it means to truly "live like a local."

To learn more about this hotel- check out their website at:
lelandhouse.com or give them a call at 970.880.1122.

Contact Information
970.880.1122 or stay@lelandhouse.com
www.lelandhouse.com

— Live Like a Local —
LELAND HOUSE
Suites of Durango



LOCAL
NEWS
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DURANGO
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**News for Locals.
By Locals.**

GET 2 MONTHS **FREE** ADVERTISING
(\$1,600 value) OR a \$500 credit towards ad creative!

Take advantage of this special Chamber members-only
promotion April 1 to June 30. (Conditions apply)

Reach locals when you advertise with
Durango Local News.

Contact us! sales@durangolocal.news or **970.300.3428 x703**

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**Bet on sports with the
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COVID-19 Vaccination Clinic Locations:

- ◆ [Archuleta Integrated Healthcare](#)
- ◆ [Cortez Integrated Healthcare](#)
- ◆ [La Plata Integrated Healthcare](#)

Axis Health System clinic locations are offering COVID-19 vaccines to established and non-established patients who meet the current Colorado Department of Public Health & Environment (CDPHE) [phased distribution criteria](#). We primarily offer the two-dose [Moderna](#) vaccine. We will offer additional vaccines as they become available.

To schedule a vaccine appointment:

- ◆ Click [here](#) for our scheduling form, or use your smartphone camera to scan the QR code below.
- ◆ OR call 970.828.2539 and leave a message.

For vaccination scheduling, FAQ & other COVID-19 resources, visit: <https://www.axishealthsystem.org/resources/covid-19-resources/>
OR scan this QR code with your smartphone camera.



**Scan code
with your
phone
camera.**



Want to **GROW** Your Business?

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*Call or email today to join a group
or find out more information!*

970.247.0312

chamber@durangobusiness.org


the chamber
DURANGO CHAMBER *of* COMMERCE

 **2090** staff hours

 **1379** survey responses

 **14** virtual training events
728 attendees
virtual training events

 **215** radio interviews

 **100+**
"items" listed as resources
under the COVID column
on website

 **30** thermometers
distributed to
businesses

 **2650** masks distributed
to businesses

42 San Juan Basin Public Health meetings
49 SWCODA task force meetings
12 emergency operations meetings

44 Membership Scholarships Offered



12 Membership Scholarships
Recipients

22,300
Business Facts
Views
MAR 17 thru DEC 31

4157
People opened
Newsletter
APR – DEC

110
Counterfeit
Detection Pens
Distributed

196K
Reference USA
Downloads
AUG 2019 - DEC 2020

63K
website
page views
APR 2020 - DEC 2020

50K
website unique
page views
APR 2020 - DEC 2020