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for 104 Years*



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*We work to build
our region's future
through business.*

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Still Time to Register for Glenn Shepard Workshop Hire With Confidence, Fire Without Fear, Tame Toxic Employees and Put Your Team on the Fast Track to Record-Shattering Success



Presented by **Glenn Shepard**

**Tuesday, August 6th | 8:30am – 12 noon
Durango Public Library**

This is a world-class professional development course designed specifically for supervisors on the front line, who directly manage two or more employees. It's for managers who are "in the trenches," like the restaurant manager who can't open tonight because three of his servers didn't show up for work, the dentist who spends as much time dealing with her employees as treating patients, etc.

The Chamber has worked out a great deal for you on the tuition. Managers have paid as much as \$1,295 to hear Glenn Shepard speak. You, as a member of the Chamber, may attend this event for only \$149, and your 4th company registration is FREE! Yes, four for the price of three! Non-Chamber members tuition is \$169. This seminar is approved for 3.25 (General) recertification credit hours toward PHR, SPHR, and GPHR recertification through the HR Certification Institute and SHRM.

In this half day day seminar, these top 9 modules will be covered:

- Module 1: How to Find Good People when the Labor Market is Tight**
- Module 2: How to Manage, Motivate, and Communicate with Millennials**
- Module 3: Behavioral Psychology for Managers**
- Module 4: How to Do Performance Evaluations**
- Module 5: How to Reduce Tardiness and Absenteeism**
- Module 6: How to Motivate People**
- Module 7: Advanced Supervisory Skills for Managers**
- Module 8: How to Use Affirmative Discipline to Correct People When They Get Off Track – without Demoralizing Them**
- Module 9: How to Fire Without Fear**

**Tuesday, August 6, 2019
8:30 a.m. to 12 noon
Durango Public Library**

Reservations are required

Chamber Members \$149 Non-Members \$169
When 3 or more enroll, the 4th person attends for FREE
visit www.durangobusiness.org
and register today or [click here](#)



**Have you been to
Lake Nighthorse this summer?**

Click here to answer

NEWS & EVENTS

From the Executive Director's pen . . .

Change for good...

Jack Llewellyn, Chamber Director

As they say, nothing is more constant than change. We hate it, fight it, love it, embrace it...The stages we go through are denial, resistance, exploration and commitment... but no matter what, it's going to happen, and Durango has sure seen evolution and "change." I've been here now 37 years, and in reflection, it's amazing what has evolved in our community just in that time.

Yes, our first reaction can tend to be NO – don't change! But in example, look at our beautiful Downtown Main Ave. Did you realize that billboards and not necessarily attractive signage once littered the Downtown? And there were no trees. Surprised? Especially since Durango is now consistently honored as a Tree City USA.

It took a contingent of caring people to get together with the City to establish a Sign Code and figure out how to get trees planted in all the Downtown blocks. Change – evolution – people making a difference.

And Smelter Mountain area, which is now our Dog Park. The Smelter was a huge economic driver in the day, processing the ore brought down from Silverton on the coal-fired railroad.

Hmmm... the smelter is gone, and it's a place for our dogs to romp. Any remaining tailings are buried deep up behind the mountain, and the Durango & Silverton has continued to evolve its operations with environmental awareness, including scrubbers on the roundhouse and investment in diesel engines. The air is cleaner than it ever was "in the day."

And, think about all the old buildings that have been rebuilt and remodeled that have opened up spaces for businesses to blossom and give opportunities for people

to live and work here. There are too many to mention, but do you remember that the Crossroads Building at the corner of Main and 11th St. used to house Norwest Bank and Pennington Camera? Now the Crossroads is a thriving bee-hive of businesses and downtown residents. And just across the street the tired little building that was sort of an eye-sore, is now a thriving food court as the 11th St. Station.

Do you remember when we didn't have high speed internet? During the national "fiber frenzy" with the big telecom companies, they weren't interested in servicing "small markets" like us. Enter entrepreneurs like Brainstorm Internet, working with our local electric cooperative La Plata Electric Association, to bring us high speed internet. LPEA and FastTrack along with other providers (AlignTec, Cedar Networks, Hi Speed 4 U, and Spectrum Business) continue to help us evolve with better connectivity.

I salute those who see vision and potential for our community – and are willing to invest the time, energy and hard-earned money to initiate "change" for the better.

As the lyric in Wicked the musical goes... "Who could say if I've been changed for the better... because I knew you, I have been changed for good." Click here for Kristin Chenoweth and Idina Menzel performing... and see how sappy I am, but if we could all remember the messaging in this song: <https://www.youtube.com/watch?v=TZ0pXU6jVU>.

Because I knew you... I have been changed for good.



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2019

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2301 Main Avenue | Durango, CO 81301

970-247-0312 | Fax 970-385-7884

www.durangobusiness.org
chamber@durangobusiness.org

NEWS & EVENTS

Check out this week's
BLOG:

AMERICA EMPLOYED Express
INSIGHTS FROM EXPRESS EMPLOYMENT PROFESSIONALS ExpressPros.com/AmericaEmployed

Bunny Slippers, Intoxication and Stolen Donuts: The Worst Job Seeker Habits
Job Seekers Also Report Surprising Employer Behavior
Comedians Tripp and Tyler Parody Best Practices
[click for more](#)

AUGUST
Business After Hours
THURSDAY
AUG 15TH | 5-7PM
Region 9
Economic Development District Of SWCO
135 Burnett, Unit 1
\$10 Chamber Members & Guests

Lunch & Learn Thank You

Thank you to Trent Porter with Priority Financial Partners for a very informative Lunch & Learn on July 24th. Trent shared some great tools and techniques for saving for college, which we all know can be a daunting task. If you would like to know more about this topic visit www.priorityfp.com or give Trent a call at (720) 319-8885.

Join us at 7:45am on
Tuesday, Aug. 6th
for another Great Casual
Networking Event!

Back to School Checklist for Employees, Parents & Students
(don't worry there will not be a test)
presented by Dan Snowberger
Durango School District 9-R Superintendent

And enjoy a FREE cup of
Coffee!
Hosted by
Carver Brewing Co.

DURANGO Carver Brewing Co. COLORADO

the chamber
DURANGO CHAMBER OF COMMERCE
Breakfast available (dutch treat)
Reservations are required,
please click to register or
call 247.0312.

click to register



AUGUST CALENDAR

Aug 6th	Coffee @ Carvers	7:45am	Carver Brewing Company
Aug 6th	Glenn Shepard Workshop	8:30am	Durango Public Library
Aug 8th	Diplomat Summer Party	5:15pm	11th Street Station
Aug 13th	YPOD Lunches with Leaders	11:30am	Ore House
Aug 14th	LLP Steering Committee	5:00pm	Wells Group
Aug 15th	LLP Curriculum Meeting	4:30pm	LPEA
Aug 15th	Business After Hours	5:00pm	Region 9 Economic Development District of SWCO
Aug 25th	LLP Volunteer Day	8:00am	Chamber Building
Aug 28th	Lunch & Learn	12 Noon	TBK Bank

NEWS & EVENTS

NUMBERS ARE MAGIC

Here's a simple copywriting technique that never fails to improve response rates on any of your marketing pieces.

Use numbers, preferably specific numbers, in your headlines, titles, bullet points, or subject lines.

Numbers are intriguing. Numbers somehow work magic in the minds of your readers and cause them to keep reading.

Here are just a few examples we've written over the year...

- 15 Ways to Cut Costs on Special Events and Promotions
- 5 Steps to Developing a Superstar Staff
- Choose any 1 of 3 specific techniques and actually change the physical structures of your brain...
- 11 Critical Business Skills You Must Master to Run a Successful Retail Store
- Top 12 Tips for Building Your Business in Uncertain Economic Times

- 4 steps you must take to make your email marketing a success – and 2 things to avoid if you want your customers to open your messages
- Are You Making These 7 Retail Marketing Mistakes?

How could this work for a retail store? Here are examples a bike store might try...

- 6 Safety Checks to Make Before Your Next Ride
- Sidewalk Sale! Prices Slashed on 493 Bikes This Weekend
- The 5 Best - and 5 Worst - Bike Trails for Beginners
- 7 Reasons Everyone Should Wear a Helmet
- My 2 Favorite Tricks for Increasing Your Speed
- 1598 Customers Agree...

Who knows why numbers work so well? My guess is - curiosity. Readers can think of, say, 3 of the best bike trails in their area and are curious what the other 2 might be.

Who cares why? It works!



Wendy Most Insurance Agcy Inc
Wendy Most, Agent
1854 Main Ave
Durango, CO 81301
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NEWS & EVENTS

Lunch & Learn



Wednesday, Aug 28, 2019 | 12 Noon
TBK BANK (259 W. 9th Street)

[Click here
to register](#)

Healthcare Costs Making You Sick? *Healing the Local Healthcare Dilemma.*

Presented by **Ken Bates, Durango Insurance Professionals**

Please make plans to join us on Wednesday, August 28th for our Lunch & Learn presentation, **Healthcare Costs Making You Sick? Healing the Local Healthcare Dilemma presented by Ken Bates with Durango Insurance Professionals.**

Get the latest healthcare updates and changes, including costs/causes, ways to offset rising costs, changing legislation, and proposed House and Senate bills.

Lunch & Learn will be held **Wednesday, August 28th** at 12 Noon at TBK Bank (259 W. 9th Street).

The cost is only \$13 for Chamber Members and \$20 for non-members and includes a delicious lunch catered by Hot Tomatoes Catering. **RESERVATIONS ARE REQUIRED**, so please use our convenient online registration at www.durangobusiness.org or call (970) 247-0312. No shows and cancellations after August 23rd will be invoiced. Please remember to use street parking and reserve the parking lot for bank customers.

Sponsored by **TBK  BANK**

ABSOLUTE

PHYSICAL THERAPY
&
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We offer individualized patient care and personalized treatment plans. Our therapists combine hands-on techniques with home exercise programs for each patient. Let us help you get back to your life!

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TIPS, TOOLS & STATS

IS YOUR BUSINESS SAFE?

Insights from  **CMIT Solutions**
Your Technology Team

How Do You Manage Security Risks?

Cybersecurity threats are a leading cause of business failure. According to the FBI over 1 billion dollars have been paid in the last year to hackers. How do you protect your business, at a price you can afford?

Security breaches come in many different forms. Ransomware, CryptoWall, CryptoVirus – the name does not matter – what matters is that you have a way to protect your business. Your people, your policies, and your technology are unique to your business. Depending on the size of your company, regulatory requirements for your industry, and your risk tolerance, you need a security solution that fits your business.

Did you know?

1 in 5

Small businesses will suffer a cyber breach this year.

81%

Of all breaches happen to small and medium sized businesses.

97%

Of breaches could have been prevented with today's technology.

12.5% of Businesses Have Experienced a Security Breach

And no business is too small for a cyberattack. Our research shows 43% of targeted spearphishing attacks were aimed at small businesses.

The True Cost of a Security Breach

Fines can be massive and your business brand can take a hit if you end up in the newspapers for a security breach.

Good People Expose Businesses

Whether through social engineering or phishing attacks, if employees accidentally click where they shouldn't, your data could be compromised.

Tips, Tools & Stats

Welcome to our new feature! We encourage our members to submit articles that would be helpful to our community. If you would like to submit an article please contact Rita@durangobusiness.org.

Multi-Layered Security

The best way to manage security risks including cybersecurity threat mitigation is to have layers of protection. When considered individually, no single security measure will keep a business safe. But when combined, the sum of the parts is stronger than any single component and in total, security exists. With a multilayered security approach, the interlocking components provide a framework that offers significant protection.



Our comprehensive security approach includes 15 ways to protect your business from a Cyber Attack. These include: Advanced Endpoint Detection & Response, Passwords Management, Multi-Factor Authentication, Computer Updates, Firewall, Backup, Spam Email and many more.

About CMIT Solutions of Durango / Farmington

CMIT helps business owners increase their profits by making technology work for them, freeing them up to focus on their business instead of worrying about their computers, network, and other business technology. We specialize in helping businesses protect and secure their data, control costs, improve productivity and reduce downtime, with the most reasonable prices. We manage IT, so you don't have to.

Visit CMIT at www.cmitsolutions.com/durango-and-farmington or call (970) 283-7406 / (505) 278-0121.

RIBBON CUTTINGS

Rocket Pointe Apartments

The Durango Diplomats were on hand Wednesday, July 10th for a Ribbon Cutting ceremony and Grand Opening celebration for Durango's newest apartment complex, Rocket Pointe Apartments. Located at 1255 Escalante Drive on the former site of the Rocket Drive-in, Rocket Pointe apartments offer stylish interiors, exceptional amenities and superior customer service all within a neighborhood that is convenient to all the activities you love in Durango! Offering one and two bedroom apartment floorplans, along with a pool and state of the art fitness center you have access to everything you need. If you would like to find out more about Rocket Pointe Apartments stop by for a tour or visit their website www.rocketpointe.com or give them a call at (970) 289-9698.



Kelly's Dry Cleaning

The Durango Diplomats hosted a Ribbon Cutting ceremony on Wednesday, July 10th for Kelly's Dry Cleaning to celebrate its new location. Now conveniently located at 121 W. 32nd Street, Suite C, owner Scott Kelly is excited for the convenience his new in-town location offers his customers. Kelly's Dry Cleaning offers 100% GreenEarth Dry Cleaning because it takes better care of fabrics, the people who wear them and the planet where



we live. GreenEarth isn't just gentle on the earth, it is gentle on your clothes, your nose and can make a positive difference to their clients who suffer from respiratory and allergy issues. If you would like to learn more about all the services offered by Kelly's Dry Cleaning visit kellysdrycleaning.com or stop by the new location at 121 W. 32nd Street or give them a call at (970) 903-1642.

PHOTO GALLERY

Business After Hours Thank You

Thank you to Laurie Sigillito and her crew at FASTSIGNS/Durango TV News for hosting a great Business After Hours on Thursday, July 25th. Everyone enjoyed the tours along with delicious food and beverages. If you would like to learn more about the services offered by FASTSIGNS/Durango TV News visit www.FASTSIGNS.com/560 or give them a call at (970) 247-8000 or stop by their offices located at 67 Suttle Street, Suite B.



NEW MEMBERS

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Robert Wallach
316 Sawyer Dr
Durango, CO 81303
(970) 426-9239
<http://www.laplataphysicalmedicine.com>
Physicians & Surgeons - Related

McLachlan Law, PC

Mac Dudley
813 Main Ave, Ste 308
Durango, CO 81301
(970) 247-8236
<https://durangocoattorneys.com/>
Attorneys

MUNIREvs Inc

Erin Neer
900 Main Ave, STE 10
Durango, CO 81301
(970) 729-1619
<http://www.munirevs.com>
Software

Sandy Bruce

3125 CR 250
Durango, CO 81301
(970) 247-4345
Individuals

Toh-Atin Gallery

Antonia Clark
145 W 9th St
Durango, CO 81301
(970) 247-8277
<http://www.toh-atin.com>
Galleries

Whole Health Lab

Sarah Klein
829 Valentine Drive
Durango, CO 81301
(585) 613-1981
<http://www.wholehealthlab.com>
Health/Wellness

Buck says ...

Buy Durango!



RENEWED MEMBERS

Aiko Aiko Sound
American General Media
Animas Surgical Hospital
April's Garden
AREM Property Management, Inc
ASAP Accounting & Payroll, Inc.
Baird
Big Brothers Big Sisters of Southwest Colorado
Bonds Construction LLC
Comfort Keepers
Community Banks of Colorado
Cumbres & Toltec Scenic RR
Dental Associates of the SW
Durango Nature Studies
Durango Outdoor Exchange
Durango Wood Company
Express Employment Professionals
Four Corners Community Bank
Four Corners Eye Clinic

Habitat for Humanity of La Plata County
Homewood Suites by Hilton
Hot Tomatoes Cafe & Catering
Housing Solutions for the SW
La Plata Family Centers Coalition
Medicine Horse Center
Mike Brennan Insurance Agency
Morrison Business Consulting
Mountain Mesa Training
Mountain Waters Rafting & Adventure Company, LLC
Nature's Oasis ... Durango's Great Natural Market
Pinnacol Assurance
Prism Accounting, Inc
San Juan BOCES
Soaring Tree Top Adventures
Spaaah Shop & Day Spa
Springs Resort
SRA Pain & Laser Centers OA
Steve Gates Architect, LLC
Thrive Chiropractic Studio
Westerly RV Park

BUSINESS CONNECTION

Real Ideal Coaching Suzanne Phare, SPHR, PCC, ELI-MP

written by Sara Lynn (Kuntz) Valentine

After twenty years working in Human Resources as a Senior Professional of Human Resources (SPHR), Suzanne Phare decided she wanted to spend more time helping people and less time doing paperwork. Toward that end, she earned her PCC, Professionally Certified Coach certification, through the International Coaching Federation. She is also certified as an Energy Leadership Index™ Master Practitioner (ELI-MP) by the Institute of Professional Excellence in Coaching.

“The coaching I do now is based on the premise that people have the correct answers inside,” Suzanne says. “I help my clients get in touch with their ideas and learn to listen to that little inner voice. It might be saying ‘stay safe’ or it might be saying ‘get out of your comfort zone.’ My clients learn how to determine what messages can hold you back, and what can propel you forward.” Said another way, Suzanne teaches her clients how to harness their ‘innate life force energy’ in an uplifting, logical and productive way. Results for clients include goal achievement, improved relationships with self and others, and all around positive life changes.

“I do four types of coaching,” Suzanne says. “The first is leadership coaching for top tier people like business owners and executives. They may come to me saying ‘I want better work and life balance.’ As we peel back the layers they begin to understand how to let go - how, for instance, to pass more work on to others, to delegate.

“The second type of coaching I do is facilitation. I work with non profit boards or small business management teams on team building, learning about each other, establishing mission and values that will provide them more clarity, and identifying what makes their business organizations click.

“The third type is HR consulting. I consult with these clients on employer relations, recruiting, benefits, compensation, training and development. I do HR audits and help create HR handbooks. Fourth, I speak at HR meetings and teach classes - for instance, I

might teach a class about team building, or time management, or conflict management, or about giving and receiving feedback, or identifying high potential employees. I taught some webinars for the Durango Chamber last fall on these kinds of topics.

Suzanne is originally from Seattle. She and her husband moved to Durango from Boulder ten years ago when her husband accepted a job with the Southern Ute Tribe. Suzanne left her HR job in Boulder and went to work in Durango as SKA’s first HR manager, setting up their policies and procedures and helping with their HR needs for the next five years, as they grew.

In addition to her coaching practice, Suzanne is currently the President of DAHRM, Durango Area Human Resource Managers. She is on the Durango Chamber of Commerce Board of Directors and also a member (the only non-provider member) of the board of the Durango Network. One of Suzanne’s current HR related projects is helping Clutch Hemp Company, LLC, a major capital funded company in Durango, set up their HR processes and policies.

Suzanne and her husband have two kids, 9 and 10. “We bike, hike, ski, mountain bike, paddle-board... all the outside things!” Suzanne says, “Plus I love yoga!”

Suzanne considers the Chamber a wonderful networking resource. “It’s a great place for small businesses to connect with other small business owners,” Suzanne says. “I encourage people to join the Chamber because it is a valuable resource and a way to advocate for businesses in Durango.”

Learn more at www.realidealcoaching.com. Email Suzanne at suzanne@realidealcoaching.com or call (720) 234-9139.





Want to Grow Your Business?

Join the Chamber **LEADS GROUP**

Our first **LEADS Group** is just getting off the ground and has already passed over 80 referrals in just the first two months. We are currently accepting applications for our second **LEADS GROUP!**

Join our **LEADS Group** today and start getting referrals immediately!

- Only meets 1x per month
- Annual fee only \$200
- Exclusivity for similar industries
- First **LEADS Group** almost full. Waiting list started for second **LEADS Group**.

Call or email to join the group or find out more information!

970.247.0312 or chamber@durangobusiness.org

[Click here](#) to see which industries are currently represented.


the chamber
DURANGO CHAMBER of COMMERCE

Business after Hours

Thursday August 15th | 5-7pm

Fun Evening of Networking!
Music by KDUR DJ Chris Heightchew

HOSTED BY



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CATERING BY
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FROM AREA BUSINESSES

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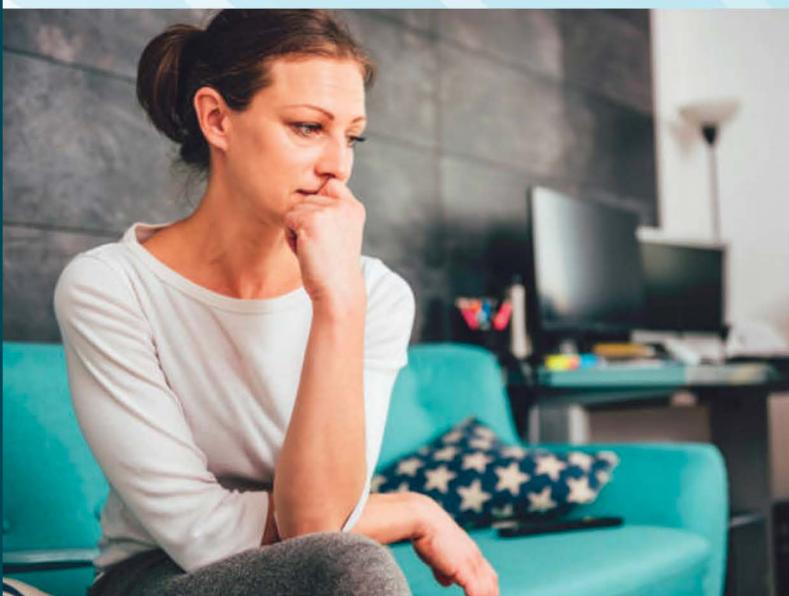
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DEVELOPMENT
DISTRICT
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135 Burnett, Unit 1

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REGION 9 CELEBRATING ITS 30TH YEAR

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Healthcare Costs making you SICK?



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August 28th • 12 Noon

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HOT TOMATOES CATERING

Healing the Local Healthcare Dilemma.

presented by
Ken Bates with Durango
Insurance Professionals.

▶ Click now to register

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