



DURANGO ROCKS AWARDS

Awards Nominations are
now open for 2023 Event!

Nominate an individual, non-profit or
business that has made a positive impact
on our Community over the past year!

Deadline: October 31st.

[Click to nominate](#)

For a list of past recipients click [here](#).

Mercy Hospital



durangobusiness.org

From the CEO's Pen by Jack Llewellyn, Chamber CEO

Why Your Chamber is Important to a Strong Community

Did you know that your Durango Chamber of Commerce is the longest standing organization in the area focused on promoting business, supporting commerce, and advocating for a strong economy and business climate. There are many reasons businesses, individuals and organizations join the Chamber, and here are just a few reasons why a strong chamber is important!

The Durango Chamber is a Champion for a Strong & Vibrant Community

- **Building & Investing in the Community** – The Durango Chamber supports a sustainable and thriving economy, pro-business environment, is seen as a leader by officials, and serves as the voice of the business community. Being a member of the Chamber is a way of showing support for the community at large, helping ensure its longevity and strength, and is considered by many to be civic-minded.

A Convener of Leaders & Influencers

- The Durango Chamber advocates for the business community, works on behalf of its members and is a trusted voice for pro-business policies at the local, regional, and state levels. We stay up to date on the issues and keep chamber members informed to ensure that there is a big voice for small business at the local and state levels. The [Legislative Affairs Coalition reports can be found here](#) and provide valuable information on what the City & County are working on and what is in the pipeline.
- The Chamber consistently keeps lines of communication open with elected officials and hosts quarterly forums on the latest issues impacting the community. Be sure to register for the next [Eggs & Issues Candidate Forum on Sept. 14](#), and hear from local candidates before election day.
- Your Chamber brings the right parties and organizations to the table to discuss and promote positive outcomes for the business community, shares information and discusses solutions.

A Catalyst for Business Growth

- **Education & Training** – Your Chamber offers low-cost and complimentary workshops, learning sessions, and leadership courses. Popular topics include marketing and communications,

human resources, leadership, and management trainings. The Chamber's Leadership La Plata program is a valuable and effective 9-month leadership course. These opportunities help you grow your business, train your team, and encourage employee retention. We are always open to new topics and new speakers. Simply contact any of our team members at 970-247-0312.

- **Grow Your Network** – By being involved in the Chamber, there are many ways to meet key decision makers and new prospects. From attending Business After Hours and other networking events to being involved in the Leads Group or serving as a Diplomat (ambassador of the Chamber), there are many opportunities to find new customers and get referrals. People enjoy doing business with people they know.

- **Improve Business Visibility and Credibility** – Your Chamber offers a variety of advertising options and sponsorship packages, providing opportunities to promote your company in meaningful ways. We all know that people like doing business with organizations they know, like and trust. According to the Schapiro Group study, consumers are 49% more likely to think favorably of a business that is a chamber member and 80% more likely to purchase goods or services from that business in the future. Learn more about ways to promote your organization, [click here](#).

If you have questions about what the Durango Chamber can do to help your business, please feel free to reach out to any of our team members, attend a program or event, or visit our website DurangoBusiness.org. We invite you to attend our next **Chamber YOUiversity on Thursday, Aug. 11 at 8am**, and learn more about what is new at the Chamber and all the benefits you need to utilize. [For info & to register, click here](#).



2022

CHAMBER BOARD OF DIRECTORS & STAFF

Staff

Jack Llewellyn, Chief Executive Officer
Kim Oyler, Chief Operations Officer
Jennifer Dickens, Communications Coordinator
Hannah Minkler, Office Assistant

2301 Main Avenue | Durango, CO 81301
970.247.0312 | Fax 970.385.7884
www.durangobusiness.org
chamber@durangobusiness.org

Board Members

Vaughn Morris, *Boys and Girls Club*
Brian Lundstrom, *Sky Ute Casino Resort*
Diana Murray, *ASAP Accounting & Payroll*
Charles Spence, *Maynes Bradford Shipps Sheftel*
Sherin Clarke, *Fredrick Zink & Associates*
Dr. Karen Cheser, *9-R School District*
Patrick Sharp, *Mercy Hospital*
Michael Hennon, *The Payroll Department*
Melissa Youssef, *City of Durango Representative*
Janae Hunderman, *Leadership La Plata Representative*
CO Workforce Dev. Council & the CO Dept. of Ed.
Deana Tomac, *Diplomat Representative*
Junction Creek Health & Rehab Center
Rebekah Click, *YPOD Representative*
Durango Motor Company

Thank you to Actor Dan Lauria & Durango PlayFest for Presenting this month's Coffee Connections Learning Series!

The Durango PlayFest presented at this month's Coffee Connections, featuring actor & co-founder of Durango PlayFest Dan Lauria (*This is Us*, *The Wonder Years*). Dan shared information about live theatre, its impact on communities and changes to theatre, television and movies. Durango PlayFest is a playwrights' festival, Aug. 4-7, featuring readings of new plays by professional playwrights, actors and directors from New York, Los Angeles and regional theaters. Learn more about this organization & get your tickets to this week's readings here: DurangoPlayFest.org.



Thank you to Caprice Fox, owner of Create Art & Tea (1015 Main Avenue) for hosting this month's Coffee Connections. Create Art & Tea is an art gallery & shop featuring local artists, and it also offers high tea. For more information, visit CreateArtandTea.com.

Join us for the August 18th Business After Hours at Zia Taqueria!

Make plans to join us for our next Business After Hours at Zia Taqueria on North Main Ave on Thursday, August 18 from 4pm to 6pm (summer hours). The event will be on the upper level of the newest Zia facility, featuring their delicious Mexican fare and beverages. Enjoy two drinks & appetizers for only \$10 (pre-registration), plus networking and giveaways. [Register now & save.](#)



Optimizing LinkedIn with Jeff Saville - July's Lunch & Learn Workshop!



Thank you to Jeff Saville, director of Career Services at Fort Lewis College for providing valuable information on how to portray your business in the best possible light on LinkedIn. Jeff presented ways to build and optimize a LinkedIn company page, attract maximum attention from prospects and new talent, promote your products and services for free, showcase your company's story, build a community of enthusiastic followers, and move your audience to take action. Thank you to TBK Bank for sponsoring the workshop.

Featured Young Professional of Durango: Board Spotlight

Taryn McQuown

Where do you work? CalCom Energy, as a Preliminary Design and Estimator. I handle the preliminary layout and energy production of medium to large scale solar projects in the agricultural space. In addition, I estimate these solar systems providing prices for contract documents.



Why did you want to be a YPOD board member? I'm an extremely extroverted person and as someone new to Durango, YPOD's was a great place for me to meet new people in a social environment. I wanted to be more involved in helping to plan and facilitate social committee activities so other new members could feel welcomed to Durango.

What are some activities you participate in your free time? The Typical Durangutan activities, snowboarding in the winter, camping the summer, rock climbing and craft beer. Squeezing my fur-babies English Setter Annabelle and two cats Peach and Hudson. I love animals so much; I shout and wave at dogs, farm animals and wildlife I see while driving.

For more information on joining the Young Professionals of Durango, click [here](#).



Featured Chamber Diplomat: Tom Loch

What is your business? I work for Land Title Guarantee Company as a Title Officer and have been there for 9 years.

How long have you been a DIP? I just finished my 3rd year as a Diplomat, and am the current board secretary.

How long have you lived in Durango? I moved here for work in 2009, met my future wife, Sheleena, so I stayed! We moved away for a short time but came back before too long and love living here! We have two amazing kids, TJ (age 11) and Aria (age 8), a dog (Jesse) and two cats (Kitty and Luna).

Why did you become a DIP? I'm always interested in new ways to become involved in the community and to represent

Land Title Guarantee. A friend suggested the Diplomats as a fun group to hang out with and also help promote local businesses.

What is your favorite part about being a DIP? My favorite part would have to be attending the ribbon cuttings that we do for new businesses or businesses that are reopening. Meeting the business owners and staff, and getting to know them better while helping promote their business is an exciting thing to be part of.

Interesting fact about you: I grew up in Oklahoma (go Sooners!). I also served in the Army National Guard and retired in 2017 with two deployments under my belt, both to Iraq.

There are limited spots currently available for the Diplomat program. Click [here](#) to learn more.

Featured Leadership La Plata Alumnus: Sean Hembree



What do you love about LLP? I love that Durango

has a volunteer-driven organization, supported by the Chamber and other leaders in the community, that helps identify, educate and involve people who want to make their community a more vibrant place to live.

What LLP class were you in? Class of 2020-2021

Fun fact about you? I come from a military family and spent some of my most formative years in Bangkok, Thailand and Brazil.

What do you like about the chamber? Not being directly involved in a local business, I have been amazed and humbled to learn how hard the Chamber works to support the people and business that drive our local and regional economy. Further, thanks to LLP and the Chamber, I have come to learn how much of our quality of life - my quality of life - relies on healthy and diverse local businesses and an engaged local government.

What do you do for a living? I am a twenty-four year veteran School Counselor. I recently decided - with some trepidation - to leave direct service to students and will be the new Student Services Coordinator for the Durango 9R school district.

Interested in participating in LLP? Leadership La Plata Applications for the 2022/2023 Class are due May 31. To learn more about LLP or become involved in LLP committees, visit [Leadership La Plata.org](#).

What Our Members Are Saying

"The Durango Chamber of Commerce Leads Group is the best way to network with other local business owners. The monthly meetings are casual and a great way to learn from others and network. I've been a member of the Durango Chamber Leads Group for over a year, and I can honestly say it's one of the things I look forward to most each month. The group is small enough that you can get to know everyone, but large enough that you get to meet new people every month. I've met some great people who are active in the community and are very influential in helping me grow my business."

- Matt Hoaglin, Oxford Financial Planners

Learn more about joining the Chamber [Leads Group online](#) or call (970) 247-0312.



Lunch & Learn Marketing Workshop with Ascent Digital Media

Join us on Wed., August 24 at noon for the marketing Lunch & Learn workshop: Building More than Brands - using digital marketing to create community. Ben Sorensen with Ascent Digital Marketing will present tips on how to effectively market in a modern world to a savvy audience, as well as ways to help your brand stand out in an advertisement-saturated world. Sponsored by TBK Bank. For more information and to register, [click here](#).



What's Coming Up from Our Members:

Aug 6 [Homebuyer Education Class](#) in Durango

Aug 10 [Labor Law Updates Workshop with DAHRM](#)

Aug 24 [Back to School: Education Resource Fair](#) at the La Plata County Fairgrounds

Aug 25 [Starting Your Business Workshop](#) with SBDC

Do you want your program event to be included in this section, email brief information to Jennifer@DurangoBusiness.org no later than the 20th of the month for inclusion in the next month's newsletter plus post online for free.

Human Resources Updates on the Latest Policy Changes in 2022 & Beyond!

Employers of all sizes need to take note of new laws and policy changes that are now in effect. Join the Durango Area Human Resource Managers organization for this informative session on the all the changes that you need to know! Wednesday, August 10, 2022 at the DoubleTree Hotel. **Registration deadline is August 5.**

Here's what you'll learn:

- Legislative update on changes to Colorado & Federal law
- Train the Trainer to improve workplace culture & cohesion
- Documentation needed to protect from liability, claims, etc.
- Healthy Families & Workplaces Act requirements on new paid sick leave & more!
- FMLI (paid family & medical leave program) that requires employers to pay premiums starting in 2024.

For more information and to [register, click here](#).

DON'T WAIT! Register by August 5!

Upcoming Programs & Events!

Click [here](#) for information.

Aug. 11 at 8-9:30am **Chamber YOUNiversity** at Chamber Building

Aug. 18 4-6pm **Business After Hours at Zia Taqueria** on North Main

Aug. 24 at Noon **Lunch & Learn: Building More than Brands** with Ascent Digital Marketing

September Calendar:

Sept. 7 11am-1pm **Shred Day** at **Alpine Bank in Three Springs**, 175 Mercaddo

Sept. 13 8am **Coffee Connections** with **Rachel Brown** from **Visit Durango**

Sept. 14 8am **Eggs & Issues Local Candidates Forum**

Sept. 15 5pm **Business After Hours Member Appreciation Party** Chamber Offices

Sept. 28 Noon **Lunch & Learn**

Chamber YOUNiveristy – for both new and “seasoned” members!

Join the Chamber team on Aug. 11 from 8am to 9am for Chamber YOUNiversity. This informational session is offered to both new and “seasoned” members who want to get the most out of their membership. Learn more about available marketing and promotional tools, ways you can connect with other business leaders and community members, and high-level initiatives and future plans of the Chamber.

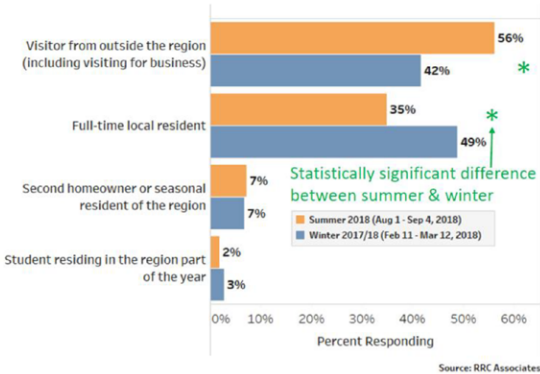
This informational session is free. You may join us in-person or via Zoom. Registration is required. To learn more or register, [click here](#).



DRO Passenger Demographics

Provided by Durango-La Plata County Airport

- ✓ DRO is the primary commercial airport serving our region
- ✓ Bringing these regional passengers to our airport strengthens our economic base and promotes jobs generation
- ✓ DRO serves our visitors, supports our residents and fosters a thriving business community



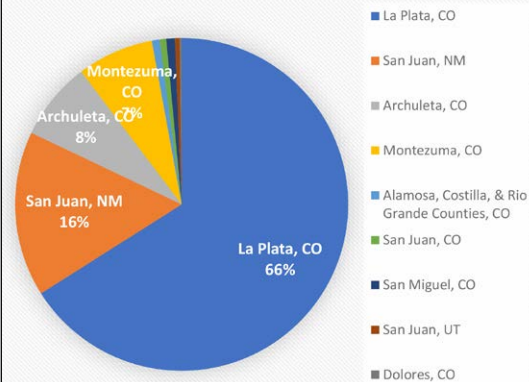
DRO Airport Runway rehabilitation and closure

The Durango-La Plata County Airport (DRO) will be rehabilitating one runway in September 2022. A full runway closure is planned for **Wednesday, Sept. 7 – Friday, Sept. 16, 2022.**

[Learn more.](#)



DRO Passenger Traffic By Local County of Residence



Top 25 O&D Markets

Rank	Destination	O&D Passengers
1	Denver, CO	33,342
2	Dallas, TX (DFW)	30,003
3	Phoenix, AZ (PHX)	18,345
4	Houston, TX (IAH)	14,354
5	Las Vegas, NV	11,544
6	Austin, TX	10,570
7	Los Angeles, CA	7,942
8	Chicago, IL (ORD)	7,477
9	Seattle, WA	7,229
10	San Diego, CA	7,008
11	San Francisco, CA	6,356
12	San Antonio, TX	6,222
13	Orlando, FL (MCO)	6,206
14	Minneapolis, MN	5,892
15	Boston, MA	5,500
16	Portland, OR	5,478
17	Atlanta, GA	5,320
18	Newark, NJ	4,372
19	Tampa, FL	4,227
20	Orange County, CA	4,151
21	Philadelphia, PA	4,010
22	Sacramento, CA	3,938
23	Washington, DC (IAD)	3,826
24	Salt Lake City, UT	3,754
25	Charlotte-Douglas, NC	3,515

Housing Information *Courtesy of the Community Development Department of the City of Durango*

As of July 2022, there are 18 Residential Projects that **consist of 1,189 units** that are either in review, approved or under construction in Durango.

Breakdown:

891 rentals (75%)

297 homeownership (25%)

Housing Program

Tracking Housing Data



Certificates of Occupancy (COs) Issued

All COs Issued by City of Durango	Construction Type	2019	2020	2021	2022 (1 st Quarter)
Individual Houses Single/Duplex (# of units) Including Townhomes)	Single Family	80	53	44	11
Multifamily (# of units) Including Apts.	Multi Family	218	103	43	
Mobile Home Units (permits rather than COs)	Mobile Home	0	24	0	
ADUs (# of units)	ADU	7	1	4	
Total in City		314	181	91	

Takeaway: Several larger multifamily projects the last 3 yrs.

2019 – 36 units Lumien Phase II (60% AMI or less)

2020 – 53 units at VOA

39 units Aspen Village, hotel conversion

24 tiny homes, Escalante Village

2021 – 40 units Espero, (30% AMI or less)

Housing Program

Affordable Housing Units

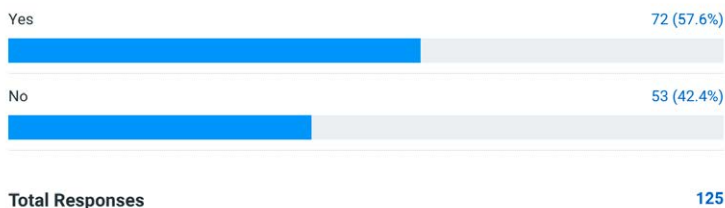


Project	Affordable Units	Year of Construction
Durango Housing, 510 7 th Ave	16	1971
Tamerin Apartments	67	1979
Merced de Las Animas	50	1998
Mercy Housing Colorado VI LTD (Behind Ski Barn)	50	1998
Westwood Apartments	12	1998
Springtree Village	27	2003
Valle de Merced	45	2005
Pinion Terrace	65	2006
Cedar View I and II	53	2006
Lumien Phase I	50	2015
Lumien Phase II	36	2019
VOA Senior Housing	53	2020
Espero Supportive Housing	40	2021
Mtn. Trace Deed Restrictions	7	Ongoing (2 more units are currently listed for sale)
Total	571	

Durango Chamber Survey Results on the Current Business Climate July 2022

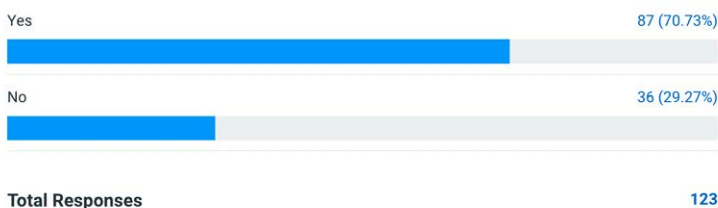
Are you currently fully staffed?

Showing the most recent responses to the question. [See all responses here.](#)



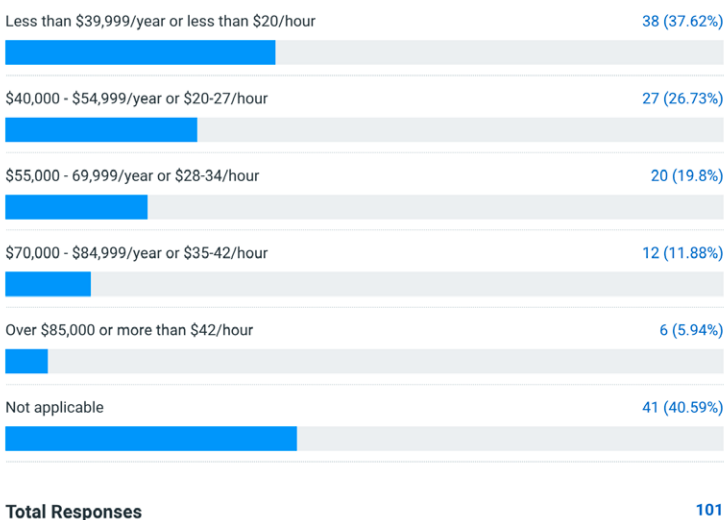
Have (current) gas prices impacted your business?

Showing the most recent responses to the question. [See all responses here.](#)



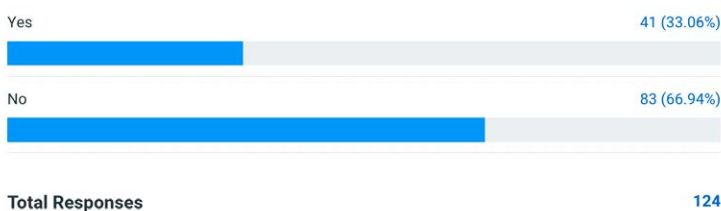
If you have open positions, what are the annual pay levels? (select all that apply)

Showing the most recent responses to the question. [See all responses here.](#)



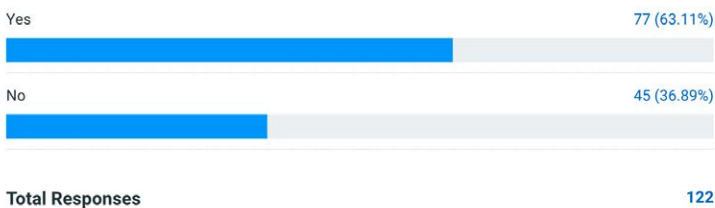
Are you aware of the new state law to collect a \$.27 Retail Delivery Fee?

Showing the most recent responses to the question. [See all responses here.](#)



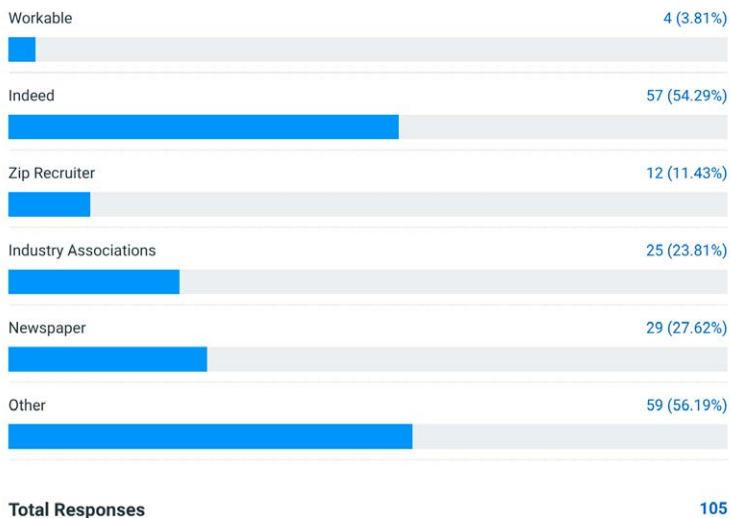
Are you currently experiencing any supply chain issues?

Showing the most recent responses to the question. [See all responses here.](#)



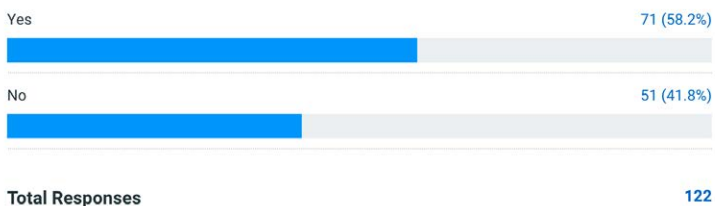
When posting job openings, what platforms do you use to post? (choose all that apply)

Showing the most recent responses to the question. [See all responses here.](#)



Have you/are you increasing prices?

Showing the most recent responses to the question. [See all responses here.](#)



Retailers Must Now Collect State Retail Delivery Fees from Consumers & Remit them to the State!

As of July 1, 2022, Colorado imposes a retail delivery fee on all deliveries by motor vehicle, mail, or shipment to a location in Colorado with at least one item of tangible personal property subject to state sales or use tax. The Retail Deliver Fee is imposed on the purchaser of the item, but the retailer who sold it (and collects the sales taxes) is required to collect the fee from the purchaser and remit it to the Colorado Dept. of Revenue.

The retail delivery fee is due at the same time as your sales tax return. [Click here to learn more.](#)

City of Durango Revokes Additional Temporary Signage Allowance

Signs that were allowed during the COVID pandemic as temporary measure need to be removed within city limits. For additional information about the temporary sign revocation, please see the City's notification on this [website](#).

Businesses Can Keep State Sales Taxes Collected from Your Sales in July, August and September!

House Bill 22-1406 allows qualifying retailers to claim a limited special deduction from state taxable sales under certain conditions and to retain and spend the resulting state sales tax. The deduction is available for sales made in July 2022, August 2022, and September 2022. This means the returns you will file in August 2022, September 2022, and October 2022. For more details, [click here](#).

Eligible retailers are still required to collect all applicable state and state-administered local sales taxes, file returns on time, and pay all local sales taxes (in addition to state sales taxes in excess of the amount related to the special deduction). The special deduction does not apply to any taxes imposed by any state-administered city, county, or special district.

City of Durango Wants Your Input on Parking!

Be sure to participate in the survey on identifying parking solutions. [Click here](#) & let your voice be heard!

AFFORDABLE ONE PAGE WEBSITE DESIGN

BCI Media is excited to announce a new product offering: a one page website.

Having an online presence is a smart investment with a strong ROI. We've designed this product at an affordable price point to make a big difference for small businesses.

Reach out for more information!



TOP 5

Reasons You Need a Website

- 1 Google Search is the best way to be found and seen
- 2 Gives your business credibility and trust
- 3 Clearly explain your offerings and specialties
- 4 Enhance and reinforce your brand
- 5 Customers expect it



10 Things to Check Before Posting to Social Media

One of the most embarrassing things you can do on social media for your business is to mess up a post. For some of us, that might be a spelling or grammar mistake, for others, it may involve a humiliating auto-correct situation. For others still, it might mean giving away a company secret earlier than intended. Whatever it is that you've done or might do, you can ensure it doesn't happen again with this handy social media post checklist.

Social Media Post Checklist

Very little can be taken back on social media. A mistake in a post can be embarrassing or deeply troubling to your PR department. It can alienate customers or cause them to question your professionalism. Before hitting send, post, or tweet, run your potential post through this handy checklist.

1. Proofread before sending to avoid silly mistakes. We all love spell check but it's not always enough. Spell check doesn't always catch homonyms (words that sound alike but are spelled differently) and depending on your settings, it may not catch a misspelled word if you have it in caps or it is capitalized. Don't forget to double-check auto-correct issues, especially when sending from your phone. However, never blame autocorrect for your mistakes as it usually only corrects your words with frequently used ones.

2. Be funny, not offensive. Humor is great but not if it alienates customers, vendors, or partners. You can lose lucrative relationships over something as simple as a tweet. You'd be surprised how few second chances are given on social media.

3. Use sarcasm sparingly and obviously. Are you saying what you mean? What is your tone conveying? Is that the only way it could be interpreted? Sarcasm is very difficult to master in print or on social media. Just look at Jonathan Swift's *A Modest Proposal* where he <satirically> suggested eating children in order to solve the problems of famine and poverty in the early 1700s. Many believed his idea to be a serious proposal. It is much better to use the strong words you mean than to post something in jest. Meaning can be lost in social media unless you accompany it with some emotional clues like emojis.

4. Check stats and claims. If you're quoting a source make sure you haven't transposed numbers or wrongly attributed a claim. Ensure you use a "not" if that's what you mean. After all, there's a big difference between 3 billion and .3 million as well as 83% of adults are on Facebook or 83% of adults aren't on Facebook. There are also a lot of people on social media who enjoy correcting people.

5. Check your quote. Quotes, especially image quotes, receive some of the biggest shares out there. However, before you attribute something to a famous person, check the sources. There are entire books written on this subject and some very famous quotes are often misattributed. For instance, Gandhi never said "Be the change you wish to see in the world." and George Washington never claimed, "I cannot tell a lie, even on the internet."

6. Test the link. Always check your link by copying it into another tab and double-checking that it works. When you're copying and pasting, it's easy to copy and paste the wrong one or leave off the last character so checking is always advisable.

7. Double check the image. When you're using an image from elsewhere, wherever possible give attribution through a tag. Not only is it the polite thing to do, but it can help your business. It will call attention to your post and the original content creator will be made aware of you. They may even share your post. Even if you decide not to tag the original content creator, watch for watermarks. If there is one or you're reposting something that's been shared by multiple sharers, go to the original site mentioned in the post before you share it. You don't want to share content that one of your followers could follow back to the original poster only to find it's an unsavory group.

8. Use scheduling software. If you use scheduling software, you're not going live immediately. We all know there's something inexplicable about posting. Your post looks perfect until you hit the post button then magically all of the errors are visible. (At least that's how it seems.) If you use a scheduler instead of going live immediately, you're creating a buffer that will help you see mistakes before they're in someone's stream. Many schedulers also have spell-check features.

9. Use with permission. If you're posting to social media, always use attributes for quotes and materials. Give the content creator credit for saying/writing it in the first place. That's common courtesy. However, this becomes much more important when your posting is posting to a blog and not merely a quote. If you're using a cartoon, song lyrics, more than 10% of a printed work, or an image, and you're publishing it on a business blog, you should seriously consider getting permission from the content owner. If your usage is for educational purposes, the rights holder may be more lenient. But if you stand to make money off of it, don't be surprised to receive a cease and desist letter. Grammar rules have become less enforced with social media. Copyright law has not.

10. Look at the published post. After you post your item, always double-check it again. Click on the links. Take another look at the spelling and grammar. Some social media platforms (like Facebook) allow you to edit your posts so you could save yourself some issues if you're the one who catches it.

Finally, if after all of this checking something still escapes your attention and causes someone dismay, remedy the situation quickly. If it's grammar thank them for their attention to detail and get it corrected. If it's a public relations issue, consult the appropriate decision maker about how it should be handled. Remember, doing so quickly is your best course of action. That's why so many businesses have a protocol in place on how to handle a social media faux pas. If you don't, you should consider making those decisions ahead of needing them.

Christina R. Green teaches small businesses, chambers, and associations how to connect through content. Her articles have appeared in the Midwest Society of Association Executives' Magazine, NTEN.org, AssociationTech, and WritersWeekly. She is a regular blogger at FrankJkenney.com and the Event Manager Blog.

Christina is an introverted writer on a quest to bring great storytelling to organizations everywhere.

Returning to Work as a Boomerang Employee

By Robert Whitson, Owner of Express Employment Professionals of Durango, CO

The Great Resignation drove millions of workers to leave their jobs during the COVID-19 pandemic but now, some workers are returning to the companies they left garnering the nickname “boomerang employees.”

Employees returning to the jobs they quit or were let go from isn't a new concept, but the trend is gaining traction. If you want to return to your old workplace, here are a few things to consider before accepting a boomerang offer.

Determine Why You Left—You may have quit your job for various reasons, such as a better opportunity for advancement, uncertainty during the pandemic or caring for a loved one. Working for your old company again wouldn't be bad if you departed positively and avoided burning any bridges. Consider your reason for leaving and whether it is sufficient to warrant a return. Also, if you make it to the interview stage, be prepared to have an answer for the hiring manager or recruiter about why you left and what has changed.

Do Your Research—Do some research now that you've decided to rejoin your former employer. You don't want to waste time getting rehired by a company that won't hire you back. See if an internship or return-to-work program is available through Human Resources. If you're eligible to

reapply, investigate any company changes since you left. If you can't get hired for the same role, would you be willing to work in a different department? Are there any lingering issues that need to be addressed?

Showcase Your Skills—So, what makes this time different? Hiring managers will want to know why you are the best candidate for the job. Since leaving your previous job, you may have gained new skills or earned a degree or certification. You'll want to create a positive re-entry experience. Show that you are eager to return to the company and why you're the best fit a second time.

Be Confident About Your Decision—It's important to think carefully about the decision to return to your old company. Ask yourself the tough questions and consider the benefits and drawbacks of working as a boomerang employee. Maintain your optimism about getting a second chance to reinvent yourself; it may lead to better results in the future, and you may be more committed to staying for the long haul.

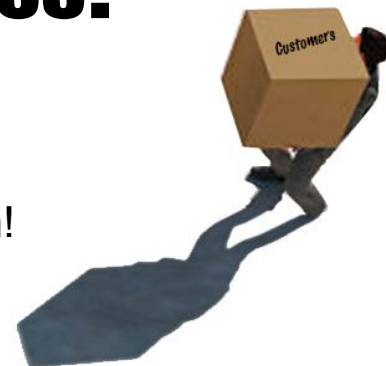
The Durango Express office is located at 321 So Camino Del and serves the Four Corners area. Local businesses and applicants are encouraged to stop by, visit ExpressPros.com/durangoco or call (970) 403-8780.



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La Plata Extension: Health Tip of the Month by *Nicole Clark*

Follow the signs to good cardiometabolic health



If you make a fist with both hands, and put them together, this would show you, roughly, the size of an adult heart. If you used one hand to firmly squeeze a tennis ball, that's the amount of force your heart uses for every one of its 100,000 +/- beats per day. It sounds exhausting, and impressive all at the same time!

The labor of the heart seems like the kind of work only a machine can maintain. Of course, no heart lasts forever, but some certainly outlast others.

If you'd like to build a more durable version, how will you know if you're on track? The answer, follow the signs to good cardiometabolic health.

On the chance you're new to body mechanics, a definition of cardiometabolic may help. Simply put, it is the interplay of two systems. One being your cardiovascular system, which consists of the heart and blood vessels. The other is your metabolic system, essentially the chemicals your body makes and uses to convert food to energy.

Since you've been given a cardiometabolic system, built on the genetic instructions of generations past, you may or may not be starting with the best model. But that doesn't mean you can't take what you have and, with a little work, make it into an efficient little machine that will run decades.

Which leads us back to signs of good cardiometabolic health. These are signs all Americans should be

looking at, especially given that less than 1 in 14 (or 6.8% of Americans adults) have optimal cardiometabolic health.

Relatively noninvasive testing will provide you with a basic assessment of cardiometabolic health. See your healthcare provider for a more detailed explanation.



- **Weight.** Maintain normal weight range, or aim to lose 5 - 10% of your current weight. For a 200 lbs. person, this means 10 - 20 lbs. It's do-able. Consider reducing meal portion sizes (by even a few bites) and eliminating the one-bite tastes of food to get you started.
- **Blood pressure.** Weight loss, stress reduction, lower sodium diet and aerobic exercise may help lower this.
- **Blood glucose or Hemoglobin A1c.** Indicates how effective your cells are at responding to insulin for the uptake of glucose. Glucose is one of the nutrients you metabolize from food. Aerobic exercise, frequent movement, 5 - 10% weight loss and dietary changes to increase fruit, vegetables and whole grains, while lowering fat, sweetened beverages, and overall portions can help make big improvements.
- **Blood lipids (fats).** Have your cholesterol (LDL, HDL, VLDL, and triglycerides) checked to know your risks for heart disease. Resistance and aerobic exercise, and blood glucose control can help improve these.

References

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2. <https://www.cdc.gov/chronicdisease/about/costs/index.htm>
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Set Healthy Standards of Work for Your Team

When employees feel constantly busy, so busy that they barely have time to breathe, it diminishes their creativity, drive, and job satisfaction. Managers need to take the lead in creating healthy standards for their teams. Here are some things to try.

- **Set an example.** Let your team see you taking lunch breaks, leaving the office on time, and working flexibly. And don't send emails or other messages late at night — it signals that employees should be working at all hours.
- **Plan extra time.** Research has found we're overly optimistic about how long a task will take. Encourage your team to block out extra time each week to finish up lingering projects. This will help people free up space on their to-do lists (and in their brains).
- **Increase workload transparency.** Talk to employees about their workloads to get a fuller sense of what they're working on. Use what you hear to think about whether the team needs more resources or should stop doing certain kinds of work.



Adapted from [*"Preventing Busyness from Becoming Burnout."*](#) by Brigid Schulte



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Develop a Plan to Protect Your Career

No matter what stage you are in your career, it's important to plan for your future. And while it's more fun to plan for your upcoming success, it's also important to identify potential risks that could threaten your vision. Start by writing down your assumptions about your professional life. Which factors do you take for granted? These could be as simple as the city in which you live or the industry in which you work. Then ask yourself what you would do if these factors suddenly changed. What if your company folded, your industry collapsed, or you had to relocate to a new city on short notice? Emotions run high when catastrophe strikes, so defend against your vulnerabilities by devising a plan for the worst-case scenarios in advance. Your career is a long-term investment; by proactively looking at the range of possible futures, you can avoid unnecessary risks, solve problems before they occur, and stay in control of your vision..



This tip is adapted from “[Identify — and Mitigate — Risks to Your Career](#)” by Jonathan Brill and Dorie Clark



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Business After Hours on the Deck with Baird Wealth Management!

Many thanks to the team at Baird Wealth Management for hosting Business After Hours on July 14 on the deck at 1099 Main Ave. It was a great turnout at their downtown office headquarters. Baird financial advisors offer comprehensive wealth management to assist clients with identifying investments that are carefully selected for individual priorities. Learn more at Durango.BairdWealth.com or call (970) 263-1166.



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Business Connection

Distilling Craft Spirits – Durango Style!

Learn more about owners Amy and Michael McCardell with Durango Craft Spirits Distillery and Tasting Room.

By Sara Lynn Valentine

Durango Craft Spirits is Durango's first ever grain-to-glass distillery operation, with all the spirits handcrafted, mashed, aged, distilled and bottled at 1120 Main Avenue in downtown Durango. The grains used are regionally grown and sourced, with non-GMO blue & white corn provided by the Ute Mountain Ute tribe and all other grains from the Colorado Malting Company in Alamosa.

"Michael and I both grew up in the Midwest, but have been in Durango now for 30 plus years," Amy says. "Michael came out to work in the oilfields, and I came to visit my brother. We met and married in Durango and have lived and worked here ever since. Ten years ago, Michael got this idea that he wanted to open a distillery and produce craft spirits. We're often asked if we started out in the garage - the answer is, no! It was never a hobby."



Michael jumped right in to study and take classes at three different distilleries - one in Colorado, one in Idaho, and one in Kentucky. Securing a space was the next challenge. When Amy and Michael learned that a location on Main Avenue was becoming available, they approached the owner and worked out a lease. The building was constructed in 1938 as Durango's first chain

grocery store, a Safeway. It had high ceilings and already had a garage for bringing in deliveries." Next came the permitting, with permits required from both the federal government and the city of Durango. Amy and Michael jumped through all the hoops and opened in January 2015.

"Michael is the craftsman," Amy says. "He does all the distilling by himself. I take care of the office and administrative work."

When Durango Craft Spirits opened in 2015, there was only one spirit - vodka - offered since most spirits have

to be aged for two years. Moonshine, which is simply un-aged whisky, came next, in December of 2015. Bourbon followed in 2017, and a Blue Corn Bourbon in June of 2022.



Michael's spirits and cocktails tell stories of people and places that played a part in the founding of Durango starting in 1881. For instance, Soiled Dove Vodka memorializes the red-light district that was located between Main Avenue and the Animas River. Income generated from the fines levied on the brothel industry, along with out-of-towners also spending money elsewhere in town when they came to visit the brothels, paid for the establishment of Durango's first police force and schools.

A different story is told by Mayday Moonshine, recalling when the silver market crashed and mines closed during the early days of Prohibition. Distilleries literally went underground to set up operation in the mines of La Plata Canyon.

"We offer anybody that walks in the door a free tasting of anything they want to try," Amy says. "Michael will give tours if requested in advance where he explains the whole process and shares some local history, along with tastings." In addition to purchasing at the Distillery, Durango Craft Spirits can be purchased at liquor stores throughout the state of Colorado.

In summer, Durango Craft Spirits opens daily at 1:00pm (closing varies). During the school year, Amy works as an elementary school librarian at Riverview, so school-year hours are 4:00pm to 7:00pm. Learn more at www.durangospirits.com, call Amy at (970) 247-1919, or email her at amy@durangospirits.com.

LLP Monthly Focus:

Leadership La Plata
DURANGO CHAMBER OF COMMERCE

Effective Leadership When Dealing with Adversity

By Stacy Reuille-Dupont, StudioB

Things happen.

A good leader is one who can navigate changes while simultaneously keeping an eye on company and team needs during times of adversity.

As a leader, it is imperative they focus on human capital. People make work happen. Here are 3 leadership styles and how they impact team performance during difficult times.

There are leaders who use their position to feel powerful and authoritative. Authoritative leadership, just like authoritative parenting, leads to compliance, but puts an end to creative innovation. Team members working under authoritative leadership learn quickly to do what they are told. Ideas and creativity are not welcome and vulnerability is dangerous. Thus teams learn to sneak and hide these powerful parts of themselves to the detriment of company innovation.

In times of adversity, authoritative leaders tend to rule with anger and fear. When feeling anger and fear people retract and retreat. Two choices become available, a right and a wrong one. This is known as black-and-white, or all-or-nothing thinking and it leads to narrowing experiences, rigid thinking, and mental struggles.

Other leaders are passive. They fear conflict and direct communication. They may fear making decisions lest they go sideways. Passive leaders, similar to passive parents, create a sense of chaos and lack of direction. These leaders have teams with a lot of freedom, but may have anxieties or frustration without clear rules and structure. When things get tough lack of boundaries build resentments. These teams often lack a sense of safety which results in a lack of creative innovation because people are overwhelmed and tired managing the day-to-day.

An assertive leader gets the job done and is someone who can have fun while holding people accountable. They are a leader who can make hard decisions but has built positive team relationships. The team trusts the leader to make the best decisions for the crew and



company. Communication is clear. Team members are part of the process, have respect for decision making authority, and collaborate creatively to solve problems. The assertive leader sets the culture for sharing ideas and giving credit where credit is due. They play to team member strengths so everyone feels pride of being part of something larger than themselves.

This leader brings stability and safety to the team just like this type of parenting, a strong foundation sets the stage for launching bigger and better things. Innovation and authentic expression are cultivated and rewarded because an assertive leader knows creating space for vulnerability is the only way to bring about the best in all team members.

We only know what we've been taught, and we are all capable of evolving and becoming a better leader. However, everyone must invest in their own vulnerability to grow and build skills to lead well during adverse times. Join Leadership La Plata and build leadership qualities.

Leadership La Plata helps build effective leadership skills, teaches how to embrace vulnerabilities and identify strengths and how to recognize and play well with other social styles, all while learning about the community. Through the LLP program, learn how to capitalize on team strengths and support individual development. Help make the community better with strong and positive leadership. Click the link to learn more about LLP.

Author: Stacy Reuille-Dupont, PhD, LAC, CPFT, CNC - Learn More About Me. She owns Studio B a place to Create.Your.Self. We are passionate about helping people create a vibrant life using psychology and physiology

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