

The Chamber

DEC 2020

# Connection Eggs & Issues

*There won't be any "eggs" but there will be plenty of "issues"*

**Thursday | December 10th | 8:30am  
VIA ZOOM**

## **Back to the Future – Looking Back and Looking Forward!**

Please join us on Thursday, December 10th for a Virtual Eggs & Issues event. City Manager, Jose Madrigal and County Manager, Chuck Stevens will give us a “back to the future” presentation on what to expect moving forward into 2021 while looking back at the trials and tribulations of 2020.

Eggs & Issues will be held via zoom on Thursday, December 10th beginning at 8:30am. Cost for this event is \$20, but thanks to the generosity of Bank of Colorado and Purgatory Resort we are able to offer this event for FREE! Reservations are required to receive your zoom log in information, so please use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or email [rita@durangobusiness.org](mailto:rita@durangobusiness.org).

[click here to register](#)



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## From the Executive Director's pen

### Moving on from 2020

I saw a joke the other day on the internet saying that “2020” is going to be considered a term used for profanity. We have a new four-letter word in our vernacular. I laughed (we all need to do that these days). But indeed, I can't believe it's the end of the year. Let's put 2020 in our rear-view mirror and look forward to a great 2021.

We've all had our challenges this year, but one of the things I'm celebrating (not because I want her GONE), is that our beloved Rita Simon is retiring. I'm happy for her as she will hopefully be on the golf course every day, weather permitting. This is the woman who literally has held your Chamber of Commerce together for 21 years.

Rita has never asked for kudos – in fact she'd rather not have them and probably wishes that I would not write this. Most people don't know how our Chamber of Commerce works. Well, I'm the front guy who talks a lot and is a professional “meeting goer,” but it has been Rita who has made this Chamber thrive. She's the one who coordinates all the beneficial programs for our business community – like Lunch & Learn, Chamber “Youniversity,” the monthly Business After Hours, oversaw our “Dips,” the incredibly popular Girls Gone Golfing, and OF COURSE Durango Rocks! ... AND SO MUCH MORE. She has continually advanced her skills and creative ideas networking with Chambers throughout the country. Bringing programs and ideas to Durango helping our businesses and our community to excel. In my book, she is the national Chamber guru of the year!

Rita has been the stalwart employee through all the transitions of DACRA to the current Chamber structure... from working through the old DACRA days, helping Joel Jones who was interim director back in the day (and Joel

Jack Llewellyn, Chamber Director

loved her) to helping Bobby Lieb, my predecessor, figure out how to do his job. I'm not being disrespectful to Bobby, because he loves her too. She's also figured out how to integrate all the various entities, such as the tourism office, Local First, BID and more and make it all work, and then get the information out to Chamber members so YOU can know what's going on.

Rita was accepted to Leadership La Plata back in the day (well, that was a no-brainer), and she experienced Phil Bryson's “Social Styles” exercise. It's how we in LLP can learn about “who” people are and how to work with others... Expressives, Analyticals, Drivers, and Amiables. In her class, Rita was Amiable. Not a surprise that she's an Amiable. You will never find a more amenable, kind, wonderful person than Rita – oh and I forgot SMART. We all will miss her calming, steady, organized management of the Chamber.

As Rita transitions, we welcome Kim Oyler to our chamber staff. We're confident the Chamber management will be in good hands, as Kim's experience includes working in Washington DC, director of the Colorado Tourism Organization, and leadership at Purgatory Resort. The combination is pretty awesome for our Durango Chamber of Commerce.

But this is a salute to Rita, and I know she's going to be mad at me for writing this – but, get over it, girl, you deserve every moment of praise that we can give you. Thank you again for always being there.



#### President

Diana Murray, *ASAP Accounting & Payroll*

#### Board Members

Amanda Erickson, Past President, *Durango Area Association of Realtors*  
 Greg Behn, *Bank of Colorado*  
 Suzanne Phare, *Real Ideal Coaching*  
 Brian Lundstrom, *Sky Ute Casino Resort*  
 Steve Elias, *Fort Lewis College*  
 Bob Thom, *Kroeger's True Value*  
 Vaughn Morris, *Boys and Girls Club*  
 Chris Bettin, City of Durango Representative  
*Durango Land & Homes*  
 Charley Kier, Leadership La Plata Representative  
*Academy Mortgage*  
 Mitch Dye, Diplomat Representative  
*ImageNet Consulting*  
 Liz Demko, YPOD Representative  
*Exit Realty*

## 2020

### CHAMBER BOARD OF DIRECTORS & STAFF

#### Staff

Jack Llewellyn, Executive Director  
 Rita Simon, Chamber Manager  
 Jennifer Dickens, Communications Coordinator  
 Nora Stafford, Office Assistant

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# Virtual Lunch & Learn

## Wednesday, December 16th | 12 Noon - 1 pm

### What is Hyperbaric Oxygen Therapy and What Can It Do for Me?

Presented by **George Glass**  
**Co-Owner of Mountain Hyperbarics**

What is Hyperbaric Oxygen Therapy (HBOT)? The history, how it heals, what it is used for, the different types, and different settings you will find HBOT. Most importantly, we will answer the question: What HBOT can do for you?



[Click to Register](#)

Lunch & Learn will be held **Wednesday, December 16th, 12 -1pm**. Cost for the session is \$10, but thanks to the generosity of **Purgatory Resort** this fee is waived and we welcome you to attend for **FREE!** You must register to reserve your spot and receive your zoom invitation. Please use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or email [rita@durangobusiness.org](mailto:rita@durangobusiness.org).



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## Durango Chamber Welcomes Nora Stafford

The Durango Chamber of Commerce recently hired Nora Stafford as our new part-time Office Assistant. Nora grew up in the Midwest and in 1981 she visited Durango after completing college. She knew that she found the place to create a lifetime of community involvement and memories. Nora worked for School District 9-R for 31 years as a teacher. She and her husband, Rob raised a thriving family in Durango thanks to the diverse opportunities. After retiring, Nora switched gears and became involved with the tourism and business sectors. She has worked at the Durango Welcome Center/Visit Durango for five years and has also worked with the Business Improvement

District as a Downtown Ambassador. Nora is a Leadership LaPlata graduate and has served on the Garden Project of Southwest Colorado Board of Directors and currently is a Manna Board Member.

We are very excited to have Nora as part of the Chamber team. Nora is looking forward to meeting all of our chamber members as soon as we are back to “in person” events.



### **OHANA PHYSICAL THERAPY**

DURANGO, COLORADO

In Durango's Tech Center

### **OHANA PHYSICAL THERAPY**

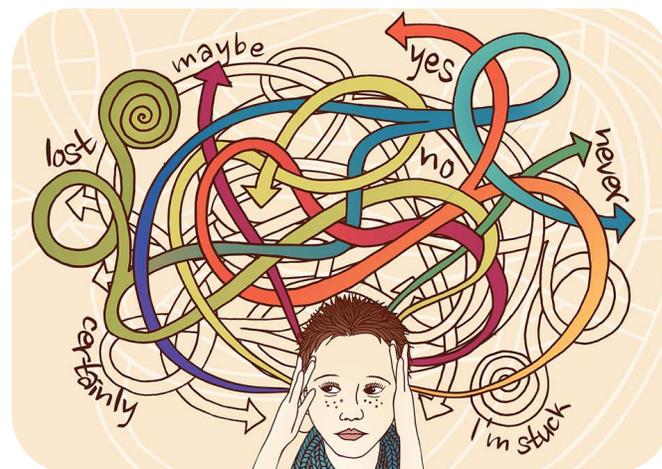
Physical Therapist Andre Botha, Josh Horrocks, PTA, Preston Wolff, PT, DPT and their team are open for one-on-one, in person visits. Telehealth visits are also available and encouraged for our at risk patients!

Call to schedule your appointment! (970) 247-7895

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## Maintain Your Integrity When Making Tough Decisions

Every leader faces complex, subjective decisions, such as who to promote into a critical role, whether to do layoffs during a downturn, or how to handle employee misconduct. When there are no easy answers, one option is to consider the problem along three dimensions: the ethics (what is viewed as acceptable in your organization or society), morals (your internal sense of right and wrong), and the responsibilities associated with your specific role. Thoroughly interrogating the problem and possible solutions in this way will help you come to a decision and clearly articulate your reasoning. Start by clarifying your personal worldview: What do you stand for, and does that align with what your organization stands for? Next, ask yourself if there's a path forward that aligns along all three dimensions. If so, great. If not, what are you willing to compromise? Once you've made the tough call, do some self-reflection. Which values did you give precedence to?



Why? And at whose expense? This kind of soul-searching is challenging, but it will also prepare you for the next hard decision you face.

*This tip is adapted from "A Framework for Leaders Facing Difficult Decision," by Eric Pliner*

### November Lunch & Learn Thank You

Thank you to Drea Pressley with Edward Jones Investments for a very informative Lunch & Learn presentation covering the topic of sustainable investments. As we move into 2021, Drea offered some great investing tips! If you would like to learn more about the services offered by Drea and Edward Jones Investments give her a call at (970) 259-3317 or stop by her office located at 140 W 8th street.



## Coffee @ Home

Tuesday, January 5<sup>th</sup> • 8:00 - 9:00 am

Stay Home! Grab Your Cup of Coffee!

Plan to join the ZOOM Meeting! Registration information coming soon.

Presentation by

**Sarah Lipp, Community Connections**



## Getting Through One of Those Days

We all have those days when it feels like life is kicking you in the teeth, but you still need to get things done. When you're down, being productive can sometimes help with your mood and resilience. To push through, you could focus on a familiar activity — a task that's satisfying but not taxing, something you've done so many times that muscle memory will kick in. Or you could do the opposite and knock off an item on your to-do list that you've been avoiding. This approach could make you feel like you're on top of things, but be sure to set a modest goal: Trying to perform to a high standard when you're in a funk can leave you feeling especially drained. A compromise could be allowing yourself to do half or two-thirds of your usual work. And if you need one, don't be afraid to take a mental health day. Finally, try to connect with others.



Loneliness can increase stress, so share whatever is going on with a trusted boss or colleague. Being forthcoming will help your teammate understand why you may be a bit less reliable or peppy on a day when you just don't have it.

*This tip is adapted from "Feeling Overwhelmed? Here's How to Get Through the Workday," by Alice Boyes*

FROM OUR OFFICE TO YOURS

HAPPY HOLIDAYS!

Your Chamber Staff  
Jack, Rita, Jennifer, Nora  
& Kim



## New Members

### 4 Corners Children's Clinic

Lauren Dorzok  
555 Rivergate Lane, B1-109  
Durango, CO 81301  
[website](#)  
Health/Wellness

### Balanced Life Massage

Lisa Weber  
202 W 22nd St  
Durango, CO 81301  
[website](#)  
Massage Therapy

### Barefoot

Katy Copeland  
846 Main Ave  
Durango, CO 81301  
[website](#)  
Retail

### Chinampas LLC

Seth Stephens  
3067 N Main Ave  
Durango, CO 81301  
[website](#)  
Services

### Create Art and Tea

Caprice Fox  
802 E 2nd Ave  
Durango, CO 81301  
[website](#)  
Retail

*Buck says ...*

**Buy Durango!**



## RENEWED MEMBERS

### Accounting Services of Durango, Inc.

Allison Ragsdale Photography  
Amcat Roofing  
City of Durango  
Durango Car Care  
Durango Dermatology  
Durango Harley-Davidson  
Durango High Noon Rotary  
Durango Premier Auto Care,  
dba Durango Small Car  
FCI Constructors, Inc.  
Four Corners Materials  
Four Corners Rainbow Youth Center  
Gable House Bed & Breakfast  
Haleigh Lyon  
Jaynes Corporation of Colorado  
Julianne Fredrick

### Kennebec Wealth Management

Maria's Bookshop  
Phoenix Recycling LLC  
Sandy Bruce  
Sara Lynn Valentine  
SCAPE (Southwest Colorado Accelerator  
Program for Entrepreneurs)  
Southwest Business Builders BNI  
Spine Colorado  
Tailwind Nutrition  
Terryl Peterson CFO Services LLC  
The Colorado Health Foundation  
Think Network Technologies  
Trout Unlimited - 5 Rivers Chapter  
United Way of SW Colorado  
Whole Expo LLC  
Zaparataz Trimmers

# RITA BIDS FAREWELL



After 21 years, Rita retires.  
Thank you for ALL your years of service to our Chamber members! Your commitment always exceeded expectations. See you on the golf course!

We ALL will miss  
**YOU!**



## Why it's important to show appreciation for your employees. Nine Ways to Show Appreciation for Your Staff During This Season

By Stacy Reuille-Dupont

Think letting your employees, co-workers, and team members know you appreciate them is over-rated? Feel like all the gushy emotional stuff is for the birds? Think again. Most of us love the feeling of being recognized and acknowledged for the hard work we do. It gives us a warm feeling of being wanted, helpful, and needed. It also boosts our mood and brings out a sense of connection to others. This sense of connection leads us to more pro-social behaviors, those that work to support and help others, which translate into more teamwork and camaraderie. This season get creative about how you acknowledge and appreciate your staff.

When our work team feels a sense of connectedness and camaraderie the desire to support each other goes up. When our staff feel appreciated, and as a result the flow of positive emotions is present, higher dopamine is flowing in the system. Higher dopamine levels translate into more productivity and focus. Together these (connectedness, camaraderie, positive emotional states, and higher dopamine) help our workplace produce more and do so with positive shared work experiences.

Shared work experiences bring our teams together and help them develop and increase creativity due to an increase in the sense of safety while in relationship. When we feel safe, supported, and connected we share ideas more freely and our brains tap into more diverse stored knowledge. As ideas flow, projects develop greater and faster than they could if we were working independently. Together we are better and research backs it up.

According Emmons and Stern (2013) "grateful people experience higher levels of positive emotions such as joy, enthusiasm, love, happiness, and optimism and gratitude as a discipline protects us from the destructive impulses of envy, resentment, greed, and bitterness". When our employees are in more positive emotional states they produce more. Oswald, Proto, and Sgrio (2009) show happier workers increase their effort and that work output is not necessarily related to more money. Instead that internal motivation might be influenced by positive emotional states". All this translates to folks working external to the office, too. A good sales manager knows acknowledging sales staff has tangible gains.

In addition to increasing productivity and connectedness when we are in happier states we are more healthy and impacted less by physical illnesses. Kushlev, Heintzelman, and Diener (2020) found that increasing happiness resulted in less sick days, lowered blood pressure, and prevented weight gain. Increased physical health translates into less time away from the office and again more engagement with co-workers and you



guessed it ... increased productivity. Thus increasing employee happiness builds team work, health, innovation, and creativity. Appreciation and gratitude has a very important place at work.

All this to say that working to appreciate and thank your team members during this season of giving is important. If you are looking for ways to acknowledge your staff and increase office joy here are some ideas:

1. Literally - Say Thank You
2. Create a Wall of Fame for Employees Doing Good Work
3. Provide Some Food Once and a While
4. Give A Special Parking Spot
5. Have a Rotating Trophy, Spirit Stick, or other Token that honors the hard work
6. Leave a Note for a Job Well Done
7. Formally Recognize Employees Throughout the Year
8. Work on Turning Attention Toward What is Good in the Workplace
9. Encourage Staff to Give Peer to Peer Gratitudes

Leadership La Plata helps your team members communicate more effectively. When communication is strong and effective more gets done. If you are looking for a way to help your work place evolve and work together internally and with customers externally. This year long program develops leadership skills, builds community networking, and increases civic engagement. As we end the year and start a new one it is time to start talking to your staff about interest in developing these areas and see who might be a good fit for next year's class. Recruitment begins Spring 2021.

### Alumni Quote

"Employee appreciation boosts morale, lets employees know they are on the right track, and that you care. All of these things create a more positive employee as well as a more positive work environment. And ultimately a more positive environment improves productivity and longevity." *Stephanie Orris, Alum Class of 2019-2020*

## FastTrack Communications Brings High-Speed Internet & Voice to Local Communities



By Athena Communications, Inc., Durango, CO

### Why Fiber is Better

Fiber optic lines represent the fastest transmission technology available. Data literally races at light speed, hundreds of times faster than wireless, cable or copper technologies. Fiber delivers symmetrical upload and download speeds, regardless of weather, line-of-sight issues, number of users and high demand periods. All this makes fiber the best choice for internet connections, as well as voice over internet protocol (VoIP) phone service, which is quickly replacing traditional phone lines.

### Connections from a Local Provider

*FastTrack* Communications, the region's only local fiber optic-based provider, was formed in 2002 by two rural electrical cooperatives—La Plata Electric Association and Empire Electric Association—to bring state-of-the-art telecommunications to underserved rural areas. The company powers local businesses, community institutions and communications carriers at very reasonable rates throughout Colorado and New Mexico. Local internet service providers (ISPs) also tap its fiber optic backbone to deliver services to residential homes via fixed wireless connections. *FastTrack* remains locally owned and operated, with corporate headquarters in Durango, Colorado.

### *FastTrack* high-speed fiber connections power:

- Downtown Durango
- Bodo Park
- South Camino del Rio
- CR 203 Ptarmigan Center/Star Liquor Complex
- Fort Lewis College Area
- North Main Ave.
- The Tech Center
- Florida Rd. businesses
- Three Springs
- School districts, colleges, governments, local airports and other vital community cornerstones

Additional businesses in these areas may be able to connect to *FastTrack* fiber. Check the service map at [fasttrackcomm.net/colorado-telecommunications-service-areas/service-areas-durango/](http://fasttrackcomm.net/colorado-telecommunications-service-areas/service-areas-durango/)



### Bayfield Now Running at Top Speed

*FastTrack* continues to expand its fiber optic network. In 2018, *FastTrack* built high-speed lines to the Gem Village commercial district at the request of local businesses. Gem Village is located just west of Bayfield, along Highway 160. It has historically been underserved by other internet providers, suffering slow connection speeds. *FastTrack* Communications already serves the town of Bayfield, connecting city offices, the library, schools and businesses. This summer, it connected businesses in the Bayfield business park.

### Free Fiber Optic to Mancos, CO

As part of its community outreach program, *FastTrack* Communications is currently providing free internet service to the area surrounding the Mancos Town Administration building on Main Street, including Boyle Park. Now remote workers, families and schoolchildren can access *FastTrack's* 100 mbps dedicated symmetrical internet service free on their wireless-enabled devices. The Town of Mancos is providing the wireless equipment and setup for this secure guest wireless network.

Mancos joins other rural Colorado communities served by *FastTrack* that have received free or discounted services to help businesses, remote workers and municipalities adjust to increased online demand as a result of the pandemic.

For more information about *FastTrack* Communications, visit [fasttrackcomm.net](http://fasttrackcomm.net).

## A Good Offense: Reducing Inflammation from Diabetes, Cardio-Vascular Disease, Metabolic Syndrome

By Bronwyn Radcliffe, FNP, MSN, BSN, CFMHC

Inflammation is easily defined as “a localized physical condition in which part of the body becomes reddened, swollen, hot, and often painful, especially as a reaction to injury or infection.” This is what you see when you cut yourself. *The inflammation that causes disease is the same only its inside your body.*

Cardiovascular Disease (CVD) is inflammation associated with the vascular system — stroke, heart attack, high blood pressure, vascular issues. Type 2 Diabetes(DM) is your pancreas not responding to the sugar you consume: nerve, heart, eye, kidney damage and more. Metabolic Syndrome(MBS) is obesity, elevated blood pressure, sugar abnormalities, hormonal imbalances...

Sugary blood is thick, sticky and gets stuck or clogged easily. It's coarse, like a Brillo pad, scratching vessels, causing an inflammatory response as it moves through the system.

**When you are chronically inflamed you are more prone to all disease, all viruses, all bacterial infections, auto immune disease, insomnia, anxiety, depression... COVID-19.**

*\*\*If you are taking any RX medication for DM, CVD or MBS, mental health issues, make sure you are closely followed by a knowledgeable healthcare provider before you make changes. To receive medical guidance with diet and lifestyle changes schedule an appointment with [HouseCalls](#).*

### How to decrease inflammation and strengthen your immune system

1. **Eat** a diet rich in fat, moderate in protein and low in carbohydrates. When you eat a nutrient rich diet, you enhance your gut health significantly, give the body what it needs to repair damage incurred, rebuild a more diverse microbiome and enhance your immune system.
2. **Breathe. Properly.** Sit still for 5 minutes. Inhale through the nose, exhale through the mouth. Repeat for 5 minutes. Notice how you feel, physically, emotionally, How does your heart feel?
3. **Movement.** Notice I did not say exercise. Move. Move to your own beat. Move slowly. Move quickly. Dance, run, skate, ski, hike, bike, swim, walk, yoga, QiGong, Thai Chi. Feel good. DO NOT OVER DO IT. Moderation is key.
4. **SMILE.** Smile till it becomes real. (Depending on your current mood this could take 30 minutes or so.) It stimulates your body to release toxins, causes relaxation and sets those beta endorphins free! Increases serotonin, oxytocin, dopamine and gaba.



### Top Ten Reasons To Buy Locally

- ✓ Keep money in the community – it only makes sense!
- ✓ Embrace what makes us different – if we wanted to live somewhere that looked like everywhere else, we wouldn't be living here!
- ✓ Get Better Service – Buy from who you know, you'll always get better service!
- ✓ Buy What You Want – Durango has numerous businesses to choose from. We just ask that you try to buy here first!
- ✓ Create More Good Jobs – The more you buy, the more jobs created!
- ✓ Help out the Environment – shopping in our community means less gas used to travel elsewhere!
- ✓ Invest in the Community – people who live here and work here are more invested in our community
- ✓ Put Your Taxes to Good Use – sales tax creates funding for all those amenities we enjoy
- ✓ Quality of Life – need we say more
- ✓ Believe in Durango/La Plata County – What's spent in La Plata County, stays in La Plata County.

## Prioritizing Your Mental Health This Winter



By Robert J Whitson

This year, 2020, has been a tough year. COVID-19, social unrest, political drama, and natural disasters can all cause stress and mental fatigue. Add in less sunlight and a colder climate, and this winter might be rough for many workers.

**According to the CDC**, in the second quarter of 2020, “the prevalence of symptoms of anxiety disorder was approximately three times those reported in the second quarter of 2019 (25.5% versus 8.1%), and prevalence of depressive disorder was approximately four times that reported in the second quarter of 2019.”

Additionally, **roughly 5%** of people deal with Seasonal Affective Disorder, or seasonal depression. In an interview with **USA Today**, professor of psychology Dr. Lata McGinn noted:

“There’s less activity, there’s less socialization, there are less mastery activities, there are less pleasurable activities, so in general there is an increase in depression, not to mention job losses and losses of people. A combination of all those things, I think, would put us more at risk this winter.”

Essentially, even if you don’t suffer from Seasonal Affective Disorder, workers must prioritize their mental health this season. Following are methods to cope.

### Take Exercise Breaks

With colder weather setting in and many gyms still closed across the country, getting proper exercise is incredibly important. When the stress gets to you, consider taking a few minutes to go on a quick walk or take a meditation break. Your body and mind are connected, and getting your body moving can reduce mental fatigue.

### Organize Your Routine

One major cause of stress is lack of control. With everything happening in the world, it can feel like there isn’t anything you can do to make real change.

An ideal way to combat this feeling of helplessness is with organization. Keep track of your to-do’s and accomplishments in a computer document or journal. Actually seeing what you’ve done and still have to do can reduce stress and keep you on track.

### Keep in Contact with Others

Self-isolation is difficult. It can be hard to focus on your work when you’re cut off from seeing anyone else. Even if you’re back at work, odds are, social distancing measures are strictly in place. If you find yourself missing human contact, ask your manager if it would be possible to add more video meetings into the schedule.

### Contact a Mental Health Professional

If the stress gets to be too much, and you notice it starting to affect your work, it might be time to schedule a visit with a mental health professional. Your health care provider should be able to set you up with someone that can help you work through your stress and recommend treatment.

### About Express Employment Professionals

*If stress is making it difficult to conduct your job search, contact Express Employment Professionals. We’re in the business of people, and we want to help you. Headquartered in Oklahoma City, OK, our international network of franchises offer localized staffing solutions to the communities they serve, employing 552,000 people across North America in 2019. For more information, visit [ExpressPros.com](http://ExpressPros.com).*

*The Durango Express office is located at 321 So Camino Del Rio and serves the Four Corners Area. Local businesses and applicants are encouraged to stop by, visit [www.expresspros.com/durangoco](http://www.expresspros.com/durangoco) or call (970) 403-8780.*

# Want to Grow Your Business? Join a Chamber LEADS GROUP!

Email today to join or find out more information!

[chamber@durangobusiness.org](mailto:chamber@durangobusiness.org)





## Pet Haus and Groom Room Owner Louis Galinson

By Sara Lynn Valentine

“I went to school at CU Boulder and later moved to San Francisco, but always knew I wanted to return to Colorado. In 2006 I moved from San Francisco to Durango”, Lou says. A couple of years later Lou acquired a dog and discovered there was very little available locally in the way of dog accessories, equipment, toys or quality foods. “I did a bunch of research and surveyed dog owners on the river trail and at the dog park. I wanted to know if they would like Durango to have a good pet store, and if so, what products and services they would like.

“I built the business around that, essentially making it what people said they wanted,” Lou says. In addition to a wide variety of products, they said they wanted an in-town location, good hours, better prices, and a friendly staff. “Pet Haus is not a franchise,” Lou says. “It’s a start-up from the ground up. I wrote a business plan with the help of the Southwest Colorado Small Business Economic Development program.

“I looked at a few different places for our location and had to be patient while waiting for the right one.” The building Lou eventually found needed a lot of work both outside and inside. “I hired two Fort Lewis College grads who helped me get everything up and running. We opened in November of 2009. Durango took to Pet Haus right away and we grew really fast. In my research I had learned that 50% of dog owners also own a cat. Our inventory has continued to grow and we are packed full of everything you would ever need for a dog or cat.”

The dog Lou acquired all those years ago was Murray, an Australian Shepherd. “He was my first personal dog,” Lou says. “I already had cats but Murray changed everything. He became my own fur baby. I shopped with him at the other places in town and felt like we needed something more. Murray is thirteen now. He was running around like a pup when we started remodeling the building. He’s upstairs, chewing on a toy.” Before long Lou got a second dog, Stanley, a pit bull, German Shepherd, Chow mix. “He is a Pet Haus staple as well. We also have Edmund, our live-in-the store cat, and a Chihuahua named Little who loves meeting people at the store.”

And oh yeah, there’s a fourth dog, Wanda, a terrier and Pomeranian mix and three more cats that live with Lou and his wife at home. Yes... Lou bought DNA kits for his dogs. And he sells them at the store. “I’m telling you,” Lou says, “anything you want for your dog is here. We have everything you want for your pet under one WOOF!”

In August 2019 a tenant in the building next door left. Lou signed up for the newly vacant space and created the Pet Haus Groom Room. “We have a Master Groomer, and we take care of both dogs and cats. We are the only groomer in town who grooms giant breed dogs over 90 pounds.”

Lou is a generous contributor to many local programs that support animals. He donates 25% of the Humane Society’s food as well as feeding the canines from the police and sheriff’s canine units. He works with all the rescue organizations in the Four Corners and has hosted a kitten adoptive area in the store many times. Over 800 cats have been adopted into local homes through that program. Whenever a Rescues wants to have a food drive or an adoption event at the store Lou is glad to help out. If the Navajo Nation needs food for pets, he sends it down there. “I don’t turn anybody away,” Lou says. “From the first I wanted Pet Haus to be a part of the community. It makes me happy that we can be more than just a business.”

Lou recently served as ‘pet sponsor’ at a Durango Chamber of Commerce fundraiser, ‘Coolest Dog Contest’. A significant portion of the funds raised went to the Humane Society. “The Chamber adds so much to the community,” Lou says. “Anytime we have needed help or support, the Chamber has always been more than happy to help.” Pet Haus won the Durango Chamber ‘Small Business of the Year’ award in 2018.

You may reach Lou and the Pet Haus and Groom Room at (970) 259-2564. Visit them [online](#) or in person at 1444 Main Avenue (across from Burger King).



**VIRTUAL**

# Eggs & Issues

**Thursday | December 10<sup>th</sup>**

**8:30am | via Zoom**

*There won't be any "eggs" but there will be plenty of "issues"*

## **Back to the Future – Looking Back and Looking Forward!**

Please join us on Thursday, December 10th for a Virtual Eggs & Issues event. City Manager, Jose Madrigal and County Manager, Chuck Stevens will give us a “back to the future” presentation on what to expect moving forward into 2021 while looking back at the trials and tribulations of 2020.

Cost for this event is \$20, but thanks to the generosity of Bank of Colorado and Purgatory Resort we are able to offer this event for **FREE!**

Reservations are required to receive your zoom log in information, so please use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or email [rita@durangobusiness.org](mailto:rita@durangobusiness.org).

*Thank you to our sponsors!*

*Click to register*



# Holiday Rewards PROGRAM

## Get Rewarded for Shopping LOCAL this Holiday Season!

**November 23rd through December 31st**

Spend over \$50 at any local retail, restaurant, hotel or attraction. Submit your receipts online and receive a gift certificate from a local merchant.\*

- Spend \$50 – get a \$5 gift card •
- Spend \$100 – get a \$25 gift card •
- Spend \$300 – get a \$100 gift card •

### How to Collect your rewards?

Make a purchase from any restaurant, retail, hotel or attraction located within La Plata County. Save your receipt from your purchases. Once you reach one of the above spend limits, you can submit your receipts through an easy online form at [www.downtowndurango.org/holidayrewards](http://www.downtowndurango.org/holidayrewards).

#### Contest Rules

One submission per month, per household, accepted receipts must be from purchases from retail, restaurants, hotel or attractions within La Plata County from November 23rd through December 31st. See full contest rules. *Restrictions do apply.*

Review full rules at [www.downtowndurango.org/holidayrewards](http://www.downtowndurango.org/holidayrewards)

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# What is Hyperbaric Oxygen Therapy and What Can It Do for Me?

Presented by George Glass  
Co-Owner of Mountain Hyperbarics



What is Hyperbaric Oxygen Therapy (HBOT)? The history, how it heals, what it is used for, the different types, and different settings you will find HBOT. Most importantly, we will answer the question: What HBOT can do for you?



## DECEMBER VIRTUAL LUNCH & LEARN DEC 16th • NOON

Cost for the session is \$10, but thanks to the generosity of Purgatory Resort this fee is waived and we welcome you to attend for FREE! You must register to reserve your spot and receive your zoom invitation. Please use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or email [rita@durangobusiness.org](mailto:rita@durangobusiness.org).