

‘Tis the Season to SHOP LOCAL!



**Thanks for supporting our small businesses
& our community!**

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

Buying Local Makes a Big Impact!

In partnership with the Durango Business Improvement District, Alpine Bank and Eolus Bar & Dining, we are once again co-sponsoring the Holiday Rewards Program. This program compensates those who shop locally at restaurants, retail shops, personal services, accommodations, attractions and other selected businesses. You can find [eligible businesses](#) on [DowntownDurango.org/holiday-rewards](#).

When you spend \$100 or more, you may receive a gift card from one of twelve local businesses. All you have to do is go online and submit your receipts from the local businesses. Gift cards are available until they are all claimed. There are definitely more rules you need to check out online, but this has been a very successful program and we're pleased to be a partner again this year.

Why is this program important? It's simple. The message is buying, eating, and shopping local first! Before you go online to purchase a gift, why not check out our local stores that might have something similar (or even something better!). Your actions have significant impacts on our community. Besides how often have you ordered something online that didn't fit, was the wrong color, or wasn't what you thought it was (didn't match the picture)? These are just a few things to consider before you add it to your cart and click "buy."

Purchasing local not only allows you to try it before you buy it, but there are many economic reasons. I've probably said this multiple times during the holidays throughout the

years. When you look at the big picture, we all benefit. It's called the multiplier effect, and this happens when you purchase something from a local business and these dollars get recirculated, creating more jobs and a better economy for all. Think of it this way, local businesses pay their employees, who then spend money at other local businesses who remit taxes. Some of this money goes to our public infrastructure, schools, parks, roads and more. In essence, you are contributing to the overall economy both socially and economically by shopping local. Local businesses are also more likely to support our nonprofits in our area. Durango is fortunate to have many nonprofits that help fill the void where services are needed, and we also have many generous businesses that make cash and in-kind donations that help keep these organizations operating.

With so many nonprofits in Durango, there's sure to be one that aligns with your passions, whether it's children or the elderly, the environment, animals, social services, education, arts & culture, and so much more. In fact, the Durango Chamber has more than 50 nonprofits who are members. To help you with ideas, visit our website, [DurangoBusiness.org](#) and search our online directory.

Before you click "buy now" online this holiday season, remember buying local has a major impact on our economy, and there are so many ways you can help make our community a great place to live.



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Vaughn Morris, *Boys and Girls Club*
 Brian Lundstrom, *Sky Ute Casino Resort*
 Diana Murray, *ASAP Accounting & Payroll*
 Charles Spence, *Maynes Bradford Shipp's Sheftel*
 Dr. Karen Cheser, *9-R School District*
 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

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 2301 Main Avenue | Durango, CO 81301
 970.247.0312 | Fax 970.385.7884
[www.durangobusiness.org](#)
[chamber@durangobusiness.org](#)

Advocating for a Strong Business Climate

Legislative Affairs Coalition Update

Dec 1, 2022

La Plata County Sales & Lodgers Tax Update

- Sales tax collections for July show an increase of \$82,189 or 3.48% in comparison to the same period in 2021. Year to date, Sales tax has increased \$928,490 or 6.73% as compared to the same period in 2021.
- Lodger's tax collections are earned Quarterly; Quarter 2 Lodgers tax decreased \$15,662 or -7.88% in comparison to Quarter 2, 2021. Year to date collections for Lodger's tax are \$431,916 or -.01% as compared to the same period for 2021.

La Plata County Board of Health Update

- The La Plata County Commissioners passed a resolution Nov. 15th that dissolved the San Juan Basin Public Health District as of December 31, 2023. The Health District includes Archuleta and La Plata Counties and has been in place for over 7 decades. Commissioners attributed the dissolution to philosophical differences that were exacerbated during the COVID pandemic.
- County Commissioners are now seeking applicants for the Board Of Health. Initial Board members will serve staggered terms, with each position serving a five-year term thereafter.
- Interested candidates should complete an application at www.co.lapлата.co.us/BoardOfHealth no later than Dec. 9, 2022. Interviews will be conducted during an open public meeting and scheduled on either Dec. 16, 2022, between 1 and 5 p.m. or Dec. 19, 2022 between 1 and 5 p.m.

Emergency Response Center Update

- Consultants say the 2.2-acre River City Hall site could be feasible for a Community Emergency Response Center if the building has 2 or 3 levels. The idea is to house both the Police and Fire Departments in the building located between the Animas River Trail and Camino del Rio. Both existing locations are said to have critical space needs and are outdated and unsafe.
- The next steps in the process would be to come up with concepts for the building and the site and prepare cost estimates. The next public meeting is expected to be in January.

Upcoming Programs & Events!

Find more information [here](#).

Thursday, Dec. 15 5-7pm Holiday Business After Hours at the Bank of Colorado, 1199 Main Avenue. Register online & save! [DurangoBusiness.org](#)

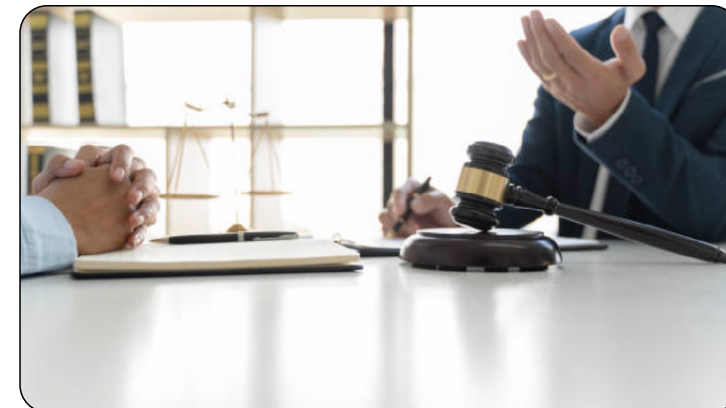
Dec 20 4-5pm Chamber Membership Structure Q&A

Dec 23 - 26 Chamber is closed for the holiday

Dec. 30 - Jan 2 Chamber is closed for the holiday

Jan. 21 Homebuyer Education Class

Jan. 25 Lunch & Learn Workshop



Durango Bump-out Program Update

- Durango City Council voted 4 to 1 to approve a 5-year pilot program that allows seasonal bump outs with design standard updates, enhanced compliance, and a per square foot fee of \$6.30. Some updates to the program include meeting Americans with Disabilities Act standards, preserving the line of sight, prohibiting signage and advertising on the bump outs, and staff inspections.

Durango Downtown Next Step Update

- Durango City Council approved the taking of a phased approach to the Downtown Next Step project. In a 4 to 1 vote, Council agreed to conduct the full traffic study, inventorying the corridor, and fully designing a few downtown blocks.
- The City of Durango has begun the design process, taking the conceptual design that came from the community's visioning process and designing it in phases for construction.
- The conceptual design proposes pedestrian improvements from 5th Street to 14th Street, and include curb extensions at the intersections, widening the sidewalks, improving ADA ramps and accessible parking spaces.

Monthly reports are provided to the Chamber of Commerce and posted online for our members to review. For additional information and previous months' reports, visit [DurangoBusiness.org](#)



Watch the latest Member Moment Video featuring [Visit Durango](#)
 Find past Member Moment Videos [here](#)

New Value-Based Membership Structure Coming in 2023!

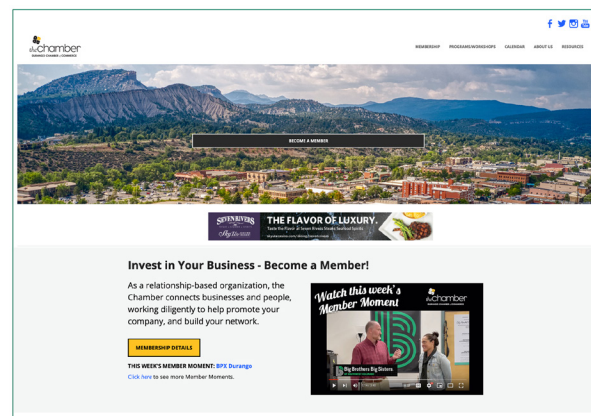
Beginning in January 2023, the Chamber is changing its structure to offer value-based membership with the ability to choose what works best for your business. The Chamber is a membership base-funded 501(c)6 organization with 750 members. Its main function is to support the local business community by offering programs that can help you grow your business, advocating for a thriving business climate, and networking opportunities for you, as members.

The current membership structure is a “fair share” model, based on the number of employees, with 15 total membership levels, including three enhanced levels. The Chamber has been working on this change for several years, as it identified that the “fair share” model wasn’t really “fair,” members have different needs throughout the business life cycle, and a business joins the Chamber based on a variety of motivations and characteristics. The Chamber staff and the Board determined that now is the time to make the transition. The Chamber hasn’t changed its structure in 10+ years, and it’s hasn’t changed pricing in over 5 years. The current 15 levels are being simplified to 7 and all members are being offered a choice of what is best for their individual business.

The new Value-Based Membership Structure allows business owners to determine what’s important in your partnership with the Durango Chamber, what your needs are in your individual business stage, and whether you want to take a leadership role in the business community. We are also making it easier for you. We feature investment payments via check, credit card and ACH, and can schedule payments as frequently as monthly, quarterly, semi-annually, or annually. Many of our benefits are also a la carte, so you can still utilize marketing, advertising, networking, branding and sponsorship opportunities.

The transition for existing members begins in January 2023. The Chamber will continue to work off of a rolling 12-month year, so your anniversary month will remain the same.

Learn more about the new structure and get your questions answered by attending the Chamber’s Value-Based Membership Q&A session on Dec. 20 at 4pm. Join via Zoom or in person, by [registering here](#). Or call us (970) 247-0312 ext 2.



Thank You to the Leadership La Plata Committee Members for Volunteering!

Leadership La Plata offers professional and personal development during a 9-month course, plus LLP alumni gatherings and additional leadership opportunities. It’s a program of the Durango Chamber that is run by volunteers who are part of 12 different committees, which include the Alumni, Steering, Selection, Recruitment, Curriculum, Diversity, Leadership, Marketing, Data, Retreat, Graduation, and the Barbara Conrad Award committees. LLP also relies on the support of the community to provide monetary and in-kind donations. We’d like to thank those who have contributed to LLP over the years, and the current committee members for your time and efforts to continue the legacy of leadership enhancement in our county. Applications for next year’s class are due in May 2023. To learn more, visit LeadershipLaPlata.org.



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Featured Chamber Diplomat: Geoff Overington



What is your business? I am co-owner and employing broker of Keller Williams Realty Southwest Associates. We have 75 Realtors, plus staff, and provide real estate brokerage services in seven counties (Archuleta, La Plata, San Juan, Montezuma, Dolores, Telluride, and Montrose). We have offices in Durango, Pagosa Springs, and Ouray.

How long have you been a DIP? At least 6 or 7 years

How long have you lived in Durango? I originally came to Durango as a hostage. That's what you are when you're 9 and your parents tell you the family is moving. I left Durango in 1983, after graduating from DHS. My wife and I moved back, with a 20 month old son and a 10 week old daughter in 1995

Tell us about your family: My wife, Karen, and I have been married for 33 years, with two grown children. Our son, Ryan, resides in Longmont and our daughter, Rachel, lives in Durango. Karen and I have a Corgi, named Major Finnegan.

What is your favorite part of being a DIP? I love the DIPS, and the people who choose to be DIPS, because it's fun and everyone involved seems to appreciate the light-hearted, ease of the group and our meetings, while still serving an important role for the Chamber.

What are your favorite things to do in Durango? I love to hike, bike, ski, snowshoe, 4-wheel/explore our backcountry, along with enjoying all of the music offerings, street festivals, etc. - oh, and I like pretty much anything that involves one of our local outdoor eating venues. The patio scene in Durango is pretty great!

Fun fact about you: I met the person who would one day become my wife on my first day of 4th grade in Durango at Needham Elementary.

Learn more about the Diplomat Program [here](#).

Featured Leadership La Plata Alumnus: Natambu Obleton



What do you do for a living? Work remotely as a Customer Delivery Architect for Cisco Systems.

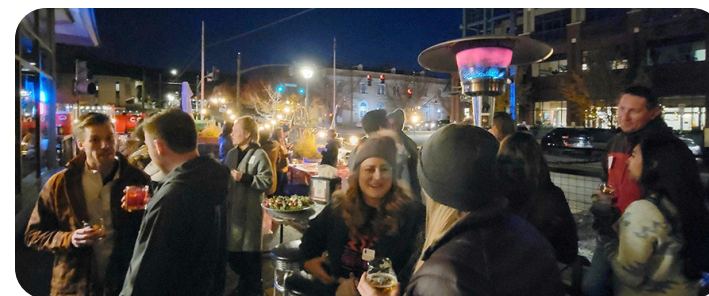
What LLP class were you in & what do you love about it? 2017-2018, the "most sincere class." I love the movement of students to coordinators after the 1st year. It promotes dynamic content in the classes.

Fun fact about you? I ride my bike ~700 miles a year around town, mainly on the river trail.

What do you like about the Chamber? Business After Hours. It's fun to learn about new businesses and great to connect with other Chamber members.

What do you love about Durango? The river trail, variety of restaurants, and downtown events, such as San Juan Brewfest and Taste of Durango

Interested in participating in LLP? Learn more about LLP or become involved in LLP committees, visit [Leadership La Plata.org](http://LeadershipLaPlata.org).



Fall-iday Party with the YPODs!

The Young Professionals of Durango hosted a Fall-iday Party in November, sponsored by 11th Street Station, Ascent Digital Media, and Blue Lily Productions. The YPODs are an organization of the Chamber that engages young professionals ages 21-39 by providing education, social, and philanthropic activities to help actively shape the future of Durango. The YPODs also offer leadership opportunities on its board of directors and various committees. If your organization has individuals who are interested getting involved with the YPODs, visit DurangoBusiness.org. The cost is only \$25/year.

Join us for the Holiday Business After Hours, Hosted by the Bank of Colorado!

The Chamber is teaming up with the Bank of Colorado who will host the Dec. 15 Business After Hours from 5 to 7pm at 1199 Main Avenue. This special Holiday Business After Hours will feature the Fort Lewis College Strings, plus delicious food and beverages. Fantastic door prizes will also be given away. Catch up with colleagues and meet some new ones at this must-attend event! [Online registration](#) is \$10 (includes 2 drinks + appetizers) or it's \$15 at the door.



Jeff Saville Provided Helpful Tips on Stepping Up Your LinkedIn Profile!

In November, the Chamber featured a Lunch & Learn Workshop on how to maximize LinkedIn. Thanks to Jeff Saville, director of career services at Fort Lewis College, for presenting helpful tips on enhancing your personal LinkedIn page. The session was held at the FLC Innovation Center and Jeff demonstrated



how you show up on the platform during searches, how to attract & engage with those who need your products, and how to attract HR professionals. He also shared tips on LinkedIn's new "creator mode" and how to leverage this new tool. To learn more about the Fort Lewis College Career Services Center, visit careers.fortlewis.edu.

Thank you to SCAPE for their Presentation on How Investment Capital Helps Scale Startups!

Early this month, the Durango Chamber partnered with SCAPE (Southwest Colorado Accelerator Program for Entrepreneurs) for the Dec. 6th Chamber Coffee Connections Learning Series when SCAPE presented information on how venture capital works and the kinds of businesses that are the most suitable. The event was free and held at their facility, located at 2615 Main Avenue, Suite 1. For additional information, visit goscape.org.



Diplomat Holiday Party

The Chamber Diplomats held their annual Holiday Party at PEAK Physical Therapy and enjoyed merriment and celebrations, complete with a white elephant gift exchange. Many thanks to Star Liquors, The Leavitt Group, Michalak Farmers Insurance Agency, PEAK Physical Therapy, and George Johnson for sponsoring the festivities. The Diplomats are the Chamber's goodwill ambassadors who volunteer their time for programs, events, ribbon cuttings, and more while supporting Durango's business community. For more information on the Diplomats, visit DurangoBusiness.org.



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How to End 2022 Right for New Year Success

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

With the remaining weeks left in 2022, we're officially in the final stretch of the year. Before the calendar switches to 2023, now is the best time to buckle down, tie up loose ends, and review the final needs of you or your organization. So before closing the books on 2022, check out these four things to do to end the year right for new year success.

Close Outstanding Projects

For many organizations, this has been an extremely busy year. With new production demands and larger accounts, there are bound to be some outstanding projects that aren't completed. Now is the perfect time to see what needs to be finished to close out these projects.

Sometimes, it can simply be signing off on an item or getting an invoice paid, but either way, it's best not to have loose ends carry into the new year.

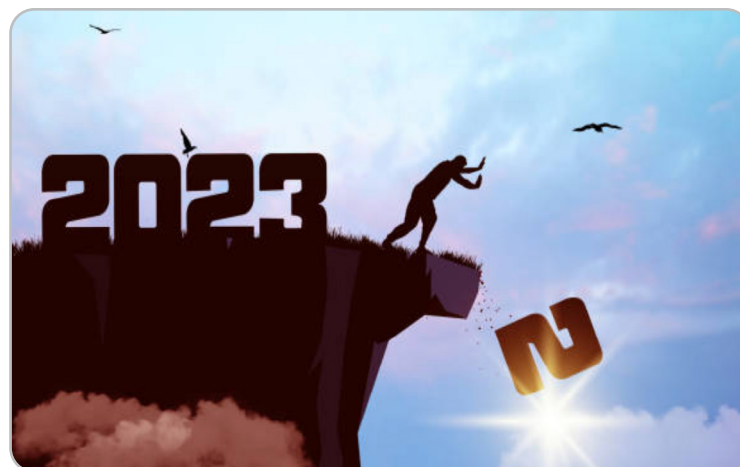
Plan for Employee Vacation

During the holidays, you can expect a good amount of your team needing to take time away from the office. Whether it's to travel to see loved ones or stay home with the kids during their holiday break, your workforce may look a lot different over the next few weeks.

Make sure to plan for their absence and possibly hire temporary help through a staffing agency to maintain production levels.

Choose Your Word for 2023

A recent trend that has become popular is not just making resolutions, but to come up with a single word that will represent you during the new year.



Whether it will represent a personal goal (e.g., focus), how you treat others (e.g. kindness), or a characteristic to define you (e.g. determination or grit), choosing a word is a great way to help boil down all resolutions into a memorable, more manageable way.

Evaluate 2022 and Make New Year Goals

Goalsetting is one of the most important items to cross off during December. Without clear goals, you and your organization may struggle to focus on a direction. However, before you know where you want to go, it's imperative to look back at where you've been.

Take time to evaluate this past year. Determine what went right, what went wrong, and what you'd like to change. Then, mold new goals to further enhance your drive and success in the new year.

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.

Want to Grow Your Business? Join a Chamber LEADS GROUP

Call or email today to join or find out more information!

970.247.0312 or chamber@durangobusiness.org



ATTENTION LA PLATA COUNTY

RENTERS:

Need help with 1st, last and security?
Let us help with a Micro-Loan!

The **La Plata County Workforce Rental Assistance Program** is offering low-cost, fixed rate micro-loans of up to \$5,000 to cover first month's rent, last month's rent and/or a security deposit for eligible La Plata County renters.

Loan Terms:

- \$5,000 Maximum Loan Amount
- Unsecured (no collateral required)
- 2% Annual Percentage Rate*
- Payable over 3 years with monthly principal and interest payments
- *\$5,000 loan amount @ 2% Annual Percentage Rate: 36 monthly payments of \$143.22
- No associated fees or pre-payment penalty.

The La Plata County Workforce Rental Assistance Program is made possible through a partnership between La Plata Economic Development Alliance, La Plata County, City of Durango and First Southwest Bank.



Requirements:

- NEW lease agreement must be for a minimum of one year. Proof of lease must be provided.
- Borrower must make 80% or less of Area Median Income (AMI) for La Plata County.
- Rental property must be located in La Plata County.
- No minimum FICO score is required.
- This program is First Come First Served and limited to \$150,000.
- Loan will be limited to one loan per residence. Co-borrowers are permitted though loans will be capped at \$5,000.
- No preferred rate reduction for automatic payment.

Questions?

Email: info@fswb.bank

Call: 970-375-1100

Apply today at FSWB.bank

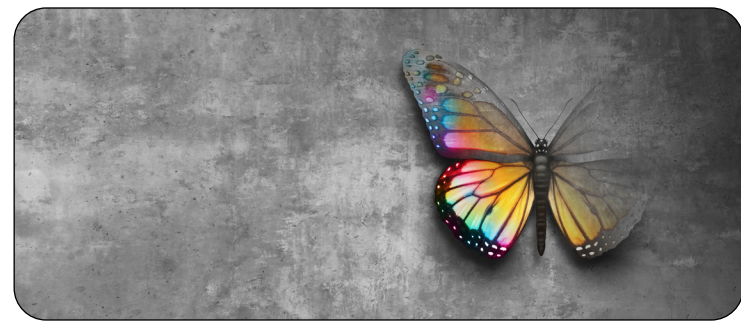
La Plata County Extension: Health Tip of the Month by Nicole Clark
When Winter Offers the Blues, Fill a Bucket



In less than three weeks, we will once again hit a tipping point. Come December 22, daylight will slowly start to take back the minutes it had been losing to darkness since June.

Knowing the cold, dark of winter is theoretically in retreat feels encouraging. Until one remembers it will still be months before we are greeted by spring flowers peeking through the remains of winter snow. It's hard to fathom now, as the excitement of the holidays easily overrides the gloom of short, cold days. But post-holiday and mid-winter blues may be just around the corner for some.

To help keep your spirits elevated in the months to come, consider how you might fill these four buckets. 1) Creativity 2) Learning 3) Fresh air and 4) Optimism.



Creativity is an act of transformation. It's problem-solving, creating from scratch, redesigning, or combining ideas. Most importantly, it stimulates your brain.

Learn. Adults are naturally good at needs-based learning. Choose a topic you're interested in and curious about, then dive in! Fort Lewis College offers the Life Long Learning Program on Thursdays, the Adult Education Center can help you learn Spanish, TED talks and podcasts are abundant and La Plata County Extension has year-round programming for adults and youth.



Fresh Air. One could argue, the best thing about Colorado is our weather. Even during winter, you can likely find a sunny spot offering a comfortable temperature to enjoy some fresh air. Soak it up for 10 or more minutes a day and you'll be amazed at how good it feels.

Optimism. You've heard the saying, "you have to see it to believe it"? Well, sometimes you also have to believe it to see it. Whatever thoughts you repeat in your head will become your beliefs. Why not choose to repeat positive and optimistic thoughts?

La Plata County Extension health programming:
nicole.clark@co.plata.co.us or (970) 382-6461.

Veterans Benefit HOLIDAY DINNER

Saturday, December 17
 Served from 3 - 6 pm at the VFW Post 4031
 1550 Main Ave, Durango, CO
 Lower Hall Entrance
\$15 per plate & free for veterans

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An Effective E-mail Nurture Campaign for Small Business Season

It's small business season and if you're part of a small business you're probably looking for ways to make the most of your Q4. While mega retailers and big business are slashing prices, that's not the best way for you to be competitive. Small businesses often operate on smaller reserves and slashing prices to the point of taking a loss decreases the revenue you're bringing in. You need something that builds on connections. That's the small business superpower.

One of the best ways to do this is through an e-mail nurture campaign. To accomplish this, you need an e-mail list. Ideally, you already have a list of past customers. If you don't, start collecting emails immediately. After all, it's much easier (and cheaper) to sell to someone who has purchased from you before than it is to influence a potential buyer for the first time.

In this article, you'll learn how to create an e-mail nurturing campaign that will reengage past customers. With e-mail marketing you can schedule emails to "autofire" and send based on a schedule and/or actions. For instance, if the recipient opens your e-mail and clicks on the link, the next e-mail they receive will be different than if they had not opened it.

Reconnecting with Previous Customers Through Email

Use the following formula to create your own email nurture campaign for past customers.

E-Mail #1 Reestablish the Relationship

The first e-mail in your e-mail series will reestablish the relationship you had with this past customer. Using your business tone, craft a message that tells the recipient, "it's been a while. We miss you. Here's what's new in our business." Make sure you include why they should care. Speak to what's in it for them.

Other options include an end-of-year thank you message, a summary of the year, or a project that helps you shine. For instance, "In 2022, we donated 543 bags of dog food and here are some pictures from our happy shelter friends who seem to be enjoying the food."

Set the next e-mail to hit a couple of days after the first.

E-Mail #2 Build Momentum

Tell your recipients a story about something that impacted you recently. Then give them a treat. For instance, you could share a story about gratitude or family. (These are especially welcome during the holiday season.) Then offer the email recipient a download that ties into your story. A good way to do this is to talk about what you're thankful for such as your loyal customers. Offer them a free gift-giving guide or create a helpful download based on what you sell such as a "Cooking with wine recipe e-book," if you sell wine.

Allow them to claim their "gift" by clicking a button. This requires them to act. Then you can see who clicked on the code and who didn't.

Set the next e-mail to hit a couple of days after the first. Because you created a clickable link in your last e-mail, you now have record of who clicked and who didn't. At this point you could segment the clickers from the non-clickers and create a tailored e-mail for each. But you don't have to. You could also just send the same e-mail.

E-Mail #3 Stay Connected

Continue telling more of your story. This could be a continuation of the feel-good story in e-mail #2 or it could be building on the theme but with a different story. You could also talk about your "why."

Invite them to stay connected with you somewhere else like a specific social media platform or invite them to an event you're hosting. The point here is to extend an additional invitation and keep them connected.

If you've segmented your e-mail based on who clicked and who didn't, add a line about the freebie you offered hoping that they enjoyed it to those who opened. To those who didn't open, offer them the freebie again with some language around "not sure if you saw this" or "in case you missed it, it's still available here..." and additional language why the freebie would make their lives easier or interest them.

E-Mail #4 Invite Them Back

Give your past customers a reason to spend with you again this holiday season. Perhaps you're hosting a special event with discounts. Maybe you're rolling out a loyalty program. Whatever the special is, make sure they know about it and use language that ensures they feel like a VIP. They're receiving a special invitation because they are your very valued past customers. That messaging can go a long way from moving someone from the passive state of reading an e-mail to actively buying.

In this e-mail, you also want to give them another opportunity to buy from you in case they can't make your event. For instance, invite them to explore your website and purchase online. If you don't have E-commerce on your website, consider sharing your items through social media and encouraging people to call or e-mail you with orders.

When creating e-mail nurture campaigns for small business season, remember what makes your business special. You want to focus on the experience and the feeling that buying local provides. Big business can offer deep discounts. Small business can offer memories of a joyful holiday season. That seems like a pretty great way to stand out.

Christina Metcalf is a writer/ghostwriter who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. She loves road trips, hates exclamation points, and believes the world would be a better place if we all had our own theme song that played when we entered the room. What would yours be?

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Business Connection

Greg Rowland, Morehart Murphy Regional Auto Center

By Sara Lynn Valentine

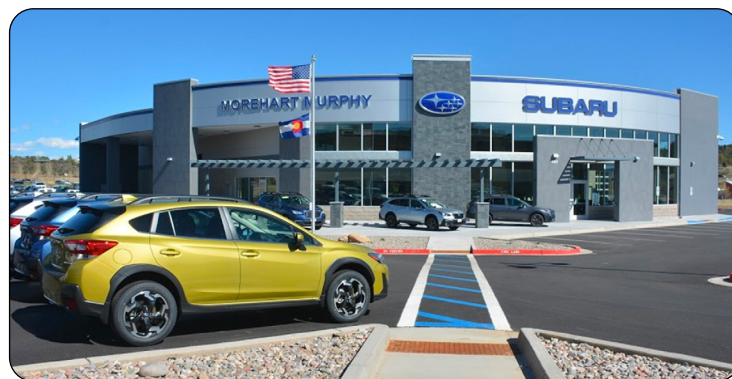
Greg Rowland grew up in Greeley and graduated from UNC with a degree in Sociology. It was there he met Brady Murphy, who was attending UNC, getting her Masters.

Brady was from a well-known family in Durango. Her father, Pat Murphy, owned one of two longtime, local car dealerships in Durango, Pat Murphy Motors, which he had purchased from his father-in-law, (Brady's grandfather) in 1978.

Greg and Brady moved to Durango a few years later when they were expecting their first child. Once in Durango, Greg went to work for a lumber company, which is how he had put himself through college. But, within a few years, he was working at Pat Murphy Motors.

Fast forward to 2009 and the recession. Pat Murphy and Jim Morehart, owner of the other longtime, local car dealership, Morehart Chevrolet which Morehart had bought from his father in 1968, had an interesting discussion as they pondered which of the two respected dealerships might survive the recession. Pat and Jim decided to join forces. They named their new, bigger and better combined-company Morehart Murphy Regional Auto Center. Greg became General Manager at that time and has since joined Pat and Jim as a partner in the business, making it a 3rd generation family-owned and operated auto business that has served Durango for the past 64 years.

"The most important part of our operation is our approximately 110 employees," Greg says. "We couldn't do what we do without them. We have some key employees who have been here for 40 years, another dozen or so who have been with us for more than 20 years and a funnel pool of younger people who want to be involved. We offer competitive pay, a good benefits package, and 401(k) plans."



"We create a friendly, caring environment and our clients come from all over the Four Corners for new and pre-owned cars, for repairs, and for body shop work. Our motto is 'price, professionalism and respect' and we're committed to excellence. We understand our consumers and we want to meet their needs."

Morehart Murphy has outgrown its three large buildings in Bodo and recently built a new space in Three Springs. Chrysler, Dodge, RAM, Jeep, GMC and Chevrolet are still at Bodo (as is the body shop), with Subaru now at Three Springs.

Morehart Murphy's deep family and business roots in Durango are apparent in the many ways the company gives back to the community. Pat, Jim and Greg serve on a variety of local boards of directors. They're involved in many local organizations, including the Durango Chamber, and united in their commitment to make significant volunteer and financial contributions to the community via organizations like Durango Education Foundation, Mercy Regional Medical Center/Catholic Health Initiative, Fort Lewis College, Durango High School, Community Connections, Rotary, local athletic programs, etc... "We want to give back to the people who have made us what we are," Greg says. Morehart Murphy's annual 'Subaru Share the Love' event donates \$250 to Community Connections for every Subaru sold during the last month of the year.

Greg and Brady have three daughters, Brett, Kyle and Mason. Brett is getting her Masters at UNC; Kyle studies and plays basketball at Colorado College; Mason, a senior at DHS, will study and play basketball at Colorado Mesa next year. Learn more about Morehart Murphy Regional Auto Center at www.morehartmurphyautocenter.com or call (970) 247-2121.

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Nail Your Next Group Presentation

A group presentation can be tricky to pull together. With so many people involved — and opinions to manage — the end product often ends up seeming clunky and uncoordinated. To create something more slick and effective, start by strategizing in advance. Who is your audience? What is your goal? Why do you all care? Next, collectively decide on the main message, the general outline, and who will present each section before each of you starts writing your separate components. This will help you avoid the last-minute stress of trying to cram slides together into a seamless unit. Also, decide who will be in charge of fielding questions. Once you have a game plan nailed down, rehearse your presentation as a group. It's especially important to practice your transitions (for example, "Indra did a great job talking us through the challenges of entering this new market. Now, I'll provide a few solutions based on our firm's expertise"). Use a timer to ensure you're keeping to the schedule and leaving time for questions. Finally, bring your own personalities to the presentation. Personal anecdotes are a terrific way to build trust between the audience and each member of the group presenting.

This tip is adapted from "3 Group Presentation Pitfalls — and How to Avoid Them," by Allison Shapira



Congratulations to the La Plata County Humane Society on 50 Years of Service & the Completion of a \$1.2 million renovation!

The Chamber & its Diplomats celebrated a ribbon cutting with the Humane Society during the November Business After Hours. This year, the La Plata County Humane Society is celebrating more than 50 years of saving the lives of animals. The shelter just finished a major remodel estimated at \$1.2 million, which includes new dog kennels, flooring, an HVAC system, a roof, and a ceiling remodel. The new dog kennel was long overdue, with dogs getting hurt on the chain link fencing and trouble with closing it secure enough. Now, dogs can be safe and more comfortable, while having a much brighter and more welcoming feel to guests coming to see the animals. The shelter had a Grand Re-Opening weekend in November when they offered reduced adoption fees, thrift store sales, fun raffles, and more! To learn more, visit lpchumanesociety.org



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The La Plata County Humane Society Hosted the November Business After Hours

Chamber members celebrated the La Plata County Humane Society's 50th anniversary and their new \$1.2 million remodel during the November Business After Hours. LPCHS staff gave tours of the upgraded facility, as well as time in the Thrift Store to peruse all their goods. The Humane Society has supported animals in need for more than 50 years in La Plata County. Learn about their new renovation and programs at lpchumanesociety.org.



LLP Monthly Focus:



3 Ways to Restore During the Chaos of the Holidays

By Stacy Reuille-Dupont, StudioB

It's that time of the year, when schedules get busy. There are holiday parties, meals, shopping, fun, and overwhelm. It is time to find ways to fit in rest and restoration amidst the chaos. As a leader, it is critical you maintain your energy and refill your tank even when things are busy.

Here are 3 ways you can restore yourself this holiday season and enjoy some down time despite the demands.

1. Brew yourself a good cup of tea or coffee. Maybe hot chocolate or golden milk tops your list. Get the good stuff. Make it pretty.

Take your time making it, inhaling the scent, and holding the hot mug of it. Then mindfully enjoy.

Slow down, reflect on the moment and surroundings without the need to judge, plan, or worry about what is next. Take the 15 minutes to really be present with your beverage and yourself.

2. Write. Or find some other way (draw or take photos to represent your story) to make note of your yearly narrative and vision its ending.

Grab a notebook, journal, or scrap of paper and some fun pens, pencils, or whatever you have to write with (don't add to any stress here), and take 30 minutes to write the story of your year.

You can make it as colorful as you want or list it in one word bullet points, this is just for you. Writing can help you put things in perspective and gain clarity. It gives an opportunity to reflect on what was and then create what you want to see happen in your lives.

Give yourself the gift of visioning the next month and ending your year with focus and attention.

3. Let go of expectations. Part of what makes the holidays so stressful is the expectations that are placed on yourself and others.

The reality is, you can only do what you can do. And often what your family and friends want is you. Present and laughing. They want you happy and joyful, not angry and stressed because you couldn't find the pickle fork for the relish tray.



a storybook holiday, what might happen if you let those expectations go and just went with the flow of the moment?

This year, allow yourself to do just enough. Only decorate the amount that feels good. Serve the food with a good enough presentation that feels good to you. Enjoy cleaning your house just enough to feel comfortable and proud of your environment. Let go of the rest.

See how much more enjoyment you get from being with your family and friends while still having the energy to engage fully.

In the end, there are many ways to find short periods of rest throughout your holidays. From taking a short walk, to listening to great music, to watching a movie with family and friends. The key to finding peace during the chaos is about being present to the moment as it presents itself. It is about being with your people just enjoying the moment.

As a leader, finding time to rest is even more important because if you don't get your downtime you won't be able to support your team. If you want to be a high performer you need time to rest, reflect, and restore. If you get creative and are willing to drop expectations you will find opportunities to restore and reflect are all around you. Enjoy them when you can.

To learn more about Leadership La Plata and how to improve your leadership skills visit the website:

www.leadershiplaplata.org.

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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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