

The Chamber

FEB 2021

Connection

Learn More About the 2nd Round of PPP Funding

In case you missed our recent webinar click [here](#) to view.

PPP 2.0

What's New? What's Changed?
What to Expect.



Virtual Lunch & Learn: Learn Ways to Grow Your Business!

Featured Speaker: Brian Rose, Deputy Director of Region 9

Wednesday, February 24th, Noon - 1 pm

Get the latest updates on local Enterprise Zone Tax Credits & funding programs designed to help small businesses grow or pivot your business.



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From the Executive Director's pen



Elections are a chance to let your voice be heard Jack Llewellyn, Chamber Director

With every election comes new opportunities.

It's a cliché and probably redundant for me to say this, but now more than ever we need to know who is running for City Council and their positions on the issues.

I'm leading here with one of the most important issues: rebuilding our economy. Yes, the virus is an issue, but thanks to our great health care providers, things appear to slowly be improving. But if our business community isn't well, it doesn't matter how healthy we feel.

It's been almost a year since our businesses have been impacted with restrictions and being shut down. Many businesses had no income for months and some are still trying to operate at reduced capacity, and that not only means no money or large revenue reductions for the business owners, but their employees as well. Fortunately, many businesses received PPP, EIDL and other sources of federal, state and even local funding through the city and county.

I acknowledge, I might sound a bit edgy, but it is my job to advocate and support our local businesses. When I first started this job, I served two roles, chamber director and heading up the economic development effort before the Chamber was restructured. I learned deep in my soul that there's no quality of life unless there is quality of jobs. And we always tout our quality of life here (but as the old saying goes, "you can't eat the scenery.")

This brings me to my main point: we need to continue great leadership within our city.

There are three seats on the Durango City Council open

this year. (Dean Brookie is term limited, Chris Bettin is not running, but Melissa Youssef is able to run and has announced her candidacy.)

Petitions to run for the City Council are now available at www.durangogov.org. Candidates need 25 signatures, and the petitions need to be returned by Feb. 9. The election is April 6, and prior to that, the Chamber will host an Eggs & Issues forum on the morning of Mar. 4, so you can get a look at the candidates and hear their platforms.

I urge everyone to support candidates who have business experience, who KNOW what it takes to run a small business in Durango and who want to focus on keeping Durango in business. I'm not against building more trails or locking in more open space or funding recreational facilities. Goodness knows, that's my background and I've loved it. Electing City Counselors who understand business and basics of economics is necessary as we continue to recover from the pandemic. If our businesses are booming, we will all benefit and enjoy the many amenities through increased sales tax collections.

We need leaders who advocate for us earning a viable living here in the town we love. Let's grow the businesses we HAVE here already, and not lose them. I invite you to [check out](#) Economic Gardening, the concepts began with Chris Gibbons right here in Colorado.

We want our quality of life to be sustained, so we must sustain our businesses.

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Brian Lundstrom, *Sky Ute Casino Resort*

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Durango Land & Homes

Janae Hunderman, Leadership La Plata Representative

Work-Based Learning Coordinator at the Business Education Connection

Laura Ross, Diplomat Representative

Durango Neighbors Magazine

Liz Demko, YPOD Representative

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2021

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Lead with Questions, Not Answers

Chances are, most leaders are too focused on having all the answers — and not focused enough on asking the right questions. It's time to recalibrate. Despite what you might think, expressing vulnerability and asking for help, clarification, or input can be a sign of strength and confidence, not weakness. The right questions are signals of trust — and they can inspire people to trust you in return. For example, rather than telling your team about a new opportunity you've identified, ask them, "Do you see a game-changing opportunity that could create much more value than we've delivered in the past?" A big, simple question like this can inspire a burst of collaboration and creativity across the organization. And if you consistently demonstrate

a question-first mindset, you'll help establish an overall culture of curiosity and learning that will keep your team innovating and responding to challenges effectively. So try it out this week: Ask your team a big-picture, open-ended question, and see if it doesn't lead to some new and exciting ideas.

This tip is adapted from "Good Leadership Is About Asking Good Questions," by John Hagel III

Lunch & Learn Thank You

Many thanks to the Jan. 27th Virtual Lunch & Learn presenter, Preston Wolff, with Ohana Physical Therapy, who covered the causes of dizziness, how it affects everyone, and the conditions that cause it. If you would like more information, visit their [website](#) or call (970) 247-7895.



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What to Do After a Star Employee Quits

One of your best employees has quit. What can you do to ensure that they're not the first of many dominoes to fall? The most important thing is to listen — carefully. Conduct an exit interview to find out what factors led to their decision, and encourage full transparency in that conversation. Then, take the pulse of your team. Meet with employees individually and talk to them about how they're doing. Ask how they think the departure of their colleague will affect morale. If these conversations uncover a significant problem, acknowledge your team's concerns and be transparent about your attempts to address the issues they've raised. And in the team meetings that follow, stay focused on future opportunities and your

collective goals. This will reinforce the sense that the team's most important work lies ahead and that everyone is valued. The bottom line is if you respond to the departure of a valuable employee by being attentive and looking toward the future, you'll be more likely to keep your team intact and move ahead together.

This tip is adapted from "Your Star Employee Just Quit. Will Others Follow?," by Art Markman

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Buy Durango!



Save the Date! Don't Miss this event!

Eggs & Issues

Candidates Forum

Thursday | March 4, 2021

8:30 - 10:30 am | via Zoom



Click now
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Hear from City Council Candidates and learn where they stand on important issues!

This is a **FREE** virtual event thanks to the generosity of Purgatory Resort. You must register for the event in order to receive a link to participate.

Thank You to Our Sponsors for Supporting the La Plata County 5 Star Certification Program



Click [here](#) for a list of participation companies.

Tuesday Talk
Coffee at Home

8:00 am
Tuesday Feb. 2nd

How internship can grow your talent pipeline.

Janae Hunderman, from the Business Education Connection, and DHS student, Nick Huber.
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Moment Videos



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SNOWDOWN HIGHLIGHTS FROM THE PAST



When to Decline a Friend Request: How Social Media Could Land You in Hot Water at Work



LinkedIn Safest Network to Connect with Coworkers

After a recent survey revealed 71% of hiring decision-makers agree social media is an effective screening tool for job applicants, Express Employment Professionals experts say employees must also be vigilant about what they post online after they accept an offer or it could land them in hot water.

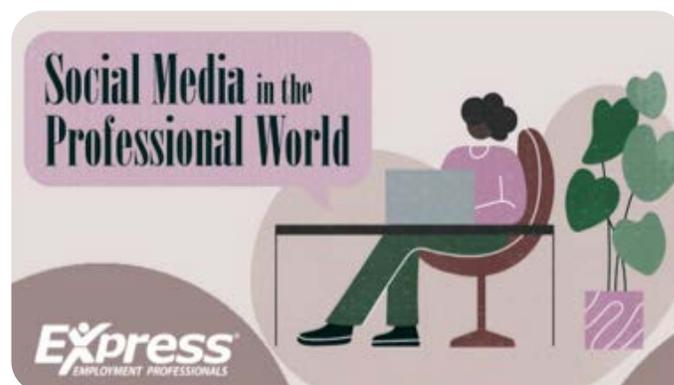
Express franchise owners agree that what employees post on social media networks such as Facebook and Instagram is usually seen as a direct reflection of the poster ... and the company.

Regarding what employees should refrain from sharing online, it's best to stay away from politics, religion or other sensitive topics.

At a new job, it may be tempting to connect with coworkers on social media networks as a show of comradery, but this also has the potential to backfire. Seen as a more professional platform, connecting on LinkedIn is generally viewed as a safer outlet over those such as Facebook and Instagram.

It's also important to consider that not only can coworkers view your social media content, but you can view theirs, as well.

So, what is safe to post on social media as a professional? Family updates, community events and unbiased articles as generally safe topics. And to help establish yourself as a professional online, also include thought leadership articles in posts and other content you find interesting in your job field.



The feeling of community social media fosters provides many benefits to job seekers and employers, such as networking in a world frozen by the COVID-19 pandemic, says Express CEO Bill Stoller.

“However, just like in the workplace, it's important to present a professional demeanor in any online interaction,” he said. “As much as platforms promise privacy, there are always loopholes, and online content lives forever. Don't let a bad post cost you the job, before or after, hiring.”

About Express Employment Professionals

Express Employment Professionals is in the business of people. From job seekers to client companies, Express helps people thrive and businesses grow. Providing localized staffing solutions to our community, Express employed 552,000 people across North America in 2019.

The Durango Express office is located at 321 So Camino Del Rio and serves the Four Corners Area. Local businesses and applicants are visit our web site www.ExpressPros.com/durangoco or call (970) 403-8780.

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.

New Members

Colorado Sleep Wellness

Dr. Victoria Shklovsky
161 N Park Square
Fruita, CO 81521
Medical Groups/Medical Consultants
[website](#)

DZC Surveys

Daryl Crites
16 Falcon Way
Durango, CO 81301
Surveyors

IKAV Energy

John Mummery
1199 Main Avenue; Suite 101
Durango, CO 81301
Oil & Gas
[website](#)

R. A. Biel Plumbing and Heating

Mark Biel
1205 Troy King Rd
Farmington, NM 87401
Plumbing & Heating
[website](#)

The UPS Store

Jorg Munch
361 S. Camino Del Rio
Durango, CO 81303
Retail
[website](#)

ZenBusiness

Ross Buhrdorf
702 San Antonio St
Austin, TX 78701
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 April's Garden
 ASAP Accounting & Payroll, Inc.
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 Basin Coop, Inc.
 Best Cleaning & Disaster Restoration Services, Inc.
 Blue Lake Ranch/Ridgewood Event Center
 Bodo Athletics: Home of CrossFit Soteria
 Brown's Shoe Fit Company
 Caboose Motel & Gift Shop
 Carol Salomon
 Carver Brewing Co.
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 Durango Antique Market
 Durango Arts Center
 Durango Credit & Collection Co., Inc.
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 Durango Joe's Coffee House
 Durango Kids Pediatric Dentistry
 Durango Lodge
 Durango Party Rental
 Durango School District 9-R
 Eggleston Kosnik LLC
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 Fort Lewis College
 Fox Fire Farms
 FredrickZink & Assoc. PC
 Goff Engineering & Survey, Inc.
 Griego's N Main/Taco House
 Hair Fusion A Salon, Spa & Barber Shop
 High Country Optical
 Hillcrest Golf Club
 Holiday Inn & Suites-Durango
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 Johnson Controls
 Kip Koso
 La Plata Electric Association, Inc.
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 Maynes Bradford Shipps Sheffel
 McDonald's
 Morehart Murphy Regional Auto Center
 Mountain Bike Specialists
 Mountain West Insurance & Financial Services, LLC
 Oak Family Dentistry
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 Pathfinder Chiropractic
 Pathways Physical Therapy & Holistic Health
 Peak Physical Therapy of Durango, LLC
 Pinnacle Building Performance
 Random Tasks, Inc.
 Rapp Corral
 Rivergate Pharmacy & Compounding Center
 RMBA Architects
 Rocky Mountain Chocolate Factory Corporate HQ
 Roseberry's Plumbing & Heating
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 Southwest Women's Health Associates
 Southwestern Beverage Co.
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Just Ask Christy – Christy Hicks

By Sara Lynn Valentine

Christy Hicks' background and skills are wide and varied. She has experience in architecture, engineering, construction, design, building, photography, sewing, cooking, and painting, among other things. Most of Christy's skills are self-taught, and she is always interested in learning new creative skills. She recently taught herself calligraphy and hand-lettering, adding art and embellishments to make her pieces even more unique and attractive.

Christy also loves photography and has sold hundreds of her photographs. She recently decided to start teaching photography classes and discovered that she thoroughly enjoys teaching one-on-one. Building is another area of interest. If a client has a certain style coffee table in mind and can't find it, Christy will build it. She says that taking projects from concept to reality makes her feel most alive. She considers herself very fortunate that she rarely has to look for work because the work comes to her. In fact, there's usually a waiting list.

In 2017 Christy turned what had started as a hobby into a thriving business. So many friends, and then friends of friends, were asking Christy for help with projects for their homes or businesses that it started to snowball. It was ramping up way too fast to keep calling what she was doing a hobby or 'just helping'.

Christy does the things big contractors may not want to do. She can work all angles of a remodel, large to small, from fully renovating a bedroom to fixing a door hinge. She designs and paints. She installs shelving and is a capable handyman. She has done both commercial and residential work and is licensed and insured. If a client has heirlooms they don't know how to use or where to put, she will find ways to incorporate them into a creative new design.

Christy is also a talented seamstress. She created BagAttoodles (bags with attitudes) by taking a client's favorite pair of jeans, for example, that just don't fit anymore, and turning them into a versatile purse.

Materials she has incorporated in the hundreds of BagAttoodles she has sold include many bits and pieces that have sentimental value or significance for her clients: an old suitcase, suspenders, leather, plastic, a belt, some rope and nylon, for example. Christy created Colorado Comforters, a heat therapy product well-known locally as well as throughout Colorado and across the country. The heat they hold, after being heated in the microwave, radiates through a customer's body, easing pain and making the customer feel better and sleep better. Colorado Comforters have removable, washable covers that make them durable. Christy recently created a line of relaxation eye masks and began crafting unique conversation-starter bracelets and key chains made from U S coins. Christy also does graphic design. Her own "Just Ask Christy" business card design has generated a lot of requests for her to design custom marketing materials for other business owners around Durango.

"Of all the things I've learned and done as a small business owner, joining the Chamber is one of the best choices I've made," Christy says.

Visit Christy's website, www.justaskchristy.com - to shop, or for more information about her custom products, services, upcoming events and more. You may reach Christy by email at office@justaskchristy.com, or call (970) 749-3124 and leave her a message.



LLP MONTHLY FOCUS

Understanding Connection

By Stacy Reuille-Dupont

With Valentine's Day smack in the middle of the month, February gets painted red and full of heart information. In many cultures and spiritual traditions the heart represents connection. Learning to generate and use connection in healthy ways is one of the most effective tools a good leader can cultivate. In times of COVID safe connection is one of the most important things we can do to maintain our physical and mental health. Connection matters.

On a physical level it matters because as mammals we are social creatures. Our brains and nervous systems are built and maintained with other mammals. When we connect with others we raise our oxytocin and balance our vasopressin. These neuropeptides are closely related and often intertwined in our experiences of connection, protection, and stress.

When we feel connected to others we are better able to manage and mitigate the exhaustive effects of stress on our physical systems. Although relationships offer stress, too, they also protect us against its damaging effects through oxytocin's management of homeostasis in our endocrine system. A good leader can capitalize on this process by offering ways for staff, employees, and others to connect.

The definition of a good leader includes the ability to inspire and engage those around them. It is a person who can connect and create environments of motivation, which comes from connecting to the individual enough to know what inspires them to be part of something larger than themselves. A good leader knows how to draw out individual strengths and work with weaknesses to build something better than we could accomplish on our own. In honor of February let's look at the ways we can lead from a place of connection.

Many fear becoming "too close" to those they supervise. Now, I'm not advocating for inappropriate boundaries, however it is important to connect to your staff, co-workers, and customers. Call them by name, look them in the eye, ask about their families, work, interests, weekend outing, and get to know them. Show

interest in their interests, what was the last book they read? Do they read? What's their favorite sport? These are all great places to start learning about those around you. Connecting with interests helps you learn about what inspires a person. When you know what inspires them, you can generate motivation. Motivation is a product of inspired experience. Connect to inspire, motivate, and challenge your team.

Make sure to create time for socializing. Often this can be an overlooked area of connection that is relatively easy to create. Make sure to have spaces and places where people can check in and visit throughout the day. I'm not talking about a leisurely 3 hour lunch, however that 10 minute conversation at the copy machine each week matters. Those monthly potlucks and happy hours go a long way to helping your team connect. When we are connected we show up for each other differently. We are more willing to lend a hand, work a little extra this week, or add to the supply of ideas than if we feel disconnected and not needed. And remember that little bit about stress above. A connected team manages stressful events more successfully.

[continued - click for more](#)



Alumni Updates:

In December, LLP launched the virtual "Leadership Dialogues" series with a conversation discussing the movie, "The Social Dilemma," facilitated by Nancy Brockman of Chimera Communications. In January, our "Leadership Dialogues" series featured "Psychology to Lead through Tough Times," presented by LLP's own Dr. Stacy Reuille-Dupont.

Alum make sure to check your email for more LLP Leadership Dialogues. In this speaker series we bring you a number of experts shining a light on different aspects of leadership, along with, skills for effective leadership using current events as our backdrop.

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