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Southwest Eye Consultants

SPIRIT OF DURANGO AWARD:

Dietz Market
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Tomsic Physical Therapy

Other awards presented during the event include:

Citizen of the Year, Ed Morlan Entrepreneur of the Year, Leadership La Plata Barbara Conrad Award, Bill Mashaw Volunteer of the Year, Morley Ballantine Award, Young Professional of the Year, and Diplomat of the Year.

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Reflections Over the Past 40 Years

Forty years ago, I came to Fort Lewis College. I remember sitting on the bench just north of the chapel looking down on Durango, and thought, “wow, the next four years of my life will be in spent in this beautiful town.” Little did I know, I would end up staying in Durango, maneuvering through three different careers.

I’ve been blessed throughout my career. I worked in the local media with two years of radio, twelve years in television management, and then seven years in corporate fundraising for FLC athletics. This year, February 5th marks my 15th anniversary at the Durango Chamber of Commerce. What an exciting ride it’s been. No matter what position I held, my motto has always been what can I do to help others.

Over the past 40 years, I’ve seen some major changes, and some that haven’t changed. The Radio Ranch used to be where Walmart is now. The Strater Hotel, Ore House, Durango Diner, Toh-Atin Gallery, Kroegers, and the DSNRR were all here when I arrived in ’82. I graduated a Raider. Pat Murphy Motors used to be located where Steamworks Brewing is now.

In my opinion, one of the biggest advances over the last 40 years has been the internet, email and social media. Settling in for a long night of studying, I recall inserting a floppy disk into the computer and hoping my term paper was saved. Today, we’re connected via computers, smart phones and watches that offer an array of information right at our fingertips.

The biggest downside to technology is that we live in a world of sound bites and propaganda that may or may not be true. We see ideas on social media and through media outlets that are portrayed as the truth but may not have been researched or even

fully disclosed as opinions. As a former TV executive, I recognize that journalists were and are allowed to edit stories that can portray the reporter’s angle or point of view. What

seems to be lost is independent, critical thinking by the general population. As was the case back in the day which still holds true today: we all need to stop, research and research some more, then draw our own conclusions. I believe social media, in many situations, has caused an erosion of collaboration and has heightened division. Now, it seems we are incapable of agreeing to disagree and working together towards a common goal.

I encourage you to not sit on the sidelines. We often hear the vocal minority who speaks during public participation at a city council or county commissioners meeting. Get involved and let your opinion be heard. Our elected officials are here to serve and want as much input as possible. Both the city and county post agendas for all meetings, and you can sign up and choose which ones you want to receive.

I love our community! I’ve raised my son and two stepsons in Durango, watching them grow and mature. Durango is a special place to call home. I am honored to be the CEO of the Durango Chamber of Commerce for the past 15 years, and am always available to help and to answer questions. We have an amazing staff: Kim, Jennifer and Hannah who are also dedicated to helping make a difference in our community. Are you looking to expand your network? I always say facilitating connections is one of the primary roles of the Chamber; and Google, simply, can’t do that.



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Thank You for Your Contributions!

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Join us for Feb. 23 Lunch & Learn with Dr. Nicola Dehlinger from Pura Vida Healthcare

Join us via Zoom or in person at the Chamber for the Feb. 23 Lunch & Learn with Dr. Nicola who has more than two decades of practice as a naturopathic doctor. Pura Vida Healthcare offers holistic approach to healthcare needs, providing naturopathic medicine, acupuncture, craniosacral therapy, Chinese medicine counseling, divine sleep yoga and vitamin injections. Register online at DurangoBusiness.org for either the in-person lunch workshop, or Zoom presentation.

Chamber Highlights

The Chamber produces short video vignettes about our members that highlight their business, products and services. We feature these short videos online, on our website, our [YouTube Channel](#), and via eblasts and social media. Check out the latest videos [online here](#). For more information, contact us at (970) 247-0312

Results from Recent Survey: Impacts on Businesses

161 Total participants | Survey closed Jan.17th

1. Do you think there should be a reinstated indoor mask mandate for La Plata County?

YES	<div style="width: 43%;"></div>	43%
NO	<div style="width: 56%;"></div>	56%

2. Is your business being impacted by the recent rise of Covid-19 cases?

YES	<div style="width: 57%;"></div>	57%
NO	<div style="width: 42%;"></div>	42%

3. Have any of your employees missed work due to the recent rise in Covid-19 cases since Dec. 1?

YES	<div style="width: 55%;"></div>	55%
NO	<div style="width: 44%;"></div>	44%

4. Has the shortage of labor impacted your business?

YES	<div style="width: 57%;"></div>	57%
NO	<div style="width: 42%;"></div>	42%

Calendar

Check out the Chamber's Workshops, Programs & Events! Click [here](#) for more information.

Feb. 10th Ribbon Cutting at The Black Diamond Lodge

Feb. 23rd Lunch & Learn: Dr. Nicola Dehlinger with Pura Vida Healthcare

March 1st Tuesday Talk: Opioid Education and Naloxone Training with Kate Harzell, Southwestern Colorado Area Health Education Center

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



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

Sit or stand, which is best for lower back pain?

Who knows exactly why we evolved to an upright position. Theories vary widely, suggesting advantages such as freeing the hands, access to more nutrient dense food, or an improved ability to “watch out” for predators.

Today, most think of being bipedal as a part of everyday life. A fine-tuned skeleton, fully adapted to resist gravity and provide multi-directional mobility to all its extending parts. Bones are rigid, but allow for some flex. They regenerate and heal. Theoretically, they should be well suited to endure the resistance of gravity pulling down on the weight of your body. Yet, durability does not exempt from vulnerability.

Just ask your lower back. As your center of gravity, it knows vulnerability. To the 25% of Americans who experience lower back pain, that vulnerability is heard loud and clear through signals of pain. And anyone who has experienced pain, regardless of location, can relate to the negative feelings and distraction associated with such discomfort.

A word of caution, opioids, despite the lack of strong evidence supporting their efficacy, continue to be prescribed for treatment of acute lower back pain. If it hasn't already been brought to your attention, opioid drugs are highly addictive thus presenting an enormous public health concern.

This isn't an argument to “just deal with it”, rather, a reason to explore alternatives. Pointing fingers to our sedentary behavior seems like an obvious go to. Though surprisingly, prolonged sitting isn't a clear cause for back pain. Rather, prolonged lack of movement, regardless of whether you're sitting or standing, has a greater association with lower back pain. With that in mind, set a 90-minute timer on your watch/phone. This is a reminder to move, to the extent you are capable. For chronic pain, start your physical activity program with a certified trainer.

- When sitting, wiggle a bit, shift in your chair, and consciously relax muscles of the neck and back.
- When standing, shift your distribution of weight, stretch, pull shoulders back and gently twist.
- Pick up the pace when you walk to make it moderately intense, and more importantly, plan a mid-day walk.
- To reduce pain intensity, take a class on mindful movement such as Tai Chi.

Upcoming Programs from La Plata County Extension:

1. Feb. 3 – April 14: [Aging Mastery](#), a healthy living program for adults.
 2. February 11: [Colorado Cottage Foods](#)
 3. February 22: Beans: good for the body and budget.
- Email darcy@prlibrary.org



Please join us in thanking our CEO Jack Llewellyn, who was recently recognized by the Association of Colorado Chambers of Commerce for his contributions while serving on the board of directors. We appreciate your leadership not just in the Durango community but also among chambers of commerce throughout the state.



Celebrating Mountain Monk Coffee's Grand Opening!

The Chamber Diplomats celebrated a ribbon cutting with Mountain Monk, who recently held a grand opening at 558 Main Avenue. They've created a space for the community to gather and enjoy inspired coffee and herbal elixirs with an emphasis on environmental awareness. They offer classic coffees and teas that are sourced ethically and organically, and their drinks are made with oat and hemp milk to reduce water and land usage. Mountain Monk

features a delicious hand-crafted food menu, including many Vegan options. On Sunday, Monday, and Tuesday evenings, Mountain Monk hosts community yoga classes. Stop by their downtown Durango location or check out their website at MountainMonkCoffee.com.



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Want a High-Performing Team? Focus on Social Connections

Every leader wants to solve the puzzle of what makes a high-performing team. One piece that's often missing is the importance of social connections. If you're trying to supercharge your team, here are research-backed ways you can foster greater connectedness:

- Invest time in bonding over non-work topics. The best teams aren't more effective because they work all the time. In fact, discussing things not related to work — sports, books, and family, for example — reveal shared interests, allowing people to connect in genuine ways, which yields closer friendships and better teamwork.
- Create a culture where expressing appreciation is the norm. Recognition is often a more powerful



motivating force than monetary incentives. And an acknowledgement of good work shouldn't just flow from the top down. Make it a norm for peers to express appreciation for one another as well.

- Put a premium on authenticity. It's important to create an environment where employees feel comfortable candidly expressing both positive and negative emotions — as well as complimenting and joking with teammates.

This tip is adapted from "5 Things High-Performing Teams Do Differently," by Ron Friedman



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Business Connection

Southwest Eye Consultants

Dr Moss Fenberg

By Sara Lynn Valentine

Dr. Moss Fenberg and I chat by phone as he is driving back to Durango after a full day at Southwest Eye Consultants' Farmington office. Two Durango patients with retina detachments need emergency surgery and are anxiously awaiting his arrival.



"Prior to my arriving in Durango in 2011 as the area's first retina specialist," Moss says, "residents of the Four Corners with retina emergencies had to make emergency trips to Albuquerque or Denver." Dr. Fenberg had completed ten years of training and was finishing up his Fellowship in Boston when he was recruited by a Durango ophthalmologist group. "When my wife Tamra, six children and I arrived in Durango, there were already two months of patients booked, and I realized how underserved the area was."

Moss and Tamra soon recognized a pressing need for more specialized medical and surgical eye care for the extended Four Corners region. In 2013, they went out on an entrepreneurial limb and started Southwest Retina Consultants, with Tamra managing the front desk that first year. "It was the two of us from the beginning," Moss says.



Two years later, they were able to bring in a second retina specialist, Dr. Sara Haug. Sara was a great fit, and together, Moss and Sara have since built a world-class, cutting-edge research facility, Southwest Retina Research Center. They also built an even more comprehensive practice, Southwest Eye Consultants with a total of seven Board Certified, Fellowship-trained Optometrists and Ophthalmologist-specialists dedicated to providing the highest quality, most advanced eye care to the diverse populations of the Four Corners.



The Research Center is currently participating in more than a dozen groundbreaking studies, including clinical trials involving the latest in gene therapy and injection therapy. These are trials one would normally expect only at big university research centers. "This is wonderful for patients who have eye problems for which there are presently no effective treatments," Moss says. "Participating in these studies will potentially benefit them for years."

I ask Moss what motivates him. "I feel a responsibility to help people. With the skills that I have, this is my civic duty. We take good care of patients and of our staff; and always remember why we are here, why are we doing this. My group's "why" is to build a world class center because why would we not do whatever we can to provide every possible option to our patients? My personal "why" has to do with my belief that we are here to take care of each other and to serve. I'm able to go to sleep at night and believe that I have done what God has told me to do."

Southwest Eye Consultants is affiliated with Animas Surgical Hospital and Mercy Regional Medical Center in Durango, as well as Four Corners Ambulatory Surgical Center in Farmington, New Mexico. Learn more at www.sweyeconsultants.com. Be sure click the 'Meet Our Doctors' tab and also the 'About Us' tab to read the [patient testimonials](#). You may call (970) 828-2200 with any questions or to make an appointment.

FUNofficial Mystical Tailgate

Thanks to all who came out to our FUNofficial Mystical Tailgate with RADIO 101 KIQX Durango - 101.3fm where we banished COVID & kicked off Snowdown in style! Thanks to our sponsors for participating!



Majority of Employees Favor Semi-Retirement with a Flexible Work Schedule

Semi-Retirement Strong Option to Ease Labor Crunch

Latest Results from The Harris Poll

As baby boomers continue to reach retirement age, two-thirds (67%) say their company is well prepared to handle their departure. However, less than half of these employees (48%) report their company has an adequate successor in place when the time comes.

One way to help ease this transition is for companies to offer “semi-retirement” to give both workers and businesses more time to prepare.

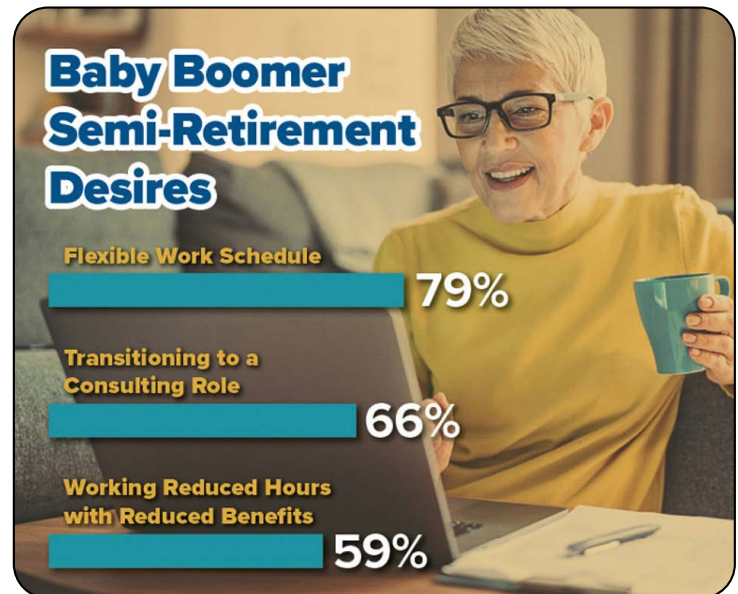
This is according to a new survey from The Harris Poll commissioned by Express Employment Professionals.

Many U.S. employees changed their retirement plans due to the COVID-19 pandemic with 1 in 5 planning to do so later (22%) and 10% planning to retire sooner. Top of mind when considering when to retire is financial preparedness. The majority (68%) are worried about saving enough for retirement.

To this point, only around 2 in 5 (44%) say they are currently putting aside money for retirement, and nearly a quarter (24%) say planning for retirement is a challenge they face in the workplace. Given this, it is surprising that more than two-thirds of U.S. employees (69%) think they will be prepared financially (i.e., having enough money saved) to retire.

When it comes to retirement, more than 2 in 5 employed boomers (42%) say there are certain benefits their company offers its active employees that entice them to remain employed. More than half (58%) wish their company offered more help for transitioning to retirement and around a third (32%) say planning for retirement is a challenge they’re currently facing, though this has decreased from 41% in 2018.

The majority of employees say they’d be likely to partake in semi-retirement, either by having a flexible



work schedule (79%), transitioning to a consulting role (66%) or working reduced hours with reduced benefits (59%). However, only around 1 in 5 (21%) say their employer offers semi-retirement.

Another way employers can ease the retirement transition is by bringing former employees back to the company. Nearly half of employees (47%) say their employer has brought retired employees back, either to be a knowledge expert (24%), act as a mentor to current employees (22%) or handle key client relationships (15%).

One day, we will inevitably lose baby boomers entirely from the workforce, Express CEO Bill Stoller said.

“Until then, we can all benefit from their talent and skills while offering them the chance to enjoy semi-retirement,” he added.

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.

New Members

#whyilovedurango

Audrey Royem
700 Main Ave.
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450 S. Camino Del Rio
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Links to what you should know...

[San Juan Basin Public Health Vaccine Clinics](#)

[Durango Trails Condition Report](#)

[City of Durango Meetings](#) – from licensing to city council to planning commission to multimodal board meetings - attend & be in the know about upcoming activities & projects.

[Durango School District 9-R](#) or call 247-5411

[La Plata County Government](#) or call 382-6210

[LPEA Board Meetings](#)

[Town of Bayfield](#) or call 884-9544

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LLP Monthly Focus: Lead from the Heart and Thrive

By Stacy Reuille-Dupont, StudioB

Leadership isn't just about strategy and being tough. To be a great leader, you must lead from the heart.

There is a famous study where researchers wanted to look at the effects of meditation. When they began putting electrodes on the monks heads, the monks began to laugh. They started pointing to their chests noting that the heart was the true brain to study. Leaders would be wise to take note.

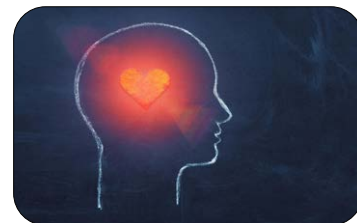
In my world of psychology, we often talk of the triune brain and the areas of the body that house the "brains" of existence. Your gut, your heart, and your brain organ. It is through these 3 areas of the body you find particular cells that communicate information. Today, let's look at how the heart brain helps leaders thrive.

The heart is often associated with care, love, concern, connection. A savvy leader knows the value of these in business and beyond.

A caring leader can create a culture of respect for and between team members, which translates into respect for the customer. Culture isn't built on the words spoken; culture is built on the actions taken. If you want a culture where your customers feel like you care, you as the leader must care first. You must care about your team and your customers beyond what can be produced or how to make more revenue. People see through fake care quickly. You must genuinely cultivate a culture of caring by showing that you care about their experiences, thoughts, ideas, and lives beyond the work environment.

Love may seem like a gushy word to use when speaking of leadership and business, however love is very important. There are several categories love falls into from romantic, to unconditional familial-type love, to committed, compassionate, empathetic, universal types of love. Leaders are focused on the last few. You want to cultivate an ability to trust your team members and community around you, you want clear effective communication, the ability to experience empathy with those around you, and to share appreciation for those working alongside you, helping create something larger than yourself.

A concerned leader doesn't mean someone who frets. A concerned leader looks at the whole picture and understands the long-term implications of the short-term goal. If a leader fails to recognize and express concern for employees during a busy time, the ability of that work force



will dwindle as people burn out. A concerned leader is focused on "harder" items like P&L statements and balance sheets, with an eye on what can be done effectively today to reach the goals tomorrow. A concerned leader shows strategy with compassion when designing steps to reach these goals. A concerned leader takes the time to learn people's names, show care, and even knows when it's time to let someone go because they are not a good fit. A concerned leader can approach conflict with respect, care, and set effective boundaries as needed so the whole entity can thrive, not just a few.

Finally, a leader who leads from the heart understands the value of connection. You work to build connections between team members, varying levels of staff hierarchies, customer base, and community civic engagements. Honest connection breeds authenticity. Authenticity breeds creativity and innovation. A connected leader understands that building a space of true connection ripples out beyond the bottom line.

As you consider your own leadership style in this month of hearts, consider how you lead from your heart. Where do you find your strengths as a heart-led person, where do you feel you need some work to become a better leader and not get tripped up by your heart in leadership? Remember, you are good enough just as you are ... and there is always room to improve, growing into a better version of yourself. Striving for excellence when leading from the heart equals a dynamic and robust engagement of care, love, concern, and connectedness.

If you are ready to take your leadership skills to the next level, it might be time to look toward Leadership La Plata. Through this class you will be challenged to look at how you manage stress, react to adversity, express yourself effectively, deal with your emotional trigger points, and manage conflict in your leadership roles. You will be asked to elevate your skills and bring your leadership style to the next level. You can find out more information at: <http://leadershiplaplata.org>

LLP Monthly Update:

"It's recruitment season! Applications will be live in March and due in May.

Do you know someone who would be a great member of the next LLP class? Please spread the word!

Are you an LLP Alumni wishing to get involved in the program again? Join one of our committees to carry on the LLP torch in 2022, email janaehunderman@gmail.com if you're interested.

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