

The Chamber

JAN 2021

# Connection

## Virtual Lunch & Learn: Deciphering Dizziness: Potential Causes and Treatments

Wednesday | January 27th | Noon - 1 pm

Presented by Preston Wolff, PT, DPT of Ohana Physical Therapy

Learn what the common causes of dizziness are, and how to treat and prevent it. Dizziness is a multifactorial condition that affects everyone, and there are a myriad of conditions that can cause it.

The cost for the Virtual Lunch & Learn is complimentary thanks to the generosity of Purgatory Resort. We welcome you to attend for **free**.

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



[click now to register](#)

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*From the Executive Director's pen***We'll boom instead of bust**

Jack Llewellyn, Chamber Director



Those who have read about Durango's history know that we've been called a "Boom and Bust" town.

Well, we're somewhat in the bust era again thanks to the pandemic and current orders. But thankfully, 2020 is in the rearview mirror.

The main force over the decades that enabled Durango/La Plata County to regain our "boom" is because of our community members, our people. I can just hear our forefathers saying, "I'm sorry, we're just not going to take this. What do we do to fix it?"

So we're now there again, and community members need to know that there are people out here (who are working in our offices, remotely and like a Sasquatch sighting, occasionally seen out and about behind our masks... yes, I'm being Jack-sarcastic), but know we are moving the needle, getting businesses open.

I first need to give credit to Mesa County, as the forward-thinking folks in a sister county came up with the 5 Star Program. I first heard of this program in July and held off as we were able to be open and we could see the light at the end of the tunnel. Now fast forward, the program was adopted at the state level, and when we heard of their success, we jumped on it, applied and were approved.

We put in place an administrative committee, led by the Business Improvement District and including the Chamber, the Durango Chapter of the Colorado Restaurant Association, La Plata County Economic Development Alliance, La Plata County, City of Durango, Town of Bayfield, Town of Ignacio and countless others. Our model has been approved, with top of the list the importance of public safety. The 5 Star Program adds to the protocols already in place in our local self-certification process for businesses.

Businesses need to "apply" for certification, and currently to begin the process restaurants and businesses

can email [riselaplata@gmail.com](mailto:riselaplata@gmail.com), note a formal website is in development. When an application is complete, an inspector will contact the business to schedule a time to visit, review, confirm and approve. The business will receive signage designating it a 5 Star Approved location.

Restaurants are our first priority. At the moment, it's a limited start – only 25 percent of capacity, but this will increase as we move up the COVID dial.

The new protocols also include that reservations are preferred and only people from a same household can sit together.

An additional aspect of the 5 Star certification is that customers will be asked if they have experienced any COVID symptoms recently before being seated. Some restaurants might even take temperatures. If anyone answers yes they will be asked to revert to a take-out order. Customers will also have to provide name, phone and/or email from one person in their party before being seated. This is for contact tracing. And the mask requirement has been stepped up. Customers will be required to wear masks at all times when not eating – including interacting with servers or waiting for a meal.

When these changes are combined with enhanced procedures that our businesses are implementing, a safe environment is created that can allow businesses to operate more regularly again.

It's not necessarily perfect and what we love to have to be implementing, but this project is one step closer to getting our economy – and the health of our community - thriving again.

**2021 Durango Chamber of Commerce Staff**

Jack Llewellyn, Executive Director

Kim Oyler, Chamber Manager

Jennifer Dickens, Communications Coordinator

Nora Stafford, Office Assistant

2301 Main Avenue, Durango, CO

970.247.0312 | Fax 970.385.7884

[www.durangobusiness.org](http://www.durangobusiness.org)[chamber@durangobusiness.org](mailto:chamber@durangobusiness.org)

## Kim Oyler Named New Chamber Manager

The Durango Chamber of Commerce is excited to welcome Kim Oyler as the new Chamber Manager. Kim will replace longtime Chamber staffer, Rita Simon who recently retired after twenty-one years with the Chamber.

In this role, Kim will assist businesses in La Plata County through communication, advocacy, marketing, education, leadership and other opportunities. She will work closely with Jack Llewellyn to develop new ideas and strategies to help local businesses flourish and strengthen connections with existing members and partners.

As the Chamber manager, Kim brings with her experience working with businesses and industry leaders in Colorado. Previously, she was the director of communications at Purgatory Resort/Mountain Capital Partners for eight years. Prior to that, she worked at the Colorado Governor's Office of Economic Development & International Trade for nearly 10 years and was the director of the Colorado Tourism Office. She also worked at the Colorado State Legislature and at the US Capitol for a Colorado congressman.

Jack stated, "Kim's experience and expertise in communications, management, and marketing made her the ideal candidate to assume this role, and she will add great value to the Chamber." He continued, "We are a proud advocate for our 750-plus members in the area. Kim will help expand our capabilities to connect with our members and help them grow and thrive."



Kim is a 2011/2012 Leadership La Plata graduate, which is a Chamber program. She is also a member of the Community Foundation Board of Directors and serves on the Durango Wine Experience Board. Kim has lived in Colorado for most of her life, growing up on the Front Range, and has called Durango home for the past 10 years with husband, Kris. During her spare time, she enjoys hiking and paddle boarding with her goldendoodle, as well as skiing, and snowshoeing.



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# 2021 BOARD OF DIRECTORS

## Chamber Welcomes New Board Members

The Durango Chamber of Commerce is proud to announce its newest board members.

*Joining the Board  
in 2021 are:*



**Brian Lundstrom**  
Sky Ute Casino  
Re-Elected (3 year term)



**Charles Spence**  
Maynes Bradford Shipp's Sheftel  
(3 year term)



**Sherrin Clark**  
FredrickZink & Associates  
(3 year term)



**Katherine Sumrall**  
Keller Williams of the Southwest  
(3 year term)



**Liz Demko**  
YPOD Representative  
(1 year term)



**Laura Ross**  
Diplomat Representative  
(1 year term)



**Janae Hunderman**  
Leadership La Plata  
Representative  
(1 year term)

*Continuing their  
service as Chamber  
Board members are:*



**Diana Murray**  
ASAP Accounting & Payroll



**Vaughn Morris**  
Boys & Girls Club



**Bob Thom**  
Kroeger's True Value



**Steve Elias**  
Fort Lewis College



**Chris Bettin**  
City of Durango Representative  
Durango Land and Homes

## Join the Chamber's Leads Group & Grow Your Business



The Leads program will help promote your products & services, motivate professional growth, pass along qualified business referrals, and troubleshoot roadblocks. Become part of this exclusive and productive group! For more information contact Kim Oyler at [kim@businessdurango.org](mailto:kim@businessdurango.org) or call (970) 247-0312. Click [here](#) for more information.

### Mark Your Calendar:

January 5, 2021, 8am – 9am **Tuesday Talk Coffee @Home** with speaker Sarah Lipp, Community Connections, who will discuss



“Becoming a Host Home Provider.”

**Register here now** to reserve your spot and receive the Zoom link.

### December Lunch & Learn Thank You

Many thanks to the December 16th Virtual Lunch & Learn presenter, George Glass, co-owner of Mountain Hyperbarics. George covered what Hyperbaric Oxygen Therapy is, its history, how it heals, what it's used for and how it can help you. If you would like more information, visit their [website](#) or call (970) 880-4799.



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## Be Kind to Yourself Today

When you're a leader facing decisions that have a major impact on people's lives and livelihoods, it's easy to feel fear and self-doubt and to start beating yourself up. But self-compassion will serve you much better, and if it doesn't come naturally, it's a skill you can practice. Try a brief mindfulness exercise — it could be as short as 20 seconds. (In fact, you can even try it as soon as you finish reading this newsletter.) Take three deep breaths. On the first breath, notice how you're feeling. On the second breath, remember that you aren't alone, that other leaders are going through similar challenges. And on the third breath, ask yourself, "What would it look like to be kind to myself right now?" Try to



answer that last question the same way as a friend or mentor would. Then take your answer and put it into practice. As a leader, part of your job is uplifting others — so why not start with yourself?

*This tip is adapted from "Self-Compassion Will Make You a Better Leader," by Rich Fernandez and Steph Stern*



## Coffee @ Home

The Durango Chamber of Commerce is currently seeking Chamber members who would like to be a presenter at a 2021 Coffee @ Home event.

Topics must be business related and of interest to small business owners and their staff. Please submit your topic to [kim@durangobusiness.org](mailto:kim@durangobusiness.org) for consideration.

## New Members

### CC ACCEPT

Eric Howes  
200 West 25th St.  
Durango, CO 81301  
Credit Card Processor  
[website](#)

### In the Weeds

Truett Bailey  
203 Pine River Ranch Circle  
Bayfield, CO 81122  
Non-Profit  
[website](#)

### Weminuche Woodfire Grill

Charlie Fernandez  
18044 CR 501  
Bayfield, CO 81122  
Restaurants/Bars  
[website](#)

*Buck says ...*

**Buy Durango!**



## RENEWED MEMBERS

Academy Mortgage

Advertising Innovations, Inc.

Agile Space Industries

Angels Laser Engraving

Arete Mortgage

ASAP Accounting & Payroll, Inc.

Azteca Landscape Inc.

Best Western Durango Inn & Suites

Budget Inn

Builders First Source

CiMiAtch - Cindy Miller Atchison Design

Conservation Lands Foundation

Conservation Legacy

Durango Land and Homes, LLC

Durango Motor Company

DurangoSpace

Farnsworth Group, Inc.

Four Corners Stoves and Spas

Grease Monkey & Car Wash

Himalayan Kitchen

HomesFund

Hood Mortuary, Inc.

ImageNet Consulting

Karen J. Thompson

Laura's Artisan

Local First

Manna - Durango Soup Kitchen

May Palace

Mile High Plumbing, Inc.

Nancy Ottman

O-Bar-O Cabins

Pathways Physical Therapy & Holistic Health

Pura Vida Natural Healthcare

Rocky Mountain Health Plans

SBSA Inc.

Shaw Solar

Sky Ute Casino Resort

Southwest Colorado Small Business  
Development Center

Springhill Suites - Durango

Summit Custom Homes of Durango

The Mark Craig Agency Inc.  
Colo Farm Bureau

The Payroll Department, Inc.

Timber Age Systems Inc

Town Plaza Shopping Center

United Rentals

Vectra Bank

## Create Art and Tea – Caprice Fox



By Sara Lynn Valentine

Soon after Caprice Fox moved to Durango from Virginia four years ago, she started working at Durango Art Center as a volunteer. “I did the Durango Tango my first year in Durango,” Caprice says, “working five different jobs - - playing piano at Jean-Pierre’s, teaching at Stillwater and Katzin Music, doing theater work with kids at DAC and working a retail job downtown. I also volunteered at the volunteer desk at DAC. I got hired in the DAC gift shop in 2016 and worked my way up to being owner of the shop in 2018, when the previous owners of the shop left and the DAC Board of Directors offered to let me rent it as a retail space.”

Caprice loves to connect with people and has made a lot of friends in a short amount of time. “I have a lot of repeat customers,” Caprice says. “The main thing I wanted to do with the shop was to support local artisans,” Caprice says.

She features the work of 75 different artists in the shop, selling ceramics, wall art, jewelry, wearable accessories, textiles, glass art, sacred cairns, stained glass, landscape photography of iconic nearby scenes (including some of LaPlata County’s historic ranches), abstracts, oils, acrylics and pastels. Caprice showcases notable artists of the area, including: Marge Meyer-Nugent (Durango Ceramics); Chayse Romero (hand-carved mountain jewelry); Mandy Houpt (Shamanda Jewelry); Nancy Fredrick Conrad (Color fusion mixed meta jewelry); Kathy Myrick (4 corners and train photography); and Deborah Sussex (Metta original art). Caprice also showcases and sells specialty teas.

“I’ve been in the arts all my life and I love the creative process,” Caprice says. “My mission when it comes to artwork in the shop is to present the creative spirit of the artists. The creative process an artist goes through is important. Visitors to the shop often ask me, ‘are you one of the artists represented in the shop?’ The answer is yes. My new art form is tea. I love my tea time in the morning. It is wonderful to make an artistic ceremony of it. I use loose leaf tea and I like the ritual of slowing down, taking time with each step of the process. I had

been studying tea for years before I came to Durango. Like wine, tea is an ancient art, dating back five thousand years. I took classes on the art of tea here in Durango, with Michael Thunder.”

Some people come in the shop just to have a hot cup of specialty tea. Others come in for a cup of tea but what they really need is to talk (which is perhaps, best done over a cup of fragrant tea). Caprice has formed some very special friendships, thanks to tea. A couple from India stopped in right as she was researching chai, and they gave her their personal chai recipe. Caprice still stays in touch with them. “People in India invite you into their homes and into their families for tea,” Caprice says. “That is how they share conversation and time - by making teatime a very warm ritual.”

Caprice believes that during these Covid times connectivity is more important than ever, both for mental health and for physical health. “It’s important to boost your immunity - and teas are very health-giving,” Caprice says. “Anti-inflammatories and antioxidants in various teas fight the free radicals that promote disease in your body. Tea is not like taking a pill, but the health-promoting properties of tea have been known for a long time.”

Caprice likes people to come into the shop and slow down and take time to look all around. She believes that all of us have a creative side and that slowing down helps us recognize what our own creative gifts are. Caprice wants readers to know that, just like drinking healing teas, being productive and creative also boost your immune system. You may learn more about Create Art and Tea at the DAC by visiting [www.createartandtea.com](http://www.createartandtea.com). You may call Caprice at (703) 431-9649 and email her at [createtreasure@outlook.com](mailto:createtreasure@outlook.com).



# LLP MONTHLY FOCUS

## Crushing Your Goals in 2021

By Stacy Reuille-Dupont

As we leave behind 2020 and move into 2021 many of us are looking forward to a new year. Moving into any new year is often about change.

When it comes to successful change, planning is everything. As the famous Benjamin Franklin saying goes “failing to plan is like planning to fail.” This year start your year off right by spending time mapping out your goals and vision for 2021.

I am in the business of behavior change. Everyday I hear people’s desires to change. I hear things like

“I want to be more healthy”

“I want my relationships to be better”

“I want to make more money”

These are great goals, however they are too vague. When you read them, what the heck do they mean? We have no way of knowing because we do not have an objective way to measure them. When setting goals it is important to make them specific and measurable. It helps to make sure your goals are achievable, relevant, and have a time limit, too.

As you decide which goals you want to crush in 2021 use the S.M.A.R.T goal setting technique. This technique, coined by George Duran, Arthur Miller, and James Cunningham in 1981 and based on Peter Drucker’s Management by Objectives 1955 concept, is about making your goalshappiness 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:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic & Relevant
- **T**ime - Sensitive

For example a SMART weight loss goal could be: I will lose 40 lbs by July 1, 2021 (approximately 2lbs / week). I will hire a personal trainer and nutrition coach to help make sure I am accountable and stay on track.

This meets the SMART criteria.

It is **specific** - we know how much we are going to lose and can weigh ourselves now to make sure we have a baseline to work from.

It is **measurable, achievable, and realistic/relevant** - we know we are aiming for 2 lbs per week and willing to make the commitment to hire help to reach this goal. From an exercise science perspective, losing 1-2 lbs per week is healthy and creates lifestyle change over time. However, 2 lbs per week is ambitious, hiring a trainer and nutrition coach helps make sure the goal is truly realistic and we are accountable. We can work with our coach to make sure the goal stays relevant for us and we will have support if we need to shift our focus while in process.

Finally, we gave ourselves a **time stamp**. The end date is outlined in our goal statement.

Putting all 5 steps together are a sure way to set yourself up for success in 2021.

Once you get the goals outlined it is important to examine potential obstacles and create plans to get around them. Remember, getting off track is normal. It is not a sign of failure. Success is really measured by how quickly you get back on the path. You will be faster getting back on track if you have a plan for when you fall off. *continued - click for more*

*If you are interested in more information regarding Leadership La Plata, or would like to apply for the next class, please click [here](#).*



### Alumni Quote

“The Leadership La Plata training helped me to solidify my values and gain a better understanding of how I can best contribute to our community. If you’re looking to expand your impact and grow in your self-awareness, don’t hesitate to apply!” *Janae Hunderman, Alum Class of 2012-2013*



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