

HAPPY NEW YEAR



# From the Executive Director's Pen

by Jack Llewellyn, Chamber Director



## Choosing Your Path in 2022!

As we say goodbye to 2021 and welcome 2022, it's a good time for reflection. In looking back over the past year, we've seen struggles, losses and challenges, but we've also seen acts of kindness, generosity, and resilience in people, businesses, organizations, and in our community overall.

Many have called 2021 the year of resilience because it implied hope, faith and possibilities, and I would agree that we saw a lot of resilience over the past year. So, here's an idea, instead of making New Year's resolutions that you probably won't keep, choose a word that can really make a positive impact and help guide your decisions over the next year in order to reach your goals. What would your word of the year be for 2022? I'll throw out some of my ideas.

**Connection.** It can mean a relationship or bond with another person, and it can also reference connecting with the present moment. At the Chamber, we love connecting people with people or businesses with other businesses, and our organization is known for our networking and connecting programs. Finding commonalities and links really help whether it's a personal relationship or business relationship and this is something we really love to do.

**Contribution.** To me, it means paying it forward whether it's an act or monetary donation; the bottom line is, it's about generosity. The Durango community is known for

stepping up, especially during times of crises. We've seen it during major fires in our area, the pandemic, and even during the recent Colorado Gives Day. By contributing to an organization that aligns with your beliefs, you are helping the greater good and supporting the community.

**Confidence.** We all have different strengths and are better at one skill versus another. When you're focusing on what you're good at, and what compliments your personality type, it can help you achieve goals and boost confidence. During my Leadership La Plata class, I discovered I am an expressive/amiable personality type. Reaching out to others and finding common ground comes easier for me and sets me up for success rather than planning and putting together an invite list, so I have the confidence of what I can do, and when I need to ask for help.

**Yes!** Such a simple word, but it can have a strong impact. I was recently advised to just say yes to everything that came my way. It's amazing how it opened new doors and opportunities for me.

I believe that resiliency prevailed in 2021. Now we look to the opportunities of a new year. What word will you choose to guide you and give you focus in 2022? My wish for you is to go forward and make a difference in anything that you choose to do.

## 2022

### CHAMBER BOARD OF DIRECTORS & STAFF

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Jennifer Dickens, Communications Coordinator  
Hannah Minkler, Office Assistant  
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Rebekah Click, *YPOD Representative*  
*Durango Motor Company*

## Chamber Highlights

### Make Real Connections in the Business Community!

#### Make Connections After Hours!

Every month, the Chamber and a member partner hosts Business After Hours. It's usually the third Thursday of the month at a different location. Business After Hours provides a great opportunity to meet new members of the business community, create stronger connections with the ones you already have, and develop new ideas of other networking opportunities. Chamber membership is like anything in life... you get out of it what you put into it. Check our [calendar](#) for the next Business After Hours.



#### Create Relationships with Businesses in the Area!

If you're looking for a way to reach more community members and business leaders, join the Chamber Diplomats. The Durango Diplomats offer member services and outreach on a monthly basis. Create relationships with fellow Diplomats and meet with business members through outreach efforts, including ribbon cuttings, Business After Hours, and more. A limited number of spots are open for 2022! For information, visit the Chamber's [website](#).



## DURANGO ROCKS

DURANGO CHAMBER OF COMMERCE

### EVENT - UPDATE

Every year, we look forward to celebrating the community, our businesses and leaders at the premier Durango Rocks Awards Ceremony. But given the growing concerns and uncertainty around COVID-19 at this time, we've made the difficult decision to postpone the event until later this spring. We will announce a new date once it is set, and we sincerely hope you will join us then to honor those who have made a positive impact on our community. Thank you for your support and understanding.



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## January Calendar

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

Jan. 12 Eggs & Issues: Workforce Housing & Durango's Economic Vitality [Register Now!](#)

Jan. 12 YPOD Happy Hour 5:30pm at Taco Libre

Jan. 26 Lunch & Learn: Protecting Your Business or Home in Winter

## Join us for Jan. 26 Lunch & Learn – Winning Over Winter: Protect Your Home or Business!



Join us via Zoom or in person at the Chamber for the Jan. 26th Lunch & Learn when you'll receive information about protecting your home or business by using building science. Topics include prepping your house or business for winter to prevent issues like uneven heating, cold rooms, frozen pipes, ice dams, high energy costs and more. The presenter, Robin Henry with [Pinnacle Building Performance](#), has a degree in Sustainable Technology and has been in the building performance field since 2009. Thanks to [TBK Bank](#) for sponsoring this session. Register online at [DurangoBusiness.org](#) for either the in-person lunch workshop, or Zoom presentation.

## Join us in Welcoming Hannah Minkler to the Chamber Team!



It's our pleasure to announce that Hannah Minkler was recently hired as the new office assistant at the Chamber. Hannah's responsibilities include front-line member and customer services, assisting with events and programs, liaison to the YPOD program, general office support, and more.

Hannah was born and raised in La Plata County on a ranch east of Ignacio, and most recently was the head

of the Ignacio Public Library Adult Department where she primarily ran and facilitated several programs for kids, teens, and families. Hannah has a passion for community involvement and was involved with the Ignacio Creative District and the La Plata County Farm Bureau. She is a recent graduate of the Durango Chamber's Leadership La Plata program.

In her spare time, she enjoys reading, hiking, baking, and teaching mixed martial arts classes. Please join us in giving Hannah a warm welcome. We're thrilled she joined our team!

## Spreading Happiness & Holiday Cheer with the Boys & Girls Club!

In lieu of the Chamber's typical Business After Hours, we partnered with the La Plata County Boys & Girls Club and held a toy drive for local kids. The Chamber and the Boys & Girls Club collected toys that would be given to kids in the area who are ages 8 to 18. Chamber partners donated to the cause, including the [Code of the West Realty](#) who made a substantial contribution (thank you!!!).



These toy donations were shared with more than 55 Boys & Girls Club members, each of whom were thrilled with the unexpected gifts. We wanted to share a few stories of some of the recipients:

Two brothers who come from a single-parent household that has been challenged by the circumstances surrounding the pandemic, have been Club members since they were in 2nd grade. Today, 6th and 7th graders, each received one of the incredible soccer backpack sets. They were so excited, and challenged each other to improve their skills.

One young Club member selected the Mega truck. He lives with his family of five in long-term temporary housing and lit up like a Christmas tree when he was presented the truck. His Christmas letter to Santa had included new boots and snow pants, he had not anticipated a Christmas toy!

Another Club member, who lives with her dad in long-term temporary housing was delighted to receive one of the art

supply kits. She loves to use her free time drawing, coloring, and imagining. She has never had her own art supplies until now!

The plush battery powered puppy, quickly named "Cinnamon" was swiftly embraced by a third grade Club member who has asked for a puppy at Christmas for years. She was overjoyed to take her first puppy home thanks to Club friends.



And this season of snow made the four sleds especially popular – they certainly got a work-out over the holiday school break.

"The Boys & Girls Club was honored to receive the generous donations of toys shared by our fellow Durango Chamber of Commerce members," stated Vaughn Morris, Boys & Girls Club CEO. "Thank you for the opportunity to make spirits brighter among the kids we can help the most, through the gifts you shared."

Many thanks to everyone who contributed, and most of all, thank you to the Boys & Girls Club for making a difference in the lives of our area's youth. To make a financial donation to the La Plata County Boys & Girls Club, visit their website [BGCLaPlata.org](http://BGCLaPlata.org)

## Technology Helps Loved Ones Remember Stuff!

Eperture, which developed new technology called "Remember Stuff," recently moved to a new location in downtown Durango. Eperture's Durango team, Christine Mullholand (CEO & co-founder) & Matt VanderHam (process manager), provided informative demonstrations of their technology and the many ways it can be utilized during a recent ribbon cutting. "Remember Stuff" assists those with dementia and Alzheimer's to help empower patients so they remain independent with access to information, activities and more. Remember Stuff technology utilizes a touchscreen computer or tablet that is personalized with data, medications, appointments, and offers ways to link up with caregivers and family members. This easy-to-use technology is not just for individuals. It's also available to care facilities which allows patients to connect with loved ones via video, text or email, improves residence attendance at activities, promotes greater initiation, motivation and satisfaction, and helps residents know the staff and any changes in personnel. The technology features mental stimulation through quizzes, games, art, and puzzles. DocStuff is another tool featured on Remember Stuff, which securely compiles medical records in one place for individuals and caregivers to easily access. For additional information and to see a demo, visit [RememberStuff.com](http://RememberStuff.com) or contact Christine Mullholand at [christine@mullholand.com](mailto:christine@mullholand.com) or (812) 552-6601. Eperture is located at 900 Main Avenue, Suite 1.



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## Celebrating Jimmy's Music & Supply New Location!

The Chamber Diplomats celebrated Jimmy's Music & Supply new location at 1239 Main Avenue, conveniently located across from Buckley Park – a spot that features local music in the summer. Jim Gillaspay, a former owner of Katzin Music, opened Jimmy's Music & Supply in 2018 and moved to its current location in March 2021. Jimmy's offers music supplies and accessories, acoustic stringed instruments, digital pianos, PA systems, cords for amplifiers, instructional print music, plus consignment services for instruments. Learn more about Jimmy's Music by stopping by their location at 12th & Main, visit [jimmysmusic.supply](http://jimmysmusic.supply) or call (970) 764-4577.



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## Business Connection

### Meet FredrickZink & Associates – one of the largest CPA firms in the Four Corners!

By Sara Lynn Valentine

Chuck Fredrick came to Durango in 1972 to attend Fort Lewis College, but several semesters later took time off to work odd jobs and build cabins at Aspen Trails. In 1975, married and with a toddler, Chuck knew he needed more secure and rewarding work so he went back to school. He had an accounting major buddy who had been doing bookkeeping for a CPA in town. The buddy was leaving Durango and looking for a student intern to take his place. “My dad was an accountant for a big company, but I had no idea what private practice would be like,” Chuck said. “I thought this would be a good time for me to find out, so I took the position. I finished school in 1977 and began my professional career at a firm in Durango. In 1982, I became a part-owner in my firm.”



Over the years, Chuck has had the opportunity to work with many different business entities and individuals in the Four Corners, including corporations, businesses of all sizes, individuals and nonprofits. He continues to be fascinated with the opportunities and challenges he encounters. “My job as CPA is being a problem solver,” Chuck stated. “Sometimes, it’s taxes. Sometimes, it involves investigation and litigation; a client comes in and says ‘we’re working really hard but not making any money.’ We probably have at least one of those a year. Back in the ‘80s, a gold bar was stolen from Standard Metal Mine in Silverton. I got involved to help determine what the amount of that insurance claim should be. This was unlike anything I’d done before!”



Chuck also works with quasi-government entities, including water and sewer districts. He believes these are interesting because “you get involved with the boards of directors of these organizations, who are local people trying to do a good job. We help them budget and put together financial information so they can get funding.”



Chuck’s office is still at 954 2nd Avenue, right where he started his professional CPA career 1977, which originally started as a tiny 1,200-square-foot office. Now it’s 7,000 square feet and houses a 24-person workforce. Chuck’s partners at FredrickZink are John Lopez, Michelle Sainio and Sidney Zink (now retired). Many Fort Lewis graduates worked at FredrickZink over the years, with nine Fort Lewis alumni and three current students presently on staff.

“We’ve always maintained a close relationship with the college,” Chuck stated. “We like to hire people who love Durango and want to be part of Durango. We’ve always prided ourselves on really caring about our community. One of our big things is that if you want to work here, we want you to volunteer and give back to the community.” FredrickZink CPAs and staff have given back to the community as volunteers, members and donors of an extraordinary number of highly valued local organizations, including Community Foundation Serving Southwest Colorado, Manna Soup Kitchen, Durango Youth Soccer, Durango Wine Experience, Trails 2000, The Diplomats, Young Life, Southwest Civic Winds, District 9-R, Boys and Girls Club, Durango Choral Society, Durango DEVO, Durango Swim Club...and the list goes on and on.

“We’ve been Chamber members since we started,” Chuck stated. “We’ve been involved in many Chamber activities, including Business After Hours and Lunch and Learn. The Chamber provides many ways to be involved with other businesses and to support the local community.” Learn more about FredrickZink at [durangocpas.com](http://durangocpas.com) or reach the office at (970) 247-0506.

## New Members

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### Atlantic Home Mortgage

Heather Watson  
9 Burnett Ct. Suite 3  
Durango, CO 81301  
[website](#)  
Banks/Financial Institutions

### Jack-A-Lope Acres

Kristen Johnston  
7195 CR 318  
Ignacio, CO 81137  
[website](#)  
Entertainment

### La Plata Republican Party

David Peters  
10 Kennebec Ct.  
Durango, CO 81301  
Non-Profit

### Mountain Monk Coffee

Lacy Archer  
558 Main Ave.  
Durango, CO 81301  
[website](#)  
Cafe/Bakery

### Program Insights, LLC

Carlos Rocha  
97 Hwy, 172 Apt A  
Durango, CO 81303  
Coaching/Training/Leadership Development

### Randy Burton/RI Colorado

Randy Burton  
1021 1/2 Main Avenue  
Durango, CO 81301  
[website](#)  
Real Estate

### The Black Diamond Lodge

Jamie Matthews  
48475 US-550  
Durango, CO 81301  
[website](#)  
Event Centers



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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

[Bayfield School District](#) or call 884-2496

[Town of Ignacio](#) or call 563-9494

[Ignacio School District](#) or call 563-0500

## Renewed Members

Allison Ragsdale Photography  
 Barefoot  
 Durango High Noon Rotary  
 Durango Premier Auto Care,  
 dba Durango Small Car  
 Know Your Dough, Inc.  
 KOBF T.V.  
 Nancy Ottman  
 Real Ideal Coaching  
 4 Corners Gem & Mineral Club  
 Animas Signature Signs  
 Brennan Oil  
 Durango Dermatology  
 Local First  
 Silver Arrow Ventures Inc dba Flooring America  
 Think Network Technologies  
 Academy Mortgage  
 Advanced Digital Media Services, Inc.  
 Best Cleaning & Disaster Restoration Services, Inc  
 Builders First Source  
 Domino's Pizza

DZC Surveys  
 Eppich Photography  
 Farnsworth Group, Inc.  
 Gardenswartz Sporting Goods  
 Goodwill Colorado  
 Kip Koso  
 Laura's Artisan  
 Mobile Storage Solutions, LLC  
 Random Tasks, Inc.  
 Rimrock Outfitters  
 Sagebrush Limited  
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 SCAPE (Southwest Colorado  
 Accelerator Program for Entrepreneurs)  
 Summit Custom Homes of Durango  
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*Buck says ...*

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# LLP Monthly Focus:

## LLP Leaders need time to grow and develop too.



By Stacy Reuille-Dupont, StudioB

Today's topic is the power of visioning. LLP alumni, do you remember the power of visioning day as you ended your first year in LLP? Remember the excitement of sitting down to create a plan for yourself that allowed you to build your future vision?

Some used that time to consider how your career should look, others used it to build a vision for home life that was supportive and healing, and others looked to community to find a space where creativity could flow. Visioning is a very important piece of getting you where you want to go next.

Humans are creatures that learn by example, and need role models to "see" things happen. Note that "seeing" does not necessarily mean with your eyeballs. Seeing is about what your mind can perceive.

Perception is everything. You cannot control what has happened, however you can control how you think about it and how you respond. Visioning allows you to shift your perception toward what you would like to see in your life.

The new year is the perfect time to set aside some time to vision your life forward. As you start 2022, here are some tips to help create a vision for a better you.

1) Consider your mediums. Do you like words, images, drawing, or movement? It's important to select a mode that resonates. Personally, I like a combination. I cut out pictures from magazines, I love words, so I use lots from print, my handwriting, and I also need to move to focus my brain. Writing and cutting are movements.

2) Set aside some time. Think of this as an elementary art project. It does not have to be perfect or take a long time. It should inspire you to feel into your goals. It gets a bit messy.

Pick up supplies like colorful pens, glue sticks, and scissors from the art department. You might want some stickers, glitter, or outside items. Whatever brings you joy plus offers a sense of wonder and creativity.

The goal is to have fun dreaming about your future and creating your vision.

3) Remember that the brain does not necessary capture all the words we use. Minds like stories and you create a sense of identity by "telling" your story to the world (in action or words). Use the images you select to help your mind "see" the future story in the positive and as though it has happened.

Once you understand where you are headed, you can figure out how you are going to get there. The how is not as important now, that comes later. Right now, it's about dreaming what you want and enjoying the story you tell.

Remember, worry is just negative prayer - so stay on the positive track here.



4) Share your vision with another. Humans are social creatures. When you socialize your goals, it creates a more powerful commitment to them. By sharing your vision board, list, or dance for with another person, it helps your brain solidify what you are after.

Once you have focused neurology, you are able to see and take advantage of the opportunities that surround you each day. By recognizing opportunities and saying no to things that do not fit your new vision, you are more likely to be successful in your quest.

5) What you pay attention to grows. If I want to find positive things in my life, I need to practice finding positive things each day. If I want to be a writer, I must write regularly. If I want to lose weight, I must pay attention to what I am eating and how I am moving consistently. If I want a better marriage, I need to focus on my communication and connection with my partner.

To be a better parent, employee, manager, or any other role, you must practice the actions that move you toward what you want. You can dream all day long, but the dreaming and wanting is just the first step. If you really want to shift yourself toward what you want, you must focus on it consistently. Goals are accomplished not in one-time feats of competition but in the daily practices that get the athlete ready.

As you review your items, allow yourself to feel the emotions you will have once you accomplish your goal. Put your vision board in places you can see and review it regularly. I review my vision board right before I exercise, prior to going to bed, and as I begin my day.

As you shift from 2021 to 2022 today, consider how you want your future to unfold. What would you like to see differently, let go of, or build? Use your creativity and areas of interest to help build and feel your vision for the future. Climb these steps to create a life you are excited to wake up to each and every day.

### LLP Monthly Update:

LLP wishes all our current class members, our alumni, and the entire community a beautiful new year!

We're looking to expand our list of leadership presenters, please [click here to submit ideas](#) if you or anyone you know might be a great fit.

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](mailto:janaehunderman@gmail.com) if you're interested.

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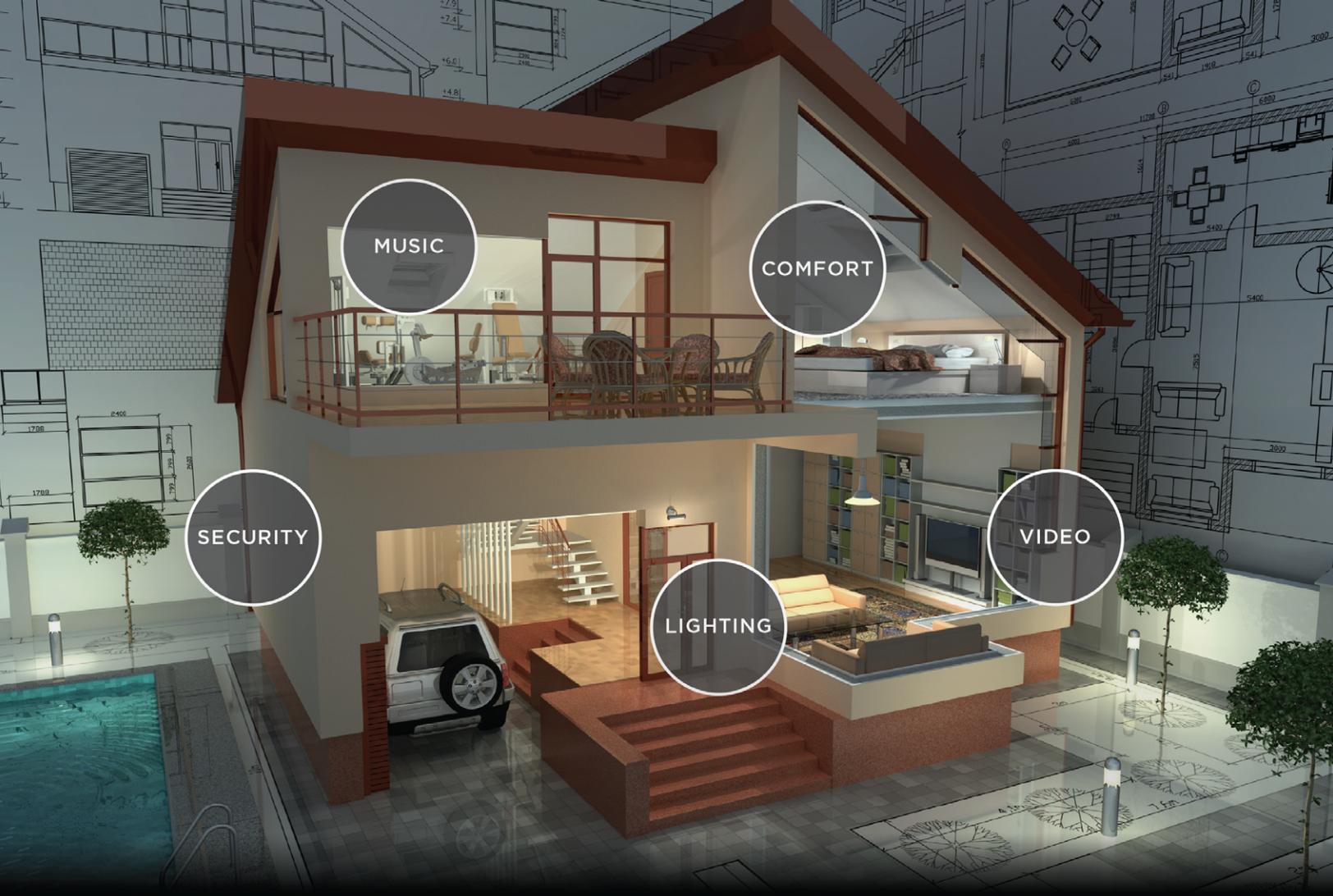


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