

Serving businesses  
for 104 Years



## JULY

- 2 LETTER FROM THE EXECUTIVE DIRECTOR
- 3 NEWS & EVENTS
- 4 NEWS & EVENTS & CALENDAR
- 5 NEWS & EVENTS & WENDY MOST INSURANCE
- 6 NEWS & EVENTS
- 7 TIPS, TOOLS & STATS
- 8-10 RIBBON CUTTINGS
- 11 PHOTO GALLERY
- 12 NEW MEMBERS & RENEWED MEMBERS
- 13 BUSINESS CONNECTION
- 14 LUNCH & LEARN
- 15 DURANGO PLAYFEST
- 16 WHOLE EXPO

We work to build  
our region's future  
through business.

Our proud executive sponsors

**worldpay**



Our proud partner



## TAX TO INCREASE JULY 1<sup>ST</sup>

City of Durango sales and use tax rates are set to increase from 3.0% to 3.5% starting on July 1, 2019; after the approval of ballot question 1-A, which was presented to voters on April 2, 2019, and after City Council adopted an ordinance amending pertinent sections of Chapter 23 of the Code of Ordinances.



- **COLLECTING** sales/use taxes should begin on July 1, 2019
- **FILING or REMITTING** sales/use taxes for July 2019 collections will begin with the August 2019 filing date.

**3.0% ➔ 3.5%**

- o The online system will automatically use the correct percentage based on the filing date
- o An updated PDF form is currently available on the city website; [www.durangogov.org](http://www.durangogov.org)

If you have any questions, please feel free to contact the City Finance Department via email at [finance@durangogov.org](mailto:finance@durangogov.org) or by phone at 970-375-5030.

**Participate NOW in our One Question Survey.**  
**Has your business recovered from the 416 Fire?**

*Click here to answer*

## NEWS & EVENTS

*From the Executive Director's pen . . .*

### Urban Renewal

Jack Llewellyn, Chamber Director

When the Chamber was located in Santa Rita, I have to admit, I didn't pay as much attention to what was happening along North Main as I know I should have. But now "relocating" to our new location (and new building) across from Durango High School, we're in the heart of what is been christened The North Main District. I'm watching wide-eyed.

The North Main District has indeed evolved – not all of a sudden. It's been a slow evolution, but it's one of those examples of when you look around and say, "Oh my goodness, when did this happen?"

It's "Oh my goodness" in a good way.

For much of its existence, North Main has been a "pass-through" or a thoroughfare on the way south to Downtown or on the way north to Purgatory. Now we have budding new businesses and building renovations (such as Birds (formerly KFC), Durango Outdoor Exchange (formerly Pizza Hut) and Mountain Motion Media (formerly the Board Haus)), new state-of-the-art traffic and street lights, plus all of CDOT's sidewalk accessibility upgrades and the Business Improvement District's "branding" of the area with its own logo – and have you noticed the banners? All that translates into rejuvenation and revitalization.

Recently, the City – most specifically Colleen O'Brien who has stepped down from her role as Business Development Coordinator to work with her husband's business – organized a Redevelopment Symposium. It was an incredible sharing of ideas from other business-minded communities regarding opportunities for redevelopment. The symposium, focused on redevelopment partnerships, shared community vision, and Urban Renewal Authorities (URA). URAs have been utilized in other communities offering a variety of tools for future growth and redevelopment. North Main is one area that could benefit, helping the city and businesses realize its full potential.

The symposium featured speakers that already have URAs in place. Grand Junction and Montrose spoke about their efforts and how their municipalities work with businesses to redevelop older buildings, making improvements not only for the community but ultimately job creation, tax revenues and business

expansion. This is great because we don't have to reinvent the wheel and can learn from their successes and missteps.

The speakers reinforced that by identifying the boundaries and areas suited for improvement, the community can begin the process of visioning for future needs and repurposing of buildings and/or land uses. They noted that change can be difficult unless you begin the planning stages early on. Congratulations North Main District, you've begun the process.

Other ideas suggested during the symposium included:

- Seek out absentee owners, talk about redevelopment
- Explore funding from the general fund by designating a use tax
- Establish areas for potential redevelopment and calculate current and future property tax values
- Utilize your assessor and develop cooperative agreements with developers
- Have open discussions with ALL taxing entities
- Start now at potential redevelopment sites to show before and after photos

Redevelopment has been occurring since the city of Durango was incorporated, evolving from a mining town, to a thriving agricultural and business community, to a tourist destination – and it continues. (How many of you remember when we had billboards and NO trees on the sidewalks in Downtown Durango – and how rather unattractive it was? Look at us now. This is an example of revitalization.)

As those more profound than I remind, "Be part of the process. When you have a concern, offer a solution." The Chamber is fully on board in partnership with the City and the BID and property owners and businesses. The North Main District is positioned to be first on the docket to potentially create a URA. Stay tuned. Envision what our North Main and community future can be.



## NEWS & EVENTS



### Hire With Confidence, Fire Without Fear, Tame Toxic Employees and Put Your Team on the Fast Track to Record-Shattering Success

Presented by **Glenn Shepard**

**Tuesday, August 6th | 8:30am – 12 noon**  
**Durango Public Library**

This is a world class professional development course designed specifically for supervisors on the front line, who directly manage two or more employees. It's for managers who are "in the trenches," like the restaurant manager who can't open tonight because three of his servers didn't show up for work, the dentist who spends as much time dealing with her employees as treating patients, etc.

The Chamber has worked out a great deal for you on the tuition. Managers have paid as much as \$1,295 to hear Glenn Shepard speak. You, as a member of the Chamber, may attend this event for only \$149, and your 4th company registration is FREE! Non-Chamber members tuition is \$169. This seminar is approved for 3.25 (General) recertification credit hours toward PHR, SPHR, and GPHR recertification through the HR Certification Institute and SHRM.

**In this half day seminar, these top 9 modules will be covered:**

**Module 1:** How to Find Good People when the Labor Market is Tight

**Module 2:** How to Manage, Motivate, and Communicate with Millennials

**Module 3:** Behavioral Psychology for Managers

**Module 4:** How to Do Performance Evaluations

**Module 5:** How to Reduce Tardiness and Absenteeism

**Module 6:** How to Motivate People

**Module 7:** Advanced Supervisory Skills for Managers

**Module 8:** How to Use Affirmative Discipline to Correct People When They Get Off Track – without Demoralizing Them

**Module 9:** How to Fire Without Fear

**Tuesday, August, 6 2019**

**8:30 a.m. to 12 noon**

**Durango Public Library**

**Reservations are required**

**Chamber Members \$149 Non-Members \$169**

When 3 or more enroll, the 4th person attends for FREE

visit [www.durangobusiness.org](http://www.durangobusiness.org)

and register today or click here

**Save the Date | Tuesday, July 30th | 8am – 9am**

**Presented by Erin Neer, MuniRevs**

**Durango Chamber of Commerce Conference Room**

### **Confused About the New Tax Laws Concerning Product Shipping for your Customers?**

The Colorado Department of Revenue has imposed new collection and filing obligations on in-state businesses that sell to customers in other jurisdictions in the state effective June 1st, 2019. With hundreds of sales tax jurisdictions in the state, many small businesses are concerned that the cost and burden of collection and filing these sales taxes will be overwhelming. This workshop will review the new law and assist you in the process of how to collect and file the new taxes!

**Watch for more details about this event coming very soon!**

## NEWS &amp; EVENTS

Check out this week's  
**BLOG:**

**Tips for choosing the right  
massage therapist for you**

So, your muscles are aching, your bones are cracking like a box of Rice Krispies, and there is even a pop and a snap here or there, thrown in for good measure.

[click for more](#)

Join us at 7:45am on  
*Tuesday, July 2nd*  
for another Great Casual  
Networking Event!

The Benefits of Booking  
with a Travel Advisor  
Laura Clutinger  
with Cruise Planners

And enjoy a FREE cup of  
*Coffee!*  
Hosted by  
Carver Brewing Co.

*Tuesday  
Talk*  
Coffee at Carver's

  
DURANGO  
Carver  
Brewing  
Co.  
COLORADO

  
the chamber  
DURANGO CHAMBER OF COMMERCE

Breakfast available (dutch treat)  
Reservations are required,  
please click to register or  
call 247.0312.

click to register 

**JULY**  
*Business After Hours*  
(note later date)  
**THURSDAY**  
**JULY 25<sup>TH</sup> | 5-7PM**  
**FastSigns**  
**of Durango**  
67 Suttle St., Suite B  
**\$10 Chamber Members & Guests**

**Lunch & Learn Thank You**

Thank you to Michael Santo with Bechtel, Santo & Severn for a very informative Lunch & Learn on June 26th. The topic of Employment Law drew a sold out crowd of more than 40 attendees! Michael recapped the 2019 Colorado Legislative session highlighting the Equal Pay Act, the FAMILI Bill, Limits on Job Applicants Criminal History Inquiries along with some tips, insights and policies/practices to ensure everyone is ready for and complying with the new legal changes. If you would like to learn more about this topic you can contact Michael Santo at 970-683-5888 or visit [www.bechtelsanto.com](http://www.bechtelsanto.com).

**JULY CALENDAR**

July 2nd	Coffee @ Carvers	7:45am	Carver Brewing Company
July 4th	July 4th Holiday	-----	Chamber offices closed 4th & 5th
July 10th	LLP Steering Committee	5:00pm	Wells Group
July 11th	Diplomat Meeting	5:15pm	Chamber Building
July 18th	LLP Curriculum Meeting	5:00pm	LPEA
July 24th	Lunch & Learn	12 Noon	TBK Bank
July 25th	Business After Hours	5:00pm	FastSigns of Durango

## NEWS &amp; EVENTS



The Durango Chamber of Commerce recently presented a check for \$1648.00 to the Fort Lewis College Women's Golf team. The money was raised as part of the Girls Gone Golfing event hosted by The Chamber on May 31st at Hillcrest Golf Club. Pictured l to r: Brandon Leimbach, director of athletics, Fort Lewis College; Skyler, FLC mascot; Madalen Meier, FLC women's golfer; Rita Simon, Chamber manager, Durango Chamber of Commerce; and Jack Llewellyn, executive director, Durango Chamber of Commerce.



Wendy Most Insurance Agcy Inc  
Wendy Most, Agent  
1854 Main Ave  
Durango, CO 81301  
Bus: 970-259-2550

# Discount. Discount. Discount.

Get them all with Discount Double Check®.

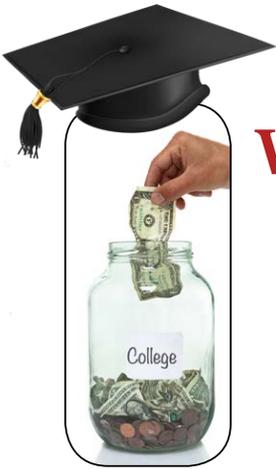
It's a quick and easy way to make sure you're saving all you can. And it's free.

**GET TO A BETTER STATE™.**

CALL ME TODAY.

 **State Farm™**

## NEWS &amp; EVENTS

*Lunch & Learn*

**Wednesday, July 24, 2019 | 12 Noon**

**TBK BANK (259 W. 9th Street)**

*Saving For College*

Presented by **Trent Porter CPA, CFP,**  
**Priority Financial Partners**



Whether your child is 2 or 20, saving for college can be an overwhelming process. Certified Financial Planner and CPA Trent Porter will discuss different tools and techniques for saving for college. Learn to calculate how much you'll need to save, investment options, tax strategies, how 529 accounts work and more.

Lunch & Learn will be held **Wednesday, July 24th** at 12 Noon at TBK Bank (259 W. 9th Street). The cost is only \$13 for Chamber Members and \$20 for non-members and includes a delicious lunch catered by Hot Tomatoes Catering. **RESERVATIONS ARE REQUIRED**, so please use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or call 970-247-0312. No shows and cancellations after July 19th will be invoiced. Please remember to use street parking and reserve the parking lot for bank customers.

Sponsored by

**TBK BANK**

[Click here to register](#)

**President**

Amanda Erickson, *Durango Area Association of Realtors*

**Board Members**

Charles Spence, Past President, *Maynes Bradford Shipp's Sheftel*

Greg Behn, *Bank of Colorado*

Suzanne Phare, *Real Ideal Coaching*

Brian Lundstrom, *Sky Ute Casino*

Steve Elias, *Fort Lewis College*

Diana Murray, *ASAP Accounting*

Bob Thom, *Kroeger's True Value*

Chris Bettin, City of Durango Representative

*Durango Land & Homes*

Charley Kier, Leadership La Plata Representative

*Academy Mortgage*

Brad Cook, Diplomat Representative

*Academy Mortgage*

Cory Kahn, YPOD Representative

*ImageNet Consulting*

**2019****CHAMBER BOARD OF DIRECTORS & STAFF****Staff**

Jack Llewellyn, Executive Director

Rita Simon, Chamber Manager

Peggy McCulloch, Office Assistant

Jennifer Dickens, Communications Coordinator

2301 Main Avenue | Durango, CO 81301

970-247-0312 | Fax 970-385-7884

[www.durangobusiness.org](http://www.durangobusiness.org)

[chamber@durangobusiness.org](mailto:chamber@durangobusiness.org)

# TIPS, TOOLS & STATS

## AMERICA EMPLOYED

INSIGHTS FROM EXPRESS EMPLOYMENT PROFESSIONALS

### Talent Wars: How Much Money Does It Take to Keep an Employee?

### New Survey Reveals What Workers Want, Employers Willing to Offer

**57% of Workers Want a Raise of 10% or More**

### Tight Labor Market Keeps Upward Pressure on Wages

Good talent is hard to find, and the tight labor market is leading some employers to wage bidding wars over talent. But how much money is enough to convince an employee to turn down a job offer and stay with their current employer?

In a recent survey, Express Employment Professionals posed that question to job seekers and also asked employers how much they would be willing to offer a star employee to stay with the company. On average, employees want more than employers are willing to offer.

Job seekers were asked, "If offered a new job, how much of a pay increase would it take to stay with your current employer?"

- 20% said 16 to 20%
- 19% said 11 to 15%
- 19% said 5 to 10%
- 18% said 21% or more
- 7% said 3 to 4%
- 7% said "other," noting that they would take into consideration the specific job offer and things such as benefits packages
- 6% said they would stay without a pay increase
- 3% said 1 to 2%

Employers were asked, "If a star employee were offered a job with another company, how much of a pay increase over their current salary or wage would you offer to retain them?"

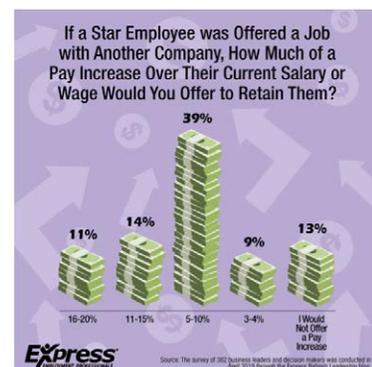
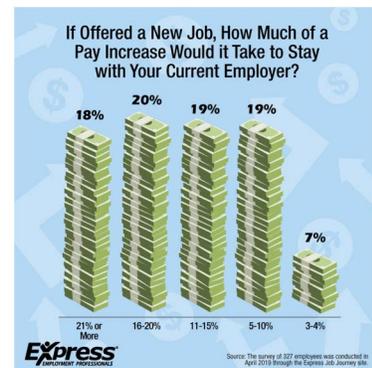
- 39% said 5 to 10%
- 14% said 11 to 15%
- 13% said they would not offer a pay increase
- 11% said 16 to 20%
- 9% said 3 to 4%
- 7% said "other," citing concerns such as individual circumstances and benefits
- 6% said 21% or more
- 1% said 1 to 2%

## Tips, Tools & Stats

Welcome to our new feature! We encourage our members to submit articles that would be helpful to our community. If you would like to submit an article please contact [Rita@durangobusiness.org](mailto:Rita@durangobusiness.org).

Overall, 57% of employees said they would want a raise of more than 10%, while only 30% of employers said they would be willing to offer more than 10%, even to a star employee.

"It has never been easier for workers to jump between jobs," said Bill Stoller, CEO of Express. "And because workers are so mobile, there's less fear about leaving a 'good job' for a pay increase. If the new job doesn't work out, there are plenty of other employers eager to hire. Businesses have to keep their finger on the pulse of the local economy, or they risk losing the talent wars."



### About Express Employment Professionals

Express Employment Professionals puts people to work. It generated \$3.56 billion in sales and employed a record 566,000 people in 2018. Its long-term goal is to put a million people to work annually. For more information, visit [ExpressPros.com](http://ExpressPros.com).

The Durango Express office is located at 321 South Camino Del Rio and serves the Four Corners area. Local businesses and applicants are encouraged to stop by, visit [www.expresspros.com](http://www.expresspros.com) or call (970) 403-8780.

## RIBBON CUTTINGS

### Cannabuddies

The Durango Diplomats held a Grand Opening Ribbon Cutting ceremony for Cannabuddies on Thursday, June 13th. Located at 72 Suttle Street, Unit J/K, Cannabuddies is owned by Justin Jasiewicz and Jimmy Haberer. They have been in business for only four months and have 13 employees who are knowledgeable when it comes to choosing the right CBD product for you. It is Durango's first CBD only store and they carry a wide variety of CBD products. Justin and Jimmy love being part of the community and all the support they have received. If you would like to learn more about Cannabuddies visit [www.cannabuddies.com](http://www.cannabuddies.com), stop by the store or give them a call at 303-956-6705.



### Burger Theory

The Durango Diplomats celebrated the Grand Opening of Burger Theory with a Ribbon Cutting ceremony on June 19th. Burger Theory is located within the Holiday Inn & Suites at 21636 US 160 West. Owner Kevin Weisbeck and General Manager Phoebe Ogden along with their 25 employees are excited about the new restaurant concept which features a proprietary beef blend of chuck, short rib and brisket, unlike any other burger joint in Durango. Their BT Boss Burger features proprietary burger meat, stuffed with bacon, onion, sharp cheddar cheese, swiss cheese, topped with lettuce and Killer Good Burger Sauce....yum yum! They love welcoming both Durango locals and visitors and introducing them the Burger Theory way! Stop by and check out this new Durango restaurant and enjoy a nice juicy burger or give them a call at 970-385-6400 for more information.



## RIBBON CUTTING

### Lunderful Shopper

The Durango Diplomats held a Grand Opening Ribbon Cutting for The Lunderful Shopper on Monday, June 24th. Owner, Eric Lund, has been in business for five years and has one employee. The Lunderful Shopper is a direct mail program in which local businesses buy advertising space for coupons, promotions, announcements, etc. The program centers on a portable, innovative and engaging booklet delivered by the USPS to thousands of local households six times a year. The booklet fits easily in purses, pockets and cars and is usually kept for continued use. To avoid clutter, participations in the booklet are limited. Businesses get both sides of the sheet they buy for their ad so that there is no competing ad on the backside. Category exclusivities are often granted to avoid competition with similar businesses. There are no contracts and no minimums.



For more information [CLICK HERE](#) to see a 53 second video about The Lunderful Shopper direct mail program. It's brief and tells you all you need to know. Call 970-946-3500 or email [lunderfulmarketing@icloud.com](mailto:lunderfulmarketing@icloud.com) for more information and a free sample booklet for review.

### Durango Area Association of Realtors (DAAR)

A ribbon cutting ceremony on June 25th celebrated the completion of a remodel for the Durango Area Association of Realtors, whose offices suffered damage from the overabundance of snow this winter. Located at 125 E. 32nd Street, Suite 1, DAAR has been in existence since 1974 and currently has three employees. Making an impact locally with more than 450 realtors and related industry businesses, DAAR has a unique pulse on the community. Its members not only help people find their dream homes and relieve many of the burdens of the home buying & selling process, but their contributions to the betterment of the community through volunteer work and community involvement seem endless. The purpose of the association is to advocate for homeownership and private property rights at the local, State and Federal level. If you would like to find out more information about the Durango Area Association of Realtors visit [www.durangorealtor.com](http://www.durangorealtor.com) or give them a call at 970.247.9604.



## RIBBON CUTTING

### Hampton Inn

The Durango Diplomats assisted the Hampton Inn with a 25th Anniversary Ribbon Cutting ceremony on June 27th. Conveniently located in the North Main District at 3777 Main Avenue, the Hampton Inn offers easy access to all of Durango's adventures and has ample, FREE, parking! It is locally owned and operated by Chris Vivolo and his energetic staff of 34 and continues to be one of the highest rated hotels in Durango. Chris has watched Durango grow over the last 25 years and the Hampton Inn has evolved right along with it offering quality service at a great price. From a full, complimentary hot breakfast, free Wi-Fi, saltwater hot tub and pool, 24 hour coffee bar, not to mention freshly baked cookies, the Hampton Inn caters to business and leisure travelers and can accommodate groups of all sizes. Keep the Hampton Inn in mind if you have family coming into town. With their motto "Making You Happy Makes Us Happy," you can't go wrong with a stay at the Hampton Inn. For more information visit [www.DurangoCO.Hamptoninn.com](http://www.DurangoCO.Hamptoninn.com) or give them a call at 970-247-2600.



### Southwest Raft & Jeep

Southwest Raft & Jeep celebrated its new location along with the Durango Diplomats at a ribbon cutting ceremony on June 26th. Now conveniently located at 305 S. Camino del Rio, Suite V, you need to come check out its completely stocked retail shop. They offer sales and rentals of rafts & frames, paddle boards, kayaks and whitewater gear in addition to their popular rafting trips, zip line tours and jeep rentals. If it's overland gear you are looking for, they also offer roof-top tents, fridge/freezer coolers, roof racks and cross bars and bike racks. Owners Troy and Tammy McLoed have owned the business for six years, but the company has been a Durango staple for 30 years. As a veteran owned company with 18 experienced staff members, they love building relationships with their customers and strive to give the best customer service and shopping experience around. Working with all the diverse people of Durango and their spirit for adventure is what makes Troy and Tammy most happy about owning a business in Durango. If you would like more information visit [southwestraftandjeep.com](http://southwestraftandjeep.com) or call 970.259.8313 or better yet, stop by the new location and check it out!



## PHOTO GALLERY

**Business After Hours Thank You**

Thank you to Jen and Chase LaCroix and their team at **Durango Outdoor Exchange** for a great Business After Hours on June 20th. Everyone enjoyed checking out the new location at 3677 Main Avenue along with all the great merchandise. If you are looking to sell your stuff or get some new gear this is the place for you! For more information visit [www.durangooutdoorexchange.com](http://www.durangooutdoorexchange.com) or give them a call at 970-259-0171 or better yet, stop by and check it out!



## NEW MEMBERS

**365 Roofing, LLC**

Katherine Dudley  
900 Main Ave, Ste 8  
Durango, CO 81301  
(970) 759-0018

<http://www.365-roofing.com>  
Remodel/Repair/Home Improvement

**Bri's Bridal Boutique**

Bri States  
258 Pioneer Avenue  
Durango, CO 81301  
(970) 903-8587  
<http://www.brisbridal.com>  
Retail

**Community Graphics, Inc.**

Paul Donahue  
265 Dillon Ridge Road, STE C-402  
Dillon, CO 80435  
(970) 409-2324  
<http://www.communitygraphics.net>  
Marketing Companies/Research

**Durango Native**

Jack Turner  
PO Box 1151  
Durango, CO 81302  
(970) 818-8900  
<http://www.durangonative.com>  
Tours

**Durango PlayFest**

Felicia Meyer  
10 Town Plaza, #48  
Durango, CO 81301  
(970) 335-8264

<http://www.durangoplayfest.org>  
Non-Profit

**Kelly's Dry Cleaners**

Scott Kelly  
121 W 32nd St, STE C  
Durango, CO 81301  
(970) 903-1642  
<https://www.kellysdrycleaners.com/locations/>  
Drycleaning & Commerical Laundry Service

**Parelli Natural Horsemanship**

Carmen Dill-Hachmann  
7 Parelli Way  
Pagosa Springs, CO 81147  
(970) 731-9400  
<http://www.parelli.com>  
Equestrian/Equestrian Related

**Peggy Yotti Lynch**

830 Alpenglow Dr  
Durango, CO 81301  
(414) 313-2456  
Individuals

## RENEWED MEMBERS

Adobe Inn  
Advertising Innovations, Inc.  
Affordable Framing Plus  
Alternative Horizons  
Animas Marketing  
Antlers on the Creek Bed & Breakfast  
Bechtel, Santo & Severn  
Buttoned Up Consulting  
C & J Gravel Products, Inc.  
Cafe au Play  
Country Sunshine Bed & Breakfast  
CRC Janitorial Services, Inc.  
Durango Arts Center  
Durango Wine Experience

Edward Jones Investments  
FeeneyArchitect  
The Juniper School  
Mantell-Hecathorn Builders Inc  
Office Depot  
Over The Hill Outfitters, Inc.  
Pine River Lodge  
Rio Epic Outfitters LLC  
San Juan Symphony  
Ska Brewing Co.  
Tile & Light Art of Durango  
Tomsic Physical Therapy  
Trimble True Value  
Vernon Aviation  
Visiting Angels of Southwest Colorado  
Western Group, Inc.

## BUSINESS CONNECTION

## Durango Magazine Corbet and Marianne Hoover

written by Sara Lynn (Kuntz) Valentine

Corbet and Marianne Hoover were living and working in Frisco, Colorado when they decided it was time to make a new lifestyle choice. They knew very little about Durango. "I ran a car dealership in Minturn and Marianne worked as a concierge at a Breckenridge resort hotel," Corbet says. "We drove to Durango, picked out a house and bought it. We didn't have jobs. The question we were most often asked was 'Why did you choose Durango?'" Corbet's flip, off-the-cuff answer, as a newcomer from Summit County, was "The homes are so affordable here." But he's quick now to acknowledge they were drawn to Durango by the sense of community, the family-friendly wholesomeness and the outdoor lifestyle. "We're avid skiers. And we thought it would be a better community to start a family. Summit county is very transient, with such a separation between the haves and the have-nots, and there's no middle class there. It was a tough area to call home. Soon after arriving in Durango, we started a family. Our third grader races bikes and is on the Purgatory Ski Team. We love Durango and we're not leaving! We had a great snow this year. I'm watching all winter flow down the Animas now."

Corbet and Marianne already owned and worked two local businesses when *Durango Magazine* came up for sale. "We weren't new to publishing and we'd been actively looking for another business the past three years or so, to complement what we were already doing," Corbet says. "*Durango Magazine* was a good fit so we decided to take it on. We published our first issue just this past May. We still work the other two businesses so there hasn't been a dull moment this year!"

The Hoovers plan to continue to publish twice a year, with delivery right before Memorial Day and right before Thanksgiving, kicking off the two big tourist seasons, summer and winter. "We didn't change the 'recipe' for our first issue," Corbet says. "Moving forward we'll be formulating some new plans and looking at some new formats for the magazine. We've already launched a new website that we'll continue to develop. Neither of us has a background in writing so we'll continue to use local freelance writers and photographers, but Marianne and I will be the 'face' of *Durango Magazine*."



If business owners choose to advertise with us, they will deal with us directly.

"Our mission is to put out a magazine that's interesting, entertaining and engaging - not only to the first time tourist, but also to longtime residents. The tourists are easy - they're always excited to read about Durango - but the locals are harder. We got consistently positive feedback on our first issue from local readers. They told us we maintained their attention and they wanted to read more, so that pleases us. We're excited about the future. We hope to publish *Durango Magazine* for 20 to 30 years to come." You can learn more at [www.durangomagazine.com](http://www.durangomagazine.com).

Corbet and Marianne's two other businesses are the *Local Deals Coupon Magazine* and the *Farmington Flyer Coupon Magazine*, both direct mail coupon publications featuring local advertisers offering great deals. Both are published every two months. *Local Deals Coupon Magazine* is delivered via USPS to all residential addresses (25,000-plus) in La Plata County and the *Farmington Flyer Coupon Magazine* is delivered to 30,000-plus Farmington and Aztec area homes. Corbet and Marianne support local nonprofits by offering free advertising space to increase awareness of the great work these local nonprofits do. La Plata Open Space Conservancy and Women's Resource Center Men Who Grill, for instance, are showcased on the Local Deals website. Learn more at [www.localdealsmagazine.com](http://www.localdealsmagazine.com) and [www.farmingtonflyer.com](http://www.farmingtonflyer.com).

Corbet and Marianne can both be reached at 970-259-2599.

"So far we've been so busy on the basic tasks that we haven't had a chance to participate in as many Chamber events as we'd like," Corbet says. "I've been working 75 hours a week on average, just to get our first issue out, in addition to working on our other businesses. But that will start to change..."



# SAVING FOR COLLEGE

Presented by

**TRENT PORTER, CPA, CFP,**  
**PRIORITY FINANCIAL PARTNERS**



Whether your child is 2 or 20, saving for college can be an overwhelming process. Certified Financial Planner and CPA Trent Porter will discuss different tools and techniques for saving for college. Learn to calculate how much you'll need to save, investment options, tax strategies, how 529 accounts work and more.

## JULY LUNCH & LEARN

**July 24th • 12 Noon**

**TBK Bank (259 W. 9th)**

**\$13 Chamber Members**

**\$20 Non-Members**

**includes a delicious lunch  
catered by**

**HOT TOMATOES**

**RESERVATIONS ARE REQUIRED,**

so please register at

**[www.durangobusiness.org](http://www.durangobusiness.org)**

or **970.247.0312**

No shows & cancellations after  
July 19<sup>th</sup> will be invoiced.

Please use street parking and  
reserve parking lot for bank customers.

*Click to Register*

Where Stars Shine Brighter!



# DURANGO™ PLAYFEST

---

**August 5th-10th, 2019**

---

A week-long festival of new play development, workshops, and play readings with professional playwrights, actors and directors.

**Experience the creative process!**

[durangoplayfest.org](http://durangoplayfest.org) | 970.335.8264

24<sup>th</sup> Annual  
DURANGO 2019



*The Four Corners  
Showcase of Holistic &  
Ecological Products,  
Seminars and Services*

**Connect with Other Consciously Aware Individuals  
Enjoy Over 80 Exhibitors, 24 Workshops/Seminars  
Outdoor Demonstrations & Music....And More Fun!**

**WEEKEND AFTER LABOR DAY**

SATURDAY, SEPT. 7 10:00 AM-5:00 PM

SUNDAY, SEPT. 8 10:00-5:00 PM

**LA PLATA COUNTY FAIRGROUNDS**

MAIN EXHIBIT HALL

2500 N. MAIN AVE

DURANGO, COLORADO

**Details, Exhibitor List & Patio  
Event Info at [WholeExpo.com](http://WholeExpo.com)  
[FaceBook.com/WholeExpo](https://www.facebook.com/WholeExpo)**

Admission \$5 Adults, Children 12 & under Free

Sponsored by:

**EPIC** EMPOWERING PEOPLE  
INSPIRING COMMUNITY

