



# Connection



## Do You Have the Coolest Dog in Durango?

The Durango Chamber of Commerce believes the coolest dogs in the cosmos live right here in the Four Corners, but we are searching for the coolest of the cool dogs! And your dog might just be the one!

Here is your chance to prove you have the coolest dog in Durango. Just visit [www.durangobusiness.org](http://www.durangobusiness.org) to enter. For only \$10 you can enter your dog in the contest by simply uploading your cool dog photo. Your \$10 entry fee gets you 10 free votes plus a cool travel doggie dish courtesy of our Top Dog Sponsor Alpine Bank (while supplies last). Votes are only \$1 each so it is important to get all your family, friends, social media contacts, etc. to vote early and often! Top vote getter "wins." A portion of the proceeds will benefit the La Plata County Humane Society.

It is well known that Durangoans loves their dogs and they love their craft beer. This contest

combines those two loves by showcasing all the cool dogs on the contest website, with the winning dog being featured on the label of a favorite Steamworks brew! How cool is that? Winners will also receive a prize package that includes a Pet Haus gift basket valued at \$500 and a professional photo shoot with your pooch from Allison Ragsdale Photography.

While selecting the coolest dog in Durango is super cool, the bigger reason for running the contest is to raise money for the La Plata County Humane Society. The Durango Chamber along with its partners Alpine Bank, Steamworks Brewing Co., Four Corners Broadcasting, Allison Ragsdale Photography, *The Durango Herald*, Marketing Concepts Squared and Pet Haus are proud to bring you this fun/fundraiser event.

The contest runs through July 21st with the winners announced the week of August 24th.



Alpine Bank



Allison Ragsdale  
PHOTOGRAPHY

THE Durango HERALD



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*From the Executive Director's pen***Here's something "pawsitive"**

Thankfully, your Durango Chamber office is slowly emerging from our "Covid Cocoons" and we are available by appointment. YES, social distancing, facial covers, etc., but being a business support group that is used to being "social," Zoom isn't a particularly fun playdate and we've grown tired of chasing our tails.

OK, the bad puns, but in the spirit of getting us all out and about, and loving our furry friends, the Chamber, along with our Top Dog sponsor Alpine Bank, has organized the Coolest Dog in Durango Contest. Essentially all you need to do is capture a "cool" picture of your furry friend and submit it to the Chamber by July 21, 2020. We have partnered with additional, sponsors Steamworks Brewing Co., Four Corners Broadcasting, Allison Ragsdale Photography, Durango Herald, Pet Haus and Marketing Concepts Squared.

The BIG winner will be the loving dogs at the La Plata County Humane Society, a portion of entry proceeds will be paid forward to this canine companion support organization. Frankly, I think my dogs Ali, Finley and Brody (grand dog) would be winners... and many of us know Allee whose dad is Kris Oyler of Steamworks Brewing Co., and Lucky who has been lucky to have his mama Kim Emanuel of FCB, and Tulo, Alpine's Beth Drum's mom. Rest assured, you don't have to compete with these already coolest dogs. Since their parents are sponsors, they're not eligible.

So get out and get some sunshine, vitamin D and exercise, and capture a picture of your pup for a good cause. Also, check your favorite restaurant's website, as many of the open-air areas, patios and the new bump-outs in Downtown have been given a variance by San Juan Basin Public Health and the City to allow for your pooches to go out-to-dinner with their humans.

To review more information about the Coolest Dog in Durango Contest, and find out how to enter, visit the Chamber's

Jack Llewellyn, Chamber Director

website, [www.durangobusiness.org](http://www.durangobusiness.org). And while you're on our website, be sure to check out our Legislative Affairs Updates. It seems like things change hourly, and we're doing our best to keep up with all ordinances, orders, restrictions, re-openings, and (unfortunately) wildfires.

Further, speaking of governmental affairs, the County is moving forward with the new Land Use Development Code. Yes, the first round of public comment has ended, but you still have time to weigh in with our Board of County Commissioners, [www.co.laplata.co.us](http://www.co.laplata.co.us).

Switching to tourism, a significant part of our economy, the tourists are returning, keeping our economy vibrant by "bringing in the green." And it IS summertime, and all our recreational activities are permitted to be back in business. Thank goodness we can get back on the river. Take a Jeep tour. You can help our local businesses and book a "staycation" at a local resort. Sign up for a horseback ride through the mountains. Plus two of our biggest tourism drivers, Purgatory Resort and the Durango and Silverton Narrow Gauge, have been authorized to open, with restrictions. Book now and enjoy why we live here.

Kudos go out to all our businesses that are being "creative" to get back in business. Please help them, so our little berg successfully comes back to life.

And thanks to Tom Helms and Scott Shadid with Morgan Stanley, they were the sponsors of our mask drive. If you are needing disposable masks for your customers, give us a call and if we have inventory, we will set up a time and "hook you up." Let's all reopen and stay open.

Here's another cliché, one that I frankly am very tired of, but it's true... We'll all get through this together.

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Diana Murray, *ASAP Accounting & Payroll*

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Amanda Erickson, Past President, *Durango Area Association of Realtors*

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Suzanne Phare, *Real Ideal Coaching*

Brian Lundstrom, *Sky Ute Casino Resort*

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Bob Thom, *Kroeger's True Value*

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Mitch Dye, Diplomat Representative

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

# Chamber to Offer Virtual Social Security 101 Class | Thursday, July 16th

Make plans to join us on Thursday, July 16th 11am – Noon for a Social Security 101 virtual training featuring Josh Weller, Public Affairs Specialist for the Social Security Administration. Josh will discuss how benefits are calculated, eligibility requirements, application process, planning tools available on [SocialSecurity.gov](https://www.SocialSecurity.gov) and more.

The event is **FREE** for Chamber Members, but **you must register** to reserve your spot and receive your zoom invitation. Please use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or email [rita@durangobusiness.org](mailto:rita@durangobusiness.org).

[click now to register](#)

## Lunch & Learn Thank you

Thank you to Rachel Brown, Executive Director of Visit Durango (Durango Area Tourism Office) for her Lunch & Learn presentation on the Marketing Recovery Strategy for Durango tourism. Rachel discussed the data behind the strategy and how they plan to safely re-attract visitors to the area. If you would like to learn about this topic visit [www.durango.org/covid](http://www.durango.org/covid) or call 970-247-3500.



For the recent  
Governmental Affairs Coalition  
report [click here](#)



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# Virtual Lunch & Learn

## Wednesday, July 22nd

### 12 Noon - 1 pm

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## *Grief in the Workplace*

Presented by **Judy Austin, LPC, Director;**  
**Grief Center of SW Colorado**

Join us for a Virtual Lunch & Learn presentation on Wednesday, July 22nd. Judy Austin, Director of the Grief Center of Southwest Colorado will discuss how grief is a growing reality for businesses in the coronavirus era. Join Judy to learn how to support an employee or co-worker who is grieving the death of a loved one. We will also discuss the implications of collective grief during these challenging times and how businesses can both acknowledge and assist in the process of healing from loss.



The event is **FREE** for Chamber Members, but **you must register** to reserve your spot and receive your zoom invitation. Please use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or email [rita@durangobusiness.org](mailto:rita@durangobusiness.org).

[Click to Register](#)



## Step Out of Your Zoom Box and Join Us!

# Chamber Leads Group Meet & Greet

- Friday, July 10th
- 8am
- Fassbinder Park (W. 17th & Main)
- Required: Social Distancing & Face Masks
- Bring your own chair!
- Coffee

Join us and find out how a Leads Group can help you grow your business with business referrals, networking opportunities, professional growth, promotion of products and services and most importantly a mini sales force!

For more information email: [chamber@durangobusiness.org](mailto:chamber@durangobusiness.org)



## CHAMBER YOUiversity COMING JULY 23rd

Are you taking advantage of your  
Chamber member benefits?

For those who are new to the Chamber and for those who need a refresher – Chamber YOUiversity is for YOU!

Join us on **Thursday, July 23rd, 8:30am – 10:00am, via ZOOM** for our Chamber YOUiversity and learn how to take advantage of your benefits so your membership pays for itself!

All members (new and old) are invited to attend and learn how to utilize your member benefits and make the most of your membership investment. From FREE benefits such as job postings and coupons, Reference USA datamining sessions,

radio show appearances and Business Facts announcements, there are so many ways to use your membership at little or no cost. Learn how advertising in the Chamber newsletter, website and weekly Business Facts can also help you grow your business for a very small investment!

This event is **FREE** for all Chamber members, but reservations are required to reserve your spot and receive your zoom login information. To RSVP use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or call 970.247.0312.

[click to register](#)

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## New Members

**Marsha E. Porter-Norton**

2009 Highland Ave  
Durango, CO 81301  
(970) 759-3110  
[website](#)  
Individuals

**Sonflower Christian  
Preschool, Inc.**

Tiffany Chacon  
1775 Florida Rd  
Durango, CO 81301  
(970) 289-2800  
[website](#)  
Non-Profit

*Buck says ...*  
**NOW**  
*is the time to ...*



**Buy Durango!**

## RENEWED MEMBERS

- 1st Southwest Bank  
2180 Lighting and Design Studio  
365 Roofing, LLC  
4 Corners Gem & Mineral Club  
A&L Coors, Inc.  
AAA Colorado  
Advanced Digital Media Services, Inc.  
Aiko Aiko Sound  
AJ Road Company  
Alpenglow Properties, LLC  
Alternative Horizons  
Animas Laser Therapy  
Animas Surgical Hospital  
AREM Property Management, Inc  
Azteca Landscape Inc.  
Backcountry Experience  
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Big Brothers Big Sisters of Southwest Colorado  
Bonds Construction LLC  
Boys & Girls Club of La Plata County  
Buck's Livery, Inc.  
C & J Gravel Products, Inc.  
Caboose Motel & Gift Shop  
Central Bank  
Chinook Medical Gear  
Clutinger, Williams & Verhoye, Inc.  
Colorado Eagle LLC  
Conservation Lands Foundation  
Country Sunshine Bed & Breakfast  
Crane and Tejada, P.C.  
Down to Earth Gardening and Landscaping, Inc.  
Durango Area Human Resource Managers  
Durango Fire Protection District  
Durango Mall  
Durango Native  
Durango Natural Foods Co-op  
Durango Olive Oil and Spice  
Durango PlayFest  
Durango Property Management  
DurangoSpace  
Eggleston Kosnik LLC  
El Moro Spirits & Tavern  
Energy Council  
Escalante Village  
Exit Realty Home & Ranch  
Formrite Custom Counters, Inc.  
Four Corners Broadcasting  
Four Corners Stoves and Spas  
Four States Tire & Service  
The Gallery A Division of Task Masters  
High Country Optical  
Highlands Holding Corporation  
Highway 3 Roadhouse & Oyster Bar  
Honeyville/Culhane, Inc.  
Jimmy's Music & Supply LLC  
Ken & Sue's  
Kiwanis Club of Durango  
Kogan Builders, Inc.  
Kohler McInnis  
La Plata Family Centers Coalition  
La Plata Gifts DoubleTree/Airport  
La Plata Physical Medicine  
La Plata Youth Services  
Leah Ilanah - Bookkeeping & Tax Services  
The Liberty School  
Lisa Schwantes  
Live Creative Studio  
Livingston Hearing Aid Center  
Mail Room and Copy Center  
Marketing Concepts Squared  
Newbold, Chapman & Geyer PC  
Old Barrel Tea Co.  
Oxford Financial Planners  
Peak Ready Mix  
Prism Accounting, Inc  
Riverview Animal Hospital  
Rocky Mountain Balloon Adventures  
Sachs Construction, LLC  
San Juan Mountains Association  
Ska Brewing Co.  
Smart Enterprises  
Southwest Center for Independence  
Southwest Land Services, Inc.  
Spaaah Shop & Day Spa  
Springs Resort  
Steamworks Brewing Co.  
Steve Gates Architect, LLC  
Sunnyside Farms Market  
Sunnyside Meats, Inc.  
Tarpley RV  
The Mark Craig Agency Inc. Colo Farm Bureau  
Tile & Light Art of Durango  
TravelHost - Four Corners  
United Campground  
Vacation Accommodations of Durango  
Westerly RV Park  
Western Group, Inc.

## Mountain Hyperbarics

The Durango Diplomats held a Virtual Ribbon Cutting for Mountain Hyperbarics on Tuesday, June 30th. Mountain Hyperbarics has been in business for 9 years, with 7 in Frisco, Co, and 2 years here in Durango. Located at 100 Jenkins Ranch Road, Suite D, owners George and Lori Ann Glass, along with Medical Director Dr. Kirsten Searfus, are excited to announce the completion of their remodel and invite you to stop in with advance notice (and a mask) to check it out!



Hyperbaric Oxygen Therapy is the delivery of oxygen while under increased atmospheric pressure. What that means physiologically is pressure reduces inflammation throughout the body and promotes healing and growth in areas where blood flow is minimal, compromised or where the cells are not functioning. They also offer “mild” HBOT through a soft-sided HBOT chamber which they use for acclimating to elevation, altitude sickness, enhancing athletic performance and recovery, and general health.

**Mountain Hyperbarics is offering Chamber members** who would like to experience the feeling of a “dive” session a discounted rate. Through the end of July, they will offer an hour mild hyperbaric oxygen therapy dive for **50% off or \$40** (regularly \$80 hour). If you would like more information visit [www.mountainhyperbarics.com](http://www.mountainhyperbarics.com) or call 970-403-5453.



*Click to register  
to receive  
your  
Zoom login*

# Coffee @ Home

**Tuesday, July 7<sup>th</sup> • 8:00 - 9:00 am**

**Stay Home! Grab Your Cup of Coffee! Join the ZOOM Meeting!**

*Presenters:*

**Nick Johnson, Matt Cranston, and Josh Robinson**  
with Four Corners Clean &  
**San Juan Basin Public Health - Self Certification Process**



## Letter from Kent Curtis, First Southwest Bank

Dear Friends & Colleagues,



Our thoughts continue to go out to the individuals, families, and businesses that have been impacted by the COVID-19 crisis.

As a locally owned community bank, we have been busy embracing our core values — People & Culture First, Lead Fresh Ideas, and Make A Difference —

while working around the clock to provide our customers and community members with timely and relevant services and relief efforts for their rural Colorado small businesses.

A huge thank you, to all of our staff for stepping up, going the extra mile, and providing our communities with unwavering services during these unprecedented times.

Here are some updates on what First Southwest Bank has been busy working on for our communities.

### First Southwest Bank happenings

As an SBA Preferred Lender, we have been diligently working on every detail behind the SBA's Paycheck Protection Program (PPP) loans for our customers, as well as new customers, since day one. The PPP prioritizes small businesses and the millions of Americans employed by these businesses by offering forgivable loans with funds focused toward job retention. As FSWB is also a Community Development Financial Institution (CDFI), \$10 billion of the PPP funds was set aside for borrowers served by CDFIs.

### FSWB has funded 747 Paycheck Protection Program loans, totaling \$54,835,815 for small businesses in need.

We are currently providing recommendations to the SBA to make sure all loan forgiveness information is understood as it continues to be finalized by the SBA and Treasury. Likewise, FSWB is developing new funding programs for small businesses in rural Colorado, as the SBA and USDA release small business funding opportunities in the coming days and weeks.

### First Southwest Community Fund happenings

Our nonprofit partner, First Southwest Community Fund (FSWCF) has been actively partnering with regional organizations to create reliable business funding resources — including a range of grants, awards, and low-interest loan programs for COVID-19 relief.

Total number of businesses assisted: 97

Total amount invested for COVID-19 relief: \$429,210

### Grants & Awards

- **Emergency Micro-loans:** FSWCF partnered with the Telluride Foundation, Johnson Family Foundation, and Kenneth King Foundation to create a Micro-Grant Program for small businesses and nonprofits impacted by COVID-19. They awarded \$84,500 to 56 businesses and nonprofits, protecting over 200 jobs.

- **Customer Relief Grants:** Relief grants of up to \$2,000 have been awarded to FSWCF customers in the SLV.

- **Innovation Assistance Awards:** 15 businesses in the San Luis Valley received \$2000 awards for their creativity and innovative ideas to ensure their businesses survive. This program is in partnership with Startup Colorado and supported by The Colorado Trust COVID-19 Response Fund.

More info on grantees be found on FSWCF's blog: [fswcf.org/latest-news/businessrelief](https://fswcf.org/latest-news/businessrelief)

### Emergency Loans Funded

FSWCF established the COVID-19 Emergency Loan Fund and Rapid Response and Recovery Fund to offer low-interest loans to support businesses and nonprofits to continue operations and support their employees. Loans are currently available up to \$100,000. As of 6/23/20, FSWCF has funded 19 small businesses with COVID-19 emergency/recovery loans, totaling \$302,650 in rural Colorado.

**Current Available Programs:** FSWCF is running a number of programs to assist businesses and nonprofits in rural Colorado during COVID-19 recovery. For more information on these programs visit [fswcf.org/covid-19](https://fswcf.org/covid-19).

- **COVID-19 Emergency Loan Fund:** This program offers emergency working capital loans up to \$10,000 for rural Colorado businesses and nonprofits.

- **Rapid Response and Recovery Fund:** This program is a \$3 million fund offering affordable loans (\$10,000-\$100,000) to rural Colorado businesses and nonprofits affected by COVID-19. In partnership with the ZOMA Foundation, Gates Family Foundation, and Catena Foundation.

- **Food Truck Loan Program:** This program offers affordable loans of up to \$30,000 for existing rural restaurants to purchase a food truck/trailer/cart to offer alternative services/venues. In partnership with the City of Alamosa, City of Durango, and Town of Pagosa Springs.

- **Rural Women-Led Business Fund:** This loan fund offers loans up to \$10,000 at 1% interest rate to women-led businesses in the SLV. A Community Advisory Board of local leaders is being established to guide this fund.

*continued to next page*

*continued...*

### HelloBello.biz happenings

HelloBello is a fintech platform, established by FSWB, and will soon be spun out of FSWB and become a subsidiary of First Southwest Bank Holding Corp. HelloBello allows lenders to identify creative loan structures and match small business borrowers with risk-mitigated funding options. Its goal is to enable FSWB and other community banks across the country to be competitive in creating lending opportunities that support local communities.

Because of FSWB and FSWCF's rapid efforts in providing small business relief efforts during the COVID-19 crisis, our reputation and recognition across rural Colorado is strong and growing — significant for HelloBello's opportunities in our state and beyond.

During these challenging and uncharted times for small businesses in rural Colorado, the capital access that HelloBello aims to deliver, positions FSWB and HelloBello as leaders in providing access to risk-mitigated capital. This advanced technology platform with a "boots on the ground" approach, allows mission-focused financial institutions to greatly amplify their positive attributes to small business borrowers – relationships and a deep understanding of the local economy and community.

Please feel free to reach out to me with any questions or comments, my phone number is (970) 553-0550.

Thank you,

Kent Curtis,

First Southwest Bank CEO

## Don't Let Video Calls Drain Your Energy

Let's face it, video calls are exhausting. But there are a few things you can do to conserve your time and energy. Start by avoiding multitasking. It may be tempting to try to get other work done while you're listening in, but switching between tasks can cost you as much as 40% of your productivity. Next, cut down on distractions. Close your browser tabs, put your phone away, and stay present. You can take short breaks during longer calls by minimizing the video, or just looking away from your computer now and then. You can also take a step back and ask yourself whether you even need a video meeting. Check your calendar to see if there are any conversations that you could have over Slack or email instead. And finally, don't feel obligated to make every conversation a video call. Especially when you're talking to people outside your organization, a phone call is probably just fine. Taking these steps may feel hard at first, but they will help prevent you from feeling drained at the end of another workday.

*This tip is adapted from "How to Combat Zoom Fatigue," by Liz Fosslien and Mollie West Duffy*

## Start Your Next Meeting with a Minute of Meditation

When stress levels are high, meetings can get tense or unproductive. To help your team move into a more relaxed and cooperative headspace, consider starting with a few minutes of mindfulness. Even small amounts of meditation have been shown to reduce anxiety, increase our ability to think creatively, and help us see from other perspectives. This may be a new experience for some team members, who might find it a little uncomfortable. Acknowledge this at the outset and encourage everyone to just do their best to be fully present. Then lead them through a basic mindfulness exercise: Ask them to simply focus on their breath for one minute. Tell them that it's no big deal if they get distracted; all they have to do is

relax and redirect their attention to their breathing. Many first-timers will be surprised at how difficult this can be, so assure them that it's okay if they're struggling to stay focused. Most people feel more calm and present after this short exercise, meaning your meeting will likely become more thoughtful and productive for everyone.

*This tip is adapted from "Why Leaders Need Meditation Now More Than Ever," by Matthias Birk*



## Mountain Auto Care and Durango Premier Auto Care - Don and Tracy Cornutt

written by Sara Lynn (Kuntz) Valentine)

“Durango is a town we’ve always been enamored with,” Don Cornutt says. “We were living near Fort Collins when we went to Durango fifteen years ago on a motorcycle trip. We loved southwest Colorado, particularly Durango. Tracy was working in a non-profit and I was in corporate IT. We decided to figure out a way to move to Durango. In 2007 I got an IT job in Durango so we packed up and moved here. Seven years later I had grown tired of corporate life and was looking for something we could do for ourselves. In 2014 we found out about an automotive shop for sale. It had been doing business at 349 East 8th Avenue under the name Mountain Mechanical for over 30 years. I had a background in automotive so we bought it and changed the name to Mountain Auto Care. We have continued building its reputation as your ‘trusted neighborhood auto care specialist’ ever since. We are a general repair shop.

“A few years later we were ready to expand, but had limited space at 4th and 8th. We found Durango Small Car, at 138 Bodo Drive, for sale and bought it in 2018. Whereas Mountain Auto Care is more focused on general repair, the second shop is focused on the premier import market, with a strong emphasis on European cars - like VW, Mercedes, Audi, BMW, Porsche, Minis, etc...Durango Small Car had been in business since 1979, a time when European cars used to be small. We changed the name to Durango Premier Auto Care because people had the idea they could not bring their European cars in to us unless they were small cars. European cars aren’t necessarily small anymore. We work on higher end European and Asian cars in all sizes.

“We try to keep the two businesses separate - but when it comes to training, we do a lot together. Both of our businesses are AAA Approved Auto Repair centers and NAPA Autocare Centers. We’re the only two AAA shops within 100 miles. In order to keep that designation, we have to have Master technicians on our staff, and provide ongoing training and high level certification for our technicians. We have to have high quality customer satisfaction and we are reviewed every year.”

Since Don and Tracy’s shops are part of the NAPA network, their work is backed by NAPA’s Peace of Mind

Nationwide Warranty. If any of Don and Tracy’s customers are traveling and experience a problem with a previous repair, they won’t need to return

to Durango for help; the issue will be covered under warranty at one of over 14,000 shops nationwide.

The Cornutts are part of a business group with several other local shops that belong to the NAPA network. The shops sometimes share training and marketing resources and join together to support local charitable projects. Don is president of the group.

The Cornutts are also involved with Big Brothers and Big Sisters and the Women’s Resource Center. They donate money and/or time to local non-profits like Durango Youth Baseball, the Durango Educational Foundation, Boy Scouts, and the Boys and Girls Club.

“Part of the reason I made this career change is that in corporate IT you are working for a big company and isolated from the community,” Don says. “I really enjoy what I do now because I am part of the community. We have customers from all walks of life and we do our best to help them. I feel like I am participating and connected in the community.” Every year Don and Tracy try to offer a Car Care 101 clinic that gives car owners, whether they are customers or not, a basic understanding of how cars work, helps them be more comfortable with their vehicles and makes them aware of their rights as consumers of auto repair services.

“Both of our businesses are members of the Durango Chamber,” Don says. “That has been really great for us. The whole staff is so helpful and they’ve given us so much support.” Tracy is also a member of Leadership La Plata.

Learn more at [www.mountainautocare.com](http://www.mountainautocare.com) and [www.durangopremierautocare.com](http://www.durangopremierautocare.com). You may email Don and Tracy at [office@durangopremierauto.com](mailto:office@durangopremierauto.com). Call 970-247-4040 (Mountain Auto Care) or 970-259-3460 (Durango Premier Auto Care).



# LLP MONTHLY FOCUS

## Are You Taking the Breaks You Deserve?

Written by: Stacy Reuille-Dupont

Many people feel like they do not deserve to have ease. As a culture we've been taught that you should be a hard worker and that means breaks, vacations, a day off, and down time is not available. You may feel those things are just wasteful or frivolous and not the sign of someone who takes themselves seriously. Well, that is not the case. In fact breaks are needed, and for a good leader, down time is essential. Here's why.

First, as leader your job is to see the larger picture. It's to vision and create. Research repeatedly shows that creativity is done in the right hemisphere of the brain. This is the part of us that takes information in and learns about it. We cannot do this when we are too busy with day to day concrete operations. These activities take our brains out of the sensing and learning centers and into routine and action ones. This is not the place for creativity, it's the place of doing. Being busy is not the same as being productive (more on that below).

I coach a lot of people to reframe how they orient toward the creative process. Where do you come up with your greatest ideas? It's not when you are sitting in front of your computer staring at the screen because a paragraph needs to be written. It's when you are out for a walk, gardening, enjoying the river, or lounging in the yard. This is because when you are doing these activities the brain is open to observe all sorts of things around it. In this state it begins to connect information. When it begins connecting new and old information, new ideas are formed. Routines and daily duties are the opposite. They are the concrete manifestation of past creation, thus they are not about expansive abstract connection. You need down time to take new information in, reflect on it, and let your brain have space to draw connections. That's how new vision is birthed.

Now onto to busyness versus productivity. Many people confuse the two. Years ago, my husband came home from work and told me about a meeting he'd been in. The first person introduced themselves with their name, title, and a list of all the things they were stressed about being in charge of (a.k.a I'm important & valuable). He said the next person did the same, and then the next, and you see where this is going. I bet you've been in a meeting like this before. By the time it was his turn to introduce himself the room was heavy with all the burdens and stressors everyone was carrying. He told me about the risk he took by saying his name, his title, and how much he loved his job and how he felt it contributed to the health of the organization. It instantly lightened the room and people started laughing. People became more present. Then the next person did the same, and the next, and you see where this is going. Being stressed and burdened does not equal your value.

However, many of us get trapped in belief that I will be valued if people can see how busy and stressed I am. The opposite is true. If a leader is too busy "putting out fires" they can't vision (see above), if they cannot vision, the company can't grow. Leaders show their value when they are not running around stressed and overwhelmed. This shows good delegation skills, which helps team members contribute in meaningful ways. A good leader is one who can address the challenges and create solutions quickly to keep things moving forward. A good team has those that execute strategy and those that map the strategy. This keeps the team producing meaningful widgets, content, and services rather than just repeating old routines and processes.

Finally, onto the psychology of rest. In our United States of America culture, we are an individualistic and entrepreneurial culture. Our collective values are based on getting things built, producing, and consuming. This has created a paradigm of belief that to rest is to be lazy. Being lazy is one thing, but to rest is not the same. Our nervous systems were not designed to engage in ongoing high stress states. This creates a pattern of inflammation in the physical system that wrecks havoc on our physical structures. When we cannot metabolize inflammation the body gets confused and doesn't know where to "fight the intruder". The intruder is the invisible, but very felt, pressure we put upon ourselves to make something happen. Sometimes this is

a fun and exciting process (launching a new business) and sometimes this becomes the norm (getting stuck in daily operations).

When our body goes into chronic stress states a cascade of things happen that do not benefit us. We feel more physical pain, we can't concentrate as well, we have trouble focusing, we gain weight, we lose sleep (double whammy on gaining weight), we have digestive issues, we are more irritable, we crave sugar and carbohydrate foods (weight gain again), we feel exhausted and don't move, just to name a few. In addition to these, your brain is sensitive to the glucocorticoids coursing through the system and processing centers in the brain get damaged. In this damage we become more emotional labile ("roller coaster" of ups and downs) and we struggle with stress management. Thus it becomes quite the negative self fulfilling cycle. We don't feel well and we get sicker and sicker both physically and mentally.

The anecdote is to rest more. To play more. To distract from the stressors a bit every day. To meditate and sit still. To work out. To enjoy the full experience of cooking good, healthy, fresh foods that nourish your body and engage your senses. To turn off the TV because your brain can't always tell if the angry, fearful person on the screen is a threat or not. It registers that an angry person is near you. Thus your sympathetic nervous system gets ready to flee or fight, but since you are sitting on the couch watching the news or a movie or a reality TV show with people arguing you don't move. Movement gets rid of the stress hormones in the system. When you aren't moving enough they course around your system and wreck havoc (see above). In this state you cannot create because creativity and play need safety to happen. The brain must register that you are not under threat or it will use all the resources of your focus and attention to make sure you aren't too close to the threat. It wants you to survive, it doesn't always care if you thrive.

So today take note: Are you someone who defines your value and worth by how busy, stressed, or burdened you are as a way to "prove" you are needed. Are you someone who mistakes being "on" all the time as a sign of an important person? Are you someone who physically is feeling the burden of the extra stress load on your body (got any of the symptoms listed above)? Do you believe sitting quietly for a period of time, reading for enjoyment or growth or interest is frivolous and you don't have time for it? Do you believe you can't take a vacation because things will fall apart/won't get done right?

Then you've got some work to do as a leader.

Today think about how you might be able to take a small break, 5-10 minutes is all you need to help start resetting the nervous system. And next time you start to define your experience with what's wrong, shift to 1 thing that is right with your situation. Notice the difference in your body, your thoughts, and your focus after you do that. Notice how perception of your situation is powerful in determining how you experience it. See where you can delegate tasks to your team. What do they need to be fully self sufficient when you are away? Who can be their contact when you are unavailable? Who can step in and manage good enough while you get some much needed R&R?

If you are feeling like you or your staff need to learn how to hire well, delegate effectively, and train for excellence it might be a good time to consider Leadership La Plata. Through this year long program students learn about their leadership styles and how to work with personal paradigms to be effective handling conflict, considering multiple viewpoints of an issue, bridging local resources for business support, and how to become more culturally sensitive to employee and customer needs. More at: <http://leadershiplaplata.com>



### Alumni Quote

**"Strong leadership should incorporate the need for taking breaks. It allows the individual to focus on necessary self-care while also demonstrating to others that there is a belief and trust in that they are competent in what they do." Mark Mastalski, LLP Alum Class of 2018-2019**

**DURANGO'S COOLEST**



**DOG CONTEST**

June 22nd thru July 21st

**DO YOU HAVE THE COOLEST  
DOG IN DURANGO?**  
Here is your chance to prove it!  
**"COOLEST DOG  
IN DURANGO CONTEST"**



**HOW DO I ENTER?**

Just upload a COOL PHOTO  
of your COOL DOG  
[click here](#)

\$10 ENTRY FEE

(includes 10 free votes and a cool travel doggie  
water bowl courtesy of Alpine Bank)  
While Supplies Last.

**HOW DO I WIN?**

Just get your FAMILY, your  
FRIENDS and your  
SOCIAL MEDIA PEEPS to VOTE!  
Vote as often as you like. \$1.00 per vote  
with a portion of the proceeds

Benefitting:

LA PLATA COUNTY  
HUMANE SOCIETY



**WHAT DO I WIN?**

**1<sup>ST</sup> PLACE WINNER PACKAGE**

-  Your Dog's Photo featured on the Label of a Favorite Steamwork's Brewing Company Beer .... **Super Cool!**
-  Gift Basket of Doggie Goodies courtesy of Pet Haus (Valued at \$500)...**Way Cool!**
-  A photo shoot with your Pooch courtesy of Allison Ragsdale Photography (Value \$500) ... **Totally Cool!**
-  Title of Coolest Dog in Durango 2020...**Beyond Cool!**
-  Recognition on Sponsor Websites...**Famously Cool!**
-  Furball Awards Ceremony...**Celebrity Cool!**

Visit website for 2nd and 3rd place prize packages  
CLICK [HERE](#) TO FIND OUT ALL THE DETAILS

Top Dog Sponsor



Sit, Stay, Heel Sponsors



Allison Ragsdale  
PHOTOGRAPHY

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**THE Durango HERALD**

Paws Up Sponsors





.....2021.....  
**Colorado**  
**CALENDAR**  
Photo Contest

**ONE BANK.  
ONE BEAUTIFUL STATE.  
ONE AMAZING CONTEST.**

Calling all photographers, Bank of Colorado is looking for scenic, Colorado landscape photos for our 2021 calendar. Enter our contest for the opportunity to have your work published in our calendar and distributed across the state in each of our 49 locations.

Submitted photos will be categorized in to four seasonal categories (Spring, Summer, Fall and Winter.) The top ten photos in each category will be posted to Facebook for voting. The three photos that receive the most votes in each seasonal category will be included in the 2021 calendar. The overall winner, will be featured on the cover of the calendar.

Entries will be accepted from July 1<sup>st</sup> until July 31<sup>st</sup> and voting will take place August 4<sup>th</sup> until August 18<sup>th</sup>. The winners will be announced August 21<sup>st</sup> on Facebook. The calendars will be available at all Bank of Colorado locations by November 2020.

All photographs must meet our criteria to be considered.

**CRITERIA FOR SUBMISSIONS:**

- Photographers submitting images must be at least 18 years old.
- Images must be high-resolution 300 dpi and at least 10" x 12".
- No black and white images.
- Images must be horizontal.
- Landscape and wildlife images only, no people or domesticated animals in the foreground or as main focal point.
- Cannot resubmit images from previous years.
- By submitting your image, you are giving Bank of Colorado permission to retouch the images as needed.
- By submitting your image, you are giving Bank of Colorado rights to post your image on social media, print in the calendar and use for promotional purposes.
- Please remove all watermarks or trademarks from photos prior to submission.

Enter at: [bankofcolorado.com/Calendar-Contest](https://bankofcolorado.com/Calendar-Contest)



*Need not be a Bank of Colorado customer to participate. No purchase necessary.*

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SPORTS ARE  
BACK, YOU  
WANT TO BE  
READY.**



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the chamber  
DURANGO CHAMBER of COMMERCE



# SOCIAL SECURITY 101 VIRTUAL TRAINING

Make plans to join us on Thursday, July 16th from 11am – 12noon for a Social Security 101 Virtual Training featuring Josh Weller, Public Affairs Specialist for the Social Security Administration. Josh will discuss how benefits are calculated, eligibility requirements, application process, planning tools available on SocialSecurity.gov and more.

Presented by **Josh Weller**  
with the  
**Social Security Administration**



**VIRTUAL  
101 TRAINING  
July 16th  
11am - 12 Noon**

The event is **FREE** for Chamber Members, but **you must register** to reserve your spot and receive your zoom invitation. Please use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or email [rita@durangobusiness.org](mailto:rita@durangobusiness.org)

*Click Now to Register*



First Southwest Community Fund

# FOOD TRUCK LOAN PROGRAM

Thinking about alternative ways to serve your customers? Check out our Food Truck Loan Program.

First Southwest Community Fund's Food Truck Loan Program helps rural restaurants purchase a food truck/trailer/cart to offer alternative services and an alternative venue during COVID-19 restrictions (and beyond).

**Eligible businesses:**

Established restaurant businesses in rural Colorado

**Loan Terms:**

- Loan amount: \$5,000-\$30,000
- Interest rate: 3.5%
- Length of loan: 5-7 years
- No down-payment required
- 60 day payment deferral

For more information or to apply, visit [fswcf.org/covid-19-loans](https://fswcf.org/covid-19-loans)

Please email [cass.walker@fswcf.org](mailto:cass.walker@fswcf.org) with any questions.



First Southwest Community Fund is a nonprofit supported by First Southwest Bank

In partnership with



# *Virtual Lunch & Learn*

Wednesday, July 22, 2020 | 12 Noon - 1 pm

## Grief in the Workplace

Presented by  
**Judy Austin,**  
LPC Director;  
Grief Center of  
SW Colorado



Join us for a Virtual Lunch & Learn presentation on Wednesday, July 22<sup>nd</sup>.

Judy Austin, Director of the Grief Center of Southwest Colorado will discuss how grief is a growing reality for businesses in the coronavirus era. Join Judy to learn how to support an employee or co-worker who is grieving the death of a loved one. We will also discuss the implications of collective grief during these challenging times and how businesses can both acknowledge and assist in the process of healing from loss.

The event is **FREE** for Chamber Members, but you must register to reserve your spot and receive your zoom invitation. Please use our convenient on-line registration at [www.durangobusiness.org](http://www.durangobusiness.org) or email [rita@durangobusiness.org](mailto:rita@durangobusiness.org)

*Click now to register*

# CERF: Covid-19

The Community Foundation's CERF Fund has already infused almost **\$500,000** into the community in relief efforts in SW Colorado.



## **\$201,000** in Grant Rounds 1 & 2

Supported nonprofits on the frontlines serving our vulnerable populations



## **\$175,000** in Grant Round 3

Supported the stability & recovery of the nonprofit sector



## **\$90,000** for Food Security

Purchased food to be distributed via food pantries in SW Colorado



## **\$10,000** for Save the Food, Feed the People

Paid out-of-work chefs to prepare 600 meals per week for our food insecure neighbors



## **\$10,000** for No-Touch Thermometers

Partnered with the Bank of Colorado to distribute 200 digital thermometers to businesses and nonprofits



## **\$10,000** for SWCODA.org

Launched a resource website for businesses, nonprofits and individuals as well as a locally-designed Rise & Recover Together logo.

**The need continues...**

Help us power philanthropy and support the nonprofit sector, an essential thread in the fabric of our lives.

Donate NOW: [ColoradoGives.org/CERF](https://ColoradoGives.org/CERF)



West Slope

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**VIRTUAL STARTUP WEEK!**  
**ALL JULY LONG**  
**JULY 7.9.14.16.21.23.28.30**

A free, “choose your own adventure,”  
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and celebration of businesses large and small.

50+ sessions - 8 days - 7 host regions - all online

Title Sponsor **usbank.**

**LEARN MORE: [WESTSLOPESTARTUPWEEK.COM](http://WESTSLOPESTARTUPWEEK.COM)**



# Chamber YOUiversity

## Are you taking advantage of your Chamber member benefits?

Join us on **Thursday, July 23rd** for our Chamber YOUiversity and learn how to take advantage of your benefits so your membership pays for itself!

### 8:30 – 10:00am via ZOOM

All members (new and old) are invited to attend and learn how to utilize your member benefits and make the most of your membership investment. From FREE benefits such as job postings and coupons, Reference USA datamining sessions, to radio show appearances and business facts announcements, there are so many ways to use your membership at little or no cost. Learn how advertising in the Chamber newsletter, website and weekly Business Facts can also help you grow your business for a very small investment!

This event is **FREE** for all Chamber Members but **RESERVATIONS ARE REQUIRED** to reserve your spot and receive your zoom login information. To RSVP use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or **970.247.0312**

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