



JULY

2 LETTER FROM THE EXECUTIVE DIRECTOR

3 NEWS & EVENTS & CALENDAR

4 NEWS & EVENTS & WENDY MOST INSURANCE

5-6 RIBBON CUTTINGS

7 LEADERSHIP LA PLATA

8 PHOTO GALLERY

9 NEW MEMBERS & RENEWED MEMBERS

10 BUSINESS CONNECTION

11 LUNCH & LEARN

12 BUSINESS AFTER HOURS



Lunch & Learn

Wednesday, July 25, 2018 | 12 Noon

First National Bank of Durango (259 W. 9th Street)

***Advance Care Planning: Why It's Important
and Why All Adults 18+ Should Do It***

***Presented by Bob Cox, MD, Co-Lead of "My Life: Deciding in
Advance" Community Health Action Coalition, CHAC***

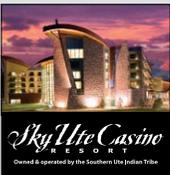
Make plans now to join us on Wednesday, July 25th for this important topic. Discussion points include:

- An overview of Advance Care Planning.
- Why every adult should do this planning.
- The Four Steps of the Advance Care Planning process.
- Understanding of the two most important documents - the Medical Durable Power of Attorney and Living Will, and what to do with these Advance Directives after completion.

Our proud executive sponsors

vantiv

smarter / faster / easier / payments.



Our proud partner



Sponsored by



**click here
to register**

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 or call **970.247.0312.**

No-shows & cancellations after July 20th will be invoiced.

NEWS & EVENTS

From the Executive Director's pen . . .

Loyal to Locals

Jack Llewellyn, Chamber Director

First of all, I want to thank the entire firefighting crew that heroically fought, and continues to fight, the 416 Fire and protect us all from disaster. Almost 35,000 acres burned and not one structure lost! The science, planning and execution that went into that defense was awe-inspiring.

I am also so proud of our supportive, compassionate community! So many of you stepped up to support these firefighters as well as our displaced friends, co-workers and strangers. Thank you!

Unfortunately, we are not completely out of the proverbial woods.

Remember back in 2002, after the Missionary Ridge/Falls Creek fires burned well into our summer and the D&SNG Railroad curtailed excursions, tourists didn't come, and many people lost their jobs? It took some two years for our economy to rebound. Ouch!

Sixteen years later, after a very light snow year, we now have the 416 Fire burning in our drought-stricken National Forest. It will be months before we grasp the economic hit of the 2018 ski and subsequent fire seasons.

The D&SNG Railroad has taken a huge blow. Conservative estimates are that upwards of 150,000 out-of-town guests canceled their reservations this past month. These were families who may have spent thousands of dollars in and around the Durango area.

The Train is not the only business impacted by the drought and fire. Purgatory Ski Area struggled gracefully through a very slim snow year only to have their summer activities shut down for the month of June due to the 416 Fire. Silverton, Cascade Village, Glacier Club, James Ranch, Honeyville, owners of airbnbs, raft & jeep companies, all shuttered for weeks. That's a lot of employees out of work.

Now that the evacuations are lifted, affected business are open, and folks are getting back to work, WE THE PEOPLE must do

what we can to help our economy get back on track.

Did I just hear you ask, "What can I do?" For starters, SHOP LOCAL, that's what you can do! Put your money back into Durango's pockets. Shop, dine and attend local events.

As an incentive, The Chamber of Commerce has partnered to launch the "Loyal to Local" campaign. Spend \$100 within one week at 10 or more La Plata County businesses and enter to win a \$100 gift card to a business of your choice (a local business, of course). This promotion will run until July 27th. (For more details [Click Here](#)).

The Community Emergency Relief Fund (CERF), originally launched by the Business Improvement District in the wake of the 2008 Downtown Fire, has been re-activated and is now housed at the Community Foundation for Southwest Colorado. This fund is used to assist those who have lost jobs, with their utility bills, transportation, food and more. We anticipate assisting hundreds of furloughed workers. You can contribute to this fund by going to www.swcommunityfoundation.org, then clicking on the CERF icon. If you are 21 or older and have lost your job due to the fire, take the time to fill out the short CERT financial form. No strings attached, funds are there for you!

Firefighters are always in need of high-quality, over-the-calf wool socks (which can be found at our LOCAL outdoors stores). Seasons Restaurant has been the collection/distribution headquarters for items for the firefighters. Stay tuned for other needs that may arise.

Finally, encourage your friends and families to come visit our beautiful area and be a part of our much-needed economic boost. Let's not let history repeat itself.



President

Charles Spence, *Maynes Bradford Shipps Sheftel*

Board Members

Joe Lloyd, Past President, *Durango Joe's Coffee House*
 Mark Jastorff, *Fort Lewis College Foundation*
 Amanda Erickson, *Durango Area Association of Realtors*
 Christi Zeller, *La Plata County Energy Council*
 Greg Behn, *Bank of Colorado*
 Suzanne Phare, *Real Ideal Coaching*
 Brian Lundstrom, *Sky Ute Casino*
 Chris Bettin, City of Durango Representative
Durango Land & Homes
 Tara Kiene, Leadership La Plata Representative
Community Connections, Inc.
 Diana Murray, Diplomat Representative
ASAP Accounting & Payroll
 Zeb Smith, YPOD Representative
Ascent Accounting

2018

CHAMBER BOARD OF DIRECTORS & STAFF

Staff

Jack Llewellyn, Executive Director
 Rita Simon, Chamber Manager
 Peggy McCulloch, Office Assistant
 Jennifer Dickens, Communications Coordinator

1199 Main Avenue, Suite 217 | Durango CO 81301
 970.247.0312 | Fax 970.385.7884
www.durangobusiness.org
chamber@durangobusiness.org

NEWS & EVENTS



The Durango Chamber of Commerce recently presented a check for \$1505.00 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 June 1st at Hillcrest Golf Club. Pictured l to r: Guy Begay, Lynn Andrews, Barney Hinkle, Rita Simon and Jack Llewellyn.

Business After Hours

THURSDAY • JULY 26TH • 5-7pm

DURANGO DERMATOLOGY

523-B SOUTH CAMINO DEL RIO

\$10 Chamber Members & Guests

Coffee @ Carver's
Join us at 7:45am on
Tuesday, July 3rd



Open Mic Morning

Topic? You Decide

Click to RSVP

Complimentary coffee
provided by
Carver Brewing Co.



Lunch & Learn Thank You

Thank you to Shaw Solar for a very informative presentation on the Awesome Economics of Solar at our June 27th Lunch & Learn program. If you would like to find out more information about this topic visit www.shawsolar.com or give them a call at 970.759.1227.

JULY CALENDAR

| | | | |
|-----------|---------------------------|----------|--------------------------------|
| JULY 3rd | Coffee @ Carvers | 7:45 am | Carver Brewing Company |
| JULY 12th | Diplomat Summer Party | 5:15 pm | Cavern Bar and Grill |
| JULY 10th | YPOD Lunches with Leaders | 11:30 am | Ore House |
| JULY 11th | LLP Steering Committee | 5:00 pm | Wells Group |
| JULY 25th | LLP Curriculum | 4:30 pm | First National Bank of Durango |
| JULY 25th | Lunch & Learn | 12 Noon | First National Bank of Durango |
| JULY 26th | Business After Hours | 5:00 pm | Durango Dermatology |

NEWS & EVENTS

3 Ways To Get Comfortable On Camera

Credit: WhizBang! Retail Training, Bob Negen

Creating videos should be an important part of your marketing mix. It's a great way to tell your customers about new products, invite people to your special events, and even give virtual tours of your store. Plus, social media sites like Facebook, Instagram, and YouTube have made sharing videos with your customers easier - and more important - than ever.

I like making videos because I'm a public speaker, so talking in front of a camera doesn't feel much different to me than speaking in front of a room full of people.

But I understand that's not everyone's experience.

If you're like many retailers, even though you know how to shoot and post the video, you're a bit camera-shy when it comes to making an on-screen appearance.

Here are my three favorite tips for getting more comfortable when making videos for your store.

1. Keep it conversational and personal. Don't worry about how many people will eventually see the video, pretend like you're just talking to ONE person. Like you're talking to a friend. You won't say every word perfectly, a phone might ring

in the background, maybe you've had a better hair day - be okay with being human! That's what resonates with customers and what makes them feel like they're seeing the real you.

2. Make lots of videos. You'll find that the more you shoot the better you get at it and the more confident you'll look and feel. Think about what you're going to say before you press the record button, then just plow through it. Don't like it? Try again! Pretty soon every video you make will be a "one shot wonder."

3. No stinkin' thinkin'! Get in the right mindset before you start. When you press that play button, expect that you're going to get a great take the first time. Your confidence will come through in the finished product.

Don't let perfection get in the way of progress... Choose your message and grab a friend or co-worker and shoot a video in your store today. Or if you're by yourself, grab your smart phone, hold it at arm's length, press record and start talking.

You'll be a pro before you know it!



Discount. Discount. Discount.

Wendy Most Insurance Agcy Inc

Wendy Most, Agent

1315 Main Ave.

Durango, CO 81301

Bus: 970-259-2550

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™**

RIBBON CUTTINGS

RE-TAIL BOUTIQUE

The Durango Diplomats held a ribbon cutting ceremony on June 28th for the Re-Tail Boutique located at 450 Camino del Rio, Suite 202. Re-Tail Boutique is part of the La Plata County Humane Society and has been open for just one month. The staff of six carefully selects only the nicest, cleanest and often brand new items to display at the boutique. They feature high-end men's and women's clothing, shoes, accessories, art, collectibles and more! All of their product comes from the incredible donations received at the main thrift store and all the profits go directly to the animals at the shelter. The generosity of this community brings happiness to their hearts and a big THANK YOU comes from all the puppies, kitties etc. waiting for permanent homes at the Humane Society. For more information visit: <https://lpchumanesociety.org/re-tail-boutique/>



DURANGO HARLEY-DAVIDSON

The Durango Diplomats were one hand June 8th for the first year anniversary ribbon cutting ceremony for Durango Harley-Davidson. Owners Trevor and Catie Bird took over ownership in June of 2017 and currently have 10 employees. Moving from New Braunfels, TX, Trevor and Catie enjoy the “small town community feel” of Durango. They love connecting with other business owners and community members who have welcomed them



with open arms. Durango Harley-Davidson is proud of its mission statement, which is to fulfill dreams of personal freedom on Harley-Davidson motorcycles. Their values or “TIPS” as they like to call them, stand for Teamwork, Integrity, Passion and Success and they are committed to those values. Durango Harley-Davidson will be managing the Four Corners Motorcycle Rally over Labor Day weekend, which will include beer sales benefitting Building Homes for Heroes and a Hooligan Dirt Dash with proceeds benefitting Durango BMX. If you would like more information on Durango Harley-Davidson visit www.durangoharley.com or call 970.259.0778 or visit their shop located at 750 S. Camino del Rio.

RIBBON CUTTINGS

FASTSIGNS OF DURANGO/DURANGO TV

The Durango Diplomats celebrated the new location of FASTSIGNS of Durango/Durango TV with a ribbon cutting ceremony on June 6th. Now conveniently located at 67 Suttle Street alongside Durango Party Rental, owner Laurie Sigillito, is excited to continue serving the Durango community. They offer visual communication marketing solutions in the form of vehicle graphics, banners, monument signs, digital displays or video ads. The new facility will allow FASTSIGNS to better utilize their robust business development, sales, design, production and installation resources to better serve clients and their comprehensive visual marketing needs. Not only does FASTSIGNS of Durango produce

great signage they also produce Durango TV news. Laurie continues to invest in the latest technologies and training her employees. Other recent news on the FASTSIGNS home front includes the merger of Denton Signs, a 30 year Durango sign company, into FASTSIGNS. If you would like more information about FASTSIGNS Durango visit www.fastsigns.com/560 or call 970-247-8000 or stop by their new offices and say hi to Laurie and the gang!



SALT 360

The Durango Diplomats hosted a Grand Opening Ribbon Cutting ceremony for Salt 360. Owners Patti Salomon, Rocco Bruno and Cassidy Bruno are excited to introduce Salt 360 as Durango's only floatation therapy studio. Conveniently located at 3750 N. Main Avenue, #5, Salt 360 offers a unique, hard to replicate experience that sets one in a near weightless environment that is void of any sound or light. In your private float room and absent of all external stimuli, you float effortlessly in 12 inches of magnesium-rich Epsom salt water, warmed to your body's temperature. The restorative effects, both mental and physical, promote recovery and mindfulness, with traits and benefits of a deep slumber or meditative state. They offer 90 minute float sessions and are offering a special introductory salt360 experience package of three floats for only \$150 (new customers only). If you would like to find out more about the services offered at Salt 360 visit www.salt360float.com or give them a call at 970.422.8284.



THE LEADERSHIP LINE

As we celebrate our 30th Anniversary, it is important to reflect back to our roots and the vision of our founders. LLP's mission is to build a cadre of informed leaders who are committed to broadening knowledge of La Plata County, developing leadership skills, and utilizing them for the benefit of our diverse community. LLP's roots date back to 1980 when former Bank of Colorado President Steve Parker moved to Durango and suggested the idea to then Chamber of Commerce Executive

Director Jasper Welch. Steve had witnessed the success of Leadership Denver and saw the potential for a similar program in La Plata County. In 1988, Parker, Welch and Harold Green assembled the first Steering Committee comprised of individuals representing a cross-section of the county. The founding fathers and mothers wanted to ensure LLP was "community-based" and not an elite "club," and that directive continues today.

30th Anniversary Party Invitation

- We are reaching out to ALL LLP Alumni, to invite them (and their guests), to help us celebrate our 30th Anniversary.
- **DETAILS**
 - Pre-party with appetizers, cake, and a cash bar
 - We've invited a few Alums to share some of what LLP has meant to them.

- MITM Grass Pass included with admission.
- GRIEG: Piano Concerto in A minor, Op. 16 Aviram Reichert, piano
- RIMSKY-KORSAKOV: Scheherazade, Op. 35
This performance is dedicated in memory of Maestro Mischa Semanitzky

- **WHEN/WHERE:**

- July 13, 5:00 PM at Hoody's at Purgatory

- **COST:**

- Alums who have paid their dues: \$10.00
- Alums (dues not paid) and Guests \$15.00

[Click to purchase tickets](#)



- We Invite you to like us on FB. Post pics of any alums gatherings planned or spontaneous. Especially welcome are pics with our new logo gear.

NOTE: *In the event that Purgatory is not available for the Music in the Mountains event, we will hold our party at the same venue as MIM, most likely Fort Lewis. Stay tuned for details.*

Save the Date!

Celebrate 30 years of building informed leaders in La Plata County at our LLP Music in the Mountains Alumni Party!

July 13th

Purgatory - Hoody's Basecamp

Eat drink and celebrate!

Look for more information this month.

PHOTO GALLERY

Business After Hours Thank You

Thank you to Moss Fenberg, MD and Southwest Retina Consultants for a great Business After Hours on June 21st. Everyone enjoyed touring the facility while enjoying some great food and beverages. If you would like to know more about the services offered by Southwest Retina Consultants visit www.swretinaconsultants.com or call 970.828.2200 or stop by their offices conveniently located at 270 E. 8th Avenue, Suite N-101.



Total Members: 783

NEW MEMBERS

Create Art & Tea LLC

Caprice Fox
802 E 2nd Ave
Durango, CO 81301
(703) 431-9649
Retail

Haleigh Lyon

940 E 5th Ave
Durango, CO 81301
(970) 560-2215
Individuals

Prism Accounting, Inc

Kate Thompson
700 Main Ave STE G
Durango, CO 81301
(970) 769-4963
<http://www.prism-accounting.net>
Accounting/Bookkeeping & Tax Service

SRA Pain & Laser Centers OA

Loyd Frank Jarrell
1401 Main Ave Suite A
Durango, CO 81301
(970) 844-0657
<http://sralaser.org>
Health/Wellness

The Cavern Bar and Grill

Claude Williams
640 E Main
Durango, CO 81301
(970) 422-8686
<http://www.thecaverndurango.com>
Restaurants/Bars

RENEWED MEMBERS

4 Corners Gem & Mineral Club
Affordable Framing Plus
Animas High School
Animas Valley Anglers LLC
Antlers on the Creek Bed & Breakfast
Best Western Rio Grande Inn
Buttoned Up Consulting
Conundrum Escape Rooms
Cumbres & Toltec Scenic RR
Cyprus Cafe and Eno Wine Bar and
Cocktail Lounge
The Dapper Dog, LLC
Durango Antique Market
The Durango Chef
Durango Choral Society
Durango Nature Studies
Kogan Builders, Inc.

Buck says ...

Buy Durango!



La Plata County Democratic Party
Mantell-Hecathorn Builders Inc
Mercy Regional Medical Center
Mild to Wild Rafting & Jeep Trail Tours
O-Bar-O Cabins
Oxford Asset Management
R. A. Biel Plumbing & Heating, Inc.
Rocky Mountain Chocolate Factory Retail Store
San Juan Mountains Association
SkyWerx Industries, LLC
Southwest Center for Independence
Steamworks Brewing Co.
Three Springs
Tomsic Physical Therapy
Visiting Angels of Southwest Colorado
Western Group, Inc.

BUSINESS CONNECTION

BLUE LAKE RANCH David Alford and Shirley Isgar

written by Sara Lynn (Kuntz) Valentine

General Manager Jill Carithers calls Blue Lake Ranch the perfect *staycation*. “Locals can plan a romantic getaway right in their own backyard. And Blue Lake Ranch is ideal for business meetings, a corporate planning session, retreats, conferences, weddings, family reunions or holiday parties!”

When David Alford bought Blue Lake Ranch in 1973, all that remained of the original Norwegian homestead was the long-abandoned homestead house and an overgrown, weed-tangled mass of hollyhocks and wild roses. Cattle had roamed the property for years and the land was over-grazed and nutrient-starved. David spent eight years rehabbing and repurposing the property before opening for business as a Home Stay in 1981. Blue Lake Ranch became the first Bed and Breakfast in the Four Corners.

David’s vision for Blue Lake Ranch included re-creating and adding to the flower beds that had once brightened the homestead’s landscape. But gardening in southwest Colorado is quite different from gardening in New York, where David had come from. He found an excellent local gardening mentor and neighbor in Anne Isgar, wife and mom of a well-known and highly respected local ranching family. Anne shared her expertise, along with cuttings from the garden beds on her own ranch and many of her own cherished seeds. She also made sure that David met her daughter, Shirley Isgar. Although living in Boulder while working as a physician, Shirley returned to Durango fairly often to visit her family. In 1991 David and Shirley, almost ‘the girl next door’, married, and Shirley joined David in creatively expanding and refining the Ranch’s amenities. Their daughter, Joan, was born in 1993 and has become an important member of the team.

“We are now very much an Agri-tourism destination Bed and Breakfast,” Jill says. “People come back year after year from all over just to enjoy being here when the flowers are blooming. They become part of our Blue Lake family. My favorite annual community event is the annual Iris Sale at our Event Center. It’s a wonderful local gathering where we sell our beautiful irises, bedding plants and the heirloom seeds from many of the flowers on the Ranch. It’s an opportunity for us to share our passions. Once those leaves turn green the phone starts ringing and people want to know when the iris will be blooming. It’s a very social gathering.”

Blue Lake Ranch’s 70 acres offer spectacular LaPlata Mountain views, a trout-filled lake, and gardens overflowing with peonies, asters, poppies, daisies, roses, dahlias, gladiolus, zinnias, columbines, spring bulbs, salvias, and sweet-peas - the list goes on and on. The springs on the property create a unique oasis in the Hesperus area. In addition to the beautiful views, the inviting private rooms, luxurious cabins and casitas, warm hospitality, and a delicious Southwest-themed breakfast buffet have transformed Blue Lake Ranch into a year-round destination.



Manager Jill Carithers moved to Durango in 1990 to study tourism resort management at Fort Lewis. She stumbled on Blue Lake Ranch while working as a Fort Lewis admission counselor, and took a second job at Blue Lake Ranch as a weekend innkeeper. “It was a wonderful job,” she says, “checking guests in and serving afternoon tea. My husband and I got married in 1999 at Ridgewood Event Center - but I left my job at Blue Lake Ranch after I married. When I came to the annual iris sale in 2015, David and Shirley greeted me with open arms like I had just left the day before. The next day Shirley called me and within a few days I was the new General Manager. It fell in my lap. I have always adored this place - it’s a little sanctuary and they are a wonderful family to work for. This is my third full summer back here and it feels like I am with family!”



“There are so many wonderful stories about this place! At one of our weddings we had a full house with both the bride’s and the groom’s families staying at the Ranch. During the ceremony the skies just opened up and buckets of rain came down, the way they do only in Colorado! The bride was drenched. One of the guests finally stood up and said “We’re calling this thing!” Everybody ran inside and gathered in this big circle around the bride and groom and it was wonderful. A sort of kum bah ya moment! The bride transformed the heavy rain into her dream wedding! She said that she couldn’t imagine being more surrounded in love. I will never forget it. Everyone in the room felt part of being here to join those two. It couldn’t have been better!”

David and Shirley have been Chamber members from the beginning. “The Chamber has been amazing as far as the support,” Jill says. “The amazing people at the Chamber are a number one resource for our community. We have a fabulous relationship with these unsung heroes - with their help we have seen a huge rise in off season guests.”

Find out more about the Ranch at www.bluelakeranch.com. You may send inquires to bluelakeranch@gmail.com or call Jill Carithers at 970.385.4537.

Advance Care Planning:

Why It's Important and Why All Adults 18+ Should Do It



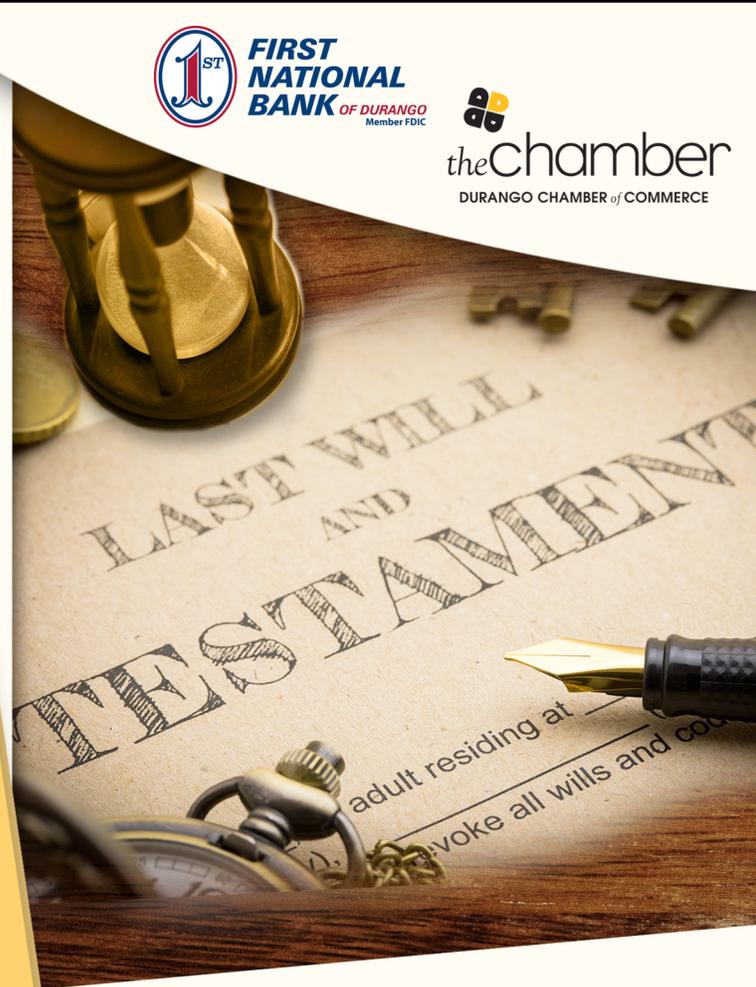
Presented by **Bob Cox, MD**

Co-Lead of "My Life: Deciding in Advance"
Community Health Action Coalition, CHAC

Make plans now to join us on Wednesday, July 25th for this important topic.

Discussion points include:

- ▶ An overview of Advance Care Planning.
- ▶ Why every adult should do this planning.
- ▶ The Four Steps of the Advance Care Planning process.
- ▶ Understanding of the two most important documents - the Medical Durable Power of Attorney and Living Will, and what to do with these Advance Directives after completion.



JULY LUNCH & LEARN

July 25th • 12 Noon
First National Bank
of Durango

259 W. 9th Street
\$13 Chamber Members
\$20 Non-Members
includes a delicious lunch
catered by
HOT TOMATOES CATERING

RESERVATIONS ARE REQUIRED

please register at
www.durangobusiness.org
or 970.247.0312

No shows & cancellations after
July 20th will be invoiced.

Please remember to use street parking and
reserve the parking lot for bank customers.



JULY BUSINESS *after* HOURS

THURSDAY • JULY 26TH

Networking Opportunities!

5-7 pm

You do not want to miss this!

**GREAT FOOD!
BEER & WINE!**

Catering by Hot Tomatoes

Join Us!

**\$10 PP
CHAMBER
MEMBERS
& GUEST**

HOSTED BY

**DURANGO
DERMATOLOGY**

523 S CAMINO DEL RIO

**AWESOME
DOOR PRIZES!**

PiQo4 Laser Peel
Medical Grade Facial
Juvederm Ultra Plus Filler
Skinceutical Product Kit

