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From the Executive Director's pen

With Freedom Comes Great Responsibility

by Jack Llewellyn, Chamber Director



Emerging, transitioning, and evolving are all words used to describe how we might be feeling these days, or as I like to say, "as we come out of our COVID cocoons."

I want to thank San Juan Basin Public Health for their efforts this past year, and the Durango City Council for their leadership and for removing the city mask ordinance. This allows each individual business to decide what will be required in their private facility based on their own comfort levels, medical needs and business model. As a reminder, it is recommended that if you are not vaccinated, you should continue wearing a mask to protect yourself and others.

The Durango Chamber of Commerce, Business Improvement District, Economic Development Alliance, Visit Durango, Local Restaurant Association Chapter and the Small Business Development Center all supported the removal of the mandatory mask ordinance. In our joint letter of support, we stated our belief that each business should have the right to make this decision considering the guidelines handed down at the federal, state and local level. We also expressed our commitment to working with SJBPH, the City and businesses in La Plata County to help them with messaging and signage they can display to communicate whether they require face masks. It's important for businesses to communicate their decision and that they retain the right to refuse entry or service to anyone who does not comply with their requirement. We also want to convey to the community that even if they are

vaccinated, they should continue taking a mask with them since a business may require it. We also ask all our citizens to please respect those business owners and their decision, regardless of their position.

With the availability of vaccines, we can continue to improve our fight against COVID. The greatest opportunity we all have is medical freedom. The majority is choosing to get vaccinated so we can all resume normal life – and we've already seen the results with the new CDC and other health entities' recommendations.

But the bottom line is, with freedom comes great responsibility. And we ask that everyone in our community show respect and be kind. You may not know what someone else is going through or experiencing, so don't rush to judgement if their position is not the same as yours.

It's more important now than ever that we all continue to show respect for one another and individual decisions, especially if they are different than our own beliefs. Now is the time to have a little patience and tolerance. Buy someone's coffee or lunch that you don't even know. Small acts of kindness can make a big difference in someone's life.

We've made it this far, and we will continue to emerge; so please do your part.

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2021

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Lunch & Learn

Wednesday, June 23

12:00 PM - 1:00 PM

Strategies for Creating Loyal Customers



Presentation by: **Bert Carder - Local News Network**

Learn why creating loyalty with your customers matters to your long-term business success and profitability. Explore 3 different types of loyalty and some strategies that you can implement. You will walk away with tangible ideas to put to work in your business. Click [here](#) to register.

Ribbon Cuttings!

The Chamber has resumed outdoor celebrations of openings, and milestone anniversaries. Businesses will be featured in Business Facts, monthly newsletters and promoted through social media outlets. If you are interested in celebrating with us, please contact kim@durangobusiness.org.



Buck says ...

Buy Durango!



Join us for our First In-Person Business After Hours!

Mercy Sports Medicine
At The Centennial Center

Thursday, June 17, 2021

5:00 PM - 7:00 PM

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June Calendar

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

June 5th	YPOD Business Tour	9:00 am	Durango Botanic Gardens
June 8th	YPOD Lunches with Leaders	11:30 am	Durango Elk's Lodge
June 16th	YPOD Happy Hour	5:30 pm	11th Street Station
June 17th	Business After Hours	5:00 pm	Mercy Sports Medicine in Centennial Center
June 23rd	Lunch & Learn	12:00 pm	Local News Network

It's Time to Take a Vacation

After the past year of disruption, grief, and anxiety, taking time away from work and your responsibilities is particularly important. So how can you make the most of a vacation, especially if it's been a while since you've taken one. First, plan ahead. If you can, schedule at least a week of vacation about three months ahead of time. Try to get out of the house — and away from as many of your other responsibilities as possible. A change of scenery will allow you to take a real mental break from your regular responsibilities and recharge. To reduce the stress that can sometimes accompany time off, work with your manager and colleagues to ensure there's coverage for your responsibilities in your absence. This may require some flexibility around the dates you take off, especially if coworkers are also planning to use their vacation time around the same time. And give clients and colleagues an early heads up about when you'll be out. Whatever you do, don't squander vacation days that have accrued in the past year of the pandemic; give yourself a much-needed break.



This tip is adapted from “We All Really Need a Vacation. Here’s How to Make the Most of It,” by Art Markman

How to Present to a Hybrid Audience

Keeping your audience engaged during a presentation is always a challenge, but it's even harder when some people aren't in the room. What can you do to make your hybrid presentations more inclusive, energetic, and effective? Here are a few tips.

1. Require cameras to be on. This will allow you to engage visually with everyone. To level the playing field even further, consider asking in-person participants to bring their laptops and turn their cameras on.
2. Emotionally engage remote participants. Greet virtual participants personally at the beginning of the session and continue to address them throughout the presentation.
3. Make direct eye contact. Begin by looking deliberately at the camera to send the message

that the people not in the room are equally important. Throughout the presentation, switch back and forth between making eye contact with those in the room and returning your focus back to the remote participants.

4. Foster collaboration. Have virtual and in-person participants work together, rather than splitting the group into in-person and remote breakout rooms.

This tip is adapted from “How to Nail a Hybrid Presentation,” by Sarah Gershman and Rae Ringel

Avoid These 3 Pitfalls When Leading Organizational Change

Leading an organizational transformation is hard. If you've got a major change on the horizon (or if you're currently leading one that's stuck in a ditch), you need to be aware of three common pitfalls — and how to avoid them.



1. Don't underestimate the scope of the work. Executing a transformation at scale typically requires more time and coordination than leaders expect. To counter this, make sure you have realistic expectations. Take an incremental approach to the overall goal by launching a series of small-scale projects and initiatives led by distinct teams. And be sure that all of these related initiatives — and the people who lead them — are aligned, communicate effectively, and avoid taking on overlapping or conflicting work.
2. Don't overestimate your employees' capacity to execute your vision while continuing to carry out their existing day-to-day responsibilities. Listen for feedback about their ability to deliver. Be ready to adapt accordingly.
3. Don't hide why this transformation is important to you. Be transparent and express why you believe the organization should move in this new direction. You want to be a leader who inspires trust throughout the transition.

This tip is adapted from “How Leaders Get in the Way of Organizational Change,” by Ron Carucci

Celebrating 20 Years at Thrive Chiropractic!

Thrive Chiropractic is celebrating its 20th anniversary and recently hosted a ribbon cutting ceremony with the Durango Diplomats. Owners Dr. Trapper and Bethan Niccum were surrounded by friends, family and staff. Dr. Trapper and his team focus on helping people feel better naturally without drugs or surgery.

Methodical in their approach with the use of diagnostic testing, they create a plan for the patient and then evaluate it to ensure they are meeting their patient's goals. Dr. Trapper's practice is unique in that it's the only office in the area that offers motion study x-rays which provides clear insight as to what is and what is not working in the spine. For more information on Thrive Chiropractic, visit ThriveChiro.com, 202 West 22nd Street. (970) 259-0968



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FastTrack Communications, Inc.
Highway 3 Roadhouse & Oyster Bar
Land Title Guarantee Company
Lou's Bed and Breakfast
Mail Room and Copy Center
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Morgan Stanley
Over The Hill Outfitters, Inc.
Peak Ready Mix
San Juan Symphony
Silver Summit, Inc.
Smart Enterprises
The Liberty School
Tile & Light Art of Durango
Ultrasteam & Rugmasters of Durango
Westerly RV Park
Whole Health Family Medicine Clinic

Business Connection

Durango Antique Market

Nikki Morrissey

By Sara Lynn Valentine

Nikki Morrissey grew up in Durango in the Crestview neighborhood. After graduating from DHS, Nikki left for college, but returned to Durango to marry her high school sweetheart before finishing her degree. Three kids soon followed but Nikki was able to return to college, this time at Fort Lewis, once they were all old enough to be in school. "I got a degree in business accounting and worked in accounting for the next eighteen years" Nikki says. "After that I worked in real estate for a couple of years, which I thought I would love. But I didn't like working weekends, and I wanted to be my own boss. Then, all in one year several good friends had major health problems. And I thought about how life is so short, and how I'd always wanted to have an antique store. So I rented a small place on 2nd Avenue. It was scary. When I first started the business, the only way I could feel comfortable was knowing that my rent would be paid. So I rented out booths to different venders. The rent they paid me covered most of my overhead - and that is how I've done business ever since. My venders pay me per square foot along with a percentage of their sales."

Nikki's business grew and when a much larger space became available on 2nd Avenue, Nikki and her venders relocated there. Durango Antique Market was located on 2nd Avenue from 1998 to 2012, until the building sold. At that time the Durango Antique Market moved to its current location on Main Avenue.

"It's been such a fun business," Nikki says. "My venders have a love of antiques like I do - we have become one big family. We meet so many nice people and we have a lot of repeat customers that come in from out of town - they come back over and over and tell us we are one of the nicest

stores they've ever been in. Most people don't realize that we are much more than an antique store. We have quality decorator items. We carry a lot of collectibles and many fun and unusual items. We offer nostalgia in a fun and relaxed shopping experience. We want our customers to enjoy being in our store, and we are happy to help them find special treasures to take home."

Durango Antique Market is open seven days a week, Monday through Saturday, from 10:00-5:30 and from 12:00-5:00 on Sunday, with extended summer hours. Twenty five venders sell treasures including jewelry, western and cowboy culture Items (boots, hats, belts, belt buckles, fringe vests, décor, furniture, and accessories), Native American Items (including arrowheads, dolls, moccasins, vests, jackets, fur items, rabbit's feet, beads, belts, and jewelry), home decor, glassware, books, vintage clothing, furniture, collectibles (toys and items that are no longer available on the market, such as troll dolls, paper dolls, moon shoes, video game consoles, board games), and countless one-of-a-kind items you won't find anywhere else.

"Antique dealers are the ultimate recyclers," Nikki says. "We recycle history. People come in and say 'Oh, my mother - or my grandmother - had one of those and I always wished I had it.' After twenty-one years, I have recently decided to sell Durango Antique Market. It's been a difficult decision. This has been such a fun business. I am so close to many of my venders. We call the store our happy place."

You can learn more by visiting the website at www.durangoantiquemarket.com. You mail email Nikki at info@durangoantiquemarket.com or call (970) 247-4555.



LLP Monthly Focus: One Low cost, Simple Ways to Increase Creativity and Decrease Stress

By Stacy Reuille-Dupont

Let's take a breath. A collective breath. As things shift again in our world of COVID, we are able to breathe more easy, literally. For many of us as business leaders in the community, the last year has been difficult to say the least.

Those of us ready for change, adaptable, and able to roll with the uncertainty learned a lot. We pivoted more times than a basketball player looking for a safe toss. As we move toward another shift in how we do business and before too many tourists show up making it hard to catch our breath, let's take a deep breath right now.

Breathing is not just about air moving in and out of our lungs. It is actually a way to manipulate our nervous system thus reducing stress and increasing physical health. My day job is a somatic psychologist. One of my best interventions to help people shift their mood, decrease inflammation, and calm trauma is taking a breath. My other day job is a personal trainer and nutrition coach. One of my best interventions to help people reduce weight, increase stamina, and stick to a healthy diet ... you guessed it, take a breath.

So together, let's take a collective breath.

Maybe you've been stressed, a little burnt out on the creativity needed to continue to pivot and build cool outdoor spaces - here's a big thumbs up to the unique bump outs popping up!

Maybe you're tired because you can't find enough employees to fill your open positions so you have been working doubles.

Maybe you are angry because people did not wear masks, wore masks, or do not care about your argument for or against them.

Maybe you are bored because you have not had the ability to see live music, hit up your favorite brewery, or enjoy the movies.

Maybe you are feeling so excited and euphoric about getting out more that you are having trouble finding time for yourself and sleep.

Maybe you're feeling something else entirely.

Whatever you are feeling right now, breathing will help.

Breathing helps because when we breathe in, we activate the sympathetic side of our nervous system.

This is the side responsible for helping us be "up", increase creativity, and get going. As business people, we need this side and often love living here, but it has its costs. It is hard on our system and creates chronic stress if we are not careful.

When we breathe out we turn on our parasympathetic side. This is our rest and digest, stay and play side of life. We want to be here more. It is better for our physical body when we can hang out and play more. When we are able to feel more relaxed, we have more opportunities for creativity and better engagement in our work making our productivity output stronger, too.

So today, work on building your breathing habits. Start by taking a big breath in, notice where it goes and where it does not.

Notice if you breathe to the front, side, back or if one side is more active than the other. Work to breathe into the fullness of the lungs and use the totality of the chest space - front, back, and each side simultaneously.

Allow the diaphragms beneath your lungs and pelvic floor move together as the breath enters and exits your body.

Maybe set a timer and do this a few times today. Notice the differences between your thoughts, attention, and mood before and after each breath. It does not have to take long to make a change in your nervous system. Just a couple of breaths will shift your mood and your focus quickly which allows you to engage more fully in every moment of your day.

Here's to one big breath. Take it now.

Looking to up level your leadership style? Then consider exploring the options Leadership La Plata have for you. You can learn more at: <https://www.leadershiplaplata.org>



Alumni Quote

"My Leadership La Plata class continues to be my litmus test on projects, ideas and initiatives in my professional life. We still get together and enjoy challenging each other to get outside of our comfort zones," ~ Briggen Wrinkle, Executive Director of the Community Foundation serving SW Colorado, LLP Class of 2013-14

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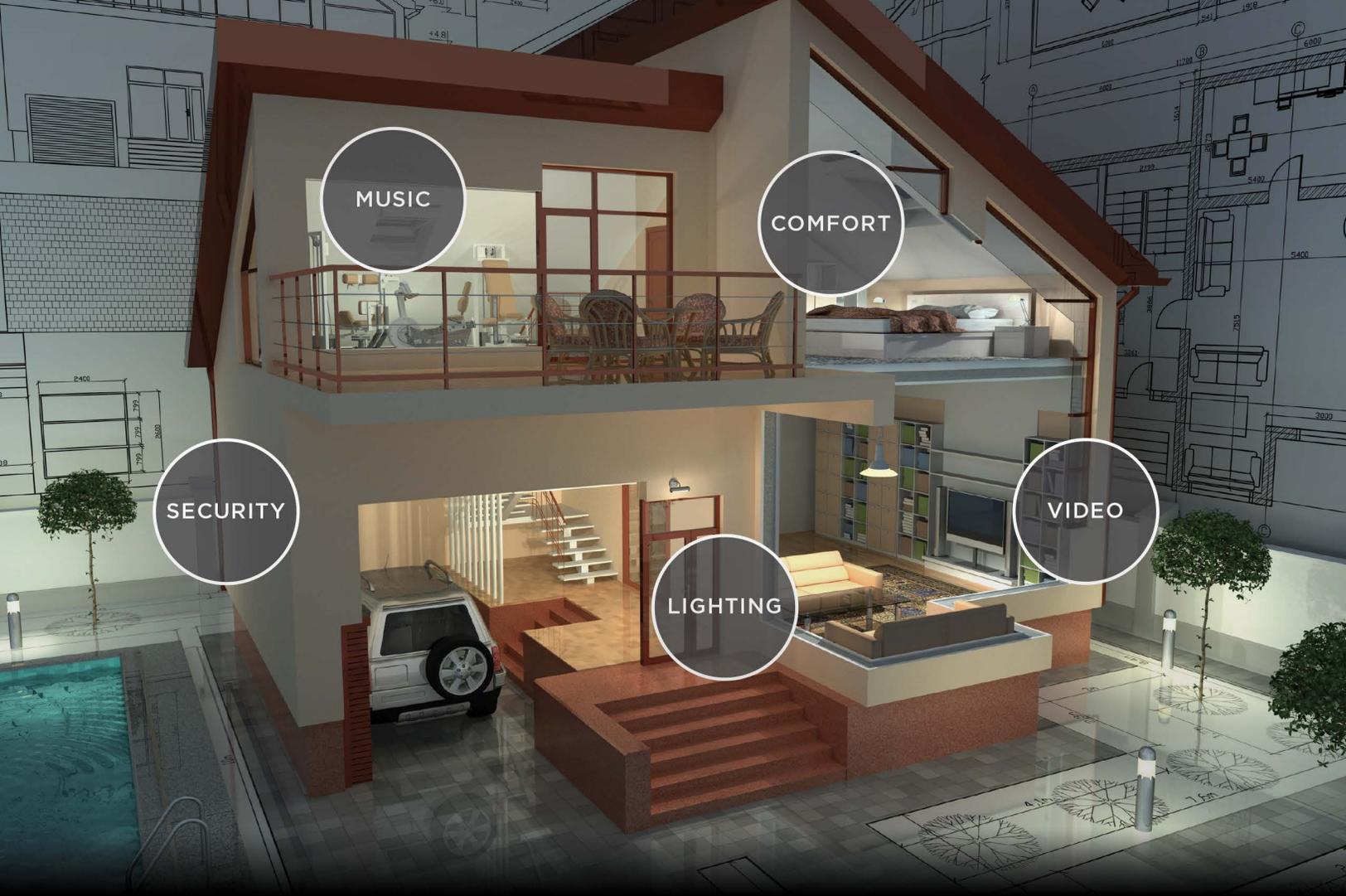
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