

DURANGO ROCKS

Congratulations to the recipients!

Click below to hear acceptance speeches

Citizen of the Year
Karen Zink

Bill Mashaw Volunteer of the Year
Vaughn Morris

Spirit of Durango
Dietz Market

Morley Ballantine Award
Barbara McLachlan

Outstanding Contribution to the Community
Power to Act

YPOD of the Year
Catie Bird

Non-Profit of the Year
Business Improvement District

Ed Morlan Entrepreneur of the Year
Carol Clark

Diplomat of the Year
Nancy Ottman

Barbara Conrad Award
Janae Hunderman

Small Business of the Year
Southwest Eye Consultants

Business of the Year
Kroegers Ace Hardware

Thank You Sponsors!



Mercy Hospital



durangobusiness.org

From the CEO's Pen by Jack Llewellyn, Chamber CEO

Are You Prepared to Handle a Crisis?

June 9, 2002, I was flying out of Durango to Denver. As we boarded the flight, we could see a large plume of smoke over Missionary Ridge. While flying over the fire, I knew that it wasn't going to be good since there was nothing to slow it down. This year we are, once again, experiencing dry, arid conditions with high winds and no moisture in the near-term forecast for our area.

Over the last several years, we've experienced the Old King Mine spill, wildfires, area flooding, a pandemic and more. Many of these situations have caused us to vacate our offices, hoping to return with everything still intact. As business owners, it's essential to have an emergency preparedness plan. Unfortunately, it's not a matter of if, but when, so here are some tips to get you started.

Step 1: Assess Your Risk. We all have vulnerabilities and weaknesses. Knowing what those are and the type of disaster that could impact your business can help you return to operations quicker. Do a self-assessment. Are you in a flood plain? Are you susceptible to fires, possible tornados? Or are you vulnerable to cyber-attacks?

Step 2: Create a Plan. Developing a plan while operations are normal will help you in a time of crisis. Identify immediate priorities and know where to find the information and which items need to happen first or be removed quickly. Develop checklists by utilizing online resources and toolkits. The US Small Business Administration has free online resources, including a wildfire preparedness checklist, a winter weather preparedness checklist, and a flood preparedness checklist. All of these have unique details to help you in times of crisis. Being prepared and having everyone know their role can help calm the situation and provide everyone with the knowledge of what they need to do to help.

Step 3: Practice Your Plan. Sporting facilities, theaters, schools and other activities rehearse practice drills so everyone knows

what to do in a certain situation. Preparing, following a plan and practicing will give your staff the information and confidence they need to survive the disaster. Develop an outline so each employee knows their role is in case of an emergency.

Contact your insurance agent – they are a great resource. Confirm what coverages you have and what you don't have. Ask the tough questions, including whether you need more coverage? Do you have coverage to pay your employees if the business must be closed due to the disaster?

Having a relationship with your banker is another must. They can provide you with needed financial assistance should there be a crisis. Establishing that relationship before you need it can help expedite the process.

We are fortunate to live in Durango because during times of need, our community always comes together to help one another. I hope we don't experience another disaster, but it's inevitable. Having a plan in place could help save your business, or more importantly, save a life.

Additional Resources:

The US Small Business Administration is a resource that offers steps to help you in case of an emergency. Other resources to consider:

[Sample Emergency Plan](#)

[Ready.gov/business](https://www.ready.gov/business)

[Redcross.org/get-help/how-to-prepare-for-emergencies/make-a-plan.html](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/make-a-plan.html)

[SBDCFortLewis.org/](https://www.sbdccfortlewis.org/)



2022

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Durango Rocks! Thank You!

The Chamber's annual awards celebration was held on May 3 at the Fort Lewis College Concert Hall. It was the first time it was held in person since 2020. This year, the Chamber asked the previous year's award recipients to present this year's awards. "We were so excited to be back in person at the Concert Hall and honor this year's recipients, and recognize last year's awards winners," stated Jack Llewellyn, CEO of the Chamber. In 2021, the Awards presentation was held virtually. Jack continued, "Durango Rocks awards event allows us to recognize businesses and leaders who are really making a difference, and bring a sense of pride for our area, unifying community members."

Durango Rocks would not be possible without the help and partnership of the sponsors. We want to take a moment to recognize these businesses and organizations that support the program (many times, year after year). This year's awards event was produced with the support of many Durango businesses, including [1st Southwest Bank](#), the [Helms Shadid Group with Baird Wealth Management](#), [Durango Motor Company](#), [Durango Area Association of Realtors](#), [Ballantine Communications](#), [Colorado Housing & Finance Association](#), [The Payroll Department](#), [Bank of Colorado](#), [Coors Durango](#), [ASAP Accounting & Payroll](#), [Basin Printing](#), [Tafoya Barrett & Associates](#), [Fort Lewis College](#), [La Plata Electric Association](#), [Mercy Hospital](#), and [Sky Ute Casino & Resort](#). We sincerely appreciate your partnership!

Live Music at Durango Rocks by Cruz & The Castaways!

The Durango Chamber partnered with iAM MUSIC during its annual Durango Rocks Awards celebration, and featured music by local band, Cruz & the Castaways. Formed in 2021, Cruz & The Castaways is a pop-soul & funk band comprised of Animas High School & Durango High School students. The band members are Gislella Hughes (bass), Cruz Colvig (vocals/piano), Tommy Pop (piano), Dexter Vanlindt (guitar), and Zion Mooney (drums). All members are accomplished at their respective instruments and approximately half of their music performed is original. Tommy Pope won best youth songwriter in iAM MUSIC's songwriting contest in 2020. Cruz Colvig is



also an experienced actress recently playing the role of Little Red Riding Hood in the DHS production "Into The Woods." The band will be performing through the summer at various concerts and events. For more information about iAM MUSIC, visit their website iammusic.us and to donate to this non-profit, [click here](#).

Seeking Rock Stars! The Chamber Wants Your Durango Rocks Awards Nominations!

The Chamber needs your help with nominations for the following categories for the yearly recognition: Citizen, Business, Small Business, Volunteer, Non-Profit, and Entrepreneur of the Year. When you see a business, leader or organization making a positive impact on our community, please nominate them. The Chamber is looking for member organizations and businesses with a strong footprint in the Durango area, deserving of special recognition. Nominations are reviewed and voted on by an independent committee (and not Chamber staff). View the bottom of this [page](#) to review all award categories. Nominations for 2022 will open later this month with the awards ceremony on March 3 at the Concert Hall.

Featured Young Professional of Durango: Kelsey Smith,
Vice President of the
YPOD Board



Where do you work? Rocky Mountain Chocolate Factory as customer service manager

Why did you want to be a YPOD Board Member? I wanted to join the board because I knew it offered a world of opportunities that I wasn't taking advantage of as a member. Durango is such a tight-knit community and yet there will always be new people to meet and new ways to learn and grow! As we recover from 2020, I felt it was a great way to re-engage and connect with the community.

What do you do in your free time? Anything outside. I grew up camping, fishing and hunting so those are still favorites of mine. I also love tennis, hiking, and mountain biking.

For more information on joining the Young Professionals of Durango, click [here](#).

Featured Chamber Diplomat: Deana Tomac,
Recover Care West



What do you do for a living: Enjoy the people & moments of our community. Most of my career has been in sales and marketing and I currently work as the western slope community relations director for Recover Care West.

How long have you been a DIP? 24 years

Why did you become a DIP? I became a DIP originally because I was encouraged by my employer at the time, Tosch & Assoc. (advertising agency), because it would be a good way to meet people in the community. The diplomats have certainly evolved over the past 25 years. I truly enjoy the friendships made within the group and its fun to meet and support our local businesses. By being involved, we support our town and become knowledgeable of it which then can be shared with others.

Some Fun Facts about Deana: There are so many funny things from my teen years, I used to play the accordion & I performed square dancing on roller skates. I'm proud of my brother who is a retired world class cyclist.

There are limited spots currently available for the Diplomat program. Click [here](#) to learn more.

Featured Leadership La Plata Alumnus:
Nora Stafford



What LLP class were you in? 2019/2020

Which LLP committee are you involved in and in what capacity? I am on the Alumni Committee which is super fun! We work hard to keep our alumni connected and involved in our community. We meet once a month and plan events. We are always looking for ideas for engagement.

What do you love about LLP? Leadership La Plata has been a life changing adventure that just keeps getting better! My only regret is that I did not do it earlier in my career. Leadership La Plata taught me to lead with passion, to appreciate and respect the opinions of other, and their social styles. I have become a leader who gets things done rather than a follower who lets others lead. I have learned how to persevere, to be a risk taker, to be resourceful, tolerant, and compassionate. LLP has taught me the value and importance of networking and given me the confidence and skills to engage whole heartedly with my colleagues and community.

Fun fact about you? When I was 23, I was on a private raft trip on the Colorado River on the Grand Canyon in July of 1983. The river flows were over 80,000 Cubic Feet per Second (CFS) the whole time we were on the river which was terrifying, chilling and thrilling. If you have read the [Emerald Mile](#), which happened when we were down there, then you know what I am talking about. I went on to be a raft guide for Durango Rivertrippers.

Interested in participating in LLP? Leadership La Plata Applications for the 2022/2023 Class are due May 31. To learn more about LLP or become involved in LLP committees, visit [Leadership La Plata.org](#).



Click [here](#) for past Member Moment Videos

June 22 Lunch & Learn on Optimizing LinkedIn

Don't miss this session with Jeff Saville, Director of Career Services at Fort Lewis College on ways to build and optimize a LinkedIn company page to attract maximum attention from prospects and new talent. He'll also share tips on effectively sharing company news with your LinkedIn audience and other best practices. Join us on Wednesday June 22 at noon at the TBK Bank Community Room. Registration required at DurangoBusiness.org.



Coffee Connections June 7th Navigating Caregiving Facilities & Programs

Understanding Hospice, Home Health, Assisted Living, Long & Short Term Care, Skilled Rehab, and Medical Power of Attorney



Whether you or your loved ones are well or facing medical challenges, we don't like to think about or talk about these topics until it's absolutely necessary. However, understanding and planning is an invaluable step to help alleviate unnecessary stress during a difficult time. Please [join us](#) to learn more about the resources available in our community.

Calendar

Upcoming Programs & Events! Click [here](#) for information.

June 3 Durango Girls Gone Golfing

June 6 12:15pm Ribbon Cutting with Durango Psychic

June 7 8am Coffee Connections Navigating Caregiving Facilities & Programs

June 8 5:15pm Ribbon Cutting Ohana Physical Therapy

June 13 12:15pm Ribbon Cutting Pathways Occupational & Physical Therapy

June 16 5-7pm Business After Hours at Haitat for Humanity

June 20 5:15pm Ribbon Cutting Peak Eyecare

June 22 noon Lunch & Learn: Optimizing LinkedIn at TBK Bank

Chamber Highlights

- **Host Coffee Connections!** Formerly Coffee at Carvers, we are hitting the road and asking different businesses to host Coffee Connections, which is held on the first Tuesday of the month from 8am to 9am and is free to Chamber members. It's a great opportunity to tell the group about your business and even offer a tour after the session (optional). You'll need a space that can fit 25-30 people and we ask that you provide coffee for attendees. If you're interested in hosting Coffee Connections, please contact Kim Oyler at kim@durangobusiness.org.

- The **Chamber's Conference Room** is available for rent. Utilize the Chamber's facilities for your next meeting. The Conference Room includes two TV monitors with full connectivity, camera & audio for video conferencing, and WiFi. For more information, visit DurangoBusiness.org.

- Want to share your expertise with business leaders in Durango? Contact the Chamber if you want to be a presenter during a Lunch & Learn Workshop or Coffee Connections learning session. Send an email along with the topic you're proficient in to Kim@durangobusiness.org.



Keeping Durango Beautiful!

Thank you to all the participants who helped during the 19th annual Clean Day on Friday, May 27. Every year, the Durango Chamber partners with the Business Improvement District and other businesses, including Keller Williams Realty, Create Art & Tea, and Durango Joe's to clean up the downtown area right before the busy Memorial Day weekend. We're grateful to live in a beautiful location and thankful for everyone who makes the effort to help keep it attractive.

Join Us Thursday, June 16 for Business After Hours at Habitat for Humanity Re-Store

The June Business After Hours will be on the 16th from 5pm to 7pm at the Habitat for Humanity Re-Store location, 50 Design Center Road. Business After Hours is a great opportunity to connect with other professionals in the area. Enjoy appetizers and drinks, plus door prizes. Early online registration saves 33%! Click [here](#) to reserve your spot.



Lunch & Learn: Recruiting the Best Employees



Jennifer Bassignani with Essential Operations provided helpful information on how to attract the right employee that will fit with the culture of your business. She offered tips on making your job posting more attractive to candidates, and offered suggestions on ways to help promote your business to potential employees. Essential Operations helps support small businesses with HR services to help build quality teams and leaders, and keep businesses in compliance. For more information about Essential Operations, visit

EssentialOperationsHR.com. Thank you to TBK Bank for hosting the meeting in their Community Room.

Thank you to Kaiut Yoga for hosting Coffee Connections in May!

Participants learned that the Kaiut Method is a biomechanical yoga practice that serves the modern body and modern mind. The studio, which opened its door January 2019 in Three Springs, represents the 9th franchise in the United States, is owned and operated by Phyllis Dodson Ceglia MSW, a former Administrative Social Worker who has served the Southern Ute Tribe, and northern New Mexico tribes. To learn more and for the class schedule, visit KaiutYogaDurango.com.



Want to Grow Your Business? Join a Chamber LEADS GROUP

If you are interested in joining a group that is focused on business referrals, professional growth and promoting your products and services – check out the Chamber’s Leads Group. Call or email today to join or find out more information!

970.247.0312 or chamber@durangobusiness.org.



4+ Tips for Attracting More Tourists to Your Business

It's that time of year again and many of us are preparing for a return to normal when it comes to the seasonal onslaught of tourism. Even with high transportation costs people are traveling and still—hopefully—buying. If you'd like to attract more tourists to your place of business, here's how you can prepare.

How to Appeal to Tourists

Many tourists are looking for something unique in a business, something they don't have in their hometowns. Here are a few ideas to make a big impact on them whether you are in retail, the restaurant and bar industry, attractions, or services.

Create an Experience

Again, tourists are looking for something different. If you want them to visit you need to offer them an experience. This could be a class, special tasting, photo op, or any other "special" time.

Whatever you decide on it needs to be marketed in a variety of outlets. Don't forget your local chamber/visitors bureau. You might be surprised how many people stop in when they're looking for recommendations.

Offer a Special

Create a deal or special with a short window of opportunity. Buy one, get one offers are a good idea or a free item/service with purchase. Your free service could even be a sampling of a much longer service to entice a future purchase. For instance, a mini head massage with every facial. You can even give them the ability to extend the service for additional money. Who can say no to a longer massage when they are already feeling the benefit?

Host Contests

Run fun contests just for travelers like a prize at the end of the day for people who have traveled the farthest or a small, free item for anyone who is visiting from over 1,500 miles away. (This is also a great way to build a mailing list if you ask them to give their address to be eligible. Just make sure you give them an opt-out option and be transparent that you are adding them.)

Be Travel-friendly

We all know the limitations of plane travel when it comes to carry-on liquids and such. And with the rates that airlines charge for checked bags, many people are hesitant to do



that. If you want more tourists to buy from you, you should consider offering ways to get your goods home to them. Offering shipping options is also great for those who decide to send something to loved ones.

Speaking of...

Some tourists may love your business, but they simply aren't ready to buy. Or they may love your business so much that they want to continue a relationship with you after they return home. Perhaps they're even thinking about doing some holiday shopping with you but aren't quite ready to do it on that visit. If you don't offer a website or mailing list, you're missing out. On my travels, I visited a handmade hat store. Her work was beautiful and reasonably priced. I wanted to buy my hat-collecting husband one for his birthday, but he was with me, and we were only in town for a few hours. I discretely asked her for a card and if she had a website. No, purchases could only be made in store. The customer/seller relationship evaporated at that time with no further chance for the sale.

If you want to draw more tourists in this summer, follow these tips. Just remember that the relationship doesn't have to end when their trip does. If you're smart about your offerings and have a mailing list, social media, and/or website to keep in touch, you can continue sales (and the relationship) well into the future.

[Christina R. Metcalf](#) is a writer/ghostwriter who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. LinkedIn: @christinagsmith

Despite Labeling Two Weeks' Notice a Courtesy, Majority Agree Companies Will Not Rehire Former Employees Without One

Only 55% Gave Previous Company Advance Notice

Latest Results from The Harris Poll

Facing a critical lack of skilled workers, some U.S. hiring The majority of U.S. adults (87%) say employees are familiar with the concept of providing a two weeks' notice to employers upon leaving. However, despite stating this advance notice is merely a courtesy (61%) as opposed to a requirement (39%), 53% believe companies would never rehire someone without it.

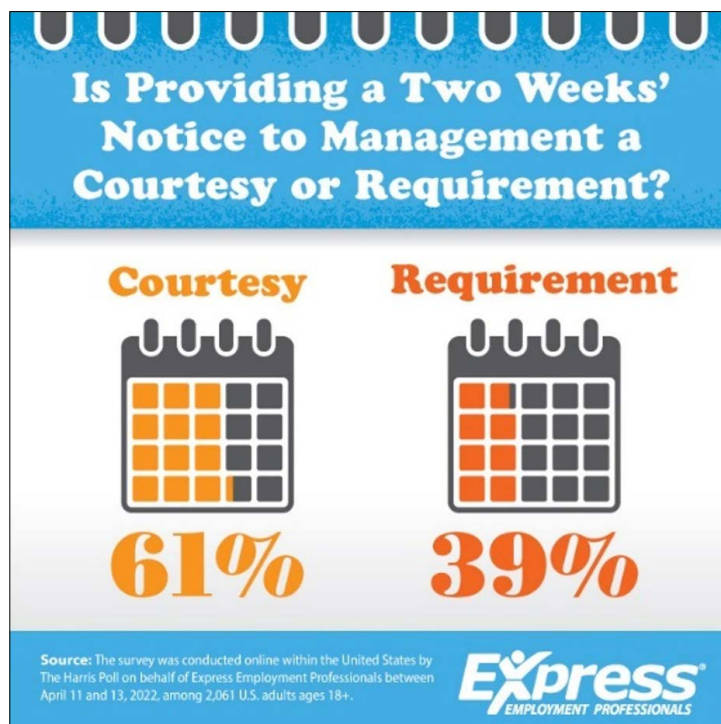
This is according to a new survey from The Harris Poll commissioned by Express Employment Professionals.

When thinking about the last job they resigned from, only 55% of adults gave their former employers two weeks' notice, while another 18% did not. The proportion that didn't give their last employer two weeks' notice increases to nearly 1 in 4 among Gen Z (ages 18-26, 23%) and millennials (ages 27-40, 22%).

Four in five adults (80%) add that employees who do not provide adequate time for transition are viewed negatively by the company, and 77% worry the company would provide a bad recommendation. Still, 75% believe there are times when it's appropriate to quit a job without providing a two weeks' notice.

Whether it's a courtesy or a requirement, the majority of adults agree that employers don't need to let employees who give two weeks' notice serve out the full time. Among those who have ever resigned from a company, about a third (34%) say there has been a time when they've given two weeks' notice, but their employer did not let them serve out the full time.

Men are more likely than women to say this has happened to them (42% vs. 28%).



Although it may be tempting to quickly leave your old job behind, you could risk garnering a negative professional reputation if you don't at least offer to wrap up loose ends.

"Two weeks isn't usually near long enough to train new talent, but it's a start," Express Employment International CEO Bill Stoller said. "No matter the current market circumstances, professional courtesies go a long way in the long run."

Survey Methodology

The survey was conducted online within the United States by The Harris Poll on behalf of Express Employment Professionals between April 11 and 13, 2022, among 2,061 U.S. adults ages 18+. Data were weighted where necessary by company size to bring them into line with their actual proportions in the population.

The Durango Express office is located at 321 So Camino Del and serves the Four Corners area. Local businesses and applicants are encouraged to stop by, visit ExpressPros.com/durangoco or call (970) 403-8780.

La Plata Extension: Health Tip of the Month by Nicole Clark

The cleansing power of vegetables

There are a million things to love about the month of June; long days and warm weather to name a few. Thanks to these two environmental factors (and the dedication of farmers), we get another great...an abundance of fresh produce!

To your plate, you can now enthusiastically welcome greens, broccoli, garlic scapes, fennel, asparagus, summer squash and more! Conversely, you may view vegetables as an unwelcome component of your meal, simply taking up space meant for other food groups.

Like it or not, vegetables provide more than color on your plate. They contribute fiber, vitamins, minerals, and antioxidants, plus, they contain a significant amount of water.

How is this relevant to you? One short term reward for eating your veggies is bowel regularity. Fiber, especially insoluble fiber, adds bulk and attracts water, both of which are good for successful stool formation and passing. Vitamins, minerals and antioxidants contribute to healthy membranes by reducing inflammation and tissue damage. When the tissue of your large intestine is healthy, it can effectively do its job of absorbing water and electrolytes, support production of vitamins K and B (through fermentation by bacteria), and easily get rid of waste.

Moving along, so to speak, are you convinced vegetables are bland or otherwise unpleasant in flavor? Let me ask you this, when was the last time you tried a vegetable on your “meh” list? Is it possible, you have yet to unleash the flavor potential of said vegetable(s)?

Our tastes change over time and with exposure. Flavors you did not like five or ten years ago, may be enjoyed now. So, try and try again.

Interestingly, antioxidants present in vegetables often contribute a flavor people tend to dislike, bitter and pungent (glucosinolates and isothiocyanates). While we can learn to enjoy these flavors with repeated exposure, it can be tough to get that repetition.

Here are two tricks to help make vegetables more palatable.

First, start with vegetables that are less bitter such as lettuce (not the dark green ones), peas, carrots, beets, cauliflower, potatoes and eggplant. As you build up your tolerance, you can begin trying more bitter vegetables such as kale, broccoli, arugula, radishes, and radicchio.

The second trick to making bitter more palatable relies on food science. Roast vegetables to enhance their natural sweetness and balance bitterness. Or, add sour flavors, which also balance bitterness. For example, drizzle roasted or steamed broccoli with vegetable oil, lemon juice and a pinch of salt. Or, massage kale in a similar dressing and top with crushed cashews for their added sweetness.

There are five core flavors: sweet, salty, sour, umami, and bitter. Bitter being detected by taste buds at the back of your tongue, the palate cleanser. Without a touch of bitter, the remaining flavors are incomplete. Do your palate, and your intestines, a favor, and don't skip any flavor!

References

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Class opportunities in June:

Maximize your food use! Join Nicole on June 22nd, 4:00 pm, at the Durango Public Library for the [Great Garden Series](#) lecture, Cooking with Scraps.

Congratulations Durango Barbers

The Chamber Diplomats joined Joe Damonte in celebrating the opening of Durango Barbers, located at College & Main Avenue. Joe specializes in classic Barbershop traditional haircuts to pompadours and fades, plus beard trims. Straight razor shaves on the neck and face are also provided in a cool old-school barber shop atmosphere. For more information and to book an appointment, visit the website at DurangoBarbers.com or call (970) 764-4303.



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Congratulations to Southwest Eye Consultants!

The Chamber Diplomats recently helped celebrate Southwest Eye Consultants' new facility in Rocket Medical Plaza with a ribbon cutting and open house. In 2011, Dr. Moss Fenberg moved to Durango and become the first retinal subspecialist in the area offering a full-service subspecialty clinic with the best diagnostic medical and surgical services available. He subsequently started recruiting additional subspecialists to the area, including Dr. Sara Haug. Together, Drs. Fenberg and Haug found Southwest Retina Research Center and began hosting national and international trials. In 2021, Southwest Eye merged with New Mexico Eye to become the region's

largest ophthalmology service provider with 5 surgeons and two optometrists. Southwest Eye Consultants were recognized as the 2021 Small Business of the Year, capping a tumultuous year of expansion while navigating the challenges of Covid-19. Southwest Eye has locations in Durango, Cortez, Farmington with surgical facilities at Animas Surgical Hospital and Mercy Hospital in Durango, and Four Corners Ambulatory Surgical Center in Farmington. For more information, visit SWEyeConsultants.com.



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Moving Mountains Nutrition On Their New Durango Location!

Moving Mountains Nutrition just opened a few months ago on north Main Avenue, and the Diplomats celebrated with owners Sarah and Luke Smith. They serve natural energy, and healthy smoothies, teas and iced coffees. Stop in at 2607 Main Avenue and try one today.



YPOD Member Appreciation Celebration!

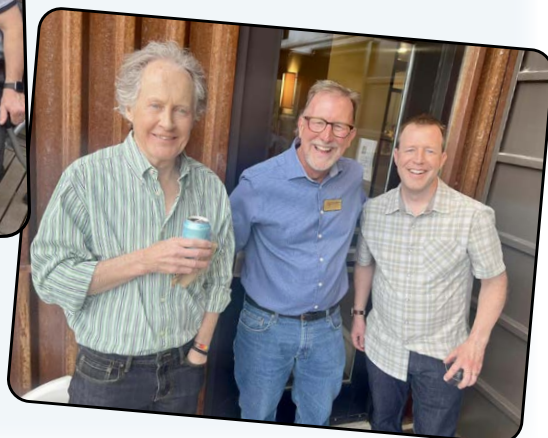
The Young Professionals of Durango recently held a member appreciation party at [Four Leaves Winery](#), where they enjoyed wine tasting, plus hors d'oeuvres from the Soup Palette. Thank you to [Ascent Digital](#) for sponsoring the event! The YPODs' next event will be a Social Hour at Happy Pappy's on June 15 at 5:30pm. For more details, visit the Chamber's calendar of events, [here](#).



May's Business After Hours was Hosted at the Purple Cliffs Escalante Building

Thank you to all the sponsors of the May 19th Business After Hours at the Purple Cliffs Building at Escalante. Participants learned about the businesses located in the building, including [Studio B](#), [Sunnyside Farms Market](#), [Southwest Women's Health Associates](#), [Whole Health Family Medicine](#), [Jolie's Nutrition & Fitness](#), Digestive Health Associates, Four Corners Cancer Center and Animas Natural Medicine and fantastic door prizes were awarded to those in attendance.

Located at 1305 Escalante Drive.



New Members

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[website](#)
Optometrists & Opticians

Todd Macon Photography

39 Ophir Dr.
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[website](#)

Stop Getting in the Way of Your Own Creativity



When you're trying to innovate, emotions like fear, doubt, regret, and frustration can get in your way. Yet, they're normal to feel. So how do you manage these feelings so they don't stand in your way of being creative? Here are some common emotional hurdles — and what to do about them:

- **The fear of getting started.** Pursuing a truly innovative idea almost always involves risk and you might be worried that you don't have the confidence or competence to succeed. Identify the source of your concern then seek out the information or partners you need to compensate for any shortcomings.
- **The frustration of setbacks.** Everyone knows it's important to learn from failure, but that doesn't mean it's easy to do. It's a process that requires conscious effort and discipline. If you do stumble, dissect what went wrong, process your grief, and reframe your misstep as an opportunity for a turnaround.
- **A tendency to go into overdrive.** Passion is a good thing. But if unbridled, it can hamper critical thinking. Schedule breaks and continually double check with those around you that you're on the right track.

This tip is adapted from "[Stop Sabotaging Your Ability to Innovate](#)," by Cyril Bouquet et al

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365 Roofing, LLC
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 Advanced Eyecare
 Albertsons, LLC
 Alpenglow Properties, LLC
 Alpine Lumber Co.
 Alzheimer's Association
 Bank Central
 Bear Paw Lodge
 Cancer Support Community Southwest Colorado
 Coca Cola
 Debbie Segrest
 Desert Sun Coffee Roasters
 DNX Durango, LLC
 Dugas and Associates
 Durango Adventures (Full Blast)
 Durango Area Human Resource Managers
 Durango Choral Society
 Durango Education Foundation
 Durango Liquor & Wine Co.
 Durango Neighbors Magazine
 Durango PlayFest
 Durango Rendezvous, LLC
 Durango Wordsmith, The
 Exit Realty Home & Ranch
 Farm to Fingers

FASTSIGNS | Local News Network
 Formrite Custom Counters, Inc.
 Half Price Tees / Durango Embroidery & Print
 Highway 3 Roadhouse & Oyster Bar
 Kara Cavalca
 La Plata County
 Lone Wolf Cabins & Getaway
 Lou's Bed and Breakfast
 Luna Communications, LLC
 Mantell-Hecathorn Builders Inc
 McManus & Associates
 Mountain Septic
 Oxford Financial Planners
 Preston Benson Videography
 SERVPRO of Durango
 Silver Summit, Inc.
 Soaring Tree Top Adventures
 TBK Bank, SSB
 The Green House Durango
 The Liberty School
 The Mark Craig Agency Inc. Colo Farm Bureau
 Title Durango, LLC
 Vectra Bank
 Westerly RV Park
 Zia Taqueria

Links to what you should know...

[San Juan Basin Public Health Vaccine Clinics](#)

[Durango Trails Condition Report](#)

[City of Durango Meetings](#) – from licensing to city council to planning commission to multimodal board meetings - attend & be in the know about upcoming activities & projects.

[Durango School District 9-R](#) or call 247-5411

[La Plata County Government](#) or call 382-6210

[LPEA Board Meetings](#)

[Town of Bayfield](#) or call 884-9544

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

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

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

Business Connection

iAM MUSIC

By Sara Lynn Valentine

Jesse Ogle knows from his experience as a bass player in the popular band, 'Hello Dollface,' that it's difficult for talented, hard-working artists to gain the exposure and recognition they need to be commercially successful. In 2011, Jesse and Dollface vocalist Ashley Edwards founded a booking agency with the goal of getting local & regional independent artists in front of more audiences. But Jesse and Ashley soon began to envision the powerful synergy that could be created by adding education to the mix, by also helping musicians hone their musical skills and learn the business side of the music industry. With these broader, bigger-picture goals in mind, they founded iAM MUSIC as a non-profit.

Fast forward to 2022, and iAM MUSIC offers students access to a wide variety of musical instruments at no charge; private and group classes; abundant performance opportunities; coaching and mentoring. "We work with musicians of all ages, professional as well as aspiring, but our main focus has narrowed to middle school and high school," Jesse says. "The iAM MUSIC classrooms, rehearsal spaces, studio facilities, performance stage and listening rooms are at 1315 Main Ave #207. Home school students typically come during the day, with about 75 students coming after school. iAM MUSIC also teaches regularly scheduled classes at Animas High, Big Picture, the Liberty School, La Plata Youth Services, and Ignacio Boys and Girls Club, just to name a few.



"We have an incredible staff," Jesse says. "Each instructor is a professional who is currently active, has toured and has produced his or her own original music. Our instructors are 'actually doing it:' that's a requirement to even work at our school. Starting the process of preparing musicians when they are young means they will have all the resources they need when they enter into the professional music world."

That means not only developing students' musical abilities and individual identities and styles, but exposing



them to every area of the music industry. They may study music theory, arranging, composition, songwriting, vocal performance, management, booking, production, recording, team building and even tour and event planning. Through hands-on experience in all these areas, they will learn to navigate the ins and outs of music as a business. "We bring experts in every area to the school," Jesse says. Each student will establish a personal action plan and accountability platform for achieving his or her goals.

Regularly scheduled showcases feature student musicians, vocalists, songwriters, producers, and composers. Most students perform music that they themselves have written at some point in their studies. iAM MUSIC produces more than 50 community musical events each year, including the Songwriter's Series, Songwriting Panels, Jazz/Funk/Soul workshops, a Saturday Concert Series and a variety of music workshops.

"We have a very unique program," Jesse says. "We are a collaborative hub - a music eco-system." iAM MUSIC has become an economic driver in the city of Durango. On the education side, there's a staff of sixteen instructors. On the performance side, iAM MUSIC employs hundreds of independent contractor musicians annually from all over the country. Marketing dollars are spent locally, through radio and print. Local eateries and locally produced craft beer and wine are sold at events, with iAM MUSIC's portion of the proceeds reinvested back into the program. "This is exactly what a nonprofit should do," Jesse says. "It should create opportunities where there were none, and give back to the community."

iAM MUSIC will soon be raising funds for a larger space. To [donate](#) and learn more about iAM MUSIC School and Events visit iAMMusic.us.

LLP Monthly Focus: What Type of Flower Are You?



By Stacy Reuille-Dupont, StudioB

Last month, we talked about blooming where you are planted. This month, I thought we'd stick with the gardening theme and look at what type of plant you are.

Are you like Wisteria? Big and showy, enjoy the bloom and taking up space to spread your wings and engage with those around you? **Hi Expressives.**

Maybe you are an important ground cover, managing water resources, taking care of soil probiotics, and making sure the plants around you have what they need to be successful. **There you are Analytics.**

You might be like an aspen grove. Everyone's connected, knowing that what happens to one, happens to all. As an aspen, you know the importance of taking care of each individual and making sure the group is happy. **We see you Amiables.**

Finally, are you echinacea? You've got jobs to do and tasks to complete. You know your purpose is more than just flowering. You've got a list to complete to make sure you grow well. Growing well, will help you keep people healthy all year, and long after your blooms are done. You are focused and driven to get the goal done and create the best medicine you can. **Then you just might be a Driver.**

Leadership LaPlata alums know right where we fit in the gardens of our relationships. We also know how we play well with the rest of the garden folk. We know how to tell and what to do when we or team members are stressed. This knowing is critical to building a healthy work-place culture.

If you have no idea what all that means above, it might be time to consider joining the next Leadership LaPlata class so you can learn about your own leadership style, too.

As an LLP grad, you know that who you are is valuable, but recognizing who others are is worthwhile too.

You can recognize the different varieties of your own kind, and respect those whose mission and goals are different than your own. This is a very valuable lesson as a leader and boss in the work place.



You know that the world wouldn't work if we were all one kind of flower. That'd be a pretty boring place.

We cannot enter the board room, office, or front line alone, and we cannot accomplish our big goals in a silo. As a result, we have to learn how to work with others and incorporate their skills and gifts into the larger picture of the team.

Some of us are made to be the visual flower, others to add the greenery, and still others to help balance out the arrangement with subtle hues and important colors.

All the jobs are important to reach the goal of bringing beauty to the world. This is true in a garden and it is true as we move through our daily lives. Bloom big in your own way.

LLP Monthly Update:

The LLP 2021-2022 class graduated May 20, 2022. Fun times were had by all in attendance. New friends were made and old ones reunited as the new graduates mingled with alum. Once you are an LLP grad, you belong to a large community of people ready to make a difference.

The next generation of LLP-ers is being formed now; 2022-2023 class selection will be announced later this summer.

Are you an LLP Alumni wishing to get involved in the program again? [Join one of our committees](#) to carry on the LLP torch!"

Stacy Reuille-Dupont, PhD, LAC, CPFT, CNC / Studio B. She's licensed psychologist, addiction counselor, personal trainer and nutrition coach. She's passionate about helping people create a vibrant life using psychology and physiology.

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