

The Chamber Connection



Eggs & Issues

City Council Candidate Forum Thursday, March 4th • 8:30am • Via Zoom

**Don't Vote Without Watching the Chamber's Candidate Forum!
Know Your Candidates and Learn Where They Stand on Important Issues.**

Seven candidates are running for three city council seats in the April 6 election. Join the Chamber, and other business organizations as we learn more about these candidates and issues that impact our community. The Chamber is pleased to provide this forum as an opportunity for the candidates to express their views openly so the public can understand where they stand on positions and make informed voting decisions.

Many thanks to all seven candidates who have confirmed their participation:

Olivier Bosmans, Harrison Wendt, Seth Furtney, Frank Lockwood, Jessika Buell, Melissa Youssef, and Lisa McCorry.

This is a **FREE** virtual event thanks to the generosity of Purgatory Resort. You must register to receive a link to participate.

Space is Limited! Register Today!

Sponsored by:



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From the Executive Director's pen

Three Buckets

So this might not qualify as the clichéd “Bucket List” for folks, but at the Chamber, our board and staff recently held our annual strategic planning retreat (virtual, of course, but it worked thanks to Sandhya Tillotson). Our annual retreat is our opportunity to review last year, strategize for this year and long-term visioning so we are all on the same page. As a team we determined three “buckets” on which we intend to focus as we move forward this year and beyond.

In our first “bucket” the Chamber intends to take a more active role in advocacy. We hear regularly from local businesses about the challenges they’re enduring, asking us to do something by way of working with elected officials and government entities. So, our team discussed how we will be the BIG voice for SMALL business. This is especially important as we ease our way into economic recovery in the wake of the virus. Our task force is reviewing our policy guidelines and action items.

Your Chamber will be working to respond quickly to state and federal policies for the benefit of our local businesses in a variety of categories. We were active during the pandemic even though we often feel isolated down here in our corner of paradise. But with all that’s going on, we realize we need to be more actively engaged, and your Chamber board and staff are stepping up to the task.

Secondly, we’ve re-valuated our dues structure. Traditionally the dues levels have been based on number of employees at a business, but our team thought it would be more beneficial to create a tiered membership based

on what YOU want as services from your Chamber. Think of it as an exceptional salad bar where you can pick and choose what is needed by you and your business. Those needs are packaged and you invest based on those needs (benefits). Developing a tiered dues structure will take some time and we are targeting first quarter 2022 for implementation.

Third, we’re looking at 3-5 year planning, by-laws and our Chamber (staff) policies. The by-laws were updated a couple years ago, but with the evolution of everything in the last year, we know we need to really take a hard look. The by-laws are of course a guiding document for our board and staff, so we’ve seriously stepped up to work on this, and do it in a timely fashion. We also will be reviewing our staff policies and make sure our small team is as efficient and effective as possible. I welcome any of our members to send me their ideas, which we may incorporate into this updated document, jack@durangobusiness.org.

In closing, this isn’t necessarily on the three bucket list, but it’s one thing we’ve determined: each of your Chamber board members are now assigned to a specific task force related to the aforementioned and more. Timelines are being established, and we’ll keep you posted on the progression of our “Three Buckets.”

Find information on all these things on the Chamber’s website, www.durangobusiness.org.



Jack Llewellyn, Chamber Director

President

Brian Lundstrom, *Sky Ute Casino Resort*

Board Members

Diana Murray, Past President, *ASAP Accounting & Payroll*

Bob Thom, *Kroeger's True Value*

Vaughn Morris, *Boys and Girls Club*

Steve Elias, *Fort Lewis College*

Charles Spence, *Maynes Bradford Shipp's Sheftel*

Sherin Clarke, *Fredrick Zink & Associates*

Katherine Sumrall, *Keller Williams of the Southwest*

Chris Bettin, City of Durango Representative

Durango Land & Homes

Janae Hunderman, Leadership La Plata Representative

Business & Education Connection

Laura Ross, Diplomat Representative

Durango Neighbors Magazine

Liz Demko, YPOD Representative

Exit Realty

2021

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www.durangobusiness.org
chamber@durangobusiness.org

Get Health Insurance for Your Entire Team

Special Presentation by the Southwest Health Alliance | March 23, noon - 1pm

Presenters: Monique DiGiorgio, Suzy Phare, Southwest Health Alliance; Claire Brockbank, Elise Neyerlin, Peak Health Alliance

Join the Durango Chamber on March 23rd from 12-1pm as we welcome the team from Southwest Health Alliance to talk about how they're helping our local business community save significant money over traditional group health insurance plans.

This year, Southwest Health Alliance has helped lower premiums for individuals by as much as 35%. Now, with their new business insurance product ICHRA, those same savings can be enjoyed by nearly any sized business.

On the 23rd, they'll cover the basics: how these

plans work, why they're more flexible than traditional group plans, the tax benefits, and how you can get a personal quote to compare with your group plan.

Plus, if you've never offered insurance to your staff because of the cost, you'll learn what a great recruiting tool this can be for your business as our economy recovers.

Don't wait! Click [here](#) to register today.

Get Health Insurance for Your Entire Team

Southwest Health Alliance and the Durango Chamber Present New Ways to Lower Premiums. March 23rd, 12-1pm

Thank You to February's Lunch & Learn Presenter!

Many thanks to Brian Rose with Region 9 for the informative Lunch & Learn presentation about the latest updates on local Enterprise Zone Tax Credits and other funding programs designed to help small businesses grow. If you would like to find out more about Region 9, visit their [website](#) or you can call them at (970) 247-9621.



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Mark Your Calendar for March 24th for Lunch & Learn | presentation by Mark Haeussler, Alpine Leadership Topic: Getting Conversations Unstuck

Conversations, leaders, and those we lead can inadvertently get stuck, trapped in the same conversations, and spend too much time talking round and round. This session will teach some common logical traps all of us can fall into and how to redirect conversations toward more creativity.



Sponsored by **TBK Bank** and brought to you by **Purgatory Resort**. Click [here](#) to register.

Register for Tuesday Talk

March 2, 2021, 8am – 9am Tuesday Talk Coffee @Home. Presentation by: Kaytlyn Alexander & Chad Kusuno, Community Banks of Colorado who will discuss **“Benefits for Your Business!”**

Learn more about SBA Loan Solutions & Benefits!

Register [here](#) to reserve your spot and receive the Zoom link.

Exciting News on the Horizon!

Coming Soon Durango Rocks! 2020 Awards Presentation - *stay tuned for more details!*



Watch this Week’s Member Moment Video Featuring Durango Joe’s

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

Ribbon Cuttings!

The Chamber tentatively plans to resume outdoor celebrations of openings, re-openings, and re-models starting in April. Outdoor celebrations will include a limited number of people who are adhering to COVID-19 guidelines. 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.

Girls Gone Golfing

Returns in 2021! Mark Your Calendar for Friday, May 28!

Details Coming Soon!



March Calendar

MARCH 2nd	Coffee @ Carvers	8:00 am	Via Zoom
MARCH 3rd	Leads Group Meeting	Noon	Via Zoom
MARCH 4th	Eggs & Issues	8:30 am	Via Zoom
MARCH 4th	Diplomat Meeting	5:15 pm	Via Zoom
MARCH 5th	Leads Group Meeting	8am	Via Zoom
MARCH 19th	Walk and Talk	Noon	Oxbow Park
MARCH 23rd	Affordable Healthcare	Noon	Via Zoom
MARCH 24th	Lunch & Learn	Noon	Via Zoom



4 Ways to Boost Your Productivity

We're all looking for ways to boost our productivity. The good news is that it's an achievable goal. Here are a few proven strategies to help you get more accomplished in less time:

1. Plan your work around your internal clock. This means aligning the tasks that require the most brain power with your energy peaks throughout the day.
2. Plan out tomorrow's schedule tonight. When we write down what we intend to do, we're far more likely to actually do it.
3. Develop rituals for different kinds of work. This may mean doing a certain task in a particular workspace or at a particular time of the day.
4. Avoid being 100% booked. If your calendar looks full, deliberately schedule time to do nothing. You can use this time as a buffer between meetings to tackle unexpected tasks that crop up during the day.

Try at least one of these strategies this week, and notice any differences in your productivity. You got this!

This tip is adapted from "4 Ways to Get More Done in Less Time," Amantha Imber

Beware of WFH Burnout

The pandemic has followed us into 2021, and so has Working From Home (WFH) burnout. As a manager, you need to be aware of how your team is really doing. So check in on your employees regularly. The simple act of communicating can relieve anxiety, but not everyone will let you know how they're doing or what they need. So it's incumbent on you to start these conversations and to make fair and appropriate accommodations. Be ready to offer flexible work hours whenever possible, and consider which tasks can be done asynchronously. This will give people the flexibility to manage multiple responsibilities (as many currently are). And encourage your team to schedule regular "away time," when they're not expected to be responsive online. These little tweaks will make a big difference as many of us continue to live in the middle ground between work and home.

This tip is adapted from "Help Your Team Beat WFH Burnout," by Bobbi Thomason



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Wages Expected to Jump in 2021; Benefits Hold Steady | Larger Businesses More Optimistic on Increase | Latest Results from The Harris Poll

Forecasts are encouraging for a market-driven increase in employee wages, while benefits are largely expected to remain the same in 2021. This is according to a new survey from Express Employment Professionals.

This survey from The Harris Poll, commissioned by Express, reveals nearly 3 in 5 U.S. hiring decision-makers (58%) expect the average wage at their companies to increase this year with 30% anticipating no changes in pay. Only 7% of respondents foresee a decrease.

Of those who expect wages to increase, around half say the increases will be performance-based (55%), standard cost of living (53%) or market pay rates (40%).

While a similar proportion of small companies (2–9 employees) anticipate the average wage to increase (42%) or remain flat (44%) in 2021, about two-thirds of the largest companies anticipate wages to increase (50–99 employees, 64%; 100–499 employees, 63%; 500+ employees, 68%).

Regarding benefits, although more than 1 in 4 U.S. hiring decision-makers (28%) say offering competitive benefits is one of the biggest pain points for them when it comes to hiring, only 2 in 5 (39%) expect their company's benefits to increase in 2021. Further, about half (49%) expect their benefits to hold consistent from 2020 and 8% expect their company's benefit offerings to decrease.

Similar to wages, the smallest companies generally anticipate benefits to remain unchanged in 2021 (67%), while about half of larger companies expect benefits to expand in 2021 (100–499 employees, 52%; 500+ employees, 52%).



While there are still many unknowns about the strength of the economy as 2021 progresses, rising wages is an encouraging sign.

“Controlling the COVID-19 pandemic continues to be the largest factor standing in the way of a full recovery, so I’m very pleased to see businesses are optimistic for hiring to continue picking up,” Express CEO Bill Stoller said. “Businesses now need to take a look at what they can afford to hire, and retain, the best and brightest for their operations.”

Survey Methodology

The survey was conducted online within the United States by The Harris Poll on behalf of Express Employment Professionals between Nov. 16 and Dec. 7, 2020, among 1,002 U.S. hiring decision-makers (defined as adults ages 18+ in the U.S. who are employed full-time or self-employed, work at companies with more than one employee, and have full/significant involvement in hiring decisions at their company). Data was weighted where necessary by company size to bring them into line with their actual proportions in the population.

About Express Employment Professionals

Express Employment Professionals is in the business of people. From job seekers to client companies, Express helps people thrive and businesses grow. Providing localized staffing solutions to our community, Express employed 552,000 people across North America in 2019.

The Durango Express office is located at 321 So Camino Del Rio and serves the Four Corners Area. Local businesses and applicants are visit our web site www.ExpressPros.com/durangoco or call (970) 403-8780.

Top Ten Reasons To Buy Locally

- ✓ Keep money in the community – it only makes sense!
- ✓ Embrace what makes us different – if we wanted to live somewhere that looked like everywhere else, we wouldn't be living here!
- ✓ Get Better Service – Buy from who you know, you'll always get better service!
- ✓ Buy What You Want – Durango has numerous businesses to choose from. We just ask that you try to buy here first!
- ✓ Create More Good Jobs – The more you buy, the more jobs created!
- ✓ Help out the Environment – shopping in our community means less gas used to travel elsewhere!
- ✓ Invest in the Community – people who live here and work here are more invested in our community
- ✓ Put Your Taxes to Good Use – sales tax creates funding for all those amenities we enjoy
- ✓ Quality of Life – need we say more
- ✓ Believe in Durango/La Plata County – What's spent in La Plata County, stays in La Plata County.

New Members

Hideaway Ukulele Studio

Denise Leslie
198 Berry Drive
Bayfield, CO 81122
Music Instruments and Equipment

IV Fluid Balance & Restoration

Tiffany Fancher
610 E 8th Ave Unit #202
Durango, CO 81301
Health/Wellness

[website](#)

Overland

Tracy Hansen
546 Main Ave
Durango, CO 81301
Retail

[website](#)

Shirt Off My Back, INC

Whitney Hill
638 Main Ave
Durango, CO 81301
Retail

Renewed Members

Advanced Concrete Solutions, Inc.
Affordable Framing Plus
Alpen Rose RV Park
Animas Alano Club, Inc.
Animas Brewing Company
Animas Water Co.
Animas Wine & Spirits
ARAMARK/ Mesa Verde Co.
Art Supply House Inc.
Atmos Energy
Bar D Chuckwagon
Basin Printing
Big O Tires - Durango
Bob's Johns, Inc.
Buena Vista Builders, Inc.
Business Improvement District
CAL Steel & Sheet Metal
City of Durango

Closets Plus, Inc.
Community Foundation Serving SW Colorado
Condos East & West
Debbie Segrest
Duranglers, Inc.
Durango Area Assoc. of Realtors
Durango Electrical Service, Inc.
Durango Old Car Club
Energy Council
Four States Tire & Service
Grassburger
Highlands Residential Mortgage
Issues Research, Inc.
Jay Short Insurance Agency LLC
Just Ask Christy, LLC
LifeCycle Therapeutics Massage Therapy, LLC
Live Creative Studio
Mercy Regional Medical Center
Mountain Hyperbarics
Office Depot
Open Mortgage LLC
Overland
PJ's Gourmet Market
Pueblo Community College Southwest
Purgatory Resort
Region 9 Economic Development District of SWCO
River Liquors
Riverhouse Children's Center
Rocket Pointe Apartments
Roll Door-To-Door eBike Rental
Sandy A Lane Consulting
Sorrel Sky Gallery
Southwest Adventure Tours
Southwest Republican Women
Southwestern Colorado Area Health
Education Center
Sunnyside Meats, Inc.
TING
Tosch & Associates
Vaughn Johnson DDS MS Orthodontics
Waste Management of Colorado

Buck says ...

Buy Durango!



Business Connection

2Take Flight 4U – Jay Shears

By Sara Lynn Valentine

“I like to characterize myself as a ‘technopreneur,’” Jay Shears, founder of 2Take Flight 4U, says. Jay is the co-inventor of a number of IoT (“Internet of Things”) patents related to gathering data through wireless networks, from sensors attached to a ‘body’ (a drone, for instance). Nike acquired the patent portfolio. Jay has earned a number of aviation credentials and professional aviation and aerospace experience while working with global companies like GE Digital and Honeywell Aerospace.

Jay and his wife, Cheryl, moved to Durango in 2018. He sees Southwest Colorado as the ideal place to develop new, environmentally friendly drone applications that can benefit the community. “There are significant opportunities for drones to be used for good in Colorado,” Jay says. “Drone technology is at a point where human operators can press ‘go’ and autonomous drones can do the work.” Drone-gathered data and analysis can improve safety and lower operational costs with minimal risk (utility infrastructures, for instance), maximize yield and productivity (farming and ranching, for instance), maintenance and management (forestry, for example), and even 3D LiDAR mapping and mitigating problems in GPS-denied areas (like mining) without putting human lives at risk.

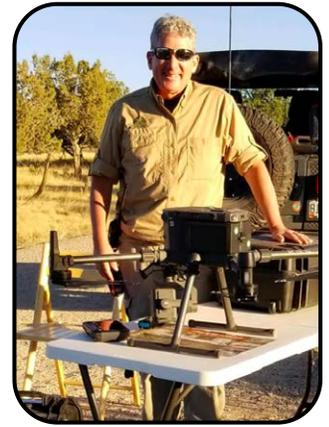
Jay is currently on a mission to create awareness of how drones can be used to develop outcome-based digital processes without the usual expensive supporting infrastructure. 2Take Flight 4U uses cloud-based integrated software that can be customized and adapted for every drone mission. This means the technology used is always the latest iteration, with minimal disruptions or down-time.

Since many businesses have been shut down or scaled back this past year because of the pandemic, Jay has focused his efforts on discovering new applications to best meet the needs of local businesses as they return to service. “We’ll go into a business and demonstrate how we can help achieve their desired outcomes,” Jay

says. The applications are endless. For example, Jay has a drone that’s particularly valuable for search and rescue, with both Radiometric InfraRed Thermography and Artificial Intelligence that will search for the color and temperature of an object. Drones can cover a lot of acreage quickly, at a fraction of the cost of other aerial options. If a photograph is available of a missing person last seen wearing a blue jacket, that specific pixel shade of blue can be used to find the exact latitude and longitude of the blue jacket (and of course the person wearing it!) from the drone imaging data. Also, as the drone flies over the search area, the Radiometric Thermography embedded software continuously searches for the pixel radiometric temperature values assigned to a human being. The radiometric thermography (infrared) software will set off an alarm to the mission pilot when the temperature parameter, programmed into the search, has been located.

The drone can capture ultra hi-resolution videos and photographs in real time, providing a real time interface with the incident command post; showing them exactly where the missing person or object is. Jay used search and rescue radiometric thermography technology and AI software this past year to help Annie’s orphans volunteers find a dog that was lost for 3 days. “We responded to calls for a similar operation in Bayfield,” Jay says. “In these very difficult times we’ve been reaching out and volunteering to help our community. There is a great marriage here in Durango and Southwest Colorado of what we want in terms of lifestyle, and how we can give back to the community. We want to contribute to the good of the community and help its industries stay competitive. We hope to distinguish ourselves as an aerial services leader in Durango and Southwest Colorado.”

Click [here](#) to learn more. Contact Jay at (970) 445.3225 or email jay.shears@2takeflight4u.com.



LLP Monthly Focus: Be A Green Horn. Embracing Learning and Change

By Stacy Reuille-Dupont

As we move toward the spring equinox we are entering the season of change, renewal, and new growth. Soon we will begin to smell the shift as plants and animals wake from winter slumber. What does that mean for us?

It means it's time to take personal inventory and level up.

When we shift into growth mindsets we need to be ready to be "green" again. We need to embrace not knowing, vulnerability, failure. There is no success without these things. One must fail, usually repeatedly, on the way to success.

Success looks different for each of us and it is important to make sure you are operating from your personal definition of success. For some it is money, others a home, others the ability to ski powder whenever it falls. You get to define what living a good life means to you. Therefore it is also up to you to determine what to change to get there.

When it comes to new growth in our lives, we need to consider:

- Where we are.
- Where we've been.
- Where we'd like to go.

Take honest stock of these questions to help you focus on what to change.

When you consider where you are. Think about what is working for you, how you got here, and what you no longer need. Sometimes we have tools we have used, like an alarm to remember to log our food choices or get up from our desk, but now that this new habit is routine for us we do not need that tool anymore. We can let that go in service of

making space for the new items we need to add.

Looking at where you have been offers options for considering your growth, what you have learned, and reminding yourself that you can do hard things. You can set goals and accomplish them, and you have had successes in the past. It can also help you see what has not worked out so you do not repeat it.



Then we turn our eye toward the future. What do we want to accomplish next? What are we interested in learning now? How has our passion changed? Maybe we have been introduced to a new way doing things by a friend, movie, training, or social media post. We see it and we say, "I want that in my life", but now you have to learn how to do it. Learning new things takes courage. It takes vulnerability and a willingness to be a "greenhorn". Greenhorns are newbies. As we launch into spring, be green again.

As the winds warm up, the birds build new nests, and the trees begin to show their leaves, take stock of your life and find something new to learn, level yourself up. Join nature in waking up to new things as you spring forward.

Alumni Updates:

February's Alumni "Leadership Dialogues" event, "Pivoting Strategies," presented by Jasper Welch (LLP Founder) was a great success.

Upcoming in March: Phil Bryson to present "Leadership in this New Reality" click [here](#) to RSVP. More information coming soon!

"The LLP Alumni events have always been great fun, with lots of catching up on what the local community leaders are accomplishing.

Alumni Quote

Since COVID, the format has had to change. While ZOOM meetings don't have the chemical energy as an in person get-togethers, they have been very valuable to those who have attended. The sessions have all been timely and focused on what we as leaders can do for ourselves and the people we touch.

Thank you to those who have organized these learning sessions, the presenters –and most of all to those who have attended and made the conversations so worthwhile!" ~ Allison Aichele, LLP Class for 2016-2017



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 **2090** staff hours

 **1379** survey responses

 **14** virtual training events
728 attendees
virtual training events

 **215** radio interviews

 **100+**
"items" listed as resources
under the COVID column
on website

 **30** thermometers
distributed to
businesses

 **2650** masks distributed
to businesses

42 San Juan Basin Public Health meetings
49 SWCODA task force meetings
12 emergency operations meetings

44 Membership Scholarships Offered



12 Membership Scholarships
Recipients

22,300
Business Facts
Views
MAR 17 thru DEC 31

4157
People opened
Newsletter
APR - DEC

110
Counterfeit
Detection Pens
Distributed

196K
Reference USA
Downloads
AUG 2019 - DEC 2020

63K
website
page views
APR 2020 - DEC 2020

50K
website unique
page views
APR 2020 - DEC 2020