

DURANGO ROCKS

Join Us To Celebrate Our Community!

May 3rd | 5:00pm | Fort Lewis Community Concert Hall

BUSINESS OF THE YEAR

SMALL BUSINESS OF THE YEAR

NONPROFIT OF THE YEAR

SPIRIT OF DURANGO AWARD

CITIZEN OF THE YEAR

ENTREPRENEUR OF THE YEAR

BARBARA CONRAD AWARD

VOLUNTEER OF THE YEAR

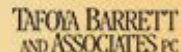
MORLEY BALLANTINE AWARD

YOUNG PROFESSIONAL OF THE YEAR

DIPLOMAT OF THE YEAR

Tickets Still Available! Click [here](#)

Thank You Sponsors!



Mercy Hospital



durangobusiness.org

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

Invest in Yourself through Leadership La Plata!

I look out the window and see trees budding and tulips blooming, signifying springtime in Durango. It marks a time for regrowth and an opportunity to think about personal and professional development.

The Durango Chamber of Commerce offers a leadership skills training and community education program called Leadership La Plata (LLP). Through LLP, you'll broaden your knowledge of La Plata County, further develop leadership skills, and build professional relationships that last a lifetime. LLP is structured to meet one full-day a month for eight months, plus a two-day retreat to kick it off. The entire program lasts from September to May.

The Chamber's leadership program offers trainings to become a more effective leader. LLP provides insight into social styles based on how people think, act and react. Through this program lead by Phil Bryson, you'll discover social styles and how to identify your own and those you work with. It helps you understand yourself through the eyes of others, and how to modify your actions to better work with others. Having a clear understanding of social styles enhances communication, assessing needs of others and developing productive relationships in the workplace. And ultimately, improves your ability to lead others by leveraging strengths and opportunities.

Another benefit to participating in Leadership La Plata is the relationships you'll establish with individuals in the class. Working in a small group setting, you'll have in-depth experiences that allow you to develop connections that last and truly matter. During the two-day retreat, I learned so much about myself and others in my class,

which started the beginning of an incredible leadership journey. It got me out of my comfort zone in a supportive environment, and I established authentic relationships with my classmates which continue to this day.

When I went through LLP, I thought I knew a lot about the community, region, businesses, and nonprofits having lived in Durango for 20 plus years. What I discovered, was how much I had yet to learn. The community education component dives into a different topic each month, including arts and culture, business, diversity/regional issues, education, environment, government, health and human services and public safety/criminal justice, and always includes a leadership training component.

For 33 years, LLP has been a pinnacle program of the Durango Chamber of Commerce, graduating more than 500 community leaders. LLP's Alumni Program continues to foster an influential network of leaders with continuing education and connection opportunities.

I can't emphasize enough the remarkable experience of LLP and the impact it can have on your personal and professional development. I hope I've sparked an interest in this program, and I invite you to visit LeadershipLaPlata.org to learn more. Applications for LLP's next class are due May 31 and include some essay questions and require two letters of recommendation, with one preferably from an LLP graduate. Do yourself a favor and learn more about LLP, it will be an investment in yourself that you will never forget.



2022

CHAMBER BOARD OF DIRECTORS & STAFF

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2301 Main Avenue | Durango, CO 81301
970.247.0312 | Fax 970.385.7884
www.durangobusiness.org
chamber@durangobusiness.org

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Durango Motor Company

Register Now for May 25th Lunch & Learn on Recruiting the Best Employees

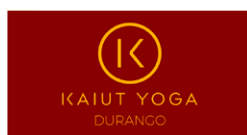
Join Jennifer Bassignani with Essential Operations on Wednesday, May 25 for Lunch & Learn. Jennifer will share helpful information on recruitment training during this session held at TBK Bank.

[Click here to register now.](#)



ESSENTIAL
OPERATIONS
● ● ●

May Coffee Connections with Kaiut Yoga Durango + FREE Yoga Class



Learn about the Kaiut Method, which is a biomechanical yoga practice that serves the modern body and mind. Kaiut Yoga opened in Three Springs in January 2019. Experience a complimentary Yoga class immediately following this informational session. [Please register online.](#)

Calendar

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

May 3 from 8-9am Coffee Creations with Kaiut Yoga Durango

May 3 at 5pm Durango Rocks Awards Ceremony at the Concert Hall

May 9 at 12:15pm Ribbon Cutting at Moving Mountains Nutrition

May 11 at 5:30pm YPOD Social Hour at Zia North

May 19 at 5pm Business After Hours at Purple Cliffs Escalante Building

May 25 Lunch & Learn at noon Recruiting the Best Employees session at TBK Bank

May 26 at 5:15pm Ribbon Cutting at Durango Barbers

May 27 at 8:45am Downtown Clean Day

May 31 Leadership La Plata Applications Due for 2022/2023 Class

June 3 Durango Girls Gone Golfing

Chamber Highlights

• As we continue to emerge from the pandemic, the Chamber is hosting in-person workshops and learning sessions. We're excited to see everyone, so please join us! Our programs are listed on our [calendar of events on our website.](#)

• **Girls Gone Golfing** is BACK June 3! Spend Friday out of the office, connecting with other female business associates. Designed to inspire women to learn and play the game of golf in a supportive and fun environment, perfect for beginners to advanced. The morning beginners clinic introduces new golfers to the fun of golf by learning the fundamentals. The morning skills challenge is for those familiar with golf and want to practice with fun competition.

The year's theme is Pirates on the Green, and includes a fun costume contest with prizes. Enjoy a 9-Hole Scramble in the afternoon (scorecards are not required to be turned in, but prizes are awarded to top three teams)! [For more information & to register, click here.](#)

• **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.

Buck says ...
Buy Durango!



Featured Young Professional of Durango: Tess Wisher, YPOD Board Member



Where do you work? Durango Arts Center

What is your job title/responsibilities?
Theatre Managing Director

Why did you want to be a YPOD Board Member? To help other young professionals in Durango and facilitate events I wanted to see in the community.

What are some hobbies/activities you participate in during your free time? I'm a jack of all trades, master of none. I enjoy art of all forms, playing the cello, guitar, and ukulele, baking, writing, dancing, skiing, hiking, and hanging out with my cats: Viago Lysander I: the Knight of Night and Sir Honey Bee Marmalade.

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

What are your favorite things to do in Durango? Upon retirement, I'm able to spend more time with my wonderful husband. We find joy in most all of the activities available in this area but we most cherish our dear friends and family.

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

Featured Leadership La Plata Alumnus: Mary Shepherd



What do you love about LLP?

What I love most about LLP is the connection it fosters to my community, the development of new leadership skills that I can use in my work and personal life, and the opportunity to learn more about everything/everyone that makes La Plata County this amazing place we call home.

Fun fact about you? I just welcomed a third dog into my household – not sure what I was thinking!

What LLP class were you in? 2016/2017

Which LLP committee are you involved in and in what capacity? I am currently the chair of the Alumni Committee

What do you do for a living? Executive Director of the Southwest Colorado Small Business Development Center (SBDC)

What do you love about Durango?

What's not to love? But if I had to pick one thing, I'd say the access to so many great recreation opportunities within driving distance.

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](#).

Featured Chamber Diplomat: Nancy Ottman

How long have you been a DIP? More than 15 years! I was raised in St. Cloud, Minnesota but moved a few times (Houston, St. Louis, San Antonio, Great Falls, Mobile, Kingwood) before landing in Durango ... by choice!



Tell us about your family (including pets): In my early career (prior to children), I worked in a Controller's Office of a small Texas based Airline managing cash flow & short-term investments. Once our children arrived, I was able to stay home & make their lives miserable! When our kids were in High School, I took a temporary position at the Community Concert Hall @ FLC which lasted 18 years. We've lived in Durango full time for 23 years & have two children, Adria and Allen Ottman, one pup and several chickens!

Why did you become a DIP? I feel everyone should serve the people in their community in some capacity. I continue to volunteer with the DRO Chamber and have been dubbed the "Den Mother" of the much younger Diplomats!

Watch this week's Member Moment Video
featuring [Bank Central](#)

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



Bank Central

Secretary of State Jena Griswold Meets with Business Leaders at the Chamber!

Secretary of State Griswold recently visited Durango and held a business round table at the Chamber of Commerce. The Secretary wanted to learn more about the current business environment and learn how state government can work more closely with businesses. Business leaders from a variety of industries participated in this intimate round table discussion.



Thank you to Suzy Phare of Real Ideal Coaching for Sharing Valuable Tips on Leadership!

Thank you to Suzy Phare for sharing valuable tips on developing leadership skills within you so you can successfully lead your business during the Chamber's Lunch & Learn at TBK Bank. For more information, visit RealIdealCoaching.com.



Sponsored by TBK  BANK



Join Purple Cliffs at Escalante for Business After Hours on May 19!

Join Studio B, Sunnyside Farms Market, Jolie's Nutrition & Fitness, Southwest Women's Health, and Whole Health Family Medicine for the May 19th Business After Hours at the Purple Cliffs at Escalante. Enjoy beverages, appetizers & door prizes while connecting with Durango's business leaders from 5pm to 7pm on Thursday, May 19. Register on the Chamber's website for discounted Business After Hours pricing.



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



10 Things to Have on Your Business Website? You Should.

If you're a small business, you probably bootstrapped your website content, picking it up here and there, copying what you like from other sites (hopefully not word for word), and adding as you go. That's the way most small businesspeople do it unless you're lucky enough to know someone who offered their writing services or have it in your budget to have it written for you.

But do you ever wonder if you have the type of content that will transform the casual web visitor into someone who buys?

Here are the components you need on your website to ensure more sales conversions.

Top 10 Most Critical Website Content

Don't let this list overwhelm you. While it's extensive, you can check these things off as you go or work with a copywriter and designer who can accomplish most of this quickly.

If you want more sales, you need these things:

1. Keyword rich content. You need people to find you, but you also want them to read your content. It takes finesse to write for humans and search engines. Make sure you have plenty of keywords in your text for SEO but that they work in a way that will also be appealing for your audience.

2. Mention of where you are. Your website can be seen all over the world and you're not the only "Columbus" out there. Somewhere you need to mention your area. This not only tells visitors if they can come take a look in person but also helps with SEO and local web referrals. Many businesses incorporate the mention of the surrounding areas in their content, not just in the footer.

3. Call to action. People are spending time with you. Give them a next step with a call to action. Make sure your CTA matches the page the visitor is on. "Learn more" linking to additional resources is a solid choice for introductory pages. "Work with us" is better for more in-depth content.

4. Links to social media. Most people won't continue to return to your website to interact with you, but they will check to see what you're doing on social media since they are already there. Make sure you only include the sites you are active on. There are no prizes for listing the most social media profiles.

5. Things you're doing. If you host events or are participating in a festival, make sure people know. Tell them where they can find you outside of your business.

6. Your personality. You don't want to look (and sound) like everyone else. Let your personality shine through in your content. Even if someone else is writing it for you, make them aware of what tone you want and give them examples.



7. What your audience wants. This may sound like broad advice, but good content reflects what your customers and potential customers want from you, whether that's information/education, entertainment, or inspiration. A hardware store, for instance, may find DIY project content gets a lot of engagement or visits than straight text, while a florist may find that an album of floral designs is its most visited area of the website. Experiment with different types of content and media to see what gets the most action.

8. Internal and external links. You want people to spend time on page, that means you want them to "hang out" on your website and get to know you. You do this by keeping them interested and giving them things to do. That's where internal links come in. Use them throughout your content to help visitors explore in-depth. For SEO, you also want external links to high-ranking websites (always have these links open in a new window/tab so visitors can get back to your content easily). High-ranking websites like industry or news sites can be beneficial, linking to your next-door neighbor, less so.

9. Security. Visitors want to feel safe. Talk to a cybersecurity person to find out not only how to achieve it, but what assurances you can give your audience that they are safe with you.

10. Affiliations, awards, and testimonials. If you are affiliated with any community groups (like the chamber) or have won awards, add them to your site. If people are saying amazing things about you or you have excellent reviews, post them. These things will all serve as a testament to your value and improve your trust rating among new visitors.

These things are just the beginning of what you need in a high conversion website. There's a lot more you can do but start off with these basics and you'll be setting yourself up for success.

Christina R. Metcalf (formerly Green) is a marketer who enjoys using the power of story and refuses to believe meaningful copy can be written by bots. She helps chambers and small business professionals find the right words when they don't have the time or interest to do so.

Christina hates exclamation points and loves road trips. Say hi on [Twitter](#) or reach out on [Facebook](#).

44% of Businesses Looking for Interns in 2022, and 94% of Those Likely to Extend Employment Offers Upon Completion

An Average of 58 Spots Up for Grabs per Company

Latest Results from The Harris Poll

Facing a critical lack of skilled workers, some U.S. hiring decision-makers are looking to create their own trained workforce as more than 2 in 5 companies (44%) say they plan to offer internships in 2022 with 94% likely to hire interns as part- or full-time employees afterward.

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

Of those companies offering internship opportunities, an average of 58 positions will be available, and the majority (84%) of hiring decision-makers say interns will be paid for their time.

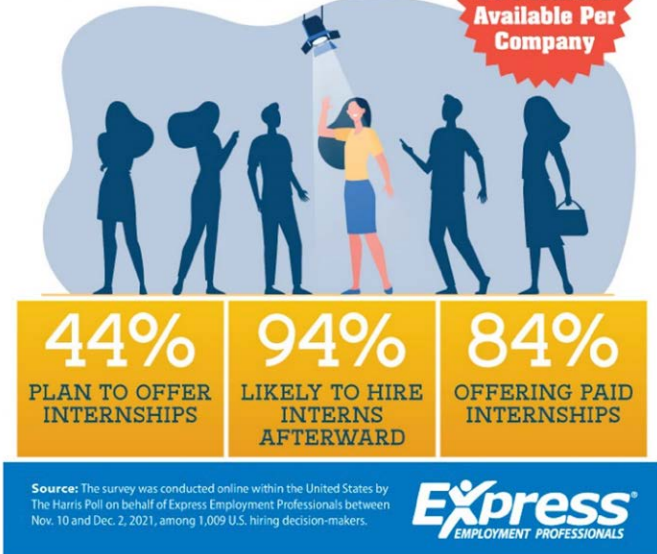
Early, on-the-job experience is invaluable and that knowledge transfer between experts and younger generations is even more important with baby boomers retiring in droves, according to Express Employment International CEO Bill Stoller.

“With a large number of internships and apprenticeships expected to be offered by companies this year, those looking to break into new fields should jump at the chance to add real-world experience to their resumes and an advantage over their competition,” he added.



INTERNSHIPS FOR U.S. COMPANIES IN 2022

Average of 58 Positions Available Per Company



Survey Methodology

The survey was conducted online within the United States by The Harris Poll on behalf of Express Employment Professionals between Nov. 10 and Dec. 2, 2021, among 1,009 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 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.

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

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

Eating clean? Then adopt the best parts of this diet

Through one interaction or another, you may have heard someone proclaim they are eating “clean”. Silently, you wonder, “eating clean, as opposed to....dirty? What does that mean?”

It's a great question, and one without a clear answer. Mostly because a clean diet is at the discretion of the dieter. An official definition doesn't exist. That said, a clean diet typically refers to one in which whole foods predominate. In other words, it's a diet that avoids any processed foods or restricts foods such as dairy, grains or non-organic.

At first glance, the concept of clean eating doesn't seem all that bad. By eating more whole foods, versus more highly processed foods, the potential exists to eat more nutritiously (as in more vitamins, minerals, and fiber). It may also help reduce the amount of calories you eat. Processed foods have a tendency to pack a caloric punch.

Ironically, clean eating can also result in a less nutritious diet. When you cut out a food group, you also cut out the nutrients that food is rich in. For example, if you stop eating dairy, you miss out on a good source of calcium, zinc, potassium and phosphorus. Not that you can't get these nutrients from other foods, but it does require strategic replacement.

In a more worrisome scenario, clean eating can also hide an unhealthy relationship with food, especially amongst teens and young women. It's a less familiar form of disordered eating, and at present, does not have diagnostic criteria. But it does exist. It's called [orthorexia nervosa](#), which is an “obsession with healthy eating and clean or pure foods, with unhealthy effects on physical, mental or social wellbeing”.

If parts of the clean diet intrigue you, stick with components that are most beneficial. Choose fruits and vegetables from the produce section. Prepare simple whole grains such as brown rice, whole grain bread and barley. Include lower fat dairy such as yogurt, cheese and milk. Finally, complete your meal with lean protein sources such as chicken without skin, beans (canned or dried), and fish.

Your food doesn't have to be organic or GMO-free. Frankly, if the cost of organic or GMO-free foods limits your access, that's equally as detrimental to your health.

Try these two recipes. They are not only “clean”, but easy to make and gentle on your food budget. Chickpea Waldorf Salad or Breakfast Applesauce Oatmeal Cookies.

References

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LA PLATA COUNTY
COLORADO STATE UNIVERSITY
EXTENSION

INTRO TO WATER-BATH CANNING

YOU "CAN" DO THIS SAFELY,
LET LA PLATA COUNTY
EXTENSION TEACH YOU HOW!

Monday, May 23, 2022.
4:30 - 6:30 pm

Learn by doing! Take home a jar
of canned fruit.

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EXTENSION

COLORADO COTTAGE FOODS

In-person training

- Recognize eligible products & labeling requirements
- Meets food safety training requirements
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WED.
MAY 4,
2022
4:00 - 8:00
PM

\$50.00

Questions?
970-382-6461
nicole.clark@colostate.edu

Class opportunities in May:

Colorado Cottage Foods, in-person (May 4)
Intro to water bath canning (May 23, 2022)

Congratulations to Still Life Coffee & Botanicals!

This unique coffee shop also features the largest selection of tropical house plants and succulents in Durango. Opened on March 1, Still Life has brought a fun new vibe to Durango that serves specialty coffee & teas, pastries by Odd Bird Baking and sells a variety of house plants and cut flowers. The Durango Diplomats helped owners Haley and Lorie Wilhelmsen and their team celebrate their opening with a ribbon cutting in April. Located at 1301 Florida Road. For more information, [check out their Instagram.](#)



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 ohanaphysicaltherapydurango@gmail.com
 ohanaphysicaltherapydurango.com

Welcome Phoenix Physical Therapy as a New Member of the Chamber!

Phoenix Physical Therapy is a newly opened clinic in Durango, that also features Footwork, Inc. While SueB Earl has been a physical therapist in Durango for nearly 30 years, she decided it was time to start her own clinic. Phoenix PT offers skilled manual therapy in joint, soft tissue and neural techniques, as well as dry needling, and spinal manipulations with experts specializing in foot, ankle and lower back biomechanics assessment and treatment. Located at 555 Rivergate Lane, Suite B1-108. Visit their website at PhoenixPTdgo.com.



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Congratulations to Kelly Bennett & Guy Winzenread, the New Owners of Oscar's Café!

Oscars Café has been in business for more than 40 years and new owners, Kelly Bennett & Guy Winzenread, took it over on March 1st. Kelly & Guy will continue to deliver delicious breakfast and lunch items plus their delicious house-made pies and cinnamon rolls. Be sure to check out their 50's style diner, featuring a model train running throughout the restaurant, and for Durango history buffs, 42 years of Snowdown posters. Open 7am – 2pm every day, located in Town Plaza. OscarsCafeDurango.com



Congratulations to Farha Roofing on the Recent Opening of their Durango Location!

The Durango Diplomats celebrated the opening of Farha Roofing in Durango, which is the first branch of the company in southwestern Colorado. Specializing in residential and commercial roofing services, Farha Roofing offers everything from small residential leak repairs to large commercial building roof replacements. They have more than 40 years of experience in the roofing industry and are backed by the corporate office with more than 30 employees. For more information, visit FarhaRoofing.com or visit their office at 1480 E 2nd Avenue, Suite 3, (970) 709-7422.



Thank you to Spine Colorado for Hosting Business After Hours on April 21!

Spine Colorado, located at Mercy Regional Medical Center, hosted the Chamber's April Business After Hours. Originally founded in 2000, Spine Colorado utilizes multidisciplinary approach to ensure patients have the best outcome possible with their spine health.

For more information, visit [SpineColorado.com](https://www.spinecolorado.com).



New Members

Kidstuff Child and Family Counseling

Christine Evans
555 S. Camino Del Rio
Durango, CO 81303
[website](#)
Counseling

Moving Mountains Nutrition

Luke Smith
2607 Main Ave.
Durango, CO 81301
Health Food/Nutrition

Oscars Cafe

Kelly Bennett
18 Town Plaza
Durango, CO 81301
[website](#)
Restaurants/Bars

Pool Creative

Kris Roufa
1289 E Pioneer Drive
Durango, CO 81301
[website](#)
Graphic Designers

Renewed Members

Advantage Physical Therapy & Wellness P.C.
Allen & Associates
Artesanos Design Collection
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Ben Frihauf Farmers Insurance
Create Art and Tea
Durango Kennel Club
Econo Lodge Inn & Suites
Edward Jones Investments
Eolus Bar & Dining, LLC
Essential Operations, LLC
Four Corners Welding & Gas Supply
Hegarty
Highlands Holding Corporation
Honeyville/Culhane, Inc.
Horse Empower, LLC
Iron Horse Bicycle Classic
Kysar Millennium Leavitt Insurance Agency
La Plata County Humane Society & Thrift Store
La Plata County Search & Rescue
Lisa Mackey Photography
Mail Room and Copy Center
Mercy Regional Medical Center
Mesa Verde National Park

Mild to Wild Rafting & Jeep Trail Tours
Mile High Plumbing, Inc.
Music in the Mountains
Nissan of Durango, LLC
Open Sky Wilderness
Parts Unknown
Pathways Physical Therapy & Holistic Health
Peak Health Alliance
Peak Ready Mix
Purgatory Resort
Rocky Mountain Chocolate Factory Corporate HQ
Ska Brewing Co.
Sky Ute Casino Resort
Southwest Appliance, Inc.
Steamworks Brewing Co.
The Woodhouse Day Spa
TING
Tippy Canoe
Trimble Hardware
Twin Buttes Dental
Ultrasteam & Rugmasters of Durango
Visit Durango
Volunteers of America
Wade Agency LLC- American Family Insurance
Will Construction, LLC

Improving Patient Experiences with Team-Based Care Model

Mercy Primary Care is transforming the way medicine is practiced in the Four Corners region, leaning into a nationally recognized model called “team-based care” that more wholly supports patients. This model, which we are thrilled to practice now at all three Mercy Primary Care Clinics, simultaneously addresses physician burnout—a win-win for you as a patient and us as a care team.

In this model, the entire care team – patient service representatives, medical assistants, registered nurses, advanced practice providers (APP), patient care specialists and physicians– work together to complete tasks to help our patients. This allows Mercy Primary Care to seamlessly deliver complex patient care needed and provides patients with a better patient experience. Additionally, “teamlets” have been created which consistently pair the physician with an APP (a Nurse Practitioner or Physician Assistant) to provide care together for a group of patients. The model ensures that our patients have timely access, including increased same-day access, to a provider who knows them well.

“The team-based care model creates a better patient experience, a more efficient medical practice, improves caregiver satisfaction and addresses physician and provider burnout,” explained Dr. Sarah Goodpastor, Medical Director of Primary Care. “These teams are designed so that our patients will be seen by someone they know and have a relationship with and allows less cross-coverage from other providers in the practice, reducing stress on our providers and helping patients feel more at home with their known team.”

This model, originally developed at the University of California San Francisco’s Center of Excellence in Primary Care and recommended by the American Medical Association’s STEPS Forward, works to achieve a few very important goals including:

- Improved patient experience
- Better health outcomes through high, quality care
- Improved clinical experience for physicians, providers and staff



Ultimately, the team-based care model ensures that Mercy is building a sustainable practice that will grow as our community does and supports our patients in receiving top-quality care. It also focuses on national quality metrics that Mercy Primary Care continues to outpace, including minimizing wait time between a patient leaving in-patient hospital care and primary care follow-up which makes us more attune to your recovery and any necessary interventions.

The model also offers a unique opportunity to provide all the needed services under one roof, increasing access to specialty care including:

- Behavioral Health support to address acute and chronic mental health needs
- Certified diabetic educators to adjust insulin, insulin pumps, other diabetic medications and recommend dietary interventions
- A unique COVID-19 home monitoring program designed to allow COVID-19 positive patients to be closely monitored at home by a nurse practitioner

This whole person care can also include access to our Food Security Program and Community Health Advocates who can provide diapers, fresh produce, and other healthy foods, and the newly developed Spiritual Wellness Program designed by Centura Health to support patients to identify sources of peace and joy and provides free access to counselors when appropriate.

“We provide robust, high-quality whole person care, and it’s only going to get better,” Dr. Goodpastor said.

Business Connection

Less Waste, Healthier Planet!

By Sara Lynn Valentine



Cristin Salaz attended her first Earth Day event at sixteen. “That’s when I started wanting to be a good steward of the earth,” Cristin says. After graduating from Fort Lewis, Cristin pursued a 30-year

career as a biologist - but not until after she’d traveled internationally and done a stint as a diving instructor in Thailand. “The amount of pollution in the ocean was astonishing,” she said. “But at that time we hadn’t even begun to understand how detrimental plastic is to every aspect of life.” During her years as a working biologist, Cristin supplemented her income by cleaning vacation rental houses. She was horrified at how many plastic cleanser containers she went through - and how many plastic bottles guests left behind. “That’s when I decided to start a refilling business,” Cristin says. “Single-use plastic causes problems way beyond filling up landfills and clogging waterways. It’s one of the leading causes of climate change. Eight to ten percent of greenhouse gasses come from plastic production.”



Plastic leaching from food and drink containers also creates significant health hazards. A recent study detected plastic in 80 percent of blood samples from healthy

adults, concluding that the likely sources were drink bottles, food packaging and plastic bags. The average American discards 200-plus pounds of plastic per year. Unlike glass or aluminum, 100% of which can be recycled, recycled plastic requires the addition of newly manufactured ‘virgin’ plastic to provide



structure. Because this is costly and because plastic sorting technologies are inefficient, 90% of plastic ultimately ends up in dumps, including much of the plastic taken to recycling centers. “The only solution for conscientious consumers is to refill,” Cristin says. “Just do a little something each day, like refuse single-use plastic whenever possible, or refill. You don’t have to do everything in your house all at once.”



WeFill customers bring used containers from home to be refilled with a variety of earth-friendly, cruelty-free personal care products (bath soaps, gels, salts, exfoliants, lotions, salves, shampoos, shaving necessities, etc...)

and household essentials (general cleansers, laundry, dishwasher, compostable sponges, reusable food storage bags and zips, etc...). In addition to refillables, product inventory includes zero-waste items like bamboo toothbrushes, tubeless toothpaste tablets and compostable dental floss.

Learn more about WeFill and see a complete list of available products www.wefillcolorado.com or visit their North Main location at 3465 Main Avenue, open 10am to 6pm, Tuesday through Friday.

LLP Monthly Focus:

2 Steps to Blooming

Where We Are Planted



By Stacy Reuille-Dupont, StudioB

This month as we move from April showers into May flowers, let's talk about blooming where we are planted.

Many of us struggle being ok with what is and where we currently find ourselves. We feel like something is wrong with us or the world around us.

In reality, we are just enough as we are, yet for many of us we do not believe we are enough. We believe we will be good enough when ... we get the promotion, meet the right person, or acquire the right things. The world will be good enough when other people get their s*** together, do the right thing, or think like we do.

However, this is not true. We (and the world) are already full of beauty and greatness. That does not mean there are not things to change. Yet, if we cannot honestly see where we are, we cannot recognize what needs to change.

Consciousness is the first piece of any major change. First, we must become objectively conscious of where we are without judgment and blame. Then we must accept we are here. From this place of truly owning what is, rather than fighting what we do not want, we make change happen.

If we cannot accept something that's going on, we are not able to see all options to shift our perspective. If we cannot see what our options are, we cannot offer something different in its place.

For example, if we don't want to accept there is an elephant in the room, our mind will do all sorts of things to ignore, justify, explain, blame why the elephant is there. Consciousness and acceptance (of the elephant) allow us to focus on what is (elephant in the room) and then figure out how to get it out of the room.

If we do not admit it is there, why worry about getting it out of the room? This is how many people deal with problems and personal struggles. They refuse to accept something is less than ideal and instead pretend as if it is not happening. Thus, they maintain the struggle.

The reality is, things have happened. Things we do not like, want, or wish upon our enemies. To create a better life and bloom where we are planted, first we must admit where we are planted right now.

Figuring out next steps is hard work. Sometimes it is a clear path, sometimes messy. However, we would not be in the current situation we want to change if things were flowing smoothly.

Once we recognize and accept change is needed, allowing compassion and kindness toward ourselves is crucial. Social

science research repeatedly demonstrates that we grow stronger through self-love and grace rather than the constriction of judgment.



Acknowledging things are not going as we would like takes vulnerability. Most of us do not like to feel vulnerable and instead want to lash out with shame and blame, however vulnerability coupled with honest assessment is important for personal growth (a.k.a blooming).

Change takes time and sometimes making big changes is not possible. It is less about making a big change and more about admitting what is truly happening, owning our role in it, and applying acceptance.

Once we see the situation clearly, with ownership for what we can change, we can make small changes over time to shift our current situation toward something that better suits us.

As we shift our perspective we may find that the worst of it really was all in the way we thought about it. Things were not as bad as we thought they were, and it wasn't so awful.

As we shift the way we engage with our situation we might find we can stand it a little longer. It is OK that it is not perfect. That we are OK even if we are not perfect.

Developing a new life situation takes time. Changing perspective on our current situation can be hard. Can we enjoy where we are and consider the journey and the actual goal? This is truly what it means to bloom where we are planted. As we become more "bloom-full" (aka joyful) we bring beautiful energy to everyone we engage with, and ideas for future endeavors.

If we can fully accept where we are today, while holding the idea that there is still room for growth, turn our face to the sun and bloom in all our splendid colors. Let our unique light shine, even with the petals that are crooked, spotted, and ready to be trimmed away.

We are beautiful just as we are, where we are. Just like the flowers that are lifting their sleepy heads and shaking off the dirt, it takes to grow strong. Do the work of adding color to the world around us. Keep blooming.

LLP Monthly Update:

Applications for the Class of 2023 are available on the LLP [website](#) and are due May 31. Spread the word with friends, family, employees and colleagues.

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

~ Janae Hunderman, LLP Alumni Committee

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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