

## Participate in Leadership La Plata! Applications are due May 31.



Leadership La Plata provides leadership development, community education, and increased networking opportunities for individuals who work or live in the county. Leadership training programs help increase employee engagement, inspire confidence, enable innovation. Learn more: [DurangoBusiness.org/LLP](https://DurangoBusiness.org/LLP)

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

## Cultivating Leaders in La Plata County

While the New Oxford Dictionary of English defines leadership as the “action of leading a group of people or an organization,” it is so much more, and I think anyone can be a leader in any situation.

I believe good leaders park their egos and allow for failures, which can be great opportunities to learn. They publicly recognize those who work with them and let them know they're appreciated. Leaders hire individuals for their talents and abilities, put trust in them and then get out of their way. Leaders take risks, challenge the status quo, and motivate others to achieve something new and better. Leaders also recognize their own and others' social styles, which gives insight to understanding interactions with others, resolving conflicts, and improving relationships and individual performance.

The Chamber's Leadership La Plata's program helps develop personal and professional leadership skills, while broadening knowledge of our community. This year marks the 34th graduating class (2022-23), and we are so thrilled that more than 570 individuals have gone through LLP over the years.

Let's first look at the history of Leadership La Plata. Ideas of developing a leadership program for the area date back to 1980 when Steve Parker moved from the Front Range to Durango and suggested the idea to then Chamber executive director, Jasper Welch. Steve saw the success of leadership programs in Denver and thought a similar program in La Plata County had great potential. In 1988, Leadership La Plata was officially organized with the help of founding members: Steve Parker, Jasper Welch, Harold Green, Richard Ballantine, Bill Mashaw, Kay James, Joel Jones, Tom Compton, Alice Joiner, among others. The first graduating class was in 1988-89 with the likes of Ed Morlan, Rita Warfield, and Bill Brown, just to name a few. For a

complete alumni directory, visit [LeadershipLaPlata.org](http://LeadershipLaPlata.org)

Currently, we are recruiting for the 2023/24 graduating class, and we're asking you to help spread the word. Classes are up to 18 individuals who come from diverse backgrounds, various areas of La Plata County, and are associated with different industry sectors. Applicants must be at least 25 years old and reside in La Plata County for at least a year or have worked in La Plata for at least five years.

The class kicks off with a mandatory retreat the second weekend in September, along with one class monthly through May. Class curriculum includes leadership development and team building, along with an exploration of community-based topics such as arts & culture, business, diversity & regional issues, education, environment, government, health & human services, and public safety/criminal justice.

Each class is unique with tours or hands on experience that allows for classmates to learn about the community while developing friendships. I participated in the 2007-08 class, and I am very grateful for what I learned and the individuals I met, with whom I probably would not have crossed paths otherwise. LLP has been an invaluable part of my own leadership development. Because of the training I received, I have more confidence to reach out to others that I don't know, and I've developed better conflict resolution skills over the years.

We invite you to be part of this fulfilling program! To learn more about Leadership La Plata and to apply, visit [LeadershipLaPlata.org](http://LeadershipLaPlata.org). Applications are due on May 31 at 11:59pm.



## 2023 CHAMBER BOARD OF DIRECTORS & STAFF

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*The Payroll Department*



## The Chamber Partners with the Community Foundation during the Durango Wine Experience

Chamber Diplomats volunteered during this year's Durango Wine Experience which raises funds for the Community Foundation. Thank you to our dedicated volunteers and congratulations to the Community Foundation on a successful and sold out event. Cheers!



## Upcoming Programs & Events!

Find more information [here](#).

Wed, May 17 4-5pm **Open Office Hours** - Membership Q&A

Thurs, May 18 5-7pm **Business After Hours at 11th Street Station**

Fri., May 19 12:15pm **Ribbon Cutting Dough!rango Dough Bar**

Fri, May 19 **LLP Graduation** at Black Diamond Lodge

Wed., May 24 **Lunch & Learn Workshop on Leveraging Social Media Tools**

Fri. May 26 8:30am **Downtown Clean Day**

Wed, May 31 **LLP Applications** are due

Fri., Jun. 2 – Register Now: **CowGirls Gone Golfing at Hillcrest Golf Club**

Tues, Jun. 6 **Coffee Connections at Durango Botanic Gardens**

Thurs, Jun. 8 **HR Workshop Do's & Don'ts of Hiring, Firing & Retaining**

Wed. Jun 14 **Get to Know the CEO, Kerry Siggins**

Thurs. Jun. 15 **Business After Hours at Sky Ute Casino**

Wed. Jun. 28 **Lunch & Learn Workshop PR Strategies for Small Business**

## What's Happening with our Chamber Members

May 15 From the Ground Up, Life Lessons Through Horsemanship, [Horse Empower](#)

May 26 [Bar D Chuckwagon Re-Opening Celebration](#) of 54th Season

May 26-29 [Healing Field at Santa Rita Park](#)

May 26-27 [Manna Garden Plant Sale](#)

May 27-28 [Iron Horse Bicycle Classic](#)

May 30 [Concert Series at Bar D Chuckwagon](#)

June 8 [Chamber Night @ BarD Chuckwagon](#)

*Do you want your program or event listed? It's free through your member online portal. Questions, ask [Hannah@durangobusiness.org](#) or call (970) 247-0312 ext 2*

*Buck says ...*

**Buy Durango!**





## Leadership La Plata Applications Due May 31!

Applications are due on May 31 for the 2023/2024 Leadership La Plata Class. Don't miss out on this opportunity to grow professionally and learn more about the community. [Find details here.](#)



## Small Businesses Learned How to Optimize their Websites!

April's Lunch & Learn Workshop featured SEO and website optimization with marketing agency, [Khara Wolf Design](#).



## NEW! Get to Know the CEO Series with Kerry Siggins, Stoneage

Kerri Siggins is the next featured speaker for the Get to Know the CEO series. This session is free to all Chamber members and held at the Center for Innovation in the Main Mall. *Kindly RSVP for the June 14th event [here](#).*



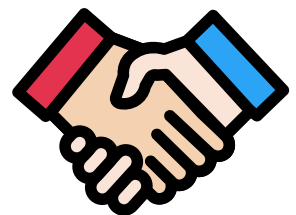
## Make Connections through the Chamber Diplomat Program!

The Chamber Diplomats help support the business community by assisting with member retention, recruitment and engagement. They also meet key business members, build relationships, help celebrate accomplishments, and enhance community involvement. There are a few spots available for 2023! Find out more [here](#).



## Receive Referrals with Leads Group Monthly Meetings!

Want more qualified business referrals? Join the Chamber's Leads Group which meets once a month with individual sessions set up beyond the group. Each group offers an exclusive seat from different industry sectors, and all industries are welcome! Limited space is available in the Chamber's two Leads Programs. Learn more [here](#).





## Business After Hours – May 18, 5-7pm 11th Street Station

Join us on Thursday, May 18th for the next Business After Hours hosted by 11th Street Station. This networking event is ideal for professionals from all over the Durango area and provides a great opportunity to make new connections with potential clients, partners and colleagues. Pre-registration is only \$10 and includes 2 drinks and appetizers, plus a chance to win great door prizes, thanks to 11th Street Station and Star Liquors. [Register online to reserve your spot.](#)



## Lunch & Learn Workshop: Leveraging Social Media Tools

Join the Chamber and Marketing Concepts Squared for the May 24th workshop on **Crafting Your Narrative: A Beginner's Guide to Leveraging Social Media Tools** on May 24 from noon to 1pm. Learns tips on telling your story, top tools, apps & programs to help you create great social media posts. Sponsored by TBK Bank. [Reserve your seat here.](#)



## Supporting Durango's Business Community!

The Chamber, in partnership with the Durango Area Association of Realtors and the La Plata Energy Council formed a governmental affairs coalition that participates in meetings and monitors local and state policies and legislation. Each organization educates, supports or opposes issues as they are related to each of their membership organizations.

If you are interested in learning the policies and legislation that the Legislative Affairs Coalition reviews, see the latest report [here](#).



## Downtown Clean Day – Friday, May 26

The Durango Chamber & the Durango Business Improvement District are partnering again this year to clean up downtown in time for Memorial Day weekend. Gather your friends and colleagues for this community clean up day! [More information here.](#)



## Featured Leadership La Plata Alumnus: Angie Beach

**What do you do for a living?** I am the executive director of Music in the Mountains, a world-class music festival in its 37th season.

**What LLP class were you in?**

2005 – 2006 (best class ever!)

**What do you love about LLP?** It was one of the best things I ever did. I met amazing people... you have a rare opportunity to get to know your classmates on a deeper level, several people from my class have become life-long friends. I learned about sectors of the community and gained an understanding of the complexities involved in them. The networking, behind-the-scenes glimpse of local businesses, and leadership skills I learned in LLP have been invaluable.

**What do you like about the chamber/what does the chamber do for you?** The Durango Chamber of Commerce is an amazing resource. I appreciate their advocacy with local and regional governments. Their help was never more evident than during the pandemic.

**What do you love about Durango?** Durango is a magical place filled with community-minded people who come together at times of crisis, have fun together at music festivals and other community events, and work together to make our rural area the unique place it is for residents and visitors alike.

**Fun fact about you?** I am a Fort Lewis College alumnus and have lived in the area full time for more than 30 years.

*Interested in participating in LLP? Learn more about LLP or become involved in LLP committees. [DurangoBusiness.org/LLP](http://DurangoBusiness.org/LLP)*



**How long have you lived in Durango?** I moved here when I was 9 in 1998, and left for about 10 years when I graduated from DHS. I've been back in Durango since 2016!

**Tell us about your family:** I am expecting my first child with my awesome partner, Eric Howes. We have a dog, 2 cats, and a beloved pack burro Telii Sue! We'll be adding goats and chickens this summer. My mom and dad both live in La Plata County, my two siblings live in Albuquerque and Denver. I love my chosen family members, including my business partner Kate Ishay!

**Why did you become a DIP?** I had just started my own business, and wanted to help out local industry, and get to know new people!

**What is your favorite part of being a DIP?** I love the ribbon cuttings. It's such a fun way to meet new businesses, or businesses in new stages of their operations in Durango.

**Fun fact about you:** I lived in China for 5 years and am fluent in Mandarin! I make a mean Chengdu-style hot pot!

*Learn more about the Diplomat Program [here](#).*

## YPOD Feature of the Month:

**Sean Perry**

**YPOD Board Member**

**What do you do?** I work at Brightside Health working on our data platform, where I am attempting to improve the quality of mental healthcare through data.



**Why did you want to be a YPOD**

**board member?** I owe a lot of my professional success and valued friendships from similar organizations. I've been a member in Boulder, CO and Issaquah, WA, so it seemed like a good opportunity to help build and sustain that environment for myself and others here in Durango.

**How do you spend your time?** Riding and racing bikes, playing classical piano, skiing, trail running.

*Information about the YPODs can be found [here](#).*

## Featured Chamber Diplomat:

**Kelsey Parks**

**Psyche Digital Marketing**

**What is your business?**

Psyche Digital Marketing! We offer world-class website, branding, and marketing services to funded startups, investor-facing organizations, and (most importantly) Durango-area businesses!



**How long have you been a DIP?** Just over 2 years





## Do's & Don'ts of Hiring, Retaining & Firing!

The Durango Chamber is partnering with the Durango Area Human Resources Management group to host a three-part HR workshop series this year. The next workshop is June 8, 11:30-1pm featuring guest speaker Tood Anderson, SPHR, with PlatinumHR in Utah. Lunch is provided. Sponsored by the Leavitt Group. Reserve your spot [here](#).



## Celebrate These Durango Businesses!

Join [Dough!rango Dough Bar](#) for a Ribbon Cutting at 500 Main Avenue, May 19th at 12:15pm.

[Laura's Artisan](#) is celebrating the Grand Opening of her food truck on May 24th at 5:15 pm at the Powerhouse Science Center.



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## Durango La Plata County Airport Breaks Ground



Durango City Council, La Plata County Commissioners, Southern Ute Tribal Council, and the Airport Commission break ground on the construction of Phase 1A of it's terminal development project.



### PHASE 1A-1 ADDITION

1A-1 phase builds the new addition. The dashed line to the right shows the wall demolition in the existing airport and new access route to the addition once finishes are complete (Early December).

### PHASE 1A-2

Once new restroom area is open in the Phase 1A-1 addition, the old restroom (shown in green) will be renovated.



## Want to Grow Your Business?

Join a Chamber **LEADS GROUP**

Call or email today to join or find out more information!

970.247.0312 or [chamber@durangobusiness.org](mailto:chamber@durangobusiness.org)





9 ★ 9 ♣ 9  
*cowgirls gone golfing*

**Friday, June 2, 2023**  
**Hillcrest Golf Course**

**Yee-haw! It's the 16th Annual  
Durango Girls Gone Golfing all-day event.**

- ◆ Have fun while connecting with Professional Women
- ◆ Beginners to Advanced Players
- ◆ Door Prizes and Costume Contest
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- ◆ Hole Sponsorships available

***Register Now!***



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## NEW! Value-Based Memberships

The Durango Chamber is now offering value-based memberships with the ability to choose what works best for your business. The previous structure was a “fair share” model, based on the number of employees with 15 total membership levels. The Chamber has been working on this change for several years, and hasn’t altered its structure in 10+ years, nor has it changed pricing in 5 years. The current 15 levels are being simplified to 7 and all members are being offered a choice of what’s best for them.

The new Value-Based Membership Structure allows business owners to determine what’s important in their partnership with the Chamber, what their needs are, and how they want to take a leadership role in the business community. The Chamber is also making it easier by featuring investment payments via check or credit card. Payments can be scheduled as frequently as

monthly, quarterly, semi-annually, or annually. Some benefits are a la carte and pay as you go, so businesses can still utilize marketing, advertising, networking, branding, and sponsorship opportunities, even if it’s not included in the membership level.



The transition began in January 2023, and the Chamber works on a rolling 12-month year, so member anniversary months remain the same. **The next Membership Open House & Q & A session is Wed, May 17 at 4pm** if you want to learn more. If you have questions, please contact the Chamber. Our team is more than happy to answer any questions. (970) 247-0312 ext 2



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## Business Connection

Star Liquors | Tamara Vermette, Marketing Manager

Mike Vermette, Operations Manager

By Sara Lynn Valentine



When Star Liquors opened as a small shop in 1984, owner Stan Crapo's goal was to provide quality spirits and wine at reasonable prices. Almost forty years and two moves to larger locations

later, Star Liquors is a huge success story and a highly respected member of the local business community.

Star Liquors has, in fact, been voted # 1 liquor store in Durango and LaPlata County for ten years in a row in the Durango Herald's annual 'best businesses' competition, as determined by readers' votes. And Star Liquors was recently named by the influential industry publication, 'Beverage Dynamics' as one of the top 100 independently owned wine and spirits retailers in the country.

Husband and wife team, Mike and Tamara Vermette, have managed Star Liquors for the past twelve years. "We carry a huge variety of wines," Mike says, "and as a member of the Wine and Spirits Guild of America (a group of independent, mostly family-owned retailers), we can purchase better wines, both imported and domestic, at better prices for our customers. We can also offer our customers exclusive deals on wines and spirits that are available only at our store. We stay current with new products and regularly update training for our staff. When we learn of something new and interesting, or get requests from our customers, we give it a go."

Star Liquors offers regular discounts and specials. For instance, customers can put together their own six-packs from the hundreds of varieties of beer the store carries and buy multiple bottles from an inventory of 4000 wines at discounts.

It's easy to see why Star Liquors has such a large and loyal customer base. But Mike and Tamara say the store's continuing success is part of a bigger picture. From the start, Stan Crapo embraced a broader mission for Star Liquors that included a positive workplace culture, competitive living wages, medical and dental insurance, paid vacations, and maternity leave. Crapo wanted to be a



STAR LIQUORS  
THE SPIRIT—AND SPIRITS—OF DURANGO

supportive, 'good neighbor' to other area businesses, and to contribute generously to the community at large.

"This bigger picture has been part of Star Liquors' focus for decades now,"

says Mike. "And we recognize that we are only as good as our employees. Another reason Star Liquors is so successful is the overall attitude of staff. It's a fast-paced environment but our staff members are proud to work here and to participate in the ways we support so many local non-profits. We donate straight out of our profits to so many organizations that it's hard to keep track."

Among them are the Adaptive Sports Association, Big Brothers, Big Sisters of Southwest Colorado, VFW, Durango Art Center, Durango Choral Society, Music in the Mountains, Leadership LaPlata, Mercy Home Health and Hospice, SOS Outreach, United Way of Southwest Colorado, Volunteers of America, I Am Music, Women's Resource Center, Parker's Animal Rescue, Search and Rescue, Manna Soup Kitchen, Humane Society, various educational programs, the library, and more.

"We try not to turn anybody away," Mike says. Mike and Tamara worry about recent legislation that now allows Colorado grocery stores to sell wine, because the resulting loss of revenue for Star Liquors will inevitably negatively affect their ability to give at the levels they are accustomed to.



Check out Star Liquors extensive inventory online through their app, or in person. Learn about ordering online and additional services Star Liquors offers, for example: customizing wine and spirits for events, dinner parties, and more. When you stop in, be sure to meet Bubbles, Mike and Tamara's friendly fur baby and Floor Manager.

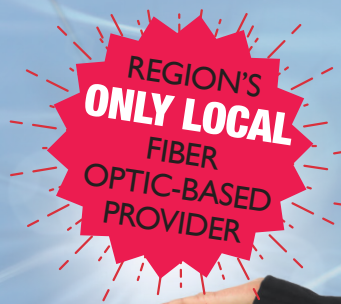
1485 Florida Rd, Suite C-100, Durango  
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## Facing a Skills Gap, Employers Prefer to Reskill Current Employees on Company Dime

*89% of Businesses Currently Provide and/or Pay for Training*

Latest Results from The Harris Poll

Companies on the hunt for new talent are turning to reskilling as a viable solution to labor and skills shortages as 70% of hiring managers say they would prefer to train their current employees for different roles before bringing on new workers.

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

The preference to reskill workers has dropped back to a level last seen in 2021 (77% in the first half of 2022, 75% in the second half of 2021 and 72% in the first half of 2021) but continues to be supported by the majority of hiring managers.

However, when it comes to the question of who is responsible for finding, providing and/or paying for these trainings, surprisingly, U.S. hiring managers and employed Americans agree employers should be responsible for providing and paying for trainings, upskilling and/or reskilling for employees (78% each).

Nearly 9 in 10 hiring managers (89%) report their companies provide and/or pay for trainings—54% of whom both provide and pay for them. Although, if an employee were to leave the company within a year after starting a training program that the company paid for, more than half of hiring managers (55%) agree the employee should then be required to reimburse the company.

The critical skills gap has only just begun to severely impact the workforce, and almost every industry will continue to suffer if there isn't a turning point soon, according to Express Employment International CEO Bill Stoller.

"This isn't an issue that will be solved overnight or by one person," he added. "Young people need to be educated on the lucrative careers in skilled trades, and the government should provide incentives for these careers. Whether the onus of training ultimately falls on the worker or employer, action needs to be taken now on both sides to ensure the stable and balanced workforce of the future."



### Survey Methodology

The Job Insights survey was conducted online within the United States by The Harris Poll on behalf of Express Employment Professionals between Dec. 1 and Dec. 15, 2022, 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 were weighted where necessary by company size to bring them into line with their actual proportions in the population. Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 3.2 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

*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](https://ExpressPros.com/durangoco) or call (970) 403-8780.*





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### **Edward Jones- Melissa Naranjo**

1201 Main Ave Suite 101  
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### **Lively Up! Landscaping**

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[website](#)  
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### **United Country Blue Sky Homes and Land**

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*For more information call us at (970) 247-0384 or e-mail us at [Webmaster@vfw4031.org](mailto:Webmaster@vfw4031.org) or [VFW4031@bresnan.net](mailto:VFW4031@bresnan.net).*



**April's Business After Hours Hosted by La Plata Electric Association.  
Door prized by LPEA & Star Liquors.**





# Chamber Night

@ **BAR** **D** *Chuckwagon*  
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## June 8th

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## LLP Alumni Enjoy Beer & Food Pairings at Steamworks Brewing!

Leadership La Plata alumni were reunited and enjoyed several delicious dishes that were paired with tasty beers. Many thanks to the team at Steamworks Brewing for making this a fun and memorable evening and educating on the art of contrasting and complementing flavors.



YOU'RE INVITED!

## Building Our Shared Future

**MAY 12 @ FORT LEWIS COLLEGE**

8:00AM Industry Breakfast  
9:00AM Event Kick Off  
2:00PM Closing

REGISTER HERE  
[tinyurl.com/mrxvehb3](https://tinyurl.com/mrxvehb3)



Industry leaders please join us at this event to learn about how to access our future workforce. We look forward to welcoming you to an industry focused breakfast at 8am where you will learn about engaging with students for summer jobs and internships, learn about funding opportunities available to support industry with work based learning events, and hear about the future regional work based learning database system that will be launched this year. All students & community members are welcome to this event!





# LLP Monthly Focus:

## Celebrating Your Team

By Stacy Reuille-Dupont, StudioB



It's graduation time! This time of year always brings with it a lot of celebrations, flurries of things to work on, and feelings of finishing.

Graduation brings with it meanings of reaching a goal, honoring the hard work it takes to set a goal and complete the tasks necessary to finish it. As we enjoy this season of excitement for students, let's consider how our companies and teams "graduate" along the way as we set projections, goals, and projects.

In the past, I have talked about how to set strategic goals balanced for timeliness, realistic projections, and measurable outcomes. If we've done this well, our teams will complete the goal. Then it's time to celebrate before moving onto the next one. People want to feel like they are part of something larger than themselves and that what they have to offer and contribute matters. If we move from goal to goal without acknowledging the hard work and success of completing it, we are missing huge areas to help our teams feel linked to the larger vision of the company.

As leaders it is our job to help make sure our people feel connected to the larger vision and are part of moving the objectives forward on the goals of our work. One way we do this is rewards.

Today, let's talk about how you celebrate your team. For many giving rewards can be hard, for others they love gifting so much it loses its meaning. Here are some ways to make your accomplishment celebrations more effective.

People love acknowledgement, however we are all different. Some of us like to be on the stage receiving an award, others like to have a meal paid for, and still others would like to have a day away from everything to celebrate a success. Make sure you are matching your reward to your team member.

Look for meaningful rewards. What matches the work that has been done and success gained? As you consider your expectations and challenges for the team, make sure to consider the rewards at the same time. Then you can match your reward to the challenge and to the people working hard on the task.



It could be simple gift cards, a day off, a pizza lunch in the middle of a busy work week while on task to accomplish a goal being set. Get creative as you let people know how valuable they are to you and the company.

Remember people want to be seen, heard, and accepted for who they are. This is a basic need of our psychological development. Everyone is working hard to be the best version of themselves, even when they look like they are failing, it is what they have to work with today.

Honor where they are and let them know you see the struggle of being a better version of themselves today with kind words, encouragement, and compassion. Accepting a person or situation does not mean you have to like it, agree with it, or approve of it. It just means you have to see it for what it is in this moment as it is.

Ready to be a better leader? It may be time for you to join the next class of Leadership La Plata! Applications are now open for next year's class and due by 11:59pm on May 31st.

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Author: Stacy Reuille-Dupont, PhD, LAC, CPFT, CNC - [Learn More About Me](#). She owns [Studio B](#) a place to Create.Your.Self. We are passionate about helping people create a vibrant life using psychology and physiology.

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

### Catch some ZZZZZ's with the help of noise



Usually, it's advisable to create a sleeping space that is free of noise. But when the noise, or chatter, is in your head, how do you escape it? You fight fire with fire. Or, in this case, you fight noise with noise.

Admittedly, there isn't a ton of good research on auditory stimulation as an approach to improving sleep. Friends and family may argue for its effectiveness, but evidence of efficacy is limited (aka research using controlled environments).

However, when you're tossing and turning in the middle of the night, real-world claims of effectiveness might be good enough to make it worth trying.

Are you familiar with white noise? Many parents experiment by playing white noise during the first few months of their child's life. The hope is that white noise, which includes all frequencies at equal intensity might trick your baby into thinking they are the womb - safe, comfortable and ready to sleep.

As it turns out, noise comes in other colors too, including pink, red, brown, and violet. They are distinguished by their frequency (vibrations per second) and amplitude (size of the sound wave).

Of the few studies that have been conducted, positive effects on improved sleep quality have been reported. The deeper sounds highlighted in pink and brown noise (vs. white noise with all frequencies) are more commonly perceived as calming, but you're entitled to

individual preference. Point being, experiment with different sounds to determine what works for you. Your favorite music or "calm" apps are likely to offer many choices.

Over the course of the night, your brainwaves go through different phases. The theory behind noise and sleep relates to how sound can affect brain waves. Until the evidence is more reliable, some experts suggest you put noise on a timer to turn off after 30 - 60 minutes. This way, you avoid sleep disruption.

Ironically, this health tip is being written at a time designated for sleep. Just the cat and I, one of us wide awake. I don't know what color cat purrs are, but since they're not inducing sleep, I'll take the liberty of designating them fire engine red. Looks like it's time to change the station, let's see what what brown noise can do.

#### References:

Gantt M. A. (2023). Study protocol to support the development of an all-night binaural beat frequency audio program to entrain sleep. *Frontiers in Neurology*, 14, 1024726. <https://doi.org/10.3389/fneur.2023.1024726>

Glasgow, G. (2023). Brown, pink, or white — What type of sound is best for boosting sleep? University of Colorado Anschutz Medical Campus. <https://news.cuanschutz.edu/medicine/boosting-sleep>

Yoon, H., & Baek, H. J. (2022). External Auditory Stimulation as a Non-Pharmacological Sleep Aid. *Sensors (Basel, Switzerland)*, 22(3), 1264. <https://doi.org/10.3390/s22031264>



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Colorado State University Extension/La Plata County



# Memorial Day 2023

**May 26th and 27th**

VFW Buddy Poppy Drive at various locations in Durango.

**May 26, 27th, 28th, 29th**

Healing Fields at Santa Rita Park.

May 26th 6:00 PM Opening Ceremony.

May 26th 9:00 PM Lighting Ceremony.

May 29th 4:00 PM Closing Ceremony.

**May 27th**

8:00: Iron Horse Classic Veterans Train Ride to Silverton.

10:00: Flags Placed on Veterans Graves at Greenmount Cemetery.

**May 29th**

10:00: Vietnam Memorial Ceremony at Iris Park.

11:00: Veterans Memorial Ceremony at Greenmount Cemetery.

11:45: Those Lost At Sea Ceremony at the Bridge Behind Rotary Park.

12:00 - 3:00 PM: VFW Post 4031 Open House, All Welcome.

If you have questions go to [VFW4031.org](http://VFW4031.org), or call  
(970) 247-0384



VFW Post 4031  
1550 Main Avenue,  
Durango, CO. 81301

