

# SHOP LOCAL

**While Every Day is Shop Local Day,  
We also Celebrate  
Small Business Saturday  
on Nov. 27!**

Love. Live. Local.

## From the Executive Director's Pen

### Shop Where Your Home Is!

You've all heard the media talking about supply chain issues and how it could affect your holiday purchases, so buy presents early. My message is a little different but just as impactful – if not more so! This year, shopping early may be a good idea, but the more important message is to be sure to shop local – and here are reasons why that makes a big difference in our community!

1. Put your money where your house is! Local businesses are the life blood of the economy. They provide jobs, contribute to the tax base, help fund municipal services, schools, and infrastructure. Shopping local supports your neighbors and friends. Invest in our community and help support a strong vibrant, healthy Durango by buying local.

2. The multiplier effect! Local businesses pay employees who turn around and purchase goods and services in the community, they also pay local taxes and keep the mighty dollar circulating throughout our town which strengthens our economic base.

3. Keep Durango Unique! By shopping local, you are helping maintain Durango's distinct character. Many times, local stores offer items that aren't available on a widespread or national basis. In addition, local artists and crafters create one-of-a-kind items that you can't find anywhere else but right here.

4. Local businesses care about Durango, and the people who live here! They're involved in our community – you see them in grocery stores, on the soccer fields, and at community events. You develop personal relationships with the owners and employees when you frequent their business. They're also involved in community-based decisions and local issues. They care about the future of our town.

5. They give back! Local businesses are also more likely to contribute to local nonprofits by donating product, cash and helping with fundraising efforts. Durango has a

by Jack Llewellyn, Chamber Director



number of essential local nonprofits and our businesses help support them. When you support local business, you support nonprofits.

6. Stop the leakage! When you spend money on goods and services outside of our city and county, and you could have made the same purchase locally, that results in leakage and it doesn't help our economy. Dollars leave, never to be seen again.

How can you help support our business community? There are many opportunities to buy local. Find businesses that offer products you are looking for instead of leaving town or shopping online.

Shop Local and Get Rewarded! The Chamber and the Business Improvement District are once again organizing the Holiday Rewards Program, where shopping local earns you gift cards on qualifying purchases. Stay tuned for more details around Thanksgiving.

In addition to all the great shops we have in town, this holiday season, many places offer gift shows – and here are just a few to note:

Nov. 20 Artisans' Holiday Gift Show at the Strater Hotel

Nov. 20 Thanksgiving Farmers Market at the TBK Bank parking lot

Dec. 3 Noel Night in historic downtown Durango with Local First

Dec. 11 The Holiday Farmers Market at the La Plata Fairgrounds

Take time and spend your money supporting local business. You really vote with your wallet – and buying local casts a vote for Durango! Support our great town and the future of our community.

## 2021

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## Durango Chamber Seeks Local Rock Stars – Deadline Nov. 5!

Every year, the Durango Chamber of Commerce recognizes our area's businesses, individuals and nonprofits that demonstrate excellence and leadership, and have made a real impact on our community.

The Chamber presents several categories during the annual Durango Rocks Awards Ceremony, scheduled for Thurs., Jan. 20, 2022 at the FLC Concert Hall.

Nominations are now open, and we are calling on you to tell the stories of those who have been remarkable in 2021. Here are the categories:

**Citizen of the Year** is awarded to individuals who have made a noteworthy contribution to our community that is above and beyond their profession or regular responsibilities. Someone who exemplifies putting the community first and making Durango a better place.

**Business of the Year** award recognizes dynamic companies that share a commitment to excellence, business growth and the community. They have a proven record of financial performance, strategies, and growth. They demonstrate achievement in service, and innovation in management.

**The Small Business of the Year** award is presented to companies that have been in business for a minimum of three years and have less than 20 full-time



employees. These businesses demonstrate innovation, perseverance, and outstanding accomplishments in management while creating a successful and growing business.

**The Entrepreneur of Year** award is given to someone who creates a new business and is seen as a source of new ideas, goods, or services. Entrepreneurs take risks of creating a startup, demonstrate vision, leadership, and ingenuity.

**The Nonprofit of the Year** award honors outstanding achievement in the nonprofit sector, meets an unfilled need for the betterment of the community, and serves with distinction.

**Volunteer of Year** honors an individual who exemplifies the spirit of volunteerism, and community leadership that is above and beyond their normal profession and responsibilities.

Deadline: Friday, Nov 5th Submit nominations online: [DurangoBusiness.org/awardsnominations](https://DurangoBusiness.org/awardsnominations)

Be sure to tell the story behind why the nominee should be considered. Thanks for helping us recognize Durango's Rock Stars!



## Lunch & Learn • Wednesday • Nov 17th • Noon What is DESSERTS spelled backwards?

Don't be STRESSED this holiday season! Indulgence is part of the holidays, as is added stress. Discover how you can keep both in balance this holiday season, and imagine what it might be like to start 2022, already on track with your health goals! Join registered dietitian nutritionist, Nicole Clark as she shares her expertise in finding sustainable health practices. Learn more & register today by clicking [here](#).

## Union Social House Hosts Business After Hours in October

Many thanks to Union Social House for their hospitality during the Chamber's Business After Hours in October. Located on North Main Avenue, Union Social House offers a gathering place with craft cocktails, and delicious food from Backcountry Gourmet in a casual and relaxing atmosphere. The bar features various games inside and out, including a Bocce Ball court in their backyard garden. Shop locally at the Winter Market in the adjacent Gallery Room which begins Nov. 13 and is open every weekend through mid-December where you can discover local artists, makers & creators selling their goods – perfect for finding those unique holiday gifts. Located at 3062 Main Avenue or visit their website, [UnionSocialHouse.com](http://UnionSocialHouse.com).



## Chamber Highlights

• **Leads Program** - If your business needs referrals that convert to direct sales, you should join the Chamber Leads program. Only one business per industry sector is represented so there is no competition within the group. It's your opportunity to build business relationships and to educate other members of the business community about your products or services. For more information, visit [DurangoBusiness.org](http://DurangoBusiness.org).

• **Lunch & Learn or Tuesday Talk** - Are you an expert in a particular field and believe other business members will benefit from you sharing your knowledge? Contact the Chamber to learn about opportunities to present your topic at either

of the Chamber's monthly educational programs Lunch & Learn or Tuesday Talk. Call (970) 247-0312 or email [kim@durangobusiness.org](mailto:kim@durangobusiness.org).

• **Durango Rocks Awards Event is Jan. 20, 2022** and awards **nominations are due Nov. 5!** Nominate businesses, organizations and individuals who have made a difference in our area during the past year. Submissions can be made online by clicking [here](#). Support your business community by participating in this annual event.

## November Calendar

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

- Nov. 2 at 5:30pm YPOD Business Tour – Durango Craft Spirits
- Nov. 5 Deadline for Durango Rocks Awards Nominations click [here](#) to submit nominations
- Nov. 10 at 5:30pm YPOD Happy Hour at Union Social House
- Nov. 16 at 5:30 pm YPOD Leaders After Hours with Chip Lile, owner of El Rancho Tavern
- Nov. 17 at noon Lunch & Learn – Keeping Balance this Holiday Season
- Nov. 18 at 5pm Business After Hours at the Wells Group of Durango
- Nov. 25 – Happy Thanksgiving
- Nov. 26 – Chamber Office is Closed – Be sure to shop local!



**Business After Hours**  
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## “As Strong As Our Weakest Links”

By Jennifer Mason, Adult Education Center

We’ve all heard the expression, “you’re only as strong as your weakest link.” Untapped potential abounds inside many a business simply because a talented team member lacks the education diploma or English language skills needed for promotions. To help this region’s business community tap into potential, the Durango Adult Education Center provides free GED classes leading to a high school equivalent diploma, as well as free ESL (English-as-a-Second-Language) classes to the public.

This November is an especially good time for non-native English speakers to improve their language skills because they can simultaneously receive certified training in retail skills and remote work readiness. As an added benefit, the Center provides a supportive companion class targeting the vocabulary and reading comprehension skills related to each topic. With certified training in Retail Fundamentals, Customer Service & Sales, Operations & Profit, and Remote Work Readiness, under-utilized employees across the Four Corners will be equipped to seek promotions or explore new careers otherwise off limits due to language barriers.

According to a 10-year study conducted by the U.S. Department of Education, individuals gaining skills or filling educational gaps through adult education



programs saw a \$10,000 annual boost in income. These benefits inevitably ripple across the wider community, relieving strain on social safety-net programs while also boosting the local tax base.

Normally, the certificate classes provided through the Lives Empowered learning platform, come with a \$75 price tag; however, that cost will be waived for learners enrolled in the Center’s ESL (English as a Second Language) program, which is also free. For more information about these classes, call (970) 385-4354.

Although this region is awash in diverse languages, remember the one expression which captures this community’s spirit: *when one succeeds, we all succeed*.

### October Lunch & Learn – Charitable Giving with the Community Foundation

Thank you to Briggen Wrinkle, executive director of the Community Foundation serving Southwest Colorado, who shared information on ways to invest in the community through charitable giving. In 2020 alone, the Community Foundation infused \$4 million in the area’s nonprofit community. To learn more about ways to partner with the Community Foundation, visit [SWCommunityFoundation.org](https://www.swcommunityfoundation.org).

### Tuesday Talk – Using Video Content to Grow Your Business!

The October Tuesday Talk featured ways to use video content to help promote your business. Nick Kogos and James Flint with Visit Durango provided numerous tricks and tips on ways to use video to reach new customers and clients, how to tell your business’s story with video, and which platforms to post your content. Many thanks to Visit Durango for sharing approachable steps to producing video content. To learn more about their organization, visit [Durango.org](https://www.durango.org) or call (970) 247-3500.

## Four Cs to Lead By

By Robert Whitson Owner of Express Employment Professionals of Durango, CO

In addition to being known as a pioneer in animation, as well as film, and the creator of some of the most beloved and recognizable characters in the world, Walt Disney was also responsible for leading and inspiring an innovative, industry-defining studio of “dreamers.”

*“Somehow I can’t believe that there are any heights that can’t be scaled by a man who knows the secrets of making dreams come true. This special secret, it seems to me, can be summarized in four Cs. They are curiosity, confidence, courage, and constancy, and the greatest of all is confidence. When you believe in a thing, believe in it all the way, implicitly and unquestionable.”*

— Walt Disney

Although, in Disney’s words, the four Cs are the secret to making dreams come true, they’re just as easily applied to leadership and employee development.

### Curiosity

Highly successful people have a predisposition for curiosity – and they’re willing to go to great lengths to satisfy it. From reading the latest business books, attending seminars and workshops, or seeking out a subject matter expert, successful leaders are forever on a quest to build their knowledge base.

### Confidence

It’s human nature to gravitate toward



confident people and the team you lead is no different. Employees take behavioral cues from their leaders that influence how they react to various workplace situation. Leaders who approach new projects or challenges with resolute self-assurance inspire the same from their employees.

### Courage

A cousin to confidence, courage is undoubtedly essential to accomplishing audacious goals. Some of history’s greatest achievements and innovations are due to people who weren’t afraid to take a chance on a big idea. And if you were to look at their path to success, you’d likely see a pattern of boldly, but strategically, pushing the limits.

### Constancy

Stability is a vital component to building and leading a productive, dependable team. Leaders who strive to be consistent in their words and actions have loyal employees who better understand what’s expected of them. And that understanding creates confidence and a more purpose-driven workforce that knows their hard work will be recognized and appreciated.

*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](http://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

# Business Connection Spring Hollow Ranch and Equestrian Park

By Sara Lynn Valentine

Spring Hollow Ranch and Equestrian Park is a 300-acre event center with an outdoor arena, an indoor heated arena, and 200 horse stalls. By the spring of 2022, a full, rough-stock rodeo arena will have been added.

“We do everything from horse shows, clinics, cow shows, roping and cutting horse events,” said Wendy Wyatt, general manager of Spring Hollow Ranch. The ranch has 70 horse trailer hookups so those participating in events can stay overnight and hook up their horse trailers that include living space for horse owners. There are five Airbnb rentals on site: a 4000 square foot house and four smaller Airbnb units. “We have an all-inclusive situation at Spring Hollow Ranch and Equestrian Park,” said Wendy. “We offer covered pavilions and campgrounds. We want to be an equestrian park for all disciplines - everything from cutting shows, show jumping, dressage, team roping and barrel racing.”



Ranch owner Stefaan Bultinck came across the property in late 2019, after living in Durango for more than ten years. “Stefaan has been involved with both real estate and horses all his life,” Wendy stated, “and immediately realized the potential of the property.” Stefaan put capital into it and was eager to start making improvements.

“We want to be the premier equestrian facility in the Four Corners,” Wendy said. “We’ve had a great year, with people coming from all over the country, and next year will be even better. We’d like to hold national



championship events. With this wonderful facility, we can market to them.

In August, CSU hosted their Stockmanship and Stewardship seminar at Spring Hollow, and the Cattleman’s Association banquet with dinner-service for 400 was held in the arena. Spring Hollow hosted the two-week long New Mexico Cutting Horse Association event.

“These big events create a terrific economic impact on Durango. Participants in events held at Spring Hollow Ranch and Equestrian Center often stay over after the events are finished to see all the local sights,” stated Wendy. “They’re eager to spend time in Durango because it’s a destination in its own right.”

Wendy and Stefaan would like to host 4-H events and shows. “Being part of the Durango Chamber has been great,” stated Wendy. “Jack’s been very gracious, coming out and attending a couple of events. We’re looking forward to getting more involved locally.”



Learn more at:  
[SpringHollowEquestrianPark.com](http://SpringHollowEquestrianPark.com)  
or call Wendy at (970) 779-8031  
email: [info@springhollowequestrianpark.com](mailto:info@springhollowequestrianpark.com)  
Please visit [Spring Hollow Ranch](#) on Facebook

## Congratulations to Studio B!

Studio B recently opened its doors, offering unique and integrated healthcare services. The clinic offers a one-stop shop with an on-site fitness center and six treatment rooms specializing in treatment and coaching to optimize fitness, behavioral, cognitive, and nutritional wellness. Studio B provides individual, group, family and couples therapy, as well as counseling for kids, teens, and addiction treatment. Customized sessions include personal training, nutrition coaching, sports performance, non-medical pain and chronic disease management. Meditation, private and semi-private yoga sessions, academic support and life coaching round out the services provided. For more information, visit [StudioB.life](http://StudioB.life) or call (970) 422-1761.



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## Congratulations to Bank Central on becoming a Full-Service Bank in 2021!

While Bank Central has operated as a real estate lending office since 2007, in May of 2021, Bank Central became a full-service bank, offering commercial and retail banking services. They specialize in mortgage loans, construction loans, commercial and land loans. Congratulations to Bank Central on your new location and expanded services. Visit them at 1211 Main Avenue, log on to [BankCentral.net](http://BankCentral.net) or call (970) 375-2265 for more information.



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## New Members

---

### Chris Schnurr

180 Metz Ln #1501  
Durango, CO 81301  
Individuals

### Code of the West Real Estate

Lisa Little  
556 Main Ave  
Durango, CO 81301

#### website

Real Estate

### Durango Creative District

Hayley Kirkman  
802 East 2nd Ave.  
Durango, CO 81301

#### website

Non-Profit

### Evergreen Education Group

John Watson  
700 Main Avenue  
Durango, CO 81301

#### website

Educational Products

## Renewed Members

---

4 Corners Children's Clinic  
4 The Children  
Aiko Aiko Sound  
Animas Capital Management, Ltd.  
Bighorn Consulting Engineers, Co.  
Cascade Water-Coffee Service  
Dalton Ranch & Golf Club  
Durango Earlybird Toastmasters  
Durango Food Bank  
Durango Independent Film Festival  
Durango Premier Vacation Rentals  
Four Corners OB/GYN  
Hampton Inn  
Jack's Meats. Poultry. Seafood.

### Pro Mobile Wash

Christopher Chitwood  
515 E 4th ave  
Durango, CO 81301

#### website

Services

### Water Information Program

Elaine Chick  
841 East Second Ave  
Durango, CO 81302

#### website

Educational Products



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

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    dba Silver Creek Design  
Southwest Midwives  
Spine Colorado  
StoneAge, Inc.  
Tailwind Nutrition  
Ted's Rental & Sales, Inc.  
Tico Time River Resort  
Toh-Atin Gallery  
United Way of SW Colorado  
Ute Mountain Casino, Hotel & Resort

## LLP Monthly Focus: Here Are 5 Things to Do Today to Let Go of Feeling Like an Imposter

By Stacy Reuille-Dupont

I have been working with an intern in my office and we were talking about how it feels fake to get started in our careers. Ever felt terrified of making mistakes because people would “find out” you really didn’t know what you were doing? Or working to make sure you looked like you knew what was going on, even while feeling not good enough? Maybe even a little frozen because it feels so fake to claim your knowledge, space, and hope?

This is called the imposter phenomenon and afflicts a number of us at some point in our lives. Especially, those of us who have been given subtle messages about our being, such as, we can do it all without much effort or in contrast that we are not as smart as we really are (Clance & Imes, 1978).

According to Bernard, Dollinger, & Ramaniah (2002), “The IP has been defined as an internal experience of intellectual phoniness in high achievers who are unable to internalize their successful experiences.” (pg 321)

As a result, we find ourselves in situations where we feel we are not responsible for our success. Yet our age, experience, education, etc may be telling the world something different. There is incongruence between what the world sees and expects of us and what we believe about ourselves. This creates a sense of falseness or feeling like a fake on the inside.

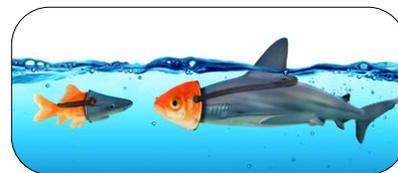
When we find ourselves in these situations, many of us turn up the charm, work harder, and end up in the double bind of proving and disproving our worth and brilliance at the same time.

This proving/disproving becomes a self-fulfilling prophecy we struggle hard to break free from (Clance & Imes, 1978). Instead of continuing the cycle, there are ways to move beyond our sense of “falseness” and own our competence.

According to Bernard, Dollinger, & Ramaniah (2002), there are two personality traits that interact with feeling like an imposter. One is what’s known as the big five personality trait of neuroticism and the other also a big five trait, conscientiousness.

People with high neuroticism are defined in personality psychology as folks who are more moody and prone to judge situations as negative. They tend to have higher

experiences of emotions like sadness, envy, fear, guilt, etc.



To work with this trait and increase competence, one must begin to shift personal perception of self and the world. By seeking out experiences and opportunities for accurate praise and recognition, the person can begin to recognize the truth of their competence. Along the way, it is important to deal with negative emotional states such as depression or anxiety to reap the larger benefits of embracing your true intelligence and brilliance.

Conscientious people tend to be organized, efficient, dependable, and aim for achievement. They like to plan things and have a lot of self-discipline. People scoring low on this scale tend to like spontaneity and sometimes are labeled as unreliable.

When it comes to feeling like an imposter, there is negative a correlation with a lack of self-discipline seen in people who score lower on the conscientiousness scale and higher on rates of feeling like a phony. Bernard, Dollinger, and Ramaniah (2002) give a couple of possible reasons. First, it might be that those who lack self-discipline were told and/or expected to achieve with little effort (Clance & Imes, 1978). It might be the case that not only were these people told they were intelligent, bright, talented, and could do or become anything they choose, they also might have experienced ease in achievement especially in earlier life situations (i.e. high school).

Due to these experiences, this group may not have created behavioral patterns that offered structure or opportunities for the positive feelings associated with working hard to reach a goal. As a result, they do not gain a sense of mastery over their personal situations and tend to rely more on environmental factors for success.

*continued - [click here to read more](#)*

### Leadership La Plata Update from Janae Hunderman, Class of 2013 :

This year’s class had their first monthly session, Diversity, on October 8th. Thank you to all the presenters and volunteers who made the day possible! The very next day, we had a stellar group of LLP volunteers donating their Saturday morning to our 3rd Annual LLP Volunteer Day. Check out [Facebook](#) or [Instagram](#) for photos of the events and stay tuned for our 2022 event announcements! Are you an LLP Alum and want to join an LLP Committee? Contact [janaehunderman@gmail.com](mailto:janaehunderman@gmail.com) to find out where we could use your help!

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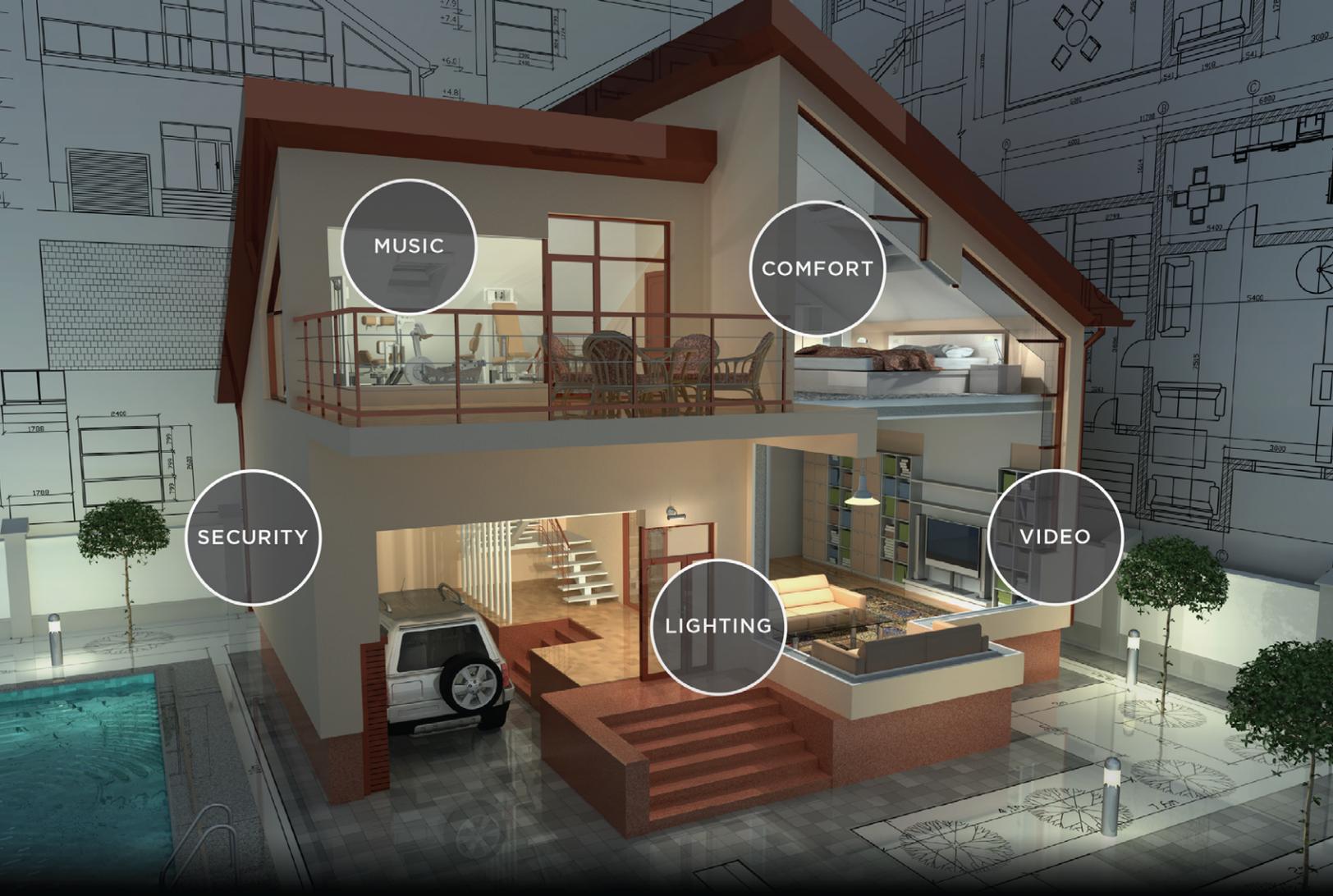


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the chamber

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