



# Connection

## Chamber YOUiversity

**VIRTUAL Chamber YOUiversity coming November 12th**

**Are you taking advantage of your Chamber member benefits?**

All members (new and veteran) are invited to attend and learn how to utilize your member benefits and make the most of your membership investment. From FREE benefits such as job postings and coupons, Reference USA datamining sessions, radio show appearances and business facts announcements, there are so many ways to use your membership at little or no cost. Learn how advertising in the Chamber newsletter, website and weekly Business Facts can also help you grow your business for a very small investment!

This event is FREE for all Chamber members, but RESERVATIONS ARE REQUIRED to receive your Zoom log in. To register visit:

[www.durangobusiness.org](http://www.durangobusiness.org) or email [rita@durangobusiness.org](mailto:rita@durangobusiness.org).



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*From the Executive Director's pen***Buy Local or Bye-Bye Local**

You know me by now. I'm all about keeping our economy going and all of us thriving – which hasn't been more important than in the 38 years I've been here in Durango (remember I'm a Fort Lewis College alumni).

We all need to stick together to sustain our economy and our small businesses. Keep Durango and La Plata County strong. As the weather has finally turned to cooler temperatures, those of us working behind the scenes have something for the holiday season. And in the spirit of the election, think of it as voting with your dollars with rewards!

With the pandemic, masks and quarantine, many of our dollars are being spent on-line and leaving our economy. I can't blame you for doing that – many of us have transitioned to remote working from our converted living rooms. We are hunkered down and do need supplies, but we hope you will help keep our local businesses alive too, especially as we go into the holiday season.

So here's the plan. The Chamber has teamed up with the Business Improvement District (BID) to reward YOU for shopping local. Visit [durangobusiness.org](http://durangobusiness.org) or [downtowndurango.org](http://downtowndurango.org) to discover how buying here at home can provide you with even greater rewards in the form of gift cards. To be clear, you'll be rewarded for spending your money here in La Plata County.

You'll need to collect your receipts, and you don't have to spend everything in one location – it's the total that makes you eligible for the gift cards. Do your holiday shopping during our proverbial "shoulder" season, which is the toughest time for our retailers and restaurant operations. Participation is easy with a

Jack Llewellyn, Chamber Director

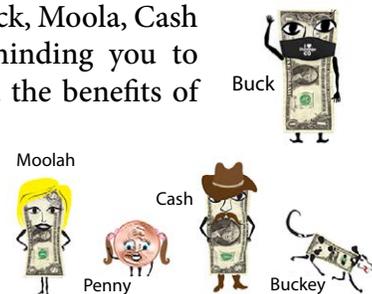
variety of levels, and it's all spelled out on our websites. Explore what works for you.

All our retail stores and restaurants have gift cards. This not only simplifies your holiday shopping (do a creative Christmas card as the packaging) but it helps sustain our hometown businesses so they can make payroll and support others. Remember, we're renowned for our unique retail stores and our great restaurants.

The Chamber's cast of local shopping characters: Buck, Moolah, Cash and Penny will be reminding you to shop here at home, and the benefits of the multiplier effect. Think of it this way: "buy local or it's bye-bye local."

As of this writing, Local First will host Noel Night(s) in Downtown to support local shopping. AND the Buckley Park (no relation to Buck) Holiday Tree is going to be lit the day after Thanksgiving. No parade, but Santa is going to make a "socially distant" appearance in the park. True, singing With Santa is not going to be quite the same, but our holiday tree, which is the cornerstone of our Downtown, IS going to be lit – holiday lights to inspire us all. Keep current with the Chamber and BID for all the details. Thanks again for looking local first!

And remember to stay in touch and check in on one another throughout the holidays.

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Mitch Dye, *Diplomat Representative*

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

# Virtual Lunch & Learn

## Wednesday, November 18th | 12 Noon - 1 pm

### Rules of the Road and Sustainable Investing

Presented by **Drea Pressley**

**Financial Advisor, Edward Jones**

A lot has happened this year and it is important in difficult times as well as good times to make sure we are all on track to achieve our dreams. We will discuss important steps - the Rules of the Road - that will help attendees stay on track while on their long-term journey to achieving their financial dreams, along with an overview of what sustainable investing is.

[Click to Register](#)

**Edward Jones**  
MAKING SENSE OF INVESTING



Lunch & Learn will be held **Wednesday, November 18th, 12 -1pm**. Cost for the session is \$10, but thanks to the generosity of **Purgatory Resort** this fee is waived and we welcome you to attend for **FREE!** You must register to reserve your spot and receive your zoom invitation. Please use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or email [rita@durangobusiness.org](mailto:rita@durangobusiness.org).



### **OHANA PHYSICAL THERAPY**

DURANGO, COLORADO

**Ohana Physical Therapy is delighted to welcome Preston Wolff, DPT to our clinic!**

Originally from the Pacific Northwest, Preston made his way to Colorado to earn his physical therapy degree from Regis University in 2020. He developed a passion for vestibular and neurological rehabilitation and prides himself on high-quality manual therapy. When not in the clinic, Preston enjoys spending time with his dog, Ellie, fly fishing, mountain biking, and skiing.

**130 Rock Point Drive Unit C  
Durango CO 81301**

**t 970 247 7895**

**f 970 459 8404**

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## Award Nominations Due Dec. 1st

DURANGO *Rocks!*

The good news is you still have 30 days to get your awards nominations submitted for **DURANGO ROCKS!**. The bad news is you only have 30 days left to get your awards nominations in for **DURANGO ROCKS!**. So whichever way you decide to look at it (half full or half empty) please submit your nominations by December 1st and help us honor those businesses and individuals who deserve to be recognized!

With COVID still lurking out there we can't say for certain how the Chamber awards ceremony is going to look in 2021, but we are planning on celebrating the successes of our local businesses and individuals in some manner. It may be virtual, it may be later in the spring, it may be in-person, but it will certainly be a well-deserved Durango Rocks celebration.

**Here are the categories:**

- [Business of the Year](#)
- [Small Business of the Year](#)
- [Entrepreneur of the Year](#)
- [Non-Profit of the Year](#)
- [Citizen of the Year Award](#)
- [Volunteer of the Year Award](#)
- [Barbara Conrad Award \(LLP\)](#)
- [Morley Ballantine Award](#)



# Discount. Discount. Discount.

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## How to Build Gravitas

When people describe a colleague as having “gravitas,” it typically means that they are taken seriously, their contributions are considered important, and they are trusted and respected. Many people assume that gravitas is a quality you either have or you don’t, but you can actually develop it in a way that feels authentic to you. First, you have to be able to articulate your goals and values. Ask yourself, “If someone were to describe me, what would I want them to say?” You also need to be receptive to feedback, so actively seek it out. Ask those who work with you, “What could I do differently to make my leadership and our working relationship more effective?” Their answers will let you know whether you’re having the impact you want — and help strengthen your relationships. Another way to develop gravitas is to build rapport and trust by demonstrating curiosity about your colleagues’ lives outside of work or sharing something about your own. Finally, don’t believe the myth that confidence is the same thing as gravitas — it isn’t. Even high-

powered leaders feel nervous or anxious at times. So focus on building courage instead of confidence. This internal shift may seem subtle, but people will sense — and respect — it.



*This tip is adapted from “Gravitas Is a Quality You Can Develop,”  
by Rebecca Newton*

### September Lunch & Learn Thank you

Thank you to Mark Haeussler, CEO with Alpine Leadership, for a very informative Lunch & Learn session on the Language of Leadership. Mark shared some great tips on communicating via teleconferencing which we are all using more than we care to admit. If you would like to learn more about the services offered by Alpine Leadership visit [www.alpineleadership.co](http://www.alpineleadership.co) or give Mark a call at 602-803-5979.

**Tuesday  
Talk**  
Coffee at Home

Click to  
register  
to receive  
your  
ZOOM login

## Coffee @ Home

Tuesday, Nov. 3<sup>rd</sup> • 8:00 - 9:00 am

Stay Home! Grab Your Cup of Coffee! Join the ZOOM Meeting!  
**Selling Your Business - Things to Consider in Order to  
Successfully Cash Out on the Business You've Built**

presented by Kelly Malin, Touchstone Business Advisors



## Enduralife Fitness and Nutrition

The Durango Diplomats held their first “in-person” ribbon cutting since the beginning of the pandemic. On Thursday, October 22nd, with masks and social distancing in place, the Diplomats celebrated the Grand Opening of Enduralife Fitness and Nutrition. Owner, Melissa McGaughey, has been in business for seven years and is excited to be in Durango. She works with individuals one on one, small groups or corporations to help them make small changes in their diet and lifestyle allowing them to reach their health and fitness goals! According to Melissa, she focuses on health from the inside out!



Melissa can help you create a completely personalized “roadmap to health” that suits your unique body, lifestyle, and goals. She understands that each client is different and while one approach to diet and lifestyle may be great for one person, it could be poison for another.

One of her mottos is “movement is medicine for the body and mind,” and there are so many ways to get outside and move your body in this town! If you would like to learn more about the services offered by Enduralife Fitness and Nutrition visit [www.enduralife.com](http://www.enduralife.com) or give Melissa a call at (214) 264-7917.

## La Plata Gifts

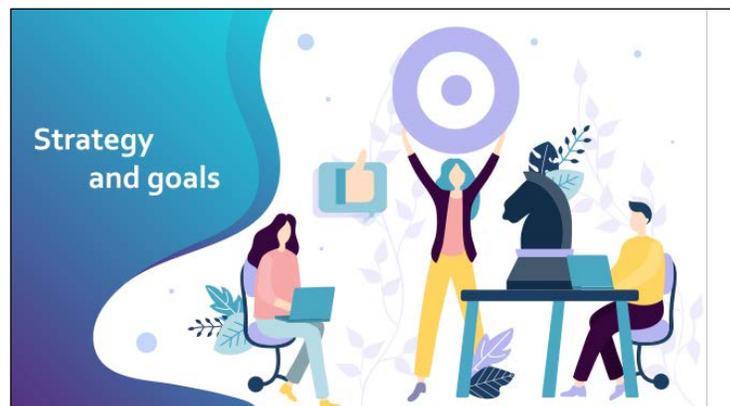
The Durango Diplomats celebrated the Grand Opening of La Plata Gifts that is now conveniently located in downtown Durango at 651 Main Avenue. Formerly located in the DoubleTree Hotel, La Plata Gifts longtime owners Neil and Karen Johnson are excited about their new downtown shop. Offering unique and reasonably priced apparel and gifts for men, women and children – you just have to stop by and check out their new store! Neil and Karen love being part of the friendly and supportive



community of Durango and look forward to adding to the unique charm of Main Avenue! Be sure to stop by and check out all the new merchandise or give them a call at (970) 259-5043 for more information.

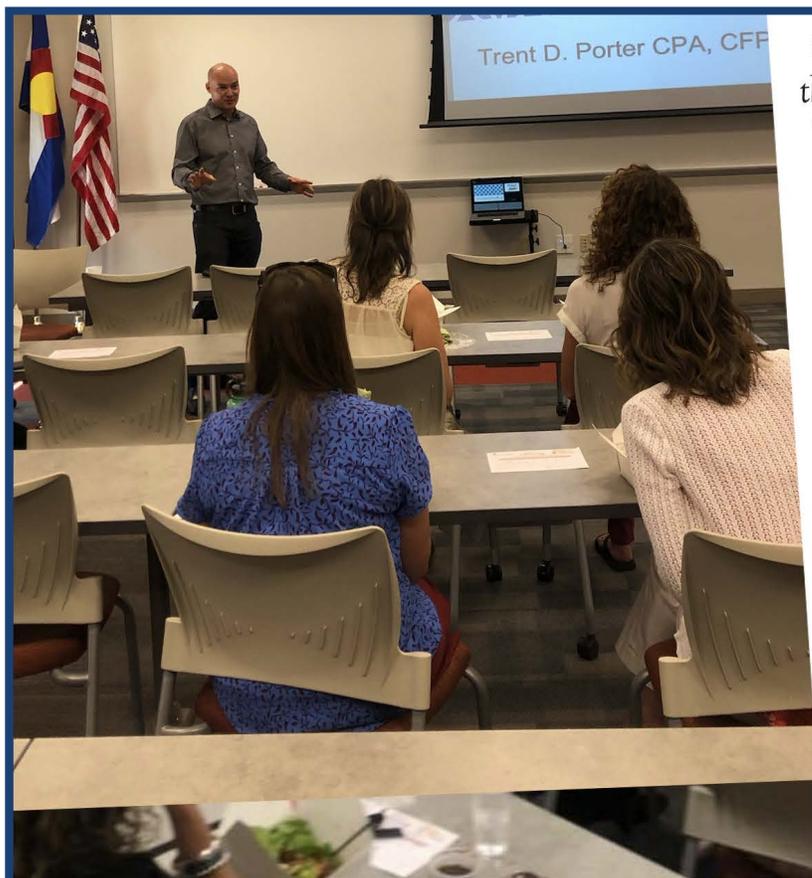
## Help Your Team Innovate with Urgency

The pandemic has shown us how crisis can lead to rapid innovation. Just look at all of the companies that quickly pivoted to curbside pickup or adapted their services to new health regulations. How can a leader help their team retain this agility and sense of urgency even when there's no crisis? Here are three tips. First, engage in small experiments. Think about change not as a big project, but as a series of tests that help you quickly learn what works, what doesn't, and what it takes to execute an idea. Next, challenge your team to set goals that are short-term, high-priority, and challenging — and that are completely unrelated to their existing tasks and projects. The point isn't necessarily to achieve those goals, but to see what possible innovations may come of it. Finally, lean in and get personally involved. For



an innovation to take off, leaders need to be actively invested. Don't wait for the next crisis to motivate your team; set the conditions for proactive — not reactive — innovation now.

*This tip is adapted from "Innovate with Urgency — Even When There's No Crisis," by Ron Ashkenas*



**the chamber**  
DURANGO CHAMBER of COMMERCE

### Would you like to be a *Lunch & Learn* presenter in 2021?

The Durango Chamber of Commerce is currently seeking Chamber members who would like to be a presenter at a 2021 Lunch & Learn event. While it is uncertain if we will be hosting virtual or in-person Lunch & Learn events in 2021 you will need to be prepared for either type of presentation.

Topics must be business related and of interest to small business owners and their staff. Please submit your topic to [rita@durangobusiness.org](mailto:rita@durangobusiness.org) for consideration.

## New Members

### **Cryomedspa Wellness & Cryotherapy**

Colleen Dunseth  
1800 East Third Avenue, STE 101  
Durango, CO 81301  
[website](#)  
Health/Wellness

### **Enduralife Fitness and Nutrition**

Melissa McGaughey  
179 Riverview Dr  
Durango, CO 81301  
[website](#)  
Health/Wellness

### **Oh So Good Digital**

Lisa Marie Jacobs  
2257 Main Ave  
Durango, CO 81301  
[website](#)  
Web Site Design

### **Patrick Parker**

Hesperus, CO 81326  
Individuals

### **Rio Rapids Durango Soccer Club**

Kate Kelly  
862 Main Ave #203  
Durango, CO 81301  
[website](#)  
Non-Profit

### **Silver Arrow Ventures Inc. dba Silver Creek Design**

Andrea Noelle  
3206 Main Avenue, Ste 4  
Durango, CO 81301  
[website](#)

Floor Coverings-Window Coverings

### **Taryn McQuown**

Durango, CO 81301  
Individuals

### **Tim Guill, Attorney, LLC**

1075 Main Avenue, STE 211  
Durango, CO 81301  
[website](#)  
Attorneys

## RENEWED MEMBERS

4 The Children

BPX Durango, Inc

Clark, White & Assoc.

Discover Goodwill of Southern &  
Western Colorado

Duck Girl Art

Durango Independent Film Festival

Durango Rivertrippers & Adventure Tours

Hozhoni Health Services LLC

Know Your Dough, Inc.

KOBF T.V.

La Plata Quilters Guild

Mobile Storage Solutions, LLC

MUNIREvs Inc

Old Hundred Gold Mine Tour

Pet Haus

PSTM Architecture and Planning Inc.

Short Elliott Hendrickson Inc. (SHE)

Southwest Midwives

StoneAge, Inc.

Ted's Rental & Sales, Inc.

TruWest Chrysler Dodge Jeep Ram

Twin Buttes of Durango

Worldpay

## The Best Defense – Is A Good Offense

By Bronwyn Radcliffe, FNP, MSN, BSN, CFMHWC

Inflammation is associated with contracting COVID-19. Individuals most likely to contract and experience the most serious version of it are obese, diabetic, have metabolic syndrome or some form of cardiovascular disease. Inflammation is a localized physical condition in which part of the body becomes reddened, swollen, hot, and often painful. You know it as a reaction to injury or infection. Inflammation that causes disease is the same only its inside your body.

**STOP for a minute and think about what that looks like:**

Red, swollen, hot and even painful areas inside your body. Ouch!

Occasional inflammation is normal, part of the healing process, however, Chronic inflammation is not normal. **Chronic inflammation** is caused by: sugar, processed foods, hydrogenated fats, GMO, dairy, excessive eating, alcohol, a virus, disease, heavy metals, stress, environmental factors, depression, anxiety, medications, and more. When your cells are not receiving proper nutrition, cell signaling is altered, causing changes within the body.

**Inflammation and COVID-19.** When your body is red, swollen, hot and painful on the inside, it's ability to fight a new invader is reduced. Also a body with altered cell signaling will not respond efficiently.

### Reduce whole body inflammation

1. **Get Outside**-Early morning light is especially beneficial for mental health.
2. **Fresh air** increases your mood, mental clarity focus.
3. **Eat Less.** Fix your meal. Remove 1/3 of what is on your plate, before you sit down, put it in a left overs container.
4. **Eat Real Food.** Organic, non processed, if possible.
5. **Slow Down.** This turns on the parasympathetic nervous system of rest and digest.
6. **Get Some Blood Work.** If you have metabolic syndrome, if you are obese/overweight, diabetic, have any form of cardiovascular disease get some blood work.



**Inflammation** increases your risk for any disease, any virus, fungal or bacterial infection, especially COVID-19.

*Bronwyn Radcliffe is a Family Nurse Practitioner, Health & Wellness Coach and teaches Body and mind skills for general wellbeing. Read the full article and follow ups with detailed information at <http://www.SanJuanHouseCalls.com>.*

References: 1. Oxford Languages  
<https://www.lexico.com/en/definition/inflammation>

## Landmark Building on North Main Receives Solar Grant

Shaw Solar is proud to announce its latest in a long collaboration with Zia Taqueria: a cutting-edge, custom solar setup at the restaurant's new building on North Main!

This installation - complete with a high-tech solar awning on the balcony and several small arrays on the roof - covers all of the new Zia's power needs. Hooray for solar-powered burritos!

Even better still, the project (along with the other two Shaw & Zia's have done over the years) received funding assistance from the USDA via a rural energy grant program - something Shaw is very familiar with. In fact, Shaw Solar Members can boast and say they are responsible for writing and winning these grants for dozens of local businesses, bringing in more than a million dollars in grant rewards.

Check out the video above to see the new Zia's array

and hear a bit from John Shaw on how doable a project like this is and how it's definitely cheaper than you think.



970-259-5606  
[www.shawsolar.com](http://www.shawsolar.com)



## Entrepreneurs are the Key to Economic Development



By Elizabeth Marsh, SCAPE Executive Director, [emarsh@goascape.org](mailto:emarsh@goascape.org)

Southwest Colorado has needed to supplement the tourism based economy for some time and the COVID-19 pandemic has exemplified the importance. Too high of the local workforce are in high risk jobs that have been impacted by the pandemic. By supporting the region's entrepreneurial community to focus on a nationwide customer base, our entrepreneurs can pave the way of continuing to operate during disasters while also creating jobs and strengthening our economy.

It's important for companies to bring in money from outside our local area as this helps to create more stability in the marketplace. With nationwide customers, companies are less impacted by local and seasonal fluctuations, and are more digitally connected opening the door for a greater reach and opportunity. For example, the local company Impact Fenders sells bumpers and fenders to recreational boaters. With the boom in outdoor recreation due to COVID-19, their business grew in sales not only on their e-commerce website but also by selling their goods to a national audience on Amazon. While they had to pivot away from in-person trade shows, they were able to continue to manufacture, market, and sell their products right here in Durango.

When entrepreneurs are thriving, they are able to offer secure jobs to locals with more insulation from disasters. The best form of economic development is through the creation of good jobs as this provides the ability for people to afford child care, health care, and attainable housing, bringing money into the community through diverse



channels. The community also benefits when we can promote the region as a place where business can thrive while also diversifying the economy to compliment tourism and offset the departure of oil and gas.

Our objective at the Southwest Colorado Accelerator Program for Entrepreneurs (SCAPE) is to give entrepreneurs the tools and skills to build successful companies. Through our Accelerator Program we provide access to funding, education, and intense mentoring to startups and early stage companies. We are able to help develop high growth, job-creating companies in Southwestern Colorado and are proud that our economic development efforts have produced quantifiable and impactful results - 36 local companies which have created 152 above average wage jobs through the program.

We are excited to now be accepting applications for our 2021 Accelerator Program. Please visit [www.goscape.org](http://www.goscape.org) to learn more.

### Top Ten Reasons To Buy Locally

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

# Navigating the Path to PPP Loan Forgiveness

By ASAP Accounting & Payroll

The path PPP loan forgiveness looks perilous, but it may be easier than you think! Getting started is the biggest hurdle. So put on a pot of coffee (or tea), queue up our [Awesome PPPlaylist](#), and review the following checklist to prepare for your journey to PPP forgiveness.

While the Paycheck Protection Program (PPP) has good intentions – to keep workers on payroll – the implementation was rocky, to say the least. With ambiguous guidance and dozens of “interim final rule” updates (that just keep coming), it’s no wonder PPP borrowers feel lost and confused. We’ve guided many of our clients through the process and came up with the following beta to help you navigate your way to loan forgiveness.

**1. Talk to your CPA or tax professional and banker about the timing of PPP forgiveness and any financial or tax about implications if your loan is forgiven in 2020 vs 2021.**

While you may be eager to get your PPP loan off your books, it’s important to consult with financial professionals first to understand any tax planning ramifications should your loan be forgiven in 2020 or in 2021. You have time – 10 months following the end of your Covered Period -- to determine the best course of action before your PPP loan automatically becomes a traditional SBA loan.

The PPP loan remains on your books as a liability until it’s officially forgiven by the SBA, at which time the forgiven amount of the liability is converted to non-taxable income per PPP provisions in the CARES Act. However, current IRS code dictates that expenses related to income that is forgiven are not deductible against other income. Sen. Rubio, whose office originated the PPP legislation, indicated that this was not the intent of the PPP provision when it was passed as part of the CARES Act. There are discussions about new legislation to address making expenses paid with PPP funds deductible. However, there is no guarantee or timeline for a resolution, which makes year-end tax planning more important and difficult than ever!

**2. Determine which PPP forgiveness application to use.** As of October 8, there are three versions of the PPP forgiveness application:

- **SBA Form 3508:** Initial “long” form released in May (and revised in June) for borrowers whose loans are greater than \$50,000 and are unable to meet [safe harbor exemptions for reductions to FTE employee or salary/wage levels](#)
- **SBA Form 3508EZ (“EZ”):** Shorter 2-page form released in June for borrowers who meet certain [criteria](#)
  - ▶ TIP: If your loan is more than \$50,000 and you are self-employed with no employees or your business was impacted by public health orders due to COVID-19, you are likely eligible to use the EZ forgiveness form.
- **SBA Form 3508S:** Super-simplified form released in October for borrowers whose loans are \$50,000 or less
  - ▶ NOTE: While this form simplifies the forgiveness process, it does not mean that PPP loans \$50K or less will automatically be forgiven. You will still need to calculate and document eligible expenses and submit copies of payroll records to the lender for review.

Regardless of which form you use, you still need to **produce reports and documentation** to support that you spent your PPP loan on **allowable payroll and non-payroll expenses** that were incurred or paid during your Covered Period.

**3. Check with your lender on their forgiveness process and documentation requirements.**

It’s vital that you stay in contact with your lender to understand their processes for data submissions (online portal or PDF uploads) and their required supporting documentation.

**4. Use the 24-week Covered Period and prioritize payroll costs.** If you’re able, simplify your forgiveness application by only including allowable payroll costs incurred or paid during your Covered Period. While you are required to spend at least 60% of your PPP funds on payroll costs to qualify for full forgiveness, there is no maximum percentage cap for payroll expenses.

Per the PPP Flexibility Act passed in June, you now have 24 weeks to spend 8.5 weeks’ worth of salary/wages, so it’s possible to include only those expenses on your forgiveness application. If you need to include non-payroll costs, focus on business mortgage interest, rent, and utilities that were in place prior to February 15, 2020.

- ▶ TIP: If you’re an s-corp owner-employee or self-employed, be sure to run payrolls as needed during your Covered Period to ensure those costs are forgivable -- don’t wait for your annual pay date on December 31st!

Visit the [ASAP Support Center](#) for more PPP forgiveness tips and COVID-19 business resources >>

*Disclaimer: Article written by ASAP Accounting & Payroll with CPA input from Tafoya Barrett and Associates.*

*This information is provided as a self-help tool and does not constitute legal or financial advice. Laws, regulations and lending products are changing daily and decisions as to whether or how to use this information and/or what actions to take in response to the COVID19 Pandemic are solely those of the employer. The providers of this information disclaim any and all responsibility and liability for its accuracy, completeness or fitness for your particular business purposes.*



**Buck says ...**  
**Buy Durango!**



## Dealing with Uncertainty and the Workplace

By Stacy Reuille-Dupont

Uncertainty. Many of us are dealing with it right now. Effective leaders during uncertain times are able to bring people together. In my practice there are many questions about dealing with uncertainty without increasing irritation, anger, or fear.

Here's some tips to deal with uncertainty and how LLP can help increase your business's ability to deal with change.

First, recognize you cannot control everything. Let me rephrase, you really can't control much of anything. By acknowledging the lack of control we all have, it makes it easier to focus on what we can control. I can control me, that's it. Even then my ability to control my person is still heavily influenced by my genetics, past experiences, culture, and hopes for my future.

We all want to think we have large amounts of free will, however research repeatedly shows us we are often reacting based on the above rather than independently choosing behavior in each moment. Recognizing this truth allows us to step back and honestly analyze what we can do in each situation. By stepping back, we become present to the situation we are in, rather than a similar past experience or a situation we would rather be in. This allows us to respond more effectively. You are better able to draw on resources of support. This is important in uncertain times because resources are changing, our emotional regulation endurance taxed, and our stress levels high. The more effective we can be, the more we build our self-confidence, the more we believe we can handle difficult things. The better we handle uncertainty and decrease our stress level.

Second, notice where you are "othering". Othering is what we are doing when we say "what are "those" people doing? Who do they think they are?" In those moments, we are projecting our values and beliefs onto others. We believe we are in the right, honest, accurate, and true camp and "those" people are not.

This projection gets us in a lot of interpersonal trouble. It causes us to increase our own stress levels, thus increasing our inflammation rates which impacts our heart, brain, digestion, joints, and more. Our angst over differences increases our sense of fear and isolation. These feelings create division and keep us polarized and separate. They continue to perpetuate themselves deepening our divide and keeping us from solving problems together. The higher your fear, anger, frustration, and pain the more out of control things feel. See #1 above.

Finally, learn to accept. Acceptance is a hard skill but an important one. Acceptance doesn't mean you like it, want it, prefer it, or agree with it. It just means you see it for what it is in the moment, you acknowledge it is happen as it is, and you work to see beyond the obvious in what is happening around you. Things are complex. There are always many factors influencing why and what someone is doing, why something is happening, and what options exist to shift it. When you acknowledge what is truly happening in the moment you have more opportunity to control your responses.

Whether you are at work or home you are bound to be up against uncertainty at times. This is where having a clear understanding of yourself and how you deal with stress is important. It is also where your



ability to handle diversity and differences becomes very important. As a business owner, you will not always agree with all your customer and employees, however it is important to be authentic and accepting, to focus on what we have in common rather than what divides us, and continue to pay attention to what you can control (yourself) letting go of what you can't (others, situations, etc). From this place of honest analysis you can create rules, guidelines, service responses, and policies that have flexibility for dealing with uncertain times. Leadership La Plata can help.

It is important for all of us to "do our personal work" so we are not repeating ineffective patterns and responses. LLP offers a platform for community members to come together, build connections, work with diversity, and find common ground. LLP trains leaders to deal with uncertainty, holding boundaries and expectations with grace. LLP also asks students to take a hard look at themselves. To build skills for effective communication and understand how stress can be addressed successfully.

If any of this sounds interesting to you, follow LLP on Facebook or Instagram (@leadershiplaplata) consider applying for the next class, or sponsor an employee to participate.

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### As we move through the last quarter of the year it is time to Nominate a LLP Leader to receive this year's Barbara Conrad Leadership Award.

Barbara truly epitomized the commitment to community that Leadership La Plata, at its very core, embraces.

To honor Barbara, Leadership La Plata established the Barbara Conrad Leadership Award, given annually in conjunction with the Durango Chamber of Commerce Annual Awards Celebration.

The successful recipient must be a LLP graduate who is consistently involved and active in leadership roles throughout the community, as was Barbara. The recipient must also be one who demonstrates collaborative leadership skills and creative, independent thinking – or thinking "outside the box." Of prime importance is dedication to the Leadership La Plata program.

The award is presented annually at the Chamber Rocks Event.

Nominations are due December 1st. [Click here to nominate](#)

### Alumni Quote

**"Leadership La Plata has helped me deal with uncertainty by broadening my professional network beyond my industry, which means I have access to more resources and support during difficult times with different perspectives on options for dealing with whatever uncertainty is facing me." Jeff Dupont, Alum Class of 2013-2014**

## Durango Neighbors Magazine Laura Ross

By Sara Lynn Valentine

Laura Ross, publisher of *Durango Neighbors* magazine has been in Durango for 22 years. “My boyfriend and I are really into the bicycle world,” Laura says. “He’s a bicycle builder so that’s why he came to Durango. I wound up here because of him. When we’re not working, we like to bike, Nordic ski, and hike.

“I’ve seen a lot of changes over the years,” Laura says. “And I’ve had a variety of jobs in sales and marketing. I was introduced to the idea of taking over as publisher of *Durango Neighbors* by a friend who taught Pilates. She was also friends with Roberta Ray, the previous publisher, who was looking for someone to take over publishing the magazine. She thought I would be perfect for it because of my experience working with the local business owners in advertising and marketing. *Durango Neighbors* came to Durango in 2015 and I was introduced to it that same year, but I was already working on another career. But I thought it was a great magazine that would suit the Durango community well. Four years later, I was approached by the company again and, this time I was ready to take it over.”

*Durango Neighbors* is part of a larger company, Best Version Media. Started in 2007, they have magazines in every state in the country and even in Canada. Locally, by targeting the residents of upscale neighborhoods all over the Durango area (Edgemont, Dalton, Hillcrest, Skyridge for example), and providing them with an exclusive, high-end monthly magazine, Laura can fulfill her mission of helping local business owners and service providers connect with the homeowners that live in the Durango area year-round. *Durango Neighbors* is relevant, family-friendly, and customized to the neighborhood communities it serves. Each issue features a professionally written, always fun story with photographs about a local family. “Readers always want to know more about their neighbors,” Laura points out. Members of the community are invited to submit stories they’ve written - perhaps an article by a local gardener dealing with which flowers to plant that the deer won’t eat, a piece by a local artist on how to paint ‘en plein aire,’ an entry by a neighborhood

parent or grandparent for ‘Kids Corner,’ or an entertaining photograph of a beloved pet. “We stay away from politics and religion,” Laura says. “It’s a family-friendly magazine, all good news.”

Laura also is looking for local businesses to be Expert Contributor Sponsors. An auto mechanic shop might contribute a piece on how to winterize your car or how to shop for new tires. A dentist might write about laser dentistry. “This is a great way,” Laura says, “for businesses to tell more about their areas of expertise and brand themselves as experts in their industries.”

*Durango Neighbors* is free to the residents of the targeted neighborhoods. This is made possible by businesses that sponsor sections of the magazine or purchase ads. These businesses can say they care about the community and clearly ‘brand’ their businesses at the same time.

“It’s a great thing to spread joy,” Laura says. “Readers have told me how much they look forward to receiving *Durango Neighbors*, especially during this COVID-19 crisis. The magazine keeps neighbors and businesses connected even when we are all forced to be isolated. *Durango Neighbors* is not all about a vehicle for advertising; it’s about community connection.”

“One of the things I love about Durango is the Durango Chamber of Commerce,” Laura says. “I’ve been involved with the Chamber and been a Durango Diplomat for fourteen years and this year I’m president. I am part of the Diplomats because I’m part of the community and I want to help small businesses here thrive. I know what it’s like for local business owners and I enjoy working with them.”

You may email Laura at [durangoneighbors2@gmail.com](mailto:durangoneighbors2@gmail.com) or call her at 970-759-6764.



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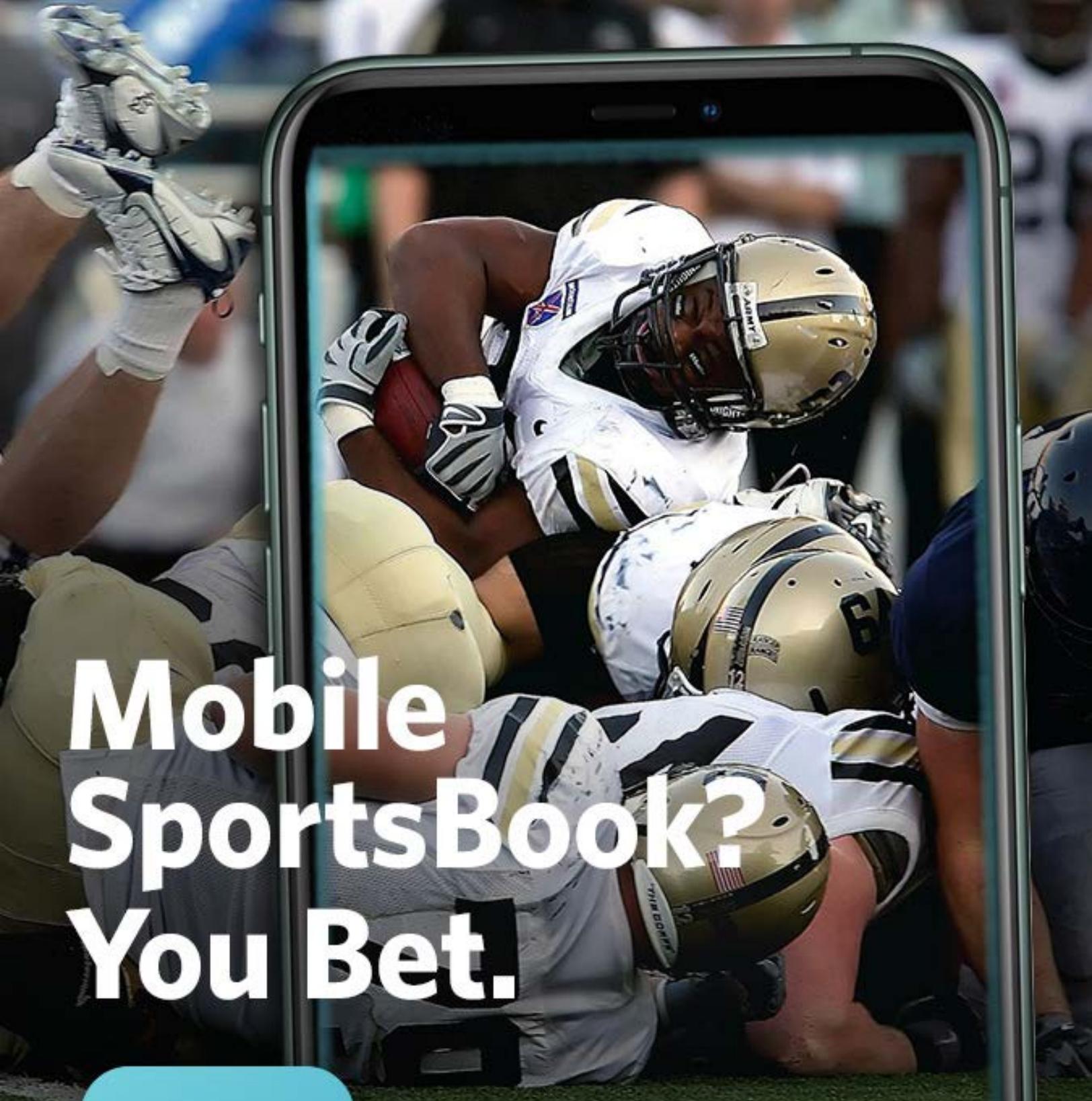
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# Chamber YOUiversity

## Are you taking advantage of your Chamber member benefits?

Join us on **Thursday, November 12th** for our Virtual Chamber YOUiversity and learn how to take advantage of your benefits so your membership pays for itself!

### 8:30 – 10:00am via ZOOM

All members (new and old) are invited to attend and learn how to utilize your member benefits and make the most of your membership investment. From FREE benefits such as job postings and coupons, Reference USA datamining sessions, to radio show appearances and business facts announcements, there are so many ways to use your membership at little or no cost. Learn how advertising in the Chamber newsletter, website and weekly Business Facts can also help you grow your business for a very small investment!

This event is **FREE** for all Chamber Members but **RESERVATIONS ARE REQUIRED** to reserve your spot and receive your zoom login information. To RSVP use our convenient online registration at [www.durangobusiness.org](http://www.durangobusiness.org) or **970.247.0312**

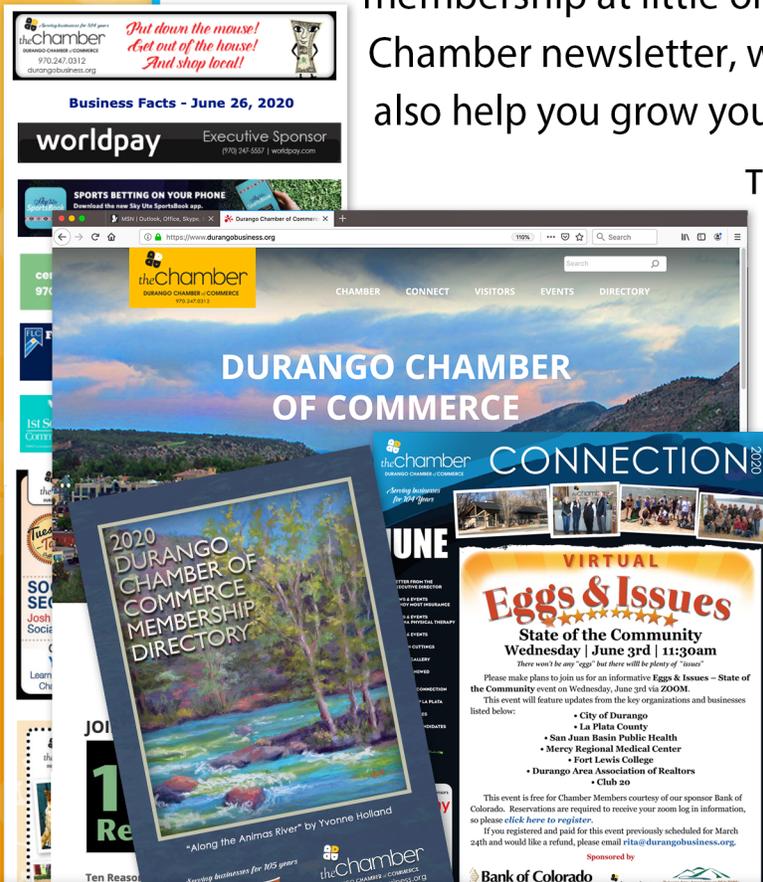
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# Rules of the Road and Sustainable Investing

Presented by  
**Drea Pressley,**  
Financial Advisor,  
Edward Jones



**Edward Jones**  
MAKING SENSE OF INVESTING

A lot has happened this year and it is important in difficult times as well as good times to make sure we are all on track to achieve our dreams. We will discuss important steps - the **Rules of the Road** - that will help attendees stay on track while on their long-term journey to achieving their financial dreams, along with an overview of what sustainable investing is.

## NOVEMBER VIRTUAL LUNCH & LEARN

**Wed. Nov. 18th, 12 -1pm**

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**[Click now to register](#)**



# Scholarships Available

The **Durango Chamber of Commerce** is excited to announce a partnership with **Bank of Colorado, 1st Southwest Bank, Purgatory** and **The Payroll Department** to provide scholarships to Chamber members who were impacted by the COVID-19 shut down and now are making hard financial decisions regarding business expenses. This scholarship fund will cover a minimum of six months of Chamber membership dues to members who qualify. If you would like to apply for a scholarship to assist you with your chamber membership dues, please email [rita@durangobusiness.org](mailto:rita@durangobusiness.org) or [jack@durangobusiness.org](mailto:jack@durangobusiness.org).



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