

Your Guide To The Business Community And the Craig Chamber Of Commerce

2010 STATE OF THE COUNTY



More than 100 people attended the 2010 State of the County event on Feb. 19. The event featured speakers from the Craig Chamber of Commerce, city of Craig, Moffat County and Sen. Al White.

Interspersed amongst the speakers were several award presentations. They include: (top) Lou Wyman (left) was the recipient of the Craig Daily Press/KRAI citizen of the year award. The award was presented by Lou's friend of 75 years, Al Shepherd (right). Below left, Dean Brosious, owner of LPL Financial, was this year's Businessperson of the Year award. Below right, Frank and Kerri Moe, owners of Best Western Deer Park Inn and Suites, were named the Small Business of the Year award. Bottom, Sue Birch (left) and Gisela Garrison (right) accepted the Large Business of the Year award on behalf of the Northwest Health Center.

CHAMBER OF COMMERCE PHOTOS



Sen. Al White



Mayor Don Jones



Commissioner Audrey Danner



Joe Bird, Chamber president



Lisa Balstad, outgoing Chamber president

We're on a mission

The Chamber's mission is to build a strong economic environment which contributes to business success by:

- ◆ Supporting public policy which create a viable business community.
- ◆ Providing quality membership services.
- ◆ Supporting aggressive economic and tourism development programs.

APRIL EVENTS

Now - April 30 • Win the big game hunt of your dreams!

The Chamber of Commerce, in partnership with some of our hunting industry members, is offering you a chance to win a quality hunt for the price of a raffle ticket. Northwest Colorado is home to the two largest migrating elk herds in the United States and is abundant with other wildlife.

- Triple Track Outfitters is offering a fully guided 5 day bull elk hunt for 3rd season! This is a chance in a lifetime hunt including food and lodging. You can buy a bull elk tag during 3rd season over the counter so the winner is guaranteed access to a license. Units 11, 12, 13, & 211.
- Elkhorn Outfitters

www.elkhornoutfitters.com is offering two guided youth hunts, one for a bull elk and one for a buck deer. These hunts are chances of a lifetime that your youth will always remember. Ranching for Wildlife vouchers are included. The winner will be guaranteed a license.

- Norman Ranch is offering trespass hunts for an archery buck pronghorn and a muzzle loading buck deer. A ca.m.per or a trailer will be available for lodging. To obtain access to this high-quality hunting area, contest winners must have obtained a license through the DOW limited license drawing process or possess a leftover license. The ranch will extend these hunts until 2011 if the winner doesn't draw a tag in 2010. Units 4 & 301. Learn more by visiting www.normanranches.com
- Y Lazy S Ranch

www.ylazysranch.com is offering trespass hunts for a buck pronghorn, doe pronghorn, 2nd season buck deer, doe deer and a cow elk hunt. To obtain access to this high-quality hunting area, contest winners must have obtained a license through the DOW limited license drawing process or possess a leftover license. The ranch will extend these hunts until 2011 if the winner doesn't draw a tag in 2010. Unit 301.

Website: www.craig-chamber.com
 Location: Craig, Colorado
 Contact: (970) 824-5689
 Email: assistant@craig-chamber.com
 Fees/Admission:
 Youth bull elk - \$25
 Youth buck deer - \$20 Guided bull elk - \$25
 Archery Pronghorn buck - \$15
 Muzzle loading buck deer - \$20
 Rifle buck deer - \$20
 Rifle doe deer - \$5
 Rifle Pronghorn buck - \$15 Rifle Pronghorn doe - \$5
 Cow elk - \$15
 Limited number of tickets are available.

April 1 • Wake-Up Craig Breakfast - hosted by the Boys and Girls Club of Craig

 Let us see your sunny side! Craig Chamber of Commerce informational breakfast sponsored this quarter by Craig Daily Press and hosted by the Boys and Girls Club of Craig. Come see the remodeled Boys and Girls Club facility, hear about their exciting programs and network with your fellow Chamber members.

Website: www.craig-chamber.com
 Location: Boys and Girls Club of Craig, 1324 E. US Hwy 40
 Contact: RSVPs online or by calling (970) 824-5689
 Email: assistant@craig-chamber.com
 Time: 6:47 a.m. to 7:47 a.m.
 Fees/Admission: \$5

April 1 • Friends monthly meeting

Friends of Northwest Colorado meets monthly to discuss events and issues.
 Time: 6:30 P.M. - 7:30 P.M.
 Location: Conference room, 529 Yampa Ave. Craig
 Contact: Sasha at (970) 824-5241
 Email: sasha@cecenviro.org

April 2, 9, 16, 23 30 • Elks Bingo

Come enjoy an evening of bingo at Elks Lodge #1577. One pack of cards is \$15, two packs is \$25 (\$10 for the second pack), after the second pack it's \$5 a piece for each new pack you buy. You can also try it out for \$7.50 for half a pack.
 Time: 6:00 p.m. - 10 p.m.
 Location: Elks Lodge #1577, 43 W. Victory Way
 Contact: Frank Sadvar (970) 824-6131

April 2, 5, 9, 12, 16, 19, 23, 26, 30 • Fellowship Group Alcoholics Anonymous

Alcoholics Anonymous meeting. Meetings every Monday and Friday.
 Time: 7-8 p.m.
 Location: St Marks Episcopal Church, 657 Green St.
 Contact: Susan S.
 Email: suzat2421cr64@gmail.com

April 5 • Weight Loss 101

This 12-week program is geared around the Calorie King and Awesome Recipes. Classes will be taught by certified Wellness Coach, Susan Hucke, and assistant coach, Trish Foster. Drop-ins are welcome. Private online classes may be available.
 Website: meetup.com
 Location: 350 Bondured Ave.
 Contact: Susan Hucke (970) 824-9284

Email: suebecat@msn.com
 Date/Time Details: Class starts at 7 p.m.
 Fees/Admission: \$29 Sign-in fee, non-refundable

April 6 • 2010 Grow Right: SCORE Success Steps

SCORE Success Steps. Business Growth & Success Training. Marketing for free! Using e-mail to grow your business.
 Time: 11:30 a.m. - 1 p.m.
 Website: www.score.org
 Location: Moffat County Courthouse
 Contact: (970) 826-2039
 Email: director@cmdep.com
 Fees/Admission: \$15 - includes lunch
 FREE for Chamber and CMEDP Members!

April 06 • Yampa Valley PieceMakers Quilt Guild Board Meeting

PieceMakers Quilt Guild board business meeting.
 Time: 6:30 - 8 p.m.
 Location: TBA
 Contact: Linda Pinnt (970) 824-5219 or (970) 846-8773
 Date/Time Details: 1st Tuesday of every month.
 Fees/Admission: Free

April 6, 13, 20, 27 • Intercambio

This is a free, conversational group for English and Spanish language learners of all levels. Come interact with people of all walks of life in a very casual and relaxed environment! The group meets every Tuesday at the Boys and Girls Club of Craig.
 Time: 7-8 p.m.
 Website: www.ciiccolorado.org
 Location: 1324 E US Highway
 Contact: Eveline Bacon
 Email: learn@ciiccolorado.org

April 7, 14, 21, 28 • Aging Well - Wellness Wednesdays

The Aging Well Program sponsors Wellness Wednesdays for adults 50 years old and older. Options include art, writing and exercise classes. Lunch is served at each week's lunchtime presentation. Register for activities before each Wednesday.
 Time: 9 a.m. to 7 p.m.
 Location: American Legion Post, formerly the Shadow Mountain Clubhouse.
 Contact: (970) 871-7676
 Fees/Admission: none

April 7 • Yampa Valley Sewing Guild Meetings

The Yampa Valley Sewing Guild meets the first Wednesday of each month. All seamstresses are invited to attend regardless of skill level.
 Time: 1 to 3 p.m.
 Location: KS Creations
 Contact: Pat Pearce

Email: ppattyann@wildblue.net
 Fees/Admission: No charge

April 10 • Celebrate Children Festival - 2010

A carnival atmosphere that provides different booths and stations with fun activities for children and free information for parents. Free activities for children ages 2 to 8. All children must be accompanied by an adult. There will be lots of free goodies (prizes, food, arts and crafts).
 Time: 10 a.m. to 2 p.m.
 Location: Centennial Mall, 1111 W. Victory Way in Craig
 Fees/Admission: Free

April 10, 24 • American Legion Post #62 Bingo

The American Legion Post #62 has bingo every other Saturday evening. All are welcome to attend.
 Time: 5:30 to 10 p.m.
 Location: Elks Lodge @ 43 W. Victory
 Contact: Frank Sadvar at (970) 620-0874 or the Post (970) 824-3625
 Fees/Admission: Minimum \$15 for the full event

April 13, 27 • Craig City Council

The Craig City Council meets the second and fourth Tuesday of each month. Log on to www.ci.craig.co.us for meeting agendas and minutes.
 Time: 7:30 p.m.
 Website: www.ci.craig.co.us
 Location: City Hall, 300 W. 4th St.
 Email: jferree@ci.craig.co.us

April 20 • Bright STARTS (Sales Techniques and Retail Trade Strategies)

 If you own a retail business, sell any product or service or work with the public, Bright STARTS (Sales Techniques and Retail Trade Strategies) is the discussion group for you. Topics are tailored to the needs of participants. The group will work as a team to help you and your employees bolster your sales techniques, promotional materials and retail displays. The material will be limited to no more than 12 participants.
 Time: 8-8:50 a.m.
 Location: Serendipity Coffee Shop, 576 Yampa Ave.
 Contact: Please R.S.V.P. to Christina Currie (970) 824-5689
 Email: director@craig-chamber.com
 Date/Time Details: Bright STARTS meets the third Thursday of each month.
 Fees/Admission: This educational opportunity is FREE.

April 20 • Yampa Valley Piecemakers Quilt Guild

Join the Yampa Valley quilt guild in their monthly meetings the presentation this month is a trunk show on cowboy quilts. The guild meets the

third Tuesday of every month. This meeting will be a birthday party to celebrate the guild's 1 year anniversary in Craig.

Time: 6:30 to 8:30 p.m.
 Location: Sunset Meadows
 Contact: Linda Pinnt (970) 824-5219

April 22 • Greater Sage Grouse Forum

Public forum with experts describing the history, recent science and future management for sage grouse.
 Contact: Sasha at (970) 824-5241
 Email: sasha@cecenviro.org

April 23-24 • Spring Cottonwood Restoration Trips

Celebrate Earth Day by planting trees along the Green River!
 Contact: Sasha at (970) 824-5241
 Email: sasha@cecenviro.org

April 28 • Member Benefit Briefing

Are you a member of the Chamber and don't know what the Chamber does for your business? Are you interested in joining the Chamber but don't know exactly what we do? Come join us for an informal session to discuss what we do and how we can help you grow your business.
 Time: 7 a.m. or noon
 Website: www.craig-chamber.com
 Location: Craig Chamber of Commerce, 360 E. Victory Way
 Contact: Christina Currie (970) 824-5689
 Email: director@craig-chamber.com
 Date/Time Details: There will be 2 sessions the 4th Wednesday of each month. The first will be at 7 a.m. The second session will be at noon, bring your own lunch.
 Fees/Admission: Free

April 30 • Horizons 3rd Annual Casino Night

Play Texas Holdum, Black Jack, Roulette. Eat some great food at the appetizer buffet. Cash bar available. Bid on silent auction items. Have Fun while supporting your friends and neighbors with developmental disabilities!
 Location: Holiday Inn of Craig
 Contact: Call Vickie at 824-7804 or Kay 879-4466 X110
 Email: kayathorizons@yahoo.com
 Date/Time Details: 7 to 10 p.m.
 Fees/Admission: \$25 in advance \$30 at the door. Purchase tickets in advance at the Horizons office, 439 Breeze St.

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 Contact: Call Vickie at 824-7804 or Kay 879-4466 X110
 Email: kayathorizons@yahoo.com
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 Fees/Admission: \$25 in advance \$30 at the door. Purchase tickets in advance at the Horizons office, 439 Breeze St.

To include your event, or to see additional events, log on to www.craig-chamber.com and click the "Events" button. Choose "submit your own event" and fill out the event details. It's that easy!

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Business Spotlight

Mountain View Furniture

34309 N. Hwy. 13, Craig
(970) 824-6066

Number of employees: 2

Number of years in business: 3 years in Craig, 7 years in California

What is your specialty? "We build furniture for the whole house: tables, chairs, hutches, dressers, chest of drawers, beds, armoires, sofa tables, coffee tables, and end tables, book shelves, regular desks, roll-top desks, gun cabinets, cradles and more."

What is your business philosophy?: "We strive to build a product that will last your lifetime and your children's"

Something about your business that people don't seem to know about? "We do not use any particle board in our furniture. We use only solid wood except plywood on drawer bottoms and backs of cabinets and book shelves."

Anything else? "We build furniture of many kinds of woods: oak, maple, alder, cherry, aromatic cedar, ash, polar, knotty pine, and beetle kill pine."

April Anniversaries

Craig Daily Press1998
Museum of Northwest
Colorado1998
Shepherd & Sons, Inc1998
Moffat County School District
.....1998
Mathers' Bar1998
Village Inn1998
Country Living Realty1999
Craig Mental Health Center
.....2000
Great Divide Cleaning2001
Bresnan Communications ..2001
Arrowhead Auto &
Collision Repair.....2004
Block Wall Landscaping2004
Maybell Women's Club2004
Calvary Baptist Church.....2004

Craig Christian Church2006
Homestead Hunts2006
Craig Concert Assn.2006
L. R. Sheep2007
CO Environmental Coalition
.....2008
Cugino's Italian Restaurant
.....2008
Triple M Electric2008
Golden Cavvy2008
Peggy Gonzales.....2009
SendOutCards2009
Colorado Student Care Inc.
.....2009
Vallarta's Mexican Restaurant
.....2009
Herod Industries/Roto Rooter
.....2009

Business Briefs

Hundreds coming for FFA convention

The blue jackets are coming! The Colorado FFA Convention is coming to Craig June 8-10. This is an annual event where more than 1,500 young people, their parents, sponsors, and guests join to together to celebrate youth involved in agriculture. The Convention not only makes an impact on the attendees through workshops, motivational speakers, and competitions but also makes a significant economic impact on a community.

Community involvement is welcome and needed. Local businesses are encouraged to consider partnering with the local FFA program by becoming a sponsor of the state convention. Sponsorship opportunities are available at several different levels. Contact Don Thorn at dthorn@coloradoffafoundation.org or by phone (719) 829-4483 with any questions.

Help available for college preparation

Colorado Student Care helps families through the "maze" of college preparation by offering the following:

- One-On-One Assistance
- PSAT / SAT / ACT Exam Training & Enhancement
- Career Interest & Ability

Assessment & Research

- College Search & Readiness
- Grant & Scholarship Searches
- NCAA Sports Eligibility Filing
- FAFSA (Free Application for Federal Student Aid)
- Job Shadowing & Mentoring
- Homeschooled Assistance
- Tutoring in math, English, & reading specializing in grades 9th - 12th.

Contact George Avgares at (970) 824-9580 for more information.

Volunteers needed for Disability Awareness Day

The Independent Life Center will be celebrating the 20th anniversary of the Americans with Disabilities Act during the last week of July.

The Disability Awareness Days Committee will be meeting soon. If you would like to help, contact Anna Adams at 824-8316 or Evelyn Tileston at 826-0833. All interested parties are welcome to join the committee and help with the event.

Social Security benefits application specialists on hand

The Benefits Advocates at the Independent Life Center (ILC) are trained to help the applicant make sense of the process and to fill out the correct forms in the correct way and at the correct time, to get the best chance at a

successful application.

On March 18-19, they learned that three of their applicants had been awarded their benefits.

If any area resident needs assistance in applying for social security disability benefits, they should contact Catherine or Debby at (970) 826-0833 for assistance.

Habitat gets new name, new support

Five years ago a group of interested residents started the Moffat County Chapter of the Routt County Habitat for Humanity. They have now decided that The Fuller Center for Housing is the best suited organization to partner with and continue their mission in keeping with what The Fuller Center founder, Millard Fuller, calls, "The Economics of Jesus."

All of our assets acquired through donations and gifts have now transferred to MCFCFH to benefit projects in Craig and Moffat County. Anyone who had designated contributions to Moffat County Habitat through United Way and the payroll deduction process, please change that designation as soon as possible to the new organization, Moffat County Fuller Center for Housing an ecumenical Christian non-profit started in 2005 by Habitat for Humanity founder Millard Fuller. Visit www.FullerCenter.org for more information or contact local board members Neil Folks @ 824-0312 and Pastor Bob Woods @ 824-6836.



Michelle Bell

New employee joins Copy Shop team

The Copy Shop Computer Corner is proud to introduce Michele Bell.

Michele is the new customer service representative and is happy to assist

customers with any copying needs, Comb-Binding, Stapling, Sorting, etc.

With a good attitude and great smile Michele loves helping people get

there project completed on time and at the lowest costs in town.

No job is too big or too small, Michele can handle it all. The Copy Shop

Computer Corner is proud to be Northwest Colorado's only BBB member

for business machines sales and service since 1997.

Board of directors

The Chamber's 12-member board of directors meets at 11:30 a.m. the second Thursday of each month. Members are always welcome.



President:
Joe Bird
Cook Chevrolet
(970) 824-2100
jbird@cookchevrolet.com



Vice-president:
Mardi Anson
Anson Excavating
(970) 824-0382
anson1050@msn.com



Treasurer:
Missy Bonaker
Bonaker & Assoc.
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Lou Groff
Wal-Mart
(970) 824-0340
lgroff@live.com

Housing market outlook: Gradual recovery expected

By **FRANK NOTHAFT**
THE U.S. CHAMBER OF COMMERCE

The housing market in 2010 will likely continue to recover at a gradual pace, with housing starts up about 40 percent and home sales up about 10 percent from 2009 levels. Low mortgage rates and reduced home prices that have driven home-buyer affordability measures to their highest level 40 years, and the expectation that a modest economic recovery will translate into job gains throughout the year are driving the pickup in activity.

This seemingly good news must be tempered within the current economic context. Housing starts will be up from the smallest amount since record keeping began in 1946 and will still be very low. Significant regional imbalances in housing demand and supply mean that some markets will continue to show no housing recovery. High vacancy rates will continue to keep national house-price measures soft, with a rental-market recovery lagging the one-family improvement. Finally, substantial uncertainty remains in the macroeconomic and financial market rebound.

The uncertain effect of three forthcoming events could have a

material impact on the housing recovery: the Fed's eventual tightening of monetary policy, the end of the Fed's mortgage-backed security (MBS) and housing-related government-sponsored enterprises (GSE) debt purchase programs, and the expiration of the home-buyer tax credits.

Based in the Federal Open Market Committee's statements, a market consensus has emerged that monetary tightening is not imminent; pricing of Fed funds futures contracts indicate that markets expect the funds target to be unchanged over the next six months.

The other two events are more immediate. Fed purchases of MBS and GSE debt are scheduled to terminate by the end of March, and home-purchase contracts need to be signed by April 30 to qualify for the tax credits. The 6.2% rise in new home sales in October mostly reflects contracts that will close after the original expatriation date of the tax credit, indicating that underlying demand continues to firm and should be strong enough to weather the end of the credit without a significant distribution.

The end of the Fed's MBS and GSE debt purchase programs potentially poses the risk of a rise in mortgage rates rela-

tive to benchmark yields. The Fed plans a gradual tapering of its MBS and debt purchases to allow time for other investors to enter the MBS market in the place of Fed purchases. Because the Fed will continue holding MBS debt well beyond the date it stops purchasing more securities, the impact on financial markets – and on mortgage rates – should be manageable.

Rental Market Lags

Particularly high unemployment rates among teens and 20- to 24-year-olds are forcing individuals in those two groups to postpone household formation or move back with family and friends, driving up the rental apartment vacancy rate. The Census Bureau has reported that its measure of rental vacancy in buildings with 10 or more apartments hit a record of 13.5% in the third quarter. Further, apartments built in the past decade experienced the highest rental vacancy rate, 23.2%, reflecting in part the slow rental rate of newly built dwellings.

As a result of rising vacancies and a lack of opportunities to increase rent, the National Multi Housing Council reported in its quarterly survey that rental conditions as a whole were "looser" as of October. The National Council of Real Estate Investment

Fiduciaries (NCREIF) apartment index found that multifamily property values in the United States were down about 29% from their early 2008 peak. Multifamily housing starts have fallen to their lowest level since the Census Bureau began collecting data. While single-family construction and home sales will likely show gains in 2010, the multifamily market will likely lag, with a substantive improvement in activity unlikely before 2011.

Similar trends are borne out in the nonresidential segment, with average hotel occupancy rates at the lowest level in more than a generation and average daily room rates at hotels down 5% to 10% from a year earlier, as reported by Smith Travel Research.

Likewise, office and industrial vacancy rates are elevated with slow lease-up of new space. According to the NCREIF appreciation indexes, nonresidential property values peaked around the end of 2007 and beginning of 2008, with hotel, industrial, and office valuations down 23% as of the third quarter of 2009. New construction will likely lag recovery in the housing market and be timed with evidence of sustained economic growth.

Chamber ambassadors

Debbie Baum

Backroads Web Development

Renata Beason

The Embroidery Shoppe

Victoria Burns

Brass Key Realty, LTD

Rebekah Greenwood

Craig Chamber of Commerce

Elisa Hayes

KRAI FM & 55 Country

Alice Ann Kidder

Kidder Floor and Covering

Annie MacGregor

High Tech Audio Video

Ryan MacGregor

High Tech Audio Video

Matt McCarthy

Mo Co School District

Eric Moore

Apostolic Lighthouse Church

Marlena O'Leary

Independent Life Center, Inc.

Laurie Ogden

Moffat Insurance Agency

Don Roach

Cook Chevrolet & Subaru

Shannon Russell

Craig Daily Press

Delaine Voloshin

School to Work Alliance

Lois Wymore

Bonaker & Associates,

Grow your business with branding

By **ENRIQUE RAMIREZ**
U.S. CHAMBER OF COMMERCE

Networking is critical to success in career development, starting a business, and forging relationships. To stand out, take the additional step of creating your own personal brand.

Personal branding is not unlike corporate branding. It is about presenting yourself in the best possible light to your customers. It's about determining what you want to represent to others and then living that brand in everything you do and say. Technology is making it easier than ever to market yourself and your business in the same way large companies have been marketing themselves for years.

Here are tips for creating your own personal brand:

Start by creating your brand statement. Don't think about the job title, but consider what differentiates you from others. What are you known for? What value do you bring to your work and relationships? Put it in writing. This is the most important step in creating your brand.

Be consistent. Once you have defined your brand, carry it out

in everything you do, whether it's the way you dress, your online presence, or your e-mail signature.

Utilize every opportunity to express your brand. Tools and templates are available to create your own materials, such as business cards and stationary, to reflect your brand. Thanks to advances in printing and online tools, anyone can have a polished and professional look with their printed materials, whether it's a business presentation or a thank-you note.

Use technology wisely. Your Facebook page, Twitter feed, LinkedIn profile, and other forms of electronic communication make up your online identity. Think of your online identity as an extension of you, not as a separate identity. These tools aren't just about what you post but also what others are saying. Take inventory of your online presence, then set up an aggregator to pool feeds about you or your company from common search engines and social networking tools.

Finally, be true to yourself and your values. Be creative and uniquely you!

Why shop local?

Competition

A marketplace of small businesses is the best way to ensure innovation and low prices over the long-term.



For more reasons to shop local, log on to www.craig-chamber.com

Craig Mental Health Center

A Division of Colorado West Regional Mental Health, Inc.

439 Breeze St. • Suite 200
(970) 824-6541

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