

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.

CHAMBER CONNECTION

MARCH 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 camper 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 left-over 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.

March 1, 8, 15, 22, 29 • 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

March 2 • Yampa Valley PieceMakers Quilt Guild Board Meeting

Time: 6:30 – 8 p.m.

Contact: Linda Pinnt (970) 824-5219 or (970) 846-8773

Date/Time Details: The 1st Tuesday of every month.

March 2 • 2010 Start Right: How to Start a Business 101

First Steps. Business start up and entrepreneur training. This program is designed for "never ever" entrepreneurs who are thinking of starting a business.

Time: 6:30 – 8 p.m.

Website: www.cmedp.com

Location: Moffat County Courthouse

Contact: (970) 826-2039

Email: director@cmedp.com

March 2, 9, 16, 23, 30 • 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 Hwy, Craig

Contact: Eveline Bacon

Email: learn@ciiccolorado.org

March 3, 10, 17, 24, 25 • 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. – 7 p.m.

Location: American Legion Post, formerly the Shadow Mountain Clubhouse

Contact: Aging Well (970) 871-7676

Date/Time Details: Every

Wednesday from 9 a.m. to 7 p.m.

March 3 • 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

March 4 • SBA - SBDC Counseling

Looking for free, individualized, confidential advice for starting or improving your small business?

The U.S. Small Business Administration provides services to you through the Small Business Development Centers.

By phone: Call (970) 468-5989

In Person: Contact CMEDP at (970) 826-2039 or director@cmedp.com

to schedule an appointment for:

March 4, May 6, July 1, Sept. 2, or

Nov. 4.

Website: www.coloradosbdc.org

Contact: (970) 826-2039

Email: director@cmedp.com

March 4 • 2010 Grow Right - SBA: Business Success Seminars

Business Growth & Success

Training: Jumpstart Your

Marketing Brain

Time: 11 a.m. – 1 p.m.

Website: www.coloradosbdc.org

Location: Moffat County Courthouse

Contact: (970) 826-2039

Email: director@cmedp.com

Fees/Admission: \$10 each or FREE

for Chamber & CMEDP members.

March 5, 12, 19, 26 • 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 to 10 p.m.

Location: Elks Lodge #1577, 43 West

Victory Way

Contact: Frank Sadvar (970) 824-

6131

March 5-6 • Kiwanis Play

Hilarious — and slightly off-color — spoof of local, state and national political events. Proceeds help fund a variety of youth, senior citizens and disabled persons projects in Craig and Moffat County.

Time: 8 to 10 p.m.

Location: Moffat County Fair

Ground Pavilion

Contact: Jeff Pleasant at (970) 824-

9359

Fees/Admission: \$15 per seat.

Tickets go on sale February 12 at

the VFW.

March 6 • Wedding Expo

Expo featuring exhibitors who have everything you need for a

great day. Wedding dresses, wedding rentals, jewelers, caters, photographers, flowers, music, tuxedos, invitations & announcements, videos, lodging, cakes, limos, travel and so much more!

Website: www.centennialmall.com

Location: Centennial Mall, 1111 W.

Victory Way, Craig

Contact: Vicki Hall (970) 824-7011

Email:

vhall@coloradosantafe.com

Fees/Admission: No fees - register to

win two night stay and photo pack-

age.

March 9, 23 • 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

March 11 • Chamber mixer hosted by the Moffat County Fair Board

The Craig Chamber of Commerce Ambassadors invite you and your staff to a Business After-hours Mixer hosted by the Moffat County Fair Board.

Time: 5 to 7 p.m.

Location: Moffat County

Fairgrounds Pavilion

Contact: Please RSVP by calling

(970) 824-5689 or e-mail

office@craig-chamber.com

March 13, 27 • 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

Way, Craig

Contact: Frank Sadvar at (970) 620-

0874 or the Post (970) 824-3625

Fees/Admission: Minimum \$15 for

the full event.

March 16 • Yampa Valley Piecemakers Quilt Guild

Join the Yampa Valley quilt guild in their monthly meetings and enjoy presentations from special guests. The guild meets the third

Tuesday of every month. This

month's presentation will be

Round Robin - Borders/Labels.

Location: Sunset Meadows

Contact: Linda Pinnt (970) 824-5219

March 16 • 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 group will be limited to no more than 12 participants.

Time: 8 to 8:50 a.m.

Location: Serendipity Coffee Shop,

576 Yampa Ave.

Contact: Please R.S.V.P. to Christina

Curie (970) 824-5689

Email: director@craig-chamber.com

Date/Time Details: Bright STARTS

meets the third Tuesday of each

month.

Fees/Admission: This educational

opportunity is FREE.

March 24: Member Benefit Brief

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 the Chamber does? Come join us in an informal session to discuss what we do and how we can help you grow your business.

Website: www.craig-chamber.com

Location: Craig Chamber of

Commerce, 360 E. Victory Way

Contact: Christina Curie (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. with coffee, juice, and pastries

will be provided. The second session

will be at noon, bring your own

lunch.

Fees/Admission: Free

March 26 - 27 • KRAI Spring Expo

Jump into spring by seeing Northwest Colorado's premier new products and services show, sponsored by KRAI & 55 Country.

Time: 9 a.m. to 4 p.m.

Location: Centennial Mall, Craig

Contact: Vicki Gutierrez at (970)

824-6574

March 27 • Steamboat Springs Orchestra Spring Concert

Dvorak New World Symphony

Website:

www.steamboatorchestra.org

Location: Moffat County High

School

Contact: (970) 870-3223

Date/Time Details: 7 p.m.

Fees/Admission: Adult tickets are

\$10 in advance and \$15 at the

door. Youth (10-15 yrs. old) \$5 in

advance and \$10 at the door.

Children (0-9 yrs. old) are free.

Purchase your tickets in advance at

the Craig Chamber of Commerce.

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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Gary Visintainer, D.V.M.

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(970) 824-7567 Fax
2430 E. Victory Way Craig, Colo.

20135226

Business Briefs

Displaced neck bones can result in headaches

By **JASON LLOYD D.C.**

CRAIG CHIROPRACTIC

There are people who experience sharp or dull full head encompassing pain that reduces activities and/or life pleasures. This condition can go from the staying in bed, no sun light, draw the curtains, not even the sound of your children's laughter can be tolerated to just taking time from work to prop their head on their hands

This is quite common and there are several reasons that this condition to occur. The one we will focus on is a one of a physical nature. At times sleeping positions, traumatic neck movements (mild or severe) or repetitive activities can displace a bone's position in the neck.

When this happens, muscles tighten up to brace the displaced neck bone. A tightened neck muscle, like any other tight muscle over time, will become sore.

This soreness spreads, irritating the

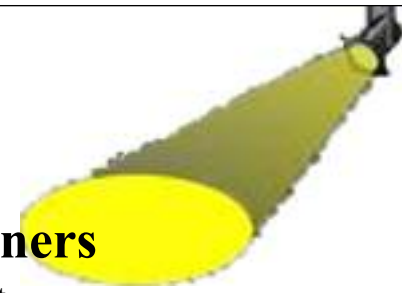
nerves that come out from the back of your neck leading to your forehead, scalp and temples. Soreness is not the only reason; a displaced bone in your neck can at times directly affect the sensation of a headache.

Since this bone is displaced, it of course has moved to a place all ready occupied by muscle or nerves. If anything gets moved or squeezed in your body to make way for something else, pain is usually the result.

Since nerves can deliver a sensation throughout its whole length, like hitting your elbow and feeling it all the way into your fingertips, the pain can be felt in the forehead, scalp and temples. These situations are of physical nature. This is something to consider when some treatments are not working. Again there are other reasons that can be ruled out with exam.

Talk with your chiropractor and see if you qualify for treatment and receive the stable benefits that it provides.

Business Spotlight



Loyds Cleaners

552 Breeze St.
(970) 824-5298

Number of employees: 4

Number of years in business: 55+

Their specialty: Fine dry-cleaning, wash and fold laundry, alterations and repairs, wedding gown preservation and men's formal wear rental.

Their business philosophy: Treat each person as you would like to be treated. We work hard to accommodate our customers whether it is a rush dry cleaning job or a tuxedo rental for your special occasion.

Something about their business that people don't seem to know about? They do sewing, mending, and we will fix or replace zippers in your favorite jacket.

Anything else? "We really appreciate patronage and we will strive to meet your need in any way we can."

To be a spotlighted Chamber member, call (970) 824-5689 for details.

March Anniversaries

Moffat County Commissioners	1998	Victory Motors of Craig, Inc.	1998
Maybell Park	1998	CAPS	1999
Chapman's Auto	1998	Rocky Mountain Auto, Inc.	2000
Bear Creek Animal Hospital	1998	Northwest Services, LLP	2000
Masterworks Mechanical	1998	Paint Dabbers	2002
Rocky Mountain Realty	1998	The Giving Tree	2003
Samuelson's/True Value	1998	American Legion Post 62	2004
T & H Napa Auto Parts, Inc.	1998	Craig Powersports	2004
Thrift Shop	1998	Julander Energy Company	2004
TLC Carpet One	1998	Yampa Valley Baptist Church	2004
Tri-State G&T	1998	Creekside Guest Cabins	2005
Victory Vision Associates	1998	Loyds Cleaners	2005
Voyich, Dushan DMD	1998	Bank of America Home Loans	2006
Yampa Valley Electric Assn.	1998	Wells Fargo Home Mortgage	2006
Yampa Valley Golf Assn.	1998	Thunder Rolls Bowling Center	2006
Pughe, Barbara	1998	Integrated Communities	2006
Simons Petroleum - Trevco	1998	Forbes Certified Welding, LLC	2007
Trapper Mining, Inc.	1998	Meeker Chamber	2008
Moffat Insurance Agency	1998	Grand Olde West Days	2008
Northwest Colorado VNA	1998	Galaxy Restaurant	2009
Routt/Moffat Wool Growers	1998	Maurices	2009

Member Recognition

Automobile Rental

- Cook Chevrolet & Subaru
- Victory Motors of Craig, Inc.

Bank

- Bank of Colorado
- Bank of the West
- First National Bank of the Rockies
- Yampa Valley Bank

Beauty

- Avon
- BeautiControl/ Tammie Hanel
- ImageMakers Salon
- Tranzformations Salon
- Tumbleweeds and Lace Salon

Business Services

- Bank of America Home Loans
- Better Business Bureau
- Craig/Moffat County Economic Development Partnership
- SendOutCards
- Touchmark Promotions

Campgrounds

- Maybell Park

Car Washes

- Craig Super Wash
- Hi Performance Touchless Car Wash

Catering

- R & R Catering, LLC

Childcare

- Boys & Girls Club of Craig
- Sunrise Kids, LLC

Chiropractors

- Craig Chiropractic Clinic
- McKey Chiropractic Clinic
- Whole Body Alignment

Churches

- Apostolic Lighthouse Church
- Calvary Baptist Church
- Craig Christian Church
- Faith Lutheran Church
- First Congregational United Church of Christ
- New Creation Church
- The Journey at First Baptist
- Yampa Valley Baptist Church

Your Chamber works for you

MEMBERSHIP BENEFITS:

- ◆ Information about your business is available at www.craig-chamber.com, one of Moffat County's most-visited Web sites. Increase your presence with banner ads or mini Web sites.
- ◆ Better your business. The Craig Chamber of Commerce offers several educational seminars throughout the year on topics ranging from customer service to marketing strategies.
- ◆ Get the jump on your competitors. Chamber members have access to information on people or businesses considering relocating to Moffat County.
- ◆ The Chamber is the county's premier networking association. Get mailing lists, business information and make connections at seminars and social events.
- ◆ Free notary services for members.
- ◆ Have a mass mailing? Save time by using the Chamber's folding machine. Automated single and triple folding.

Learn more

Don't know what the Chamber does for your business? Interested in joining the Chamber but don't know exactly what we do? Join us for an informal session to discuss what we do and how we can help you grow your business.

When: 7 a.m. or noon Feb. 24

Location: Craig Chamber of Commerce conference room, 360 E. Victory Way

Contact: Christina Currie (970) 824-5689
Details: Coffee, juice, and pastries will be available at the a.m. session will be provided. The second session will be at noon, bring a sack lunch.

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
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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
712443