



CHAMBER MATTERS

A Newsletter for Our Members

MAY 2015

MARK YOUR CALENDARS

Ribbon Cutting / Open House
Thursday, May 7

Fruita Canyon Dental
4:00 pm to 6:30 pm

Ambassador Meeting
Friday, May 8
Chamber Office
9:00 am

GVYP Business Social
Tuesday, May 12
Rib City Grill
5:30 pm - 7:30 pm

Business Toolbox
Tuesday, May 12
Business Incubator
7:30 am

Board Meeting
Wednesday, May 13
Colorado Canyon Boardroom
7:00 am - 8:30 am

Business After Hours
Thursday, May 28
Grand Junction Botanical Garden
5:30 pm to 7:30 pm



SPOTLIGHT'S ON:

DISCOVERY KIDS LEARNING CENTER

What does your organization do?

We are an early childhood learning center committed to the social, emotional, and cognitive development of the young children we serve and care for. We utilize creative curriculum through our center as a foundation for our learning centers.

Tell us something you have learned through your work that would be beneficial to others.

It takes a community to raise a child and a partnership between child care provider and parent. If you have a child in child care, communicate and work closely with your child's provider. When parents and provider are working together on strategies, philosophies, and teamwork, a terrific experience for your child can be achieved in the right environment.

Why did you join the Fruita Chamber of Commerce?

The Chamber has been extremely enthusiastic and supportive of our business. I'll partner with anyone who shares our vision for our community and our economic success.

What makes you or your business unique?

Now, what sets us apart from others? We specialize in options and flexibility. We track the progress of your child and create a portfolio for you and them. We offer transportation to and from many schools. We have fantastic field trip programming for our preschool and school-age children.

Tell us something others should know about you or your business.

We will continually strive to enhance the quality and availability of childcare in our community. We are dedicated to enriching the well-being and education of children and their families today and for years to come.

The owners of the center are a married duo, Kirk and Kim Huddleston. Kim has been working in the early childhood education field since 1995, obtaining a Bachelor's Degree in Psychology, Criminal Justice and Director's Qualifications in Early Childhood Education. Kirk has owned and operated his own business since 1994. He has an educational background in business administration, marketing, and accounting and also has his Director's Qualifications in Early Childhood Education. They have four children and have lived in Fruita since opening their original location in Fruita in 2004. They are thrilled to open their new location in Grand Junction in 2015. Discovery Kids Learning Center is the result of many dreams, their unconditional love of all children, and countless hours of education and hard work.

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BOARD OF DIRECTORS

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CHAMBER STAFF

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Janet Brazfield, Marketing &
Events Coordinator
Chloé Jens, Administrative Assistant

432 E. Aspen Avenue
Fruita, CO 81521
858-3894
www.fruitachamber.org



Director's Corner

"April showers (much needed) bring May flowers," an old expression that certainly rings true for 2015. I hope all are enjoying their spring - great job Fat Tire Festival! Very much enjoyed the music and vendors at Civic Center Park and downtown - we're not going to let a little rain dampen our festival enthusiasm are we?

We have another change in staffing at the Chamber. I want to introduce local Fruitian Janet Brazfield as our new Marketing and Event Coordinator. She replaces retiring and long-time Chamber Special Projects Coordinator Robbie Urquhart. We wish Robbie well in her next adventure and thank her for her service to our members and the community. Janet will join Chloé Jens as your new staff that will keep my head above water and serve your needs for many years to come.

Making the Most of Festival Season:

We're heading into the height of the festival season and we wanted to reach out to all of our members with a few thoughts about how you can make the most of these opportunities:

- Fruita Fat Tire Festival: Brought many cyclists and guests to town for two + nights this year for another very successful cycling event. They filled several hotels and restaurants. April 23-25, 2015
- Mike the Headless Chicken Festival: 17th Annual for 2015, includes a 5K run, Disc Golf Tournament, eating contests, live music, artisan booths, and of course great food. May 15-16 2015.
- Fruita Farmer's Market: Every Saturday from 8:30 am to 12:30 pm. Live music, great food, artisan and vegetable booths to supply you for the week. June 20 ending September 19th.
- Country Jam and Loudwire: The largest country music festival on the Western Slope. Big name acts from Branson to Nashville and everywhere in between. June 18-21. Loudwire runs the very next weekend and is rock oriented. June 22-24.
- The Fruita Fall Festival: Will be bigger than ever this year with a jam-packed lineup on 2 stages. This 100 year old festival continues to grow in attendance. Starting with the Dirt Dance on Friday, one of the longest parades in CO Saturday morning. The most attended festival in the Grand Valley. September 25-27 2015.

What the Chamber is hearing from our local businesses ... the number one request was for more events and activities to give your guests something to do. We're delivering on that. But is your business benefitting from all these visitors? Would you like to? While each of these festivals and events has a different theme and audience, the intent is the same: Expose new people to our area, show them a great time, introduce them to our lodging, dining, and activities, and invite them back for future visits. We know that a percentage of them will end up buying property, moving here, starting businesses, and enrolling kids in the school.

So, how can you use these festivals and events to showcase your business without investing heavily in time or money? We know you're busy and your budget is tight. That's the beauty of these festivals—the individual organizers, the City, and the Chamber have done most of the work. Here are some ideas:



- 1) Work with the Chamber to have your business appear in festival sponsorships and guides to local amenities.
- 2) Host a booth at the festival – where you can interact directly with the participants.
- 3) Hire someone (like a student) to hand out cards or fliers at the festival ... inviting people to come to your [restaurant, attraction]. Work the crowd.
- 4) Provide coupons through the Hot Deals tool of the Chamber Website to bring festival goers to your business
- 5) Make your business location known: put out signs and banners welcoming the festival goers (athletes, cyclists, hikers, climbers, etc.). This not only pulls them into your business, but collectively it demonstrates the hospitality of our community.
- 6) Send your guests to the festivals. Get the details of what's happening from the Chamber, City, or Sponsor website.
- 7) Come to the festivals yourself! Enjoy bands, food, beverages, spectating, and participating. These are parties for the locals just as much as for the visitors.

Savvy local businesses are plugged into these festivals and are making the most of them. You can as well. Call our office at (970)-858-3894 for more ideas and to put them into motion.

Best regards,

*Frank Ladd
Executive Director*

APRIL'S RENEWING MEMBERS

Adobe Creek National Golf Course
Balanced Rock, Sand and Stone, LLC
Beacon Senior Newspaper
Berna B's Classic Cuisine & Catering
Business Incubator Center
Center Town Liquors
Charter Business
Charter Media
Comet Cleaners
Community Hospital
Cranium 360 Inc.
Create Real Growth, LLC
Dalby, Wendland & CO., P.C.
Discovery Kids Learning Center
Dragon Treasure Restaurant
FCI Constructors, Inc.
FirstLight Home Care
Fruita Floors
Gene Taylor's Sports Outlet
Grand Junction Area Realtor Association
Grand Junction Free Press
Hawks Air Service Heating & A/C



The Fruita Chamber has three Business Builder groups designed for chamber members to develop relationships that enhance their networking and marketing opportunities. Please see below for details on each group. For more information please contact Janet Brazfield at janet@fruitachamber.org.

MONDAY NOON BUSINESS BUILDERS

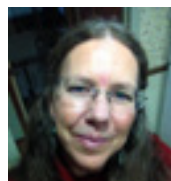
Four Winds Coffee & Tea
1235 Bookcliff Ave., Grand Junction (12th & Bookcliff)



Kevin Braa
Grand Mesa Medical Supply, LLC
241-0833
kevin@grandmesamedical.com

FRUITA BUSINESS TOOLBOX

Business Incubator - Fruita
325 E. Aspen Avenue
Meets every second Tuesday, 7:30 am



Kathie Fingerson
Healers of the Valley
462-5290
kathie@healersofthevalley.com

BUSINESS BUILDERS

Suds Brothers Brewery
127 E. Aspen Ave., Fruita
Meets Thursdays at Noon



Tamara Ruckdeschel
The Social Resource, LLC
712-3258
admin@thesocialresource.net

**INVESTING IN BUSINESS RELATIONSHIPS
TO HELP GROW YOUR BUSINESS**

RENEWING MEMBERS CONT'D.

Hershberger Furniture, LLC
 Home Loan Investment Company
 Industrial Insulation Group, LLC
 Insurance Benefits by Design, LLC
 Mays Concrete, Inc.
 McPherson Construction, LLC
 Mesa County Valley School District No. 51
 Mesa Moving & Storage, Grand Junction, LLC
 OBJ Group
 Pablo's Pizza of Fruita
 Pay Pros of Colorado, LLC
 Rib City Grill
 Rocky Mountain Orthopaedic Associates, Inc.
 Sequent Information Systems, LLC
 Tucker Reed Agency, LLC
 United Way of Mesa County, Inc.
 Walgreens
 Western Colorado Pediatric Associates
 Western Valley Family Practice
 Westfall O'dell of Colorado
 Whitewater Building Materials Corp.
 Wildcat Rentals & DIY Events, LLC
 WPX Energy

THANK YOU FOR YOUR RENEWED MEMBERSHIPS!!!

APRIL'S NEW MEMBERS

Citrolas Italian Grill

www.citrolasgi.com
 (970) 639-9789

El Tapatio Mexican Restaurant

(970) 858-1011

THANK YOU AND WELCOME TO THE CHAMBER!!!

Please visit www.fruitachamber.org for more information about our members.

NEW DRAWING FOR MEMBERS

The Fruita Chamber has initiated a new opportunity for our members. All members who renew on time and all new members for the month will be eligible for a drawing. The winner of the drawing will win the advertising spot with **KMZK 106.9 "The Rock"** which will air the fourth Tuesday between 7:00 am and 8:00 am. Be sure to read further to see who the winner is for the month of May.

FROM OUR MEMBERS

Western Slope Vietnam War Memorial, Inc:

Will be hosting the **17th Annual Western Slope Vietnam War Memorial Amateur Golf Tournament.**

When: Saturday - June 13, 2015
Where: Adobe Creek at 876 18 1/2 Road
Time: 8:00 A.M. Shotgun Start
Cost: \$90.00 (golf, cart, prizes, range balls & lunch)
Format: Scramble
Sign-up: WSVWMP, PO Box 340, Fruita, CO 81521
Contact: Bob Van Iderstine: (970) 245-5424
 Jim Doody: (970) 250-5861

Colorado National Monument Association:

CNMA Annual Membership* Meeting 2015

Thursday, May 7th, 5:30 – 7:30

Two Rivers Chateau and Winery

2087 Broadway – Redlands

* Those interested in membership welcome

Featuring:

- Program by Mathew Marques, Colorado National Monument Archeologist
- Book signing of Bill Haggerty's newest book – "Best Easy Day Hikes of Grand Junction and Fruita"
- CNMA year in review
- Unveiling of winning cover photo for 2016 calendar and auction of canvas
- Super silent auction with:
 - o Stay at Gateway Canyons Resort
 - o Golf package
 - o Bronco tickets
 - o National Monument art by local artist/photographers
 - o Much more – restaurants, massage, etc.

Please join us and meet fellow Monument enthusiasts!

Suds Brothers Brewery:

Every Wednesday we will be selecting a beer of the week. We will be selling it for \$1.50 a glass out on the patio. **CASH ONLY!!** One keg only! Starts at 4:00 pm and lasts until the keg is gone. Come down and enjoy a nice cool beer out on our patio. The beer selected for the beer of the week will be sold for \$3.00 a pint until the next Wednesday.

FROM OUR MEMBERS - CONT.

Dalby, Wendland & Co., P.C.:



Grand Junction, CO (April 6, 2015) — Dalby, Wendland & Co., P.C., was again honored as a 2015 Top Regional Firm in the “Mountain Region” by Accounting Today. The Mountain Region encompasses Colorado, Idaho, Montana, Utah, and Wyoming. This year, 15 firms made the list and of those, six were in Colorado. Dalby Wendland was the only Colorado firm outside of Denver to be recognized.

Accounting Today reported that services to oil and gas companies and other beneficiaries of the energy boom have helped post above average growth for many firms in this region. Dalby Wendland President Steve Carver said, “Growth and contraction in our local economies related to oil and gas is nothing new to western Colorado. We are seeing increased comfort in business growth and activity across most industry sectors we serve, especially real estate, construction, and health care. Many individuals are also putting their retirement plans back on track with trust and estate tax planning, and business succession planning.” Carver also spoke on some specific issues the firm is helping clients with this year, “Continuous complexities in the tax code and legislative rulings, like the Affordable Care Act and Tangible Property Regulations, are significantly altering the internal capabilities of businesses and organizations to respond. We are seeing increased involvement and consulting with our clients just to stay on top of the current regulatory environment and compliance requirements.”

For more information about the services Dalby Wendland provides and the industries served, visit online at www.DalbyCPA.com.



Come to Grand Valley Young Professionals summer sizzler BBQ!

Who? Grand Valley Young Professionals

What? Networking among business professionals both young and seasoned professionals

Where? Rib City Grill - Fruita, CO

Why? To network and enjoy food provided by Rib City!

Rocky Mountain Orthopaedic Associates:

Local podiatrist named to Colorado podiatry board by Governor

Terri Schmitt, DPM from Rocky Mountain Orthopaedic Associates, one of four podiatrists in the state appointed to the board.

GRAND JUNCTION, Colo. (April 13, 2015) – A podiatrist from Rocky Mountain Orthopaedic Associates, Inc. (RMOA) was recently appointed by Colorado Governor John Hickenlooper to the Colorado Podiatry Board. Terri Schmitt, DPM will serve as one of four appointed podiatrists on this team.

“It is my honor to serve the State of Colorado and to be able to ‘give back’ to my profession,” stated Dr. Schmitt.

The Colorado Podiatry Board regulates the practice of podiatry in Colorado by ensuring that licensed professionals are acting in accordance with the standards of care as outlined in the Podiatric Practice Act. Members of this board consist of four podiatrists and one public representative and are appointed by the Governor of Colorado. Dr. Schmitt’s term of service will be four years.

“Dr. Schmitt has always exemplified the highest standards of professionalism, patient advocacy, and personal integrity,” said Dale Reigle, CEO of RMOA. “I am not surprised that the governor selected her to be a member of this professional Board.”

Dr. Schmitt has practiced podiatric medicine in the Grand Valley since 1993 and is certified in foot surgery from the American Board of Foot & Ankle Surgery. In addition to caring for individuals with a variety of foot problems, she enjoys hiking, skiing, mountain and road biking, and rafting.

About Rocky Mountain Orthopaedic Associates: Rocky Mountain Orthopaedic Associates (RMOA) is dedicated to providing world-class orthopaedic services with hometown compassion. All RMOA physicians have extensive training in the diagnosis and management of injuries and diseases of the musculoskeletal system (bones, joints and muscles). Physician specialties include arthroscopy, sports medicine, total joint replacement, complex joint reconstruction, fracture care, hand surgery, pediatric orthopaedics, foot surgery, and treatment of spinal disorders and injuries. To learn more about RMOA, visit www.rmodocs.com.

FROM OUR MEMBERS - CONT.

The Business Incubator Business Center:

GOCODE CO Grand Junction at the Business Incubator was a smashing success!

The Grand Junction Business Incubator hosted their first Hackathon in 2015 with the GOCODE Colorado app development challenge.

This year's GOCODE challenge (www.gocode.colorado.gov) took place throughout Colorado on the weekend of April 10th. In an effort to make state data more accessible and usable by the citizens of Colorado, the Secretary of State's office put on a challenge where app developers, designer, coders, and entrepreneurs came together to create technology solutions for the State of Colorado. Two winners were chosen from each of the five locations (GJ, Durango, Fort Collins, Denver, and Colorado Springs) to move on to a mentor weekend in Denver and final competition on May 21st where the ultimate winner will receive \$25,000 to implement and support their app for a year.

By collaborating with Launchwestco.com and the State of Colorado, the Business Incubator was able to host 21 competitors who ultimately ended up with four competing teams, which is a significant showing for our community; CMU was well represented and competitors came from as far away as Vail.

The four teams each tackled different challenges from transportation, business intelligence, tourism, and enhanced connectivity with education and the business community.

The winning team from Grand Junction was able to create an application that created connectivity between the business community, CDOT, NOAA and commuters on the I-70

corridor to notify drivers of traffic issues and then direct them to local businesses for special discounts while they wait for traffic to clear; second place was awarded to a team that created an app that helped employers find qualified students for employment and/or internships based on existing data sets, shared experiences, and university faculty. The two remaining teams also created exceptionally well thought out applications.

The Secretary of State made a special trip to Grand Junction to meet the competitors and support the Western Slope in our first Hackathon. Based on the success of the event, look to the Business Incubator and LaunchWestco.com to have more events in the future.

Metro Brokers Grand Junction, Inc.:

It's an exciting time at Metro Brokers Grand Junction, Inc.!

We are a privately owned business comprised of 15 Independent Real Estate Companies working together. Since opening its doors in Grand Junction in 1995, Metro Brokers Grand Junction, Inc. has been under the leadership of 6 shareholder owners. These are the people who, in addition to running their own real estate companies, also make the decisions for Metro Brokers Grand Junction, Inc. Today, three of our existing broker members have stepped up into new leadership roles as owners of Metro Brokers Grand Junction, Inc., bringing the number of company owners to nine. **Congratulations, to Karie O'Connor, Janell Gear and Cindy Dickey**, the newly added owners of Metro Brokers Grand Junction, Inc. They are welcomed by our three founding owners, Doug Ford, Mike McGinnis, Hal Heath, and our three long-time owners, Jan Garber, Dee Dee Hansen, and Greg Roles.

In the words of Mike McGinnis, VP of Metro Brokers Grand Junction, "Our business is a little different than others. With the strength and support of an industry leader, Metro Brokers Inc., we have every resource available to us but are not limited by the traditional corporate real estate environment. We are our own business owners, we make our own decisions, and each have our areas of expertise."

From our agents who say, "Whatever your interest in real estate, including rental properties, investment properties, subdivision development, building or buying your dream home, we, the realtors at Metro Brokers Grand Junction, Inc. are here and we're ready to help you! Come on by, have a cup of coffee, and let's talk real estate, because at Metro Brokers, **We Sell Houses - LOTS of Them!**"

Lori, Lynn, John & Chris
Chesnick Realty LLC
The Key to Great Service!
 137 N. Peach St. • Fruita
 (970) 858-8238
www.chesnickrealtyllc.com

FROM OUR MEMBERS - CONT.

Join the Fruita Historic Preservation Board upstairs at the Fruita Civic Center at 325 East Aspen Avenue for a fun day of exhibits, artifacts, slide shows, music, and photographs of historic Fruita and surrounding areas' including Colorado National Monument. Bring in stories of old-time Fruita or old photographs and artifacts that you would like to share or have identified. Free admission for all. No pre-registration required. History of Fruita Coloring Books will be given to children attending the event.

The Fruita Historic Preservation Board presents

A Fruita History Fair.



Saturday, May 9
 Fruita Civic Center
 325 E. Aspen Ave.
 10:00 a.m. to 3:00 p.m.
 Photos, Artifacts, Music.
 Bring Your Historic Photos &
 Artifacts for Identification.
 Contact: Steve Hight 858-6375.

FRUITA FARMER'S MARKET NEWS

The Farmer's Market will be starting on June 20, 2015. The Fruita Chamber needs to have the following documents from any vendors on or before **June 12, 2015**:

- Your 2015 Fruita Farmers Market Application.
- Copy of your City of Fruita license (this is NOT the sales tax license).
- Copy of your Mesa County sales tax license.

More information will be posted in the next newsletter, so stay tuned.

A Taste of Heaven Catering:

Father's Day Car Show benefiting Relay for Life June 20, 2015

We invite you to showcase your unique, restored car, truck or motorcycle at The 3rd Annual Father's Day Car Show, with proceeds going to Relay for Life. The car show is happening on Saturday, June 20th at A Taste of Heaven Catering on North Avenue in Grand Junction, next to K-Mart from 9am-3pm.

The event, open to the public, starts at 9am and will feature unique and unusual vehicles and motorcycles. In addition, there will also be live music, food booths, interesting demonstrations and more. The entry fee is \$20 per vehicle and application is required in advance, as space is limited.

For more information and an application for vendor or showcasing your vehicle, contact Karen at A Taste of Heaven Catering at (720) 934-3588 or email her at Karen.atasteofheavencatering@yahoo.com

ATTENTION ALL MEMBERS!!!

**Chamber Member
Appreciation Picnic!**

We want to say thank you to our wonderful members!
Please join us for a picnic on the Fruita Chamber lawn with delicious BBQ by Rib City Grill and root beer floats created by your Board members!



When: Friday, May 22nd
Time: 11:30 am to 1:00 pm
Location: Fruita Chamber of Commerce Lawn
 432 E Aspen Avenue
 Fruita, CO 81521

Catering by:  Root beer by: 



For questions or to RSVP, please email or call the Chamber at Chloe@FruitaChamber.org or 970-454-3894

Business After Hours

THANK YOU, DISCOVERY KIDS LEARNING CENTER

Thank you for graciously hosting the April Business After Hours.



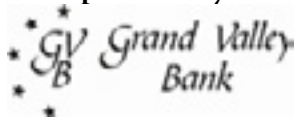
We apologize that we do not have pictures of this event. The Chamber unfortunately misplaced their camera at the Business Expo. We are now the proud owners of a new camera for future photos and one which will be well guarded!



Tune In...

Every Tuesday between 7:00 am and 8:00 am to KMZK 106.9 "The Rock" for the Focus on the Fruita Area Chamber of Commerce Show.

Sponsored by:



The winner for the May Fourth Week Radio spot is: **El Tapatio Mexican Restaurant**

MAY BAH

Join us on Thursday, May 28, 2015 from 5:30 pm to 7:30 pm at Grand Junction Botanical Garden, 641 Struthers Ave., Grand Junction, CO for the May Business After Hours, **hosted by Strive**.

Each month the Fruita Chamber of Commerce offers Business After Hours (BAH) for members and guests. This fun event is hosted by a different chamber member each month. Each BAH features the host member and offers a valuable networking forum for members.

Please register online through your Chamber Master account. Unsure how to do so? For help logging in ... please call Chloé with the Chamber office at 858-3894.

2015 BAH SCHEDULE

May 28	Strive at Botanical Gardens
June 18	Museum of Western Colorado
July 16	DoubleTree Hotel
August 20	Moon Farm
September	No BAH
October 15	Robinson & Co. Realty
November 19	Holiday Inn & Suites
December 17	Alpine Bank



Do you have news about your business you want to share? Let us know! Please submit all news to Janet via email at janet@fruitachamber.org by the 25th of each month.

Avon By Richard & Suzanne Kinney



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cell 970-209-6627
fax 970-257-6969
bob@grandwesthyundai.com

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richardkinney14@yahoo.com
www.youravon.com/kinney

Richard & Suzanne Kinney
Ind. Sales Reps.
Fruita, CO 81521



Fruita Business Toolbox
 Every second Tuesday of the month, 7:30 am
 Business Incubator, Fruita

The Business Partnership that Helps You Grow and Prosper

2015 Schedule

May 12	Ron Rehberg	Cyber Attacks– Identity Theft
June 9	Frank Ladd	Benefits of a Shop Local Campaign
July 14	Alpine Bank	Business Loan Requirements
August 11	Carlene Goldthwaite	Communicating Through Generations
September 15	Media Panel	Holiday Marketing—What Works?
October 13	Mark Luff	Business Law—What You Should Know
November 10	Colorado Canyons Hospital	Why Businesses Give Back to Communities
December 15	TBD	Accounting—Preparing for 2016



Robinson & Co. Realty

Geri Robinson
 RESIDENTIAL • FARM & RANCH • VACANT LAND

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