



December 2015

Mark Your Calendars

Grand Valley Young Professionals
No Meeting for December

Women In Business
Tuesday, December 8
El Tapatio
6:00 pm - 8:00 pm

Board Meeting
Wednesday, December 9
Colorado Canyon Boardroom
7:00 am

Ambassador Meeting
Friday, December 11
Chamber Office
9:00 am

Parade of Lights
Saturday, December 12
Downtown Fruita
Line-up 4:30 pm / Parade 5:30 pm

Business After Hours
Thursday, December 17
Alpine Bank
5:30 pm - 7:30 pm

Marketing Meeting
Friday, November 20
Judy's Family Restaurant
7:30 am

Fruita Area Chamber
CLOSED
Thursday, December 24 Early
Friday, December 25

Inside This Issue

Directors Corner . . . . . 2
Renewing / New Members . . . . 5
From Our Members . . . . . 6
Business After Hours . . . . . 8

Chamber Matters

A Newsletter for our Members



Spotlight's on:

Holiday Inn & Suites
Grand Junction Airport

What does your organization do?

Here at the Holiday Inn & Suites we strive to provide our business travelers a productive, yet relaxing environment to set up shop. For our leisurely travelers we offer many all-inclusive packages, and act as a central hub for the many adventures to experience around the Grand Valley.

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

Consistency is the key. Having guests know what they are going to get out of a stay every time they travel to our property is what keeps people coming back.

Why did you join the Fruita Chamber of Commerce?

We joined the Fruita Chamber to better serve the local population. Having a medium to allow local business owners to communicate with us allows us to better meet their needs.

What makes you or your business unique?

Our organization is filled with the best people. It takes a special person to work in hospitality, and we have some of the best staff a company could ask for.

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

We do have a full service restaurant on property. The majority of locals are unaware of this, and we would like to give people the opportunity to come experience the welcoming atmosphere we strive for.



## Board of Directors

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## Chamber Staff

Frank Ladd  
Executive Director

Janet Brazfield  
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Sherri Boyce  
Administrative Assistant

432 E. Aspen Avenue  
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(970) 858-3894  
www.fruitachamber.org

# Director's Corner

## The Customer is Always Right!



Good customer service is easy once you change your attention from business-driven to customer-focused. The ironic thing about this premise is that with better customer service, your business profits too. Here are a couple of stories about good customer service:

Stew Leonard owns farm and dairy stores in Connecticut. He once had a customer who brought back a container of egg nog and told Stew that it was sour. Stew immediately became very defensive and said, "That is impossible. Our egg nog is fresh every day!" He went home and told his wife Mary Ann what happened. After he told the story, Mary Ann said, "Why would you do that? The customer is always right. Do you know what we as customers do when we are treated that way? We quit shopping at that store!" That was a wake-up call for Stew, and he had a large stone engraved in front of his store that read:

**"Rule 1, the customer is always right.**

**Rule 2, if the customer is ever wrong, reread rule 1."**

He said several weeks later at Thanksgiving time, a customer brought back the carcass of a turkey and said, "This turkey wasn't any good." Stew replied, "No problem I can give you another turkey or your money back."

Another story concerns a former manager for Walmart. He found a video shortly after being hired with a message from Sam Walton, the founder of Walmart. In the video Mr. Walton said,

“I don’t think we are doing enough for our customers, so today if a customer comes in and buys a fishing rod, and he goes fishing, and he falls and breaks that rod on a rock and brings it back, I want you to give him a new fishing rod.”

This particular Walmart had a terrible customer service score. The store manager turned the issue over to this manager. After meeting with the Store manager to discuss the poor customer service score his response was, “Do whatever you have to do to get that score up.” He met with the Service Desk associates, and told them his job was to help them get a better score, and we would no longer question any returns. Now you can imagine their reaction, especially coming from the new guy. Several asked to talk to the store manager, and his response was, “Jim is in charge of the Service Desk.” After they calmed down, he asked them: “What percentage of returns do you think are people taking advantage of us?” “One percent.” “Why would we risk antagonizing 99% of our customers because of that 1%?”

Jim told them the story about Stew Leonard. The next month the customer service numbers were excellent, and there was less stress at the service desk.

### Plus sales went up!

Customer service is the most important thing in a business, if your customer service is bad, you will fail. Customer service isn’t just for retail, it is for all businesses. Make the customer happy and they’ll return with their friends. Let them down and the whole world will hear about it.

**Best Regards,**

**Frank Ladd**  
**Executive Director**

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## November Ribbon Cuttings



### Merge 2 Media

744 Horizon Ct., Suite 140, Grand Junction, CO  
(970) 858-2411  
merge2media.com



### Amigo Animal Clinic

586 25 Road, Grand Junction, CO  
(970) 245-0210  
amigoanimalclinicgj.com



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 the group Chairperson as noted below or Janet Brazfield: [janet@fruitachamber.org](mailto:janet@fruitachamber.org).

**Monday Noon  
Business Builders**

**Four Winds Coffee & Tea**  
1235 Bookcliff Ave., Grand Junction

**New  
Team Leader**

**Tim Merris**  
Sequent Information Systems  
986-7138  
[tmerris@sequent-is.com](mailto:tmerris@sequent-is.com)

**Fruita Business Toolbox  
Second Tuesdays @ 7:30 am**

**Business Incubator—Fruita**  
325 E. Aspen Avenue, Fruita



**Kathie Fingerson**  
Healers of the Valley  
462-5290  
[kathie@healersofthevalley.com](mailto:kathie@healersofthevalley.com)

**Thursday Noon  
Business Builders**

**Suds Brothers Brewery**  
127 E. Aspen Ave., Fruita



**Tamara Ruckdeschel**  
The Social Resource, LLC  
712-3258  
[admin@thesocialresource.net](mailto:admin@thesocialresource.net)

<b>Business Toolbox</b>	<b>Date</b>	<b>Speaker</b>	<b>Topic</b>
<p><b>2015</b></p> 	<b>December 15</b>	Dalby, Wendland & Co.	Accounting - Preparing for 2016

**Investing in Business Relationships to Help Grow Your Business**

**NOTE:** Starting this next year the Fruita Business Toolbox will be changing to the **Third Wednesday** of each month. Please be sure to change your calendar reminders so you will not miss out on the Business Toolbox events.

## November's Renewing Members

American AgCredit  
American National Insurance Company  
Camilla's Kaffe  
Bighorn Consulting Engineers  
Cendera Funding  
Colorado Backcountry Biker  
Colorado Egg, LLC  
Colorado Welcome Center  
Fiesta Guadalajara  
Fisher's Market Premium Natural Meats  
Four Seasons Gutter Systems  
Grand Junction Regional Center  
Impact Promotional Products  
J Lock and Key  
Jolly Smiles  
Linda J. Kochevar, CPA  
Lybrook Dental Center, Inc.  
Mountain West Office Products  
OBJ Group  
Pamela Price – Coldwell Banker Distinctive Properties  
Red Canyon Family Practice  
Sam's Club  
Suds Brothers Brewery  
Superior Alarm, Inc.  
The Source Newspaper  
Young & Hockensmith, PC  
VisualEyes Eyecare, PC

Thank you for your renewed memberships!!!

## November's New Members

Carolyn's Hideaway  
(970) 858-3086  
www.carolynshideaway.com

Life Leadership  
(970-379-1289  
www.life-training-home.com/39954264

## November's New Members (Cont'd)

Peaceful Spirit Acupuncture  
(724) 238-3431

Three Dreams, LLC  
(970) 434-3541  
www.threedreamsllc.com

Vectra Bank of Colorado  
(970) 248-9762  
www.vectrabank.com

Thank you and welcome to the Chamber!!!  
Please visit [www.fruitachamber.org](http://www.fruitachamber.org) for more information about our members.



## Women In Business

December 8, 2015 from 6-8 pm is the WIB \$10 *White Elephant Gift Exchange Holiday Party* at El Tapatio Mexican Restaurant in Fruita. The event will include appetizers provided by Fruita Area Chamber of Commerce. Members planning to attend bring your wrapped gift and be sure to [Register Here](#) so we know how much food to order.

**NOTE:** WIB will be changing next year to the second Tuesday of each month. Please be sure to mark your calendars to join the future fun!!!

## From Our Members

### Mesa County

The next food handlers class at the Mesa County Health Department will be as follows:

**Date:** Monday, December 7, 2015  
**Time:** 9:00 - 11:00 am or 4:00 - 6:00 pm  
**Location:** Community Services Building  
 510 29 1/2 Road, GJ  
**Cost:** \$10.00 per person

Please remind your employees to arrive early, as class size is limited. We look forward to seeing your employees at one of the classes. Questions? Feel free to call us at 248-6960.

We also have an online food handler's class! The cost is \$13.00. [More Info](#)

### Museums of Western Colorado

We are proud to announce Dinosaur Journey's new introductory video--"Dinosaurs of the Western Slope." It is now showing on the hour in the DJ Auditorium. This replaces the old video we have been showing that is actually from Dinosaur National Monument. Here is a link to the Video, enjoy:

#### [Video Link](#)

This video was made possible by a gift from Charles Safris. Both John Foster and Julia McHugh worked on this video, so it reflects the vision of both our most recent paleontologists (as well as those who have come before them). It also shows the hard work of volunteers and staff over many years. The video was produced by Mara Farris, narrated by Zeb Miracle, done in collaboration with the BLM and contributed to by many others.

## From Our Members (Cont'd)

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

Dalby, Wendland & Co., P.C., Makes  
 Top 250 Private Colorado Companies List

Grand Junction, CO (November 24, 2015) — ColoradoBiz recently announced their Top 250 Private Companies in Colorado with Dalby, Wendland & Co., P.C., making the list for the third year. Fewer than 15 companies recognized are on the Western Slope.

Companies must be headquartered in Colorado and are ranked each year by gross revenues. The published list also highlights industry type, years in business, and number of employees.

A complete list of the Top Companies can be found at: <http://www.cobizmag.com/Lists>

For more than 65 years, Dalby, Wendland & Co, P.C., (DWC) has been a leader in the public accounting and business consulting profession. With offices in Aspen, Glenwood Springs, Grand Junction, Montrose, Rifle, and Telluride, DWC provides tax, accounting, bookkeeping, business consulting, and audit services to businesses, organizations, government, and families and individuals. DWC is the largest public accounting firm headquartered in western Colorado.

### Family Health West

The Art for Health Reception will take place Wednesday, December 9, from 5:30 pm to 6:30 pm in the Colorado Canyons Hospital Lobby.

[More Info](#)




**Pumping Up the Dream**  
Starting a Business in Western Colorado

Take advantage of the opportunity to receive step by step guidance as you start your new business in Western Colorado. This class covers the most commonly asked questions including how to do a trade name search, choosing the right legal structure, registering with the state, local licensing requirements, the business planning process, and options for financing your business.

Cost is \$50 and includes training materials and membership in the Fast Trac Business Basics program.

**Morning Class 9:00am to 11:30am**  
December 2, 2015  
January 12, 2016

**Afternoon Class 1:30pm to 4:00pm**  
Tuesday, December 15, 2015

Class Sponsored by:  **Alpine Bank**

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**Fast Trac Business Basics**  
All Fast Trac classes are offered from noon-1:00

**Must Take Starting a Business Class First**

Fast Trac Market Research: Learn how to use RefUSA to find your target market	12/14/15 1/19/16
Fast Trac Business Planning: Write a plan to help ensure the success of your business.	12/9/15 1/13/16
Fast Trac Internet Strategies: Learn how to be accessible through the Internet.	12/7/15 1/15/16
Fast Trac Licensing: License your business online.	12/4/15 1/5/16
Fast Trac Cash Flows: Learn how to do a cash flow budget using Excel.	11/17/15 12/16/15



**Bookkeeping Bootcamp**

Learn how to set up and track business accounting records and what types of expenses are deductible.


Gain better control of your business by learning how balance sheets, income statements, and cash flow projections are prepared and what they can tell you about your business.

**Cost: \$75 (includes lunch)**  
**Tuesday, January 5, 2016**  
**9:00am-2:00pm**

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**Call 243-5242 to Register**

Dates Subject to Change  
Events notated @ Fruita will be held at our Fruita Location:  
325 East Aspen Street  
Fruita, Colorado 81521



GRAND JUNCTION Small Business Development Center

The SBDC is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.

**How to Build a Social Media Campaign**



**Tuesday, Dec. 1, 8-9:30**

Online copy specialist Nikole James with Travelcopy solutions.com will give you an in depth review of the importance of a strong social media campaign, including Facebook. She will also be available for short 1-on-1 meetings (pre-registration required)

**Cost \$35.00**

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**Business OVER Breakfast**



**BOB**  
No November or December event

Join our interactive panel of experts for a presentation and discussion on topics of interest to small business.

This is your opportunity to ask questions and get specific answers.

**Cost: Free**  
A Light Breakfast Snack will be Served

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December 18—  
**4 Winds Coffee & Tea**  
1235 Bookcliff Ave.  
Grand Jct, CO

**Open Coffee Club**



**3rd Friday**  
of every month  
10:00 am - 12:00 pm

Join us with your ideas, inspirations, or just come and get one-on-one consulting for your existing business.

# Happy Holiday!!



We wish each of you and your families a Happy Holiday!!!

As a reminder please be advised the Fruita Area Chamber will be closing early on Christmas Eve, and also will be Closed Christmas Day and New Years Day.

# Business After Hours

## Thank You, Holiday Inn & Suites - Grand Junction Airport

Thank you for graciously hosting the November Business After Hours at Holiday Inn & Suites - Grand Junction Airport in Grand Junction, Colorado. Your support is greatly appreciated!!!



## December Business After Hours

Join us on Thursday, December 17, 2015 from 5:30 p.m. to 7:30 p.m. at Alpine Bank, 2751 125 North Park Square, Fruita, CO for the December Business After Hours, hosted by Alpine Bank.



# Alpine Bank

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 all our other members.

**COST:** \$7.00 per person if paid before 12:00 noon on day of the event.  
\$10.00 per person if paid at the door.

Please join us for this fabulous networking opportunity! It is so easy to register online through your Chamber Master account. Unsure how to do so? For help logging in ... please call Sherri with the Chamber office at 858-3894. [More Info](#)





# Fruita's Holiday Musical Madness Parade of Lights



Brought to you by:



**Grand Valley Power.  
MBC Grand Broadcasting and  
Fruita Area Chamber of Commerce**



**Musical Madness:** Requires each parade entry to have some sort of musical aspect, whether it is a live person playing a musical instrument or a float with many lip-syncing a holiday song.

**Entry Deadline: December 7, 2015**

**Fee:** Donation to our Fruita Monument High School Scholarship Fund. We will be awarding four \$500 scholarships in 2016.

# December 12, 2015



**IT'S CHRISTMAS TIME!**

*Let's Decorate Our Town!*

**SPONSORED BY:**



***Window/Store Front Decorating Contest***

*Register online at [www.fruitachamber.org](http://www.fruitachamber.org) or call 970-858-3894  
On the Event Calendar click "Merchant Window Decorating Contest 2015"  
Decorate by 12/12/15 and Judging will be done the week of December 14th*

*Winners will be announced at the  
Business After Hours on 12/17/15*

*Prizes: Nickel (Full, Half & Quarter Page) Full Color \$1,325 Ad  
Package, KKCO \$1,000 Ad Package, and KMZK \$500 Ad Package*

**ADDITIONAL SUPPORTORS:**



# *Holiday Arts & Crafts Fair*



December 12, 2015

## Calling all vendors!

Fruita Community Center

10:00a.m. – 3p.m.

Believe it or not, but holiday shopping has begun! Many people are already struggling to find that perfect gift for loved ones and friends. Help shoppers rest easy by providing them with a variety of unique items made by you and other local artists at the 5<sup>th</sup> annual Holiday Arts and Crafts Fair December 12<sup>th</sup> at the Fruita Community Center.

The Fair will be open from 10 a.m. to 3 p.m. and is free to the public. Please visit [www.fruita.org](http://www.fruita.org) to print your application and follow the mailing instructions.

The vendor fee is \$50. If you already have a Fruita business license (\$12.50 if you don't), include a copy and only pay \$37.50. Deadline to register is December 6<sup>th</sup>.

The fair is sponsored by the City of Fruita's Arts & Culture Board. The Fruita Community Center is located at 324 N Coulson St. in

For more information about the event, please contact the Fruita Parks and Recreation Department, 858-0360 or Jacqui Foster by emailing [jfoster@fruita.org](mailto:jfoster@fruita.org).



ANNUAL CHRISTMAS CANTATA PRESENTED BY CHURCHES OF THE LOWER VALLEY DECEMBER 12, 2015 AT 4:00 PM AT THE FRUITA UNITED METHODIST CHURCH, 405 EAST ASPEN. COME AND ENJOY THIS CHRISTMAS PROGRAM BY THE SINGERS OF THE LOWER VALLEY AND PALISADE BEFORE THE PARADE OF LIGHTS — FREE TO ALL.

