

Chamber CHAT

May
2018



Business @ Breakfast Cyber Security-How Safe are You?

Tuesday, May 1, 7:30-9:00 am
Lafayette Library, 775 W. Baseline Rd.
With Louisville & Superior

Every day it seems there is a new security threat to our phone, email, bank account, etc. and scammers are getting more and more creative.

But...there are ways to protect yourself and your information. So join us for this breakfast where Mark Searls, TeamLogic IT and Bob McCool, arielMIS, Inc will tell you how to be a smart consumer and keep your information safe!

Cost is \$10 when you register and pay in advance online at

www.lafayettecolorado.com by April 26.
\$15.00 at the door

If you have an anniversary pass or coupon, please call the office at 303-666-9555 or email info@lafayettecolorado.com

The Library is on Baseline Rd., one block east of Hwy 287 at Crossing Drive. North end, outside door.



NetWalking, May 22, 4:30-6:00
Join us for our first NetWalking event in 2018 on Public Road.

We'll start at **Karen's Company**, 210 S. Public Rd., where you can check out all the new, amazing colors available and what Karen and Jeff offer.

Next we stroll up to **Little Herbal Apothecary**, 100 E. Cleveland where you will see all the things this great little shop has and classes offered.

Next we head upstairs to **Phoenix Realty & Property Management**, 102 E. Cleveland, St. 200 and see what's up in the real estate and property management world.

Then we march right back to **Kaia Fit Lafayette**, 102 E. Cleveland, Ste. 100 and see what cool transformations can happen at Kaia Fit.

And...our last stop will be at **Black Diamond Restaurant** 103 N. Public Road where we will have a special drink and some yummy appetizers!

Bring \$3.00 if you want the special drink and RSVP by May 18 at www.lafayettecolorado.com

**Networking Mixer @
Verizon-Cellular Plus**
Thursday, May 17, 5-7 pm
1137 Diamond Circle, Ste. 200
in the Walmart shopping center

Come check out Verizon, see all they have to offer and enjoy great food, drink and lots of networking.

FREE if you register online by May 14.
\$5 at the door without an RSVP
\$5 for spouses/significant others
\$10 for guests and non-members
Guests and non-members must call in advance to register, 303-666-9555.

May Ribbon Cuttings

Thursday, May 3, 4:30 pm
Hampton Inn & Suites
317 Exempla Circle
Come check out this beautiful facility!

Tuesday, May 8
4:00 pm —gooWee
4:30 pm—Swingle-SavATree
Chamber Office, 1290 S. Public Rd.
Come welcome these new members and learn more about them.

Please be Considerate!

If you RSVP for an event and don't show up—that's a problem If you don't RSVP and just show up—that's a problem too!

Our Networking hosts need to know how many people to provide food for. And we have to pay for every breakfast ordered based on RSVP's.

If you are going to attend, RSVP! If you RSVP and can't attend, please let us know 24 hours in advance.

Lafayette Chamber of Commerce 1290 S. Public Rd. PO Box 1018, Lafayette, CO 80026
303-666-9555 FAX: 303-666-4392 info@lafayettecolorado.com www.lafayettecolorado.com

Welcome our New Members

Our Returning Members

Colorado Center for Animal Pain Management, LLC

Dr. Rob Landry
720-502-5823
4750 W. 120th Ave., Ste. 400
Westminster, CO 80020
www.coanimalpaincenter.com

Veterinarian

First United Methodist Church

Kerry McCormick—Pastor
303-665-5165
1255 Centaur Village Dr., Lafayette
Church

Market Day Local

Theresa Krueger
303-447-2813 847-721-0892
PO Box 21173, Boulder, CO 80308
www.marketdaylocal.com

School fundraising, Farms, Food

Technology Helpers

Chris Boyd
720-504-0999
4735 Walnut St., Ste. 200
Boulder, CO 80301
www.technologyhelpers.com

Computer Support/Services

Koru Chiropractic

Dr. Norris Goldberg
720-593-9796
956 W. Cherry St., #102
Louisville, CO 80027
www.koruchiropractic.com

Chiropractor

Old Towne Therapeutics

Deborah Asmus
303-875-8002
400 E. Simpson St., Ste 210, Lafayette
www.ottmassageandyoga.com
Massage Therapy, Yoga

Zeal Property Group

Scott Otis
720-441-6921
275 Waneka Parkway, Ste. 4, Lafayette
www.zealpropertygroup.com
Real Estate, Property Management

Peace of Mind Inspections, LLC

Josh Spaulding
720-778-1602
Lafayette, CO 80026
Radon Testing, Home Inspection

Blackjack Pizza & Salads

Dale Roberts
303-665-0400
1075 E. South Boulder Rd., #115
Louisville, CO 80027
www.odbj.com

Pizza and Salads

Camp Little Tooth

Pediatric Dentistry
Raelene Fulford
303-604-1000
110 Old Laramie Trail E., Ste. 105,
Lafayette
www.camplittletooth.com

Pediatric Dentist

24 Years

Tiefel Property Group
Dr. Thomas Melcher, DDS
Elevations Credit Union

19-21 Years

Superior Liquor
Edward Jones—Jennifer Music
Hunter Floor & Window Covering
Carlson & Carlson Sprinklers

11-14 Years

Silver Contracting
Mark the Spot Massage Therapy
L.A. Roe Agency

9 Years

Mary Kay Cosmetics—Marsha Golden
Centaurus High School

6 Years

Rocky Mountain Legal Center

1-3 Years

AR Workshop Boulder
Verizon—Cellular Plus
Office Sensei
Angel's Pet Care
Lopez Smolens Associates
Tara Cluck Dance Center
Camp Gladiator
Powerback Rehabilitation
Clinica Family Health
UbreakiFix
Stem Ciders
Button Button Real Estate
Land Title
Lafayette Farmer's Market
Floyd's Barbershop



ART NIGHT OUT
LAFAYETTE COLORADO

ANNOUNCING:

May 11 **Chicano Heat**

June 8 **Rachel & the Ruckus**

July 13 **Hindsight Classic Rock**

August 10 **The Savage Hearts**

September 14 **The Hazel Miller Band**

live music STARTS AT

6:30 pm

SECOND FRIDAYS
5-9pm MAY-SEPTEMBER
old town Lafayette
PUBLIC ROAD - CORNER 9th & 10th ST.

THE ART MARKET
STARTS AT

5pm



US Treasury Certifies Lafayette as one of 126 Opportunity Zones, establishing eligibility for businesses to receive new federal tax incentives.

Opportunity Zones encourage economic growth via private capital investment by providing a tax incentive for investors to reinvest in their communities. This program will bolster new business starts and business growth.

Lafayette is also part of the North Metro Enterprise Zone.

<https://www.cityoflafayette.com/DocumentCenter/View/21263>



Using Video for Your Business

The “old-fashioned” way of using video—and I mean this facetiously because it’s how we did it a year ago—was to sit down and record a video. You then would spend hours editing or paying someone to do it for you.

Today, it’s all about live video, which can then be saved and made available for your audience. People are broadcasting children opening gifts, seeing things for the first time, even zip lining. This personal increase in live video is also being experienced on the business end with businesses broadcasting contest results, office tours, and conferences for anyone who wants to tune in.

There are many reasons to use video for your business. People are drawn to it and it establishes *nearly* the same kind of connection you could get from face-to-face interaction. Some of the live video platforms also let you take questions as if your audience was right in front of you.

Here’s a rundown of what you need to know about the most popular video platforms and their capabilities.

Facebook Live and Facebook Live 360

Aside from the potentially large audience, why use Facebook Live? The audience *is* the reason you use Facebook Live, but it’s not just because of how many people use Facebook in general. Facebook has been rather open about how businesses are only seen by those who interact with their content. That means you’re lucky if 20% of your audience sees what you post. But as an incentive to get more people using Facebook Live, Facebook extends your reach while you’re live and notifies people that you’re broadcasting.

You can broadcast for up to 90 minutes on the platform but with attention spans as they are, this should be saved for only the most remarkable content. But you do want to stay on for more than 15 to ensure you maximize that extended reach.

Facebook 360 immerses the viewers in a 360-degree viewing experience. If you’re broadcasting from somewhere that the view is the show, consider using the 360 option.

YouTube

We can’t forget the “venerable” video platform that is also the second biggest search engine in the world after Google. According to the [site](#), “YouTube has over a billion users — almost one-third of all people on the Internet — and every day people watch hundreds of millions of hours on YouTube and generate billions of views.” And more than half of those hits come from mobile. Many people think of this site as a place to “hang” videos but you also have the [option of going live](#), as long as you don’t have any restrictions placed against your account and it is a verified account.

Twitter/Periscope

Twitter now offers live streaming too through its acquisition of the Periscope platform. It also features a 360-degree immersive experience (currently available to selected users but will eventually roll out to everyone). It aims at being the next best thing to being there. Here are more details on how you can use [Twitter Live for business](#).

Instagram

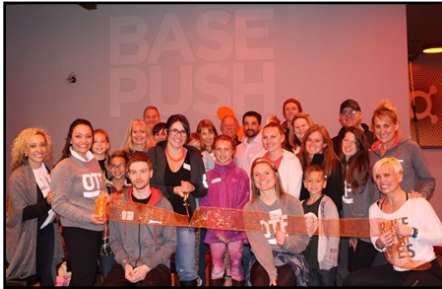
Instagram Stories allows businesses (and others) to create content that resides at the top of followers’ streams for 24 hours. Instagram was purchased by Facebook in 2012, so you might notice the same limitations to views. Fresh content is a way to get seen and video gets a lot of interaction, so if you’re using Instagram for business, video is a good addition.

In Conclusion

If you want to remain competitive in your market, at some point soon you’ll be using video. There are lots of options out there and while this article covers most of them, tomorrow there may be a few more, as well as the day after that. When you’re ready to take on video, decide what platform you feel most comfortable with. Don’t feel like you have to go live on each one. Find one you like and begin.

One final thing to keep in mind is that you don’t own these social platforms so your video should never solely reside in these spaces. Tomorrow they could disappear and all of your visual marketing would too. Instead, go live on your platform of choice and then save the videos elsewhere. The only plot of ground you can count on is your own.

Ribbon Cuttings & Networking Mixer



Ribbon Cutting @ Orangetheory Fitness

Lafayette Eye Associates Networking Mixer



Ribbon Cuttings @ Bluebird Windows & Doors & Confluence Small Business Collective



Ribbon Cutting @ Lafayette Fit Body Boot Camp



The Chamber office
will be closed on
Monday, May 28 in
observance of
Memorial Day



Lafayette Chamber of Commerce
P.O. Box 1018
Lafayette, CO 80026

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PAID
Lafayette, CO
80026
Permit No. 2