



Chamber CHAT

March 2019

March Networking Mixer
Wednesday, March 13 5-7 pm
State Farm Insurance—Anne Larsen, 304 E. Baseline
With the Superior Chamber

Come network with our friends from the Superior Chamber and find out more about what great services Anne and her team offer.

Go online to RSVP by March 11

Ribbon Cutting @ Vital Family Chiropractic with the Louisville Chamber
Thursday, March 14, 4:30 pm
401 E. Cleveland, Ste. C

Dr. Mandy Marziaz does chiropractic for the whole family specializing in pregnancy, infants and neurodevelopment.

Breakfast With Champions Leads Group Wants YOU!

The Leads Group meets every Thursday morning, 7:45-8:45 at Mon Cheri Bakery & Bistro, 211 N. Public Rd.

We provide a structure where members pass qualified leads in a non-competitive and mutually supportive environment.

Professions available: Auto Glass, Automotive Services, Beauty Salon, Carpet/Flooring Sales, Caterers, Chiropractor, Dentists, Handyman, Lawn Care/Maintenance, Moving & Storage, Optometrists, Pet Services, Tree Services, Veterinarians, Web Design.

Come check us out—guests are welcome to attend twice before joining—let us know if you're interested.



Welcome Fritz Sprague, our new City Administrator.

Fritz comes from the Town of Castle Rock where he had served as Deputy Town Manager since 2006. He also held the position of Assistant Town Manager in Castle Rock from 1999 to 2006.

Fritz understands the vision for Lafayette and embodies the values and aspirations of the Lafayette community. We look forward to his leadership and working together.

Awesome Resolutions to Bring You More Business in 2019

2019 is *your* year. It's time to grow that business beyond your wildest dreams. But dreams aren't enough to get you there. It takes hard work and implementation of tasks and projects that will bring you closer to your goals. If you're ready to see a change in your business, there are things you need to start doing. For those of you who haven't already, resolve to:

- Start conversing.** Social media needs to be social. Put an end to the broadcast messages. Make 2019 the year you start talking *with* your audience, not *at* them.
- Track data.** There are tons of tools (some even free) where you can start tracking the numbers that matter to you most. Figure out your business goals and what it takes to achieve them, then put a plan in place on how you will track and analyze the data behind getting you there.
- Give away something small but unexpected.** Wowing your audience is a great idea to help them remember you and think of you first. It doesn't be expensive. Give them a coupon for future use, a calligraphied card with an inspirational quote, a fortune in their bag, or even a muslin gift bag.
- Look for local sponsorships or ways to get involved.** In order to buy from you, they need to think of you. Consider local sponsorships that can help you get in front of your ideal audience. These include the Chamber, PTAs, community sports teams, business collaborations, and local non-profits.
- Join a strong virtual group or Meet-up.** Find a virtual group that helps you learn something new, network with people in your industry, or get in front of your ideal audience. Which type you join will depend on your goals for the year. Virtual groups also allow you to connect and grow on your schedule.
- Work smarter not harder.** Doing something every minute of your day doesn't mean you're doing the right kind of work to advance you toward your business goals for 2019. Don't take on busy work. Prioritize your most important activities twice a day. Having said that...
- View everything as moving you closer to a goal or farther away.** When you adopt this mindset, you acknowledge you only have so much time in a day and you focus your efforts on things that matter.
- Make time for that thing you've been putting off.** Whether it's a health check or business expansion, let 2019 be the year you finally get around to doing that thing you keep rescheduling. Turn the annoyance into an accomplishment.
- Get a business checkup.** Whether you hire a coach, work with a mentor, read a successful business book, or join a Mastermind Group, getting a different opinion on your business can help you look at things in new ways. This new set of eyes may come with suggestions or advice on over-coming potential challenges in the future.
- Work on your employee culture.** Nothing will derail your hard work faster than a toxic culture. Make sure managers clear the paths for those who work for them and everyone is focused on your business goal. Then, just like you do for your customers, find ways to engage and impress them with little wow moments. Everyone wants to be a part of something great.
- Hire slow, fire fast.** Be exacting in the kind of person who will not only be a good fit for the position but for the team as well. If you're dealing with a toxic employee, handle it quickly for less fallout.
- Tell your story.** Telling your story creates an emotional connection between your business and your audience. You want them to buy from you and that means they need to know, like, and trust you.
- Try (or learn) something new.** Stagnation never benefits a business and your business won't benefit from stagnant leadership. Try something new or learn something you've wanted to know more about. Then think of ways you can share that knowledge or your business can benefit from it.
- Explain what you do to a young child.** When you explain your business to a kid, you have to perfect telling the story of what you do. You'll need to make it quick (their attention span is limited), interesting (again, the attention span), and expressed in easy concepts. When you do this, you will see your business from a new angle and it may help in your elevator pitch.
- Build your list.** If you're not collecting email addresses of your customers and those interested in your business, you need to start now. Look into an email sender (there are free ones all the way up to several hundred dollars a month) that fits your business and start brainstorming a list of things your ideal audience would be interested in. This will help you stay top of mind and position you as a valuable resource for them.
- Become a thought leader.** You likely know something about your business or industry that others don't. Positioning yourself as a thought leader can help you get more exposure in areas that matter. It could also create a new revenue stream for you if you start speaking at conferences.
- Celebrate important days.** Your social media content calendar requires a lot of content to keep it full. One way to get quick content is to search days of celebration for things that matter to your business. If you discover them with enough advance time, you can create fun contests around them. For instance, if you operate a restaurant you can offer a special on National Pizza Day.
- Laugh a little.** Humor is contagious. Adding it into your social media can increase your shares. Adding a sense of humor to the office can improve morale. Employ it where you need a boost.

Welcome our New Members

JUICE PLUS—MARK BRUNGARDT

Mark Brungardt
303-489-1433
Lafayette

Health/Wellness Products, Nutrition

SUNRUN SOLAR

Scott Bustios
720-560-8512
5525 W. 56th Ave., Ste. 100, Arvada, CO 80002
www.gosunrun.com/scottbustios

Solar

THE HOUSE WHISPERER PAINTING

Kristol Jaskul
303-666-8745
1200 Diamond Cir., #G, Lafayette, CO 80026
www.thehousewhispererpainting.com

Interior Design, Paint Contracting, Home Improvement

BOULDER COUNTY SMILES

Casey Johns
303-665-5335
1140 W. South Boulder Rd., Ste. 201, Lafayette CO 80026
www.bouldercountysmiles.com

Dentist

Parks, Recreation, Open Space & Trails (PROST) Plan Update needs your input!

The City's Master Plan will determine community needs and provide a framework for projects relating to multi-modal connectivity, ecological land management, recreation and wellness opportunities and much more. Public feedback is crucial to the success of this plan.

If you can't attend a meeting, please provide feedback at the PROST Master Plan website at cityoflafayette.com/1330/2019-PROST-Master-Plan

Thursday, February 28 —Focus on Parks, Open Space & Trails
12:00-1:30 Council Chamber, City Hall, 1290 S. Public Rd.

2:00-3:30—Focus on Rec., Athletics & Aquatics
Clinica Family Health, 1735 S. Public Rd., 1st Floor

5:30-7:30—General Community Meeting
Clinica Family Health, 1735 S. Public Rd., 1st Floor

It's not too late to apply for the City of Lafayette's Green Business Recognition program. Go online by March 15 to www.cityoflafayette.com/GreenBusiness or contact a Business Sustainability Advisor 303-786-7223 or info@PACEpartners.com

Our Renewing Members

65 Years!!!
Lafayette Lumber

43 Years
Morrell Printing Solutions

36 Years
West's Antiques
Darrell Howe Mortuary

28-30 Years
Coal Creek Bowling Center
Mark DeMoss, CPA
VCA All Pets/Lafayette Animal Hospital

21-23 Years
Dr. Russell Hanson, DDS
New Century Group, Mary Ellis
Textile Network

18-20 Years
Yellow Scene Magazine
Etkin Johnson Real Estate Partners
Design Concepts

14-16 Years
Fidelity National Title Company
Friends of Peak to Peak
State Farm Insurance—Jeannie Hulse

6-8 Years
Front Range Brewing
I Have a Dream Foundation
Le Panache Salon & Spa

3-5 Years
Sports Performance Center by FC Boulder
Scott's Roofing & Exteriors
Tri Vintage
Kumon of Lafayette

1-2 Years
Joe Volin, Attorney at Law
N2Publishing—The Peaks
Fresh Start
Homesmart-Ricardo Cabrera
Michael Keilly Fiduciary Services
Padgett business Services
Club Pilates Waneka
Button Rock Bakery
Hampton Inn & Suites
Sport Stable
Just Dandy
Community Banks of Colorado

**Annual Dinner & Awards Ceremony—Thursday, March 7, 6-9 pm,
The Gatehouse, 1055 S. 112th Street.**

*The Chamber's turning 65 and we're going **Back to 1954!***

6-7 pm—complimentary Beer, Cider & Wine

6:30-7:30 pm—Visit Food Stations

7:30 pm—Program & Awards

Cost is \$35 per person and reservations required by February 28

Register online @www.lafayettecolorado.com

*Dress in your favorite 50's gear, whether it's leather coats and blue jeans, poodle skirts,
cinch belts and saddle shoes, or bowling shirts and capri pants!*

Prizes for the best 50's attire!

Business of the Year—Stem Ciders
Chamber Champion—Pat Gross, Great Western Bank
Community Service Award—Trebol Soccer
Lafayette Impact Award—Gary Klaphake

Sponsored by:

*Blue Federal Credit Union * Boulder Magazine * BV Builders * Champion Windows
Children's Hospital Colorado * Citywide Banks * Christian Brothers Automotive
Daily Camera * Eldorado Natural Spring Water * Elevations Credit Union
Etkin Johnson Real Estate Partners * Good Samaritan Medical Center/SCL Health
Igadi Ltd * Lafayette Florist, Gift Shop & Garden Center * Lafayette Lumber
Lionsgate Center * Morrell Printing Solutions * Power Home Remodeling * Renewal by Andersen
Stan's Automotive * Tractor Supply Company * Trailridge Realtors*



Happy St. Paddy's Day
celebrating the little
bit of Irish in all of us!



Happy St Patrick's Day



Lafayette Chamber of Commerce
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Lafayette, CO 80026

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