

Thriving in Tough Economic Times

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FOR THE STEAMBOAT SPRINGS
CHAMBER RESORT ASSOCIATION

Is your business positioned for the return of better days? When your sales begin to improve, will your business be healthy or in crisis management? In the coming years, what trends will emerge that affect the national and local economy? The 2009 Economic Summit serves to act as a catalyst for businesses to survive and thrive as challenging times turn into improving times by presenting practical strategies for today and forward-looking insight into tomorrow.

The program kicks off May 20 at 5:30 p.m. Carl Steidtmann, the chief economist for Deloitte, the country's leading professional services firm, will review and analyze the national economic picture and how that relates to the Yampa Valley. Steidtmann, a longtime resident of Steamboat Springs, has had his research quoted extensively in *The Wall Street Journal*, *The New York Times*, *USA Today* and *The Financial Times*. He holds a Ph.D., MBA and bachelor's degree from the University of Colorado.

Next up, representing the state of Colorado will be the Executive Director of the Colorado Department of Local Affairs, Susan E. Kirkpatrick. Prior to her appointment by Gov. Ritter to this role in January 2007, Kirkpatrick was the Director of Institutional Advancement and CEO of Aims Community College. She also served as the mayor of Ft. Collins from 1990 to 1993 and has taught at the University of Northern Colorado and Colorado State University. The Department of Local Affairs mission is "strengthening colorado communities" and this mission is carried out through

specialized training and technical and financial assistance. DOLA includes the Office of Emergency Management, Division of Housing, Division of Local Government, Board of Assessment Appeals and the Division of Property Taxation.

On May 21, after opening remarks from city and county officials, keynote speaker Daniel Levine, from Avant Guide, will discuss "Turning Economic Challenges into Profitable Opportunities." Levine identifies profound social shifts that are occurring that will transcend current economic challenges and dramatically reshape commerce in the U.S. and around the world.

During lunch hour, keynote speaker Craig Storey, CEO of Sprig Toys in Ft. Collins, will discuss Sprig's experiences bringing a new company to market with innovative products in today's economy. Finding financing, marketing strategies and their products' "green" focus are part of its success story. Sprig raised its first round of capital in spring 2008 and launched its line of battery-free toys later that year. The company has been very successful at the retail level and has received numerous awards for its innovation.

Starting at 3 p.m. May 21, legendary Denver Broncos linebacker Karl Mecklenburg will draw from his NFL career to present "Six Keys to Success." This is sure to be a fun and uplifting experience. Mecklenburg played for the Broncos from 1983 to 1994, earning Pro Bowl recognition six times during his career. In 2001, Mecklenburg was inducted to the Broncos Ring of Fame.

Today, in addition to motivational speaking, Mecklenburg is the founder of the Reach Foundation which serves to assist children through educa-

If you go

What: 2009 Economic Summit
Where: Steamboat Grand Resort Hotel and Conference Center
When: Summit starts May 20 at 5:30 p.m.
Cost: \$60
Call: Alli at the Chamber at 875-7000
Online: www.steamboatchamber.com/ecosummit

tion and outdoor experiences.

There will be several practical and informative breakout sessions between keynote speakers. In the morning and afternoon of May 21, Yampa Valley SCORE will offer a program entitled "Economic Survival Guide," with strategies to deal with a number of challenges facing business owners at this time. Successful business executives and local SCORE volunteers Mike Forney and Rich Lowe will lead these programs. Mike will present in the morning and Rich in the afternoon. SCORE also will host a series of individual counseling sessions in the morning and afternoon that entrepreneurs and small business operators can sign up for in advance to discuss their unique situations.

The evolution of social networking is something business owners cannot ignore. Jay O'Hare, of Altera Performance Group, will discuss the value of these Internet resources as part of marketing and customer relations strategy. Instead of interaction between you and a potential customer, your interactions now will be measured by the responses of many customers who will be talking with each other while they are talking to you. In the afternoon, Jay will host a workshop to help you get started with a blog or social network. Bring your laptop, and get ready to connect!

If your Web site is not generating the traffic you expected, an afternoon program led by Brian

Berry, of JDB Technology, will teach you the tricks and tools necessary to optimize your Web site with search engines and to improve your page conversions. Why do some Web sites receive prioritization on Web searches? Learn how to increase visibility of your site on the Internet.

Two panels of interest have been created to highlight evolving local economic trends. The Emerging Industries morning panel will identify points of growth and strength in our economy during the next decade. What businesses and industries will grow at a faster pace and create the most jobs in the Yampa Valley? Representatives on this panel include: Karl Gills, CEO of the Yampa Valley Medical Center; Sue Birch, CEO of Northwest Colorado Visiting Nurse Association; Nancy Kramer, of Community Agriculture Alliance representing Northwest Colorado Products, Deep Roots and NW Colorado Cultural Heritage Tourism; and Andy Cadenhead, timber management officer for the Hahn's Peak/Bears Ears Ranger District of the Medicine Bow and Routt County national forests.

The afternoon panel is Local Thrivers. Topics include: what businesses are growing now, creating new jobs and improving the diversity of our economy. What are they doing right and how are they dealing with this economy? Representatives on this panel include: Tim VanWyngarden, Manager of Business Development for ACZ Labs; Rich Hagen, partner/owner of Big Agnes and Honey Stinger; Laura Lamun, owner and general manager of Little Moon Essentials; Rob Mitchell, president of Moots Cycles; Mark Bryden, president of SmartWool; Chris Timmerman, part owner of Spiffy Dog and

the Creek Company; and Terry Brown, owner and GM of Wing Time. All of these successful businesses are based in Steamboat Springs.

Summit participants are encouraged to preregister for the panels and breakout sessions that best fit their interests on the Chamber Web site or by calling the Chamber.

The Economic Summit is in its 14th year. The themes each year have highlighted community needs, concerns and evolving trends. Recent summit topics include regional transportation in 2008, the economics of sustainability in 2007 and emerging trends, marketing, technology and work force in 2006.

The summit is organized by the Steamboat Springs Economic Development Committee which is a part of the Steamboat Springs Chamber Resort Association. The mission of the EDC is to promote long term, environmentally sound, economic stability and diversification through the following strategies:

- Foster a culture of entrepreneurship and compatible economic development.
- Sponsor forums, provide information and resources about local business needs, participate in community development and facilitate solutions where possible.

The fee for this year's summit is \$60. To register, call Alli at the Chamber at 875-7000. You also may register online at www.steamboatchamber.com/ecosummit.

We live in unique times with significant challenges. This program and these speakers will help you understand and navigate these rough waters. Come learn, and take a proactive approach toward improving your business and preparing for the future.



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Upcoming Events

May 13th: Business After Hours Mixer at Central Park Plaza 5-7 pm

Free food, drinks, and excellent business connections! For Chamber Members and their guests.
Title Sponsors: Village Inn and Qdoba

May 15th: Good Morning Steamboat

Get the real story behind the headlines! 5 speakers are invited to present for 7 minutes each with time for Q&A and networking following the event with bagels provided by Colorado Bagel Company.
7:30am at the Steamboat Smokehouse. \$5 for members
Contact Alli to register at 875-7000 or
alli@steamboatchamber.com



May 20th & 21st: Economic Summit "Thriving in Tough Economic Times"

The Economic Summit addresses the challenges and opportunities Yampa Valley businesses face. This year's theme, Thriving in Tough Economic Times, will explore the opportunities and challenges of a recessionary period.
Steamboat Grand. \$60 per person
Full schedule and registration available online at
www.steamboatchamber.com/ecosummit Contact Alli to register at 875-7000 or alli@steamboatchamber.com

SAVE THE DATES!

May 19 Benefits Breakfast
May 30 Home & Garden Expo
June 3 Y.E.S. Golf Tournament
June 7 Steamboat Marathon,
Half Marathon and 10K
June 9 Summer Activity Mixer

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