

# Economic Summit Seeks to Inform and Inspire

## Randy Rudasics

STEAMBOAT SPRINGS CHAMBER RESORT ASSOCIATION ECONOMIC DEVELOPMENT COUNCIL

Watching the national news, the initial signs of economic recovery are evident. Gross domestic product is up, the stock markets are moving forward and the pace of layoffs has slowed significantly. Steamboat traditionally has lagged national trends, and there have been few signs of recovery in our valley. As a national recovery gains momentum, Yampa Valley businesses need to be resilient through continuing tough times and adaptable on how they lead their businesses out of this recession. The Steamboat Springs Economic Summit will offer a range of speakers and business panels that offer insight, resources, experience, motivation and professional development skills for all types of business and industry in our community. Whether signs of recovery come home this winter or down the road, take positive action and prepare for the evolving opportunities that lie ahead.

Kicking off May 19, the summit offers five keynote speakers and six panels about various business topics with the program ending at 4:30 p.m. May 20. The keynote speakers lineup starting at 6 p.m. May 19 is as follows:

■ **Don Marostica**, Executive director of the Colorado Office of Economic Development and International Trade. Don and his organization are presenting sponsors for the 2010 Summit and will bring a team of business resource providers to offer assistance to the Yampa Valley. Don's presentation theme is "the state of the economy in Colorado."

■ **Brian Collins**, President of IntraWest, owner of Steamboat Ski Area and a world leader in the development and management of experiential destination resorts. Brian's presentation will

## Economic Summit 2010

- A New Decade: Emerging from Recession in a Changed Environment May 19 and 20 at The Steamboat Grand
- To register please visit [www.steamboat-chamber.com/ecosummit](http://www.steamboat-chamber.com/ecosummit) or RSVP to [rsvp@steamboat-chamber.com](mailto:rsvp@steamboat-chamber.com)

focus on the future of resort real estate and is titled, "Changes in Consumer Behavior Emerging from the Economic Crisis."

After opening remarks May 20, the first of three keynote speakers starts at 9 a.m. as follows:

■ **Ryan Wood**, owner of Sweetwood Cattle Company north of Steamboat Springs, a co-founder of Under Armour and former NFL player. Instrumental in the profound growth of Under Armour from start to \$100 million in five years and now building a beef business in our community, Ryan is well versed in the challenges of entrepreneurship. The theme of his presentation is, "Overcoming Challenge in the Face of Adversity."

■ During the lunch hour, **Melyssa Glassman**, creative director for New Belgium Brewing Co. in Fort Collins will discuss NBB's entrepreneurial roots, staying true to the brand and the wide array of marketing and promotion strategies that have elevated NBB to the nation's third largest craft brewery. Melyssa has led the charge across the Web, national publications and barstools in their 26 state distribution territory.

■ **Chuck Coonradt** will cap off the summit at 3 p.m. Chairman and CEO of The Game of Work, Chuck is internationally recognized in the fields of goal setting and profit improvement as an author, consultant and speaker. Chuck has helped implement his concepts in many Fortune 500 and international companies including Pepsi Cola, Nordstrom's, US Air Force,

Boeing, Marker Bindings and International Paper.

Chuck's presentation will be open and free to employees of registered Economic Summit participants. The concepts he espouses are best understood and developed in a work team environment.

The summit includes professional breakout panels, which offer specific knowledge and inspiration to meet the needs of diverse participants at the summit. Three panels will lead off at 10:15 a.m. The morning panels are as follows:

■ **Local Lenders Perspective on Financing.** Join several bankers, private lenders and a leasing professional to discuss the state's lending environment. Facing increased regulatory oversight, many financial institutions have been more rigorous in their lending standards. How are these conditions playing out locally? Have they affected non-bank private lenders or the leasing industry? What can borrowers do to improve their chances of securing funding?

■ **Creating Opportunity One Conversation at a Time!** This interpersonal development program will be offered by inspirational speaker and leadership consultant Todd Musselman. Todd will examine how the types of conversations you have shape your life. Working with employees, customers, pursuing sales or with family, this program will help you improve your conversation skills.

■ **Delight Your Customers! How to Hire for and Train for Exceptional Customer Service.** The panel includes some of Steamboat's best customer service focused individuals to find out why they care so much and work so hard on behalf of their customers. We are pleased to have Diane Hagihara, of Old Town Hot Springs; Kenny Pitts,



STEAMBOAT SPRINGS CHAMBER RESORT ASSOCIATION/COURTESY

**Community members mingle** and share insights at the 2009 Economic Summit. The 2010 Economic Summit, "A New Decade: Emerging from Recession in a Changed Environment" will provide a picture of what is to come in our local and national economic environments.

of Rex's; Joe Kboundi, of All that Jazz; Ryan Fleming, of Pioneer Ridge Management; and Deb Werner, of Steamboat Ski and Resort Corp.

Afternoon panels start at 1:30 p.m. and include:

■ **The Entrepreneurial Environment.** Join a panel of local entrepreneurs to discuss strategies and solutions they are using to emerge from tough times and how you can turn challenges into opportunities. Represented companies include: SmartWool, Honey Stinger, Eriksen Bicycles, Steamboat Restaurant Group and Fox Construction.

■ **The Financial Environment:** Alternative and Creative Lending Options. If your business does not fit the parameters of traditional commercial banks, other options for business borrowing exist. This panel will feature nonprofit economic development organizations and federal and state supported agencies that offer financial products and solutions for Colorado businesses

and information on the process to apply for these loans.

■ **The Changing Tourism Environment.** David Belin, director of RRC Associates, will discuss trends that are impacting the summer and winter visitors to Steamboat Springs. This program will help you better understand trends in the ski industry and our tourism economy. RRC is a research based organization with a focus on tourism demographics.

Join Yampa Valley business owners for this unique chance to hear highly respected national and regional speakers, as well as to network with local entrepreneurs and business professionals. The Steamboat Springs Economic Summit is a product of the Economic Development Council, a committee of the Steamboat Springs Chamber Resort Association.

*Randy Rudasics is the Manager of the Bogue Enterprise Center at Colorado Mountain College and the 2010 Economic Development Committee chair.*

**STEAMBOAT SPRINGS CHAMBER RESORT ASSOCIATION, INC.** [www.steamboat-chamber.com](http://www.steamboat-chamber.com)  
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### Upcoming Events

**May 8**  
**Home & Garden Expo**  
All are welcome to attend this FREE event from 10am-3pm at the Steamboat Grand. Members to the home & garden industry are invited to participate with booth space. For more information, please call Cindy at 970-794-1144. [www.steamboat-chamber.com](http://www.steamboat-chamber.com)

**May 12**  
**Healthcare Forum**  
Questions about the latest healthcare legislation? A panel will discuss the changing environment in healthcare and how it impacts your business. 9:30-11:30am. [www.steamboat-chamber.com](http://www.steamboat-chamber.com) or 970-794-1144. [www.steamboat-chamber.com](http://www.steamboat-chamber.com)

**May 19-20**  
**Economic Summit**  
A New Decade: Emerging from Recession in a Changed Environment. For a complete schedule and to register, visit [www.steamboat-chamber.com/ecosummit](http://www.steamboat-chamber.com/ecosummit). Don't miss this event at The Steamboat Grand!

**New Members**  
**Colorado Partners Realty Group**  
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Colorado Partners Realty Group is a full-service real estate company with offices in Steamboat Springs and Denver. We provide you with a complete property service, including, listing, marketing and other consulting and estate services.

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Iconic Adventures provides customized adventure outings to corporations and organizations, and offers the opportunity to experience the art of traveling through ability based hikes, ice-cold descents, and expert guides that are passionate about their craft. Iconic crafts custom itineraries and programs based on our clients needs, and schedules of logistics and on-site guides to provide them with a complete adventure package.

**Stargazer on Marina**  
**Tami Thurston**  
(970) 738-8342  
27850 Hwy 131  
[www.stargazeronmarina.com](http://www.stargazeronmarina.com)  
The Stargazer on Marina is your new community as of this year. The Thurston Family of Mt. Crest bought the business to run as a family. Working out there on a daily basis to help you with all your camping and fishing needs, you will find Tom and Tami, and their daughter Heidi and Lucas Thurston.

**Wings Bar**  
**Cathy Long**  
1855 Ski Town Square  
(970) 870-8414  
Every get out, the Wings Bar is the perfect place to enjoy the life in Steamboat. With a spectacular view of the mountains and old-fashioned hospitality, this is the ultimate bar scene with the view from around the world, an assortment of mixers on tap, specialty cocktails, and delicious vittles. Whether you are looking to unwind after an inspiring day in the snow or catch a bit of sun after spring skiing, the sophisticated interior and comfortable outdoor patio at the Wings Bar are sure to please.

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