

Steamboat's Economic Development Council asks the tough question: Are You and Your Business Ready for Recovery?

Molly Killien
STEAMBOAT SPRINGS
CHAMBER RESORT ASSOCIATION

A turbulent economy puts many aspects of life in perspective. Through the harsh economic period of the past 18 months, the reality is that individuals are overcoming their circumstances and prevailing. Hardships make you tougher, unpredictable markets make you wiser, re-evaluating how you do business makes you savvy, and the fragile balance of work, life, family and business can and will be restored.

Don't risk running out of gas and being left stranded on the side of the road while others pass you by. Now is the time to refuel on the road to recovery. Being prepared, educated and ready to embrace the challenges ahead is crucial for future success. Don't sit on the sideline. Only by proactively improving and advancing business will you achieve results.

The Steamboat Springs Chamber Resort Association's Economic Development Council understands that local businesses are looking for tools, insights and advice from professionals about how to be successful after this turbulent period. This spring, the Forum Series, a four-part educational series focusing on business development-related issues and concerns, is addressing a hard-hitting question: Are You and Your Business Ready for Recovery?

"The forum series provides an opportunity to share knowledge and experience of local professionals,

entrepreneurs and business managers on topics that are timely and relevant to our community's economy," said Randy Rudasics, manager of the Small Business Resource Center at Colorado Mountain College and the current chairperson of the Steamboat Springs Economic Development Council. "This year, the forums focus on preparing your business for economic recovery. Individual themes include dealing with legal and collection issues that many businesses may be experiencing, marketing principles and promoting your business through new media and reinventing your business by creating positive change within your organization."

The forum model is simple and easy for all to navigate. For the Feb. 26 Forum Series event titled, "Legal Issues in a Tough Economy: Contracts, Collections and Bankruptcy," a moderator asks questions of the panel and solicits questions from the audience focused on how legal issues impact business. This learning environment is meant to be inclusive and for all individuals to walk away with advice to assist within their own company.

What will attendees learn? At the February Forum Series event, attendees will discover how they can protect their business and family from the economic challenges that persist in the economy, become familiar with advanced collection efforts and understand the ramifications of bankruptcy

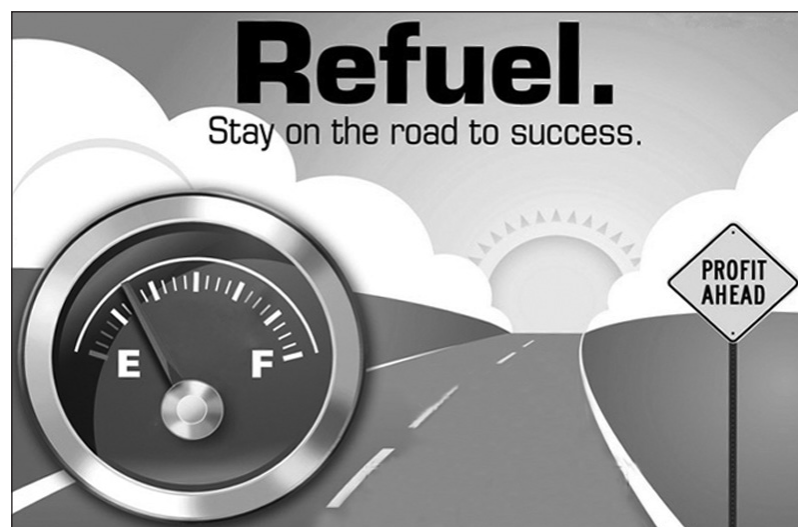
2010 Forum Series

Register today for the 2010 Forum Series. The series runs from 11:30 a.m. to 1:30 p.m. Feb. 26, March 19 and April 9 at Rex's American Grill & Bar. Chamber member price is \$18 per session, and lunch is included. Also, register for the Economic Summit 2010: Emerging from a Recession in a Changed Environment, May 19 and 20 at the Steamboat Grand. Register at www.steamboat-chamber.com/ecosummit. Contact Paulette at 875-7000 or RSVP@steamboat-chamber.com.

for customers, vendors or for individual businesses and understand the consequences of LLC and corporations status election in business dealings. Experts will share insights on how better-written contracts minimize risk and misunderstandings as well as how to move business forward while managing legal and financial risk. Not bad for a business lunch, huh?

Rudasics also said that a key objective of the Forum Series is to build momentum toward the Economic Summit, May 19 and 20 at the Steamboat Grand, where this year's theme of "Emerging from the Recession in a Changed Environment" is a highly anticipated topic.

"Woody Allen was once credited with saying that 80 percent of success was just showing up. In today's challenging market, you need to go beyond just showing up. You also need to be effective in what you do," says Rich Lowe, retired executive with presenting sponsor Xpedx, local SCORE councilor and mem-



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ber of the Steamboat Springs Economic Development Council. "When we are in a solid growth cycle like we were from 2004 to 2008, you really may not need this sort of training and education as much as you do when the cycle turns the other way as we now are experiencing."

Lowe also added that he sees this series as "a tool for local businesses that will help them sharpen their skills in a variety of areas. The Forum Series is designed to help folks broaden their knowledge preparing each participant to take their business to the next level, even in a tough environment. This business cycle we are currently in will pass, and it is a great time to prepare for the recovery."

The Economic Development Council urges the Steamboat Springs business community to attend the remaining three Forum Series events as well as take part in the 2010

Economic Summit.

Friday, Feb. 26

Legal Issues in a Tough Economy: Contracts, Collections and Bankruptcy

Friday, March 19

Targeting Customers Through the Right Technology

Friday, April 9

Reinventing Your Business: Building a Shared Vision for the Future

Wednesday and Thursday, May 19 and 20

2010 Economic Summit: Emerging from the Recession in a Changed Environment

Given the economic climate, the changing perception of commerce and a new global vision for 2010 and beyond, there is one question to answer. Is the Steamboat Springs business community ready for recovery?



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Upcoming Events

February 18

Young Professionals Network Event

Have you joined the Young Professionals Network yet? For more information about the group and this event contact Marion at 875-7008. Please RSVP marion@steamboat-chamber.com. Free for YPN members, \$10 for guests.

5:30-7:30 p.m. at the St. Cloud Mountain Club

February 26

Forum Series— Legal Issues in a Tough Economy: Contracts, Collections and Bankruptcy

How can you protect your business and family from the economic challenges that persist in our economy? Learn how better a written contract can minimize risk and misunderstandings. Learn about advanced collection efforts and understand the ramifications of bankruptcy for your customers, vendors or for your own

business. Understand the consequences of LLC and Corporations status election in your business dealings. A panel of business focused attorneys will discuss how to move your business forward while managing your legal/financial risk in this economy.

The Economic Development Council and Steamboat Springs Chamber Resort Association present the forum series. Please RSVP at steamboat-chamber.com or 875-7000. \$18 member price includes lunch.

11:30 a.m. at Rex's American Grill & Bar

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