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Roaring Fork Business Resource Center

Together We Can

January/February News 2012

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Major Sponsors

Founding (\$20,000+):



MISSION STATEMENT

We help businesses start, develop, and grow, resulting in job creation and retention, economic growth, and positive impacts on the communities we serve from Parachute to Aspen.

MATCHING SPONSORSHIP CHALLENGE

We received an anonymous challenge from a funder who offered to match sponsorship pledges received in December, dollar-for-dollar, up to a total of \$20,000. WE MADE IT! It was a great opportunity to maximize our sponsorship dollars to increase our capacity to provide technical and educational assistance; to focus on business development; and to develop business research capabilities for start-ups and business owners from Parachute to Aspen. We want to express our sincere appreciation to our anonymous funder and the following new and renewing sponsors who met the challenge and donated or pledged funds for 2011/12:

Ace Hardware
Alpine Bank
American National Bank
Terri Anuszewski
City of Aspen
Better Business Bureau
Colorado Lending Source
Glenwood Chamber Resort Association
Hobbs & Murphy, PC
Rifle Chamber of Commerce
Sunlight Mountain Inn
Symbion Design
Umbrella Roofing

Thank you for your generous support!

GRANT FROM THE CITY OF ASPEN



Lowenthal Consulting

Platinum (10,000+):



Gold (\$5,000):



Silver (\$2,500):
Hobbs & Murphy, PC

Bronze (\$1,000):
American National Bank
Aspen Chamber

Our thanks to the City of Aspen for selecting RFBRC to receive a 2012 Community Service Grant of \$1,000.

2012 COLORADO COMPANIES TO WATCH (COCTW)

Nominate businesses in your community for this prestigious year-long awards program. Help honor high-performance, 2nd-stage companies that develop innovative products and valuable services, create quality jobs, and build new industries for Colorado. The nomination period extends through January 30, 2012. Visit: www.colorado.companiestowatch.org.

NEW RFBRC STAFF MEMBER

Welcome to Stephanie Keister, our new Marketing & Operations Manager. Stephanie moved to the Roaring Fork Valley in 2005 and worked as the Director of Tourism Marketing for the Glenwood Springs Chamber Resort Association (2005-06) and for Schmueser Gordon Meyer (2006-07). In early 2008, Stephanie received a tremendous opportunity to head up marketing and public relations for L.L.Bean's Outdoor Discover Schools and relocated to Freeport, Maine. After three years of loving L.L.Bean, yet missing Colorado (and their home they continued to own in town), Stephanie and her husband, Ken, made the decision to move back to Glenwood Springs. Stephanie is excited to support Randi in the daily operations of the Center, as well as provide marketing, public relations, and communications expertise!

SUCCESS STORY - ROARING FORK VETERINARY SERVICES

As a long-time resident of the Roaring Fork Valley and avid outdoorswoman, Dr. Aslaug "Oz" Mandel knew that establishing her own veterinary practice in Colorado was exactly what she wanted to do. In June of 2011, Dr. Mandel joined Dr. Randi Bolton as an associate in her mobile veterinary practice. During the months that followed, Dr. Mandel grew very fond of her new patients and enjoyed meeting and working with clients.



When Dr. Bolton decided to leave the Roaring Fork Valley to pursue a life with her fiancé, Wayne, in British Columbia, Dr. Mandel agreed to purchase the business. Having an established business to step into may seem like a simple endeavor, but Dr. Mandel quickly realized she needed some guidance to make the right decisions.

Resort Association
 James Calaway
 Judith Steinberg
Mitchell and Company
 Richard & Holly Glasier
 Advised Fund
Sunlight Mountain Resort
Umbrella Roofing

Quick Links:

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"I had never purchased a business before - the recession is scary and I just wanted to do a good job for the patients and clients. At the beginning, I felt lost and at the mercy of other people," said Dr. Mandel.

After contacting the Roaring Fork Business Resource Center, Dr. Mandel and Dr. Bolton were put in touch with Richard Feist, an advisor of the Center and owner of Colorado Business Listings. Richard sat down with the doctors and helped negotiate the terms of the sale - producing a positive outcome for both parties were happy with.

Next came finding the capital needed to purchase the business. Dr. Mandel applied for SBA loans with two banks, but was turned down. She received offers for financing with two micro-lenders, but only for partial financing. As Dr. Mandel continued her search for a lender, she decided to attend the "Secrets of Small Business Funding" workshop presented by the Roaring Fork Business Resource Center. At this RFBRC workshop, Dr. Mandel met Charlene Revoir, Vice President and Senior Relationship Manager with Wells Fargo Bank, who was able to work with Dr. Mandel in securing financing.

"Prior to meeting Charlene, I thought all banks were the same," said Dr. Mandel. "I highly recommend Charlene, and I am happy that I have this relationship with Wells Fargo as I move forward with my business."

In December of 2011, the sale of Dr. Bolton's practice closed, and Dr. Mandel officially took over the practice under the new name: Roaring Fork Veterinary Services. Dr. Mandel is now looking forward to continuing to work with the clients she's come to know and care for in the prior six months. In 2012, Dr. Mandel will receive advanced training and certification in canine rehabilitation (physical therapy for dogs), adding further value to her new practice.

"I'm looking forward to working with Randi and the Center, as well as with Charlene at Wells Fargo, as future needs arise for my business," said Dr. Mandel.

If you'd like to contact Dr. Mandel for veterinary services, visit her [website](#) or call her at 970-925-4447.

FEBRUARY WORKSHOPS PRESENTED BY RFBRC, CMC AND COLORADO SBDCs

How to Start a Business

Tuesday, February 7, 10:00 a.m. - 1:00 p.m., \$30

Payroll and Other Business Taxes

Tuesday, February 14, 10:00 a.m. - 1:00 p.m., \$30

Accounting for Entrepreneurs I and II

Tuesday, February 21 and Wednesday, February 22, 10:00 a.m. - 2:00 p.m., \$50 (Purchase of course text also required.)

All workshops will be held at the CMC Glenwood Springs Center. For complete workshop descriptions and registration information, click [here](#).

TRADE FAIR OPPORTUNITY WITH THE OEDIT!

The Colorado Office of Economic Development & International trade (OEDIT) has an opportunity for Colorado companies to attend and/or exhibit at the 2012 GLOBE Conference and Trade Fair in Vancouver, Canada.

For more information on the partnership opportunity with the OEDIT, read [this document](#). You can also learn more about the 2012 GLOBE show by clicking [here](#).

UPCOMING CMC COURSES

Register for a CMC course this spring! For a list of CMC Accounting and Business Courses for Spring of 2012, click [here](#).

OTHER BUSINESS NEWS**MINIMUM WAGE INCREASE EFFECTIVE JANUARY 1**

Colorado's minimum wage went up 28 cents to \$7.64 an hour on January 1. The state's minimum wage for tipped employees also increased by 28 cents to \$4.62 an hour. Visit the Colorado Department of Labor & Employment (CDLE) [website](#) for more information.

NEW FOOD NETWORK SERIES LOOKING FOR FOOD ENTREPRENEURS

Rock Shrimp Productions (Bobby Flay's TV Production Company) in New York City is currently developing a new show, and they are looking for FOOD ENTREPRENEURS. Specifically, people who have left their previous career and have little-to-no prior professional food experience, but are taking a risk to pursue their passion of launching their own food business. Email your stories to foodtvshow@gmail.com.

DEAL REACHED IN LONG-TERM SBIR/STTR REAUTHORIZATION

In December, a deal was reached to reauthorize the Small Business Innovation Research (SBIR) program and the Small Business Technology Transfer (STTR) program.

Visit <http://www.sbir.gov/>.

SPONSOR RadioCMC

RadioCMC serves as a communications hub for all 11 CMC campuses and their communities throughout the Rockies and is an ideal way to bring your message directly to people who live, work, and shop in your neighborhood.

- A large percentage of the 25,000+ CMC students are local residents.
- The station provides a creative & educational springboard for student involvement.
- Most of the alumni stay in the Rocky Mountain region, creating a long-term, engaged audience.

Sponsor RadioCMC and bring your message to a dedicated and diverse audience, both on-air and online, for as low as \$250 per month! For more information, contact Micah at CMC at mnball@coloradomtn.edu or (970) 947-8452.

ARTS EDUCATION IN COLORADO: Guidebook and Resources - a comprehensive guide for high quality arts education programming for the Colorado Creative Economy

An Arts Guidebook was created to connect educational needs with visual and performing arts activities. This guide is intended to help schools, districts, parents, community members and most importantly, the students, gain equal access to the arts. Download a [low resolution version of the guidebook](#) (PDF) Or, visit the [e-magazine version of the Arts Education Guidebook](#). **Please note: For text readers and non-flash mobile devices, use the "download" selection on the left navigation bar for a readable version of this document.**

COLORADO HAPPENS HERE

Find events around the State or post your events, festivals and live music. Visit www.colorado.com/colorado-live. An Industry Partner Account lets you manage both free and upgraded paid Business Listings, Tourism Events, Industry Events and Hot Deals! Registration will also ensure that you receive future industry related news and communications:

<https://www.colorado.com/IndustryPartners/Login.aspx>

UPDATED RESOURCES

Visit our website for a quick guide to practical business information, tools, and other resources. This [section of our site](#) is often updated on a weekly basis. If you have favorite resources to add, send them to us at info@rfbrc.org. The following are recent additions to the website:

YOUR SMALL BUSINESS TAXES

www.irs.gov/smallbiz is a great resource for tax information.

COLORADO BUSINESS EXPRESS

[Colorado Business Express](#) was created by the State of Colorado for start ups and established businesses. This simple-to-use website provides users with all the forms and state agency information needed to start a business in Colorado. Resources are also available for existing businesses.

CHECK YOUR CREDIT REPORTS

Any consumer can request one free copy of his or her credit report per year. Contact the three major credit bureaus - Equifax, 1-800-685-1111; Experian, 1-888- 397-3742; or Trans Union, 1-800-916-8800 -- to request a copy.

RESTAURANT INDUSTRY RESOURCES:

National Restaurant Association: www.restaurant.org

SmallBiz Trend Cast/Food: Restaurant Food and Beverage Trends for Small Business: www.smallbiztrendcast.com

Restaurant Supplies:

www.business.com/guides/finding-restaurant-supplies

IRS/Restaurants Tax Center: www.irs.gov/businesses/small/industries/article

Restaurant Facts:

www.restaurant.org/research/facts

REMINDER: CARBONDALE LOAN FUND

The Town of Carbondale has a Revolving Loan Fund (RLF) providing low-interest loans to assist local businesses located within the town limits of Carbondale. For more details, go to our [website](#). If you have questions, call the Center at (970)945-5158.

RFBRC ANNUAL REPORT

More information about the Center's recent activities are described in our 2011 Annual Report, available [here](#).

HELP! WE NEED ADVISORS/MENTORS

We need advisors/mentors with online marketing, e-commerce, manufacturing, and retail expertise. We maintain a network of successful entrepreneurs and technical experts willing to give time and expertise to help others build and grow their businesses. For more information visit our [website](#).

VISIT OUR BLOG

Are you a small business owner, or thinking of starting a business? Share your thoughts and experiences by submitting an article for our blog! Our blog is also a key resource when you start (or restart) your business. Visit www.rfbrc.org/blog.html.

REMINDERS

Buy Business Research. Six reports and maps for \$275. Demographic, consumer, and business data. For sample reports or to order, visit our [website](#).

Rent Our Conference Room. Use our conference room for your business and committee meetings. Copier, printer, scanner, fax, phone, laptops with email and Internet connections and spreadsheet and word processing software, and audio and video conferencing are available for short-term use. Rates are \$20/hour or \$100/day. Call us at (970)945-5158; email info@rfbrc.org for availability; or visit our [website](#).

Calendar. We maintain a calendar of business-related events on our [website](#). If you have an event, send it to: info@rfbrc.org.

ABOUT RFBRC

Whether you're an experienced business owner or an aspiring entrepreneur looking for help, our services range from low cost business counseling to seminars to high-impact networking opportunities. We will connect you with the people, resources, and tools you need to succeed.

Get involved! Become a client, advisor/mentor, or sponsor. Go to: www.rfbrc.org or call us at (970)945-5158.

JOIN US ON FACEBOOK AND LINKED-IN



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