

# Aware!

Loveland Chamber of Commerce & Visitors Center

May 1, 2011

5400 STONE CREEK CIRCLE • LOVELAND, COLORADO 80538 • 970-667-6311 • WWW.LOVELAND.ORG • FOLLOW US: <http://twitter.com/lovelandchamber>

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## "Chair Chatter"

The Loveland Chamber of Commerce's tag line "Your driving force for business" guides the staff, volunteers and board in all that they do.

But as changes have taken place, other guiding words and documents have fallen by the wayside as the chamber adjusts for market conditions and community needs.

That's why we have committed this year to really looking at who we are as a chamber of commerce in Loveland, Colorado.

It may sound really dry to say the Chamber is working through its strategic plan. But it is an exciting conversation full of brainstorming possibility.

And we need you — our investors, business leaders and community members — to help in this process.



Christine Kapperman

The first steps the board has taken are working on mission and vision statements.

We have settled on the fact that the Chamber's mission — a simple, short guiding statement for our organization — is to promote business and community prosperity.

It's important to us as an organization to be there for our business investors but also to do what we can to make our community a good place in which to live and do business.

To borrow a trite phrase, a rising tide lifts all ships. Successful business helps build a successful community, and it takes a successful community to build successful businesses.

That's why the Loveland Chamber of Commerce so values its partners such as the Thompson School District, the city of Loveland, Northern Colorado Economic Development

Corp., Engaging Loveland, Small Business Development Center and others.

Next, we need to finalize the vision statement, which will broadly explain how we work toward the mission.

From there, the board has several strategic plan strategies to explore and better define. First will be the customer and industry strategies.

On the customer side, we want to better understand what our customers want and how we serve them individually, by sector and collectively.

The industry portion will look at what the Chamber is to become.

Again, we need too hear from you. What do you need? What do you see the Chamber becoming in the future?

How can we drive the Loveland Chamber of Commerce forward so we are building a strong organization, successful businesses and prosperous community for all?

## New Look, New Layout for Loveland Chamber Coming in June

Oh the times they are a changin' — and it is time for the Loveland Chamber of Commerce's print newsletter to get a facelift. Beginning in June you will notice several changes to the newsletter, including prominent changes in length and distribution. Aware will shift to a one-page newsletter with monthly content versus bi-monthly. The Aware newsletter will be distributed each Sunday through the Loveland Reporter-Herald.

While some content will remain in the print edition, other content will be shifted online to our website [www.loveland.org](http://www.loveland.org) and distributed through our weekly e-newsletter. We have an extensive online audience that will make this change seamless and worthwhile. We encourage you to visit the website and capitalize on the information available.

In addition, there will be more opportunities for Chamber investors to advertise at a discounted rate through the Reporter-Herald to be

distributed with our Aware newsletter. Stay tuned for additional details.

Our goal with the Aware newsletter is to keep businesses and the community engaged with upcoming opportunities and insightful information from the Chamber of Commerce.

Keep an eye out for our new look launching June 5. In the meantime, head over to [www.loveland.org](http://www.loveland.org) to read our investor blog, find out about our newest services and sign up for our e-newsletter.

## 2011 Corn Roast T-shirt Designs Sought

May 13 deadline for local artists looking to gain exposure as Corn Roast T-shirt designer

Local Loveland and northern Colorado artists have until 5:00 p.m. on May 13, 2011 to submit one or multiple designs to be considered for use on the official Old Fashioned Corn Roast Festival T-shirt. Each year, candidates from various age groups and demographics submit

creative designs that represent the Old Fashioned Corn Roast Festival in Loveland. Applicants are encouraged to be as creative as possible within the criteria listed below.

### T-shirt Design Criteria

- No color restrictions other than it must be able to be printed on a four-color press
- Only original art will be accepted, copyrights on images used will be checked prior.
- Can submit rough draft, but camera-ready, art will be required for printing at the cost of the entrant
- All types of art are accepted, including digital and graphic design as long as the quality of the final design can be maintained when

printed through a digital press

Chosen in late May by the Corn Roast Festival committee, the winning design and artist will be revealed at 5:00 p.m. Friday, Aug. 26 as the Corn Roast Festival kicks-off. Applicants may electronically submit their design by e-mailing it to [info@loveland.org](mailto:info@loveland.org). Applicants may also submit designs in person or by mail to the Loveland Chamber of Commerce at 5400 Stone Creek Circle, Loveland Colo., 80538. The Corn Roast Festival is one of the largest community festivals held in Loveland. More information about the festival is available online at [www.loveland.org/TheCornRoast-Festival](http://www.loveland.org/TheCornRoast-Festival).

## Nominate a Community Leader to be the 2011 Corn Roast Festival Grand Marshal

The Loveland Chamber of Commerce is now accepting Corn Roast Festival grand marshal nominations. Nominees must be long-standing community members who have made a significant impact on Loveland. Nominations will be accepted until 5:00 p.m. June 1, 2011 and selection will be made by the end of June.

A completed nomination form (found at the official Corn Roast Festival website, [www.loveland.org/TheCornRoastFestival](http://www.loveland.org/TheCornRoastFestival) or at the Loveland Chamber of Commerce, 5400 Stone Creek Circle), is all that is needed to nominate someone in the community. Previous winner nominations have also included at least two letters of support, a current candidate resume and collateral

pieces such as articles or publications that speak to the candidate's qualifications for this prestigious role; however these items are not required for consideration.

At the minimum, the grand marshal nominee should be a dynamic and inspirational individual with local ties that have had a direct impact on the Loveland community; have professional achievement or significant accomplishments to the community including awards and special recognition received; embody the principles of community having civic and community involvement, advancing causes for the community; be recognized for notable contributions to Loveland's achievements; demonstrate loyalty to Loveland, its business, residents

and to self and be an individual who has been a part of historic moments in Loveland's history.

Previous Corn Roast Festival parade marshal's include notable community leaders such as Mary Gullikson, Kathi Wright, Al Stevens, Ken Weedon, Jack Devereaux, Bob Sakata and Les Race to name a few.

Self-nominations are not accepted. Selections will be made by the Corn Roast standing committee members, made up of Loveland Chamber of Commerce investors and Engaging Loveland supporters. Submissions and questions may be directed to [info@loveland.org](mailto:info@loveland.org), faxed to 667-5211 attn: Corn Roast committee or by calling 667-6311.



## Ambassador Connection: Plugging In

Welcome to the monthly connection to the Loveland Chamber Ambassadors. Here you will be able to meet and stay informed on the latest activities through the Loveland Chamber Ambassadors.

**Congratulations to Cheryl Redmond – the March Ambassador of the Month!**

Congratulations to our March Ambassador of the Month, Cheryl Redmond with Dental Fitness & Spa. Redmond receives this recognition for her continued support of the Chamber through event attendance and thank you calls to investors.

Find out more about the Ambassadors program through [www.loveland.org/Ambassadors](http://www.loveland.org/Ambassadors), or contact Brian Willms, president/CEO, at 667-6311 or [info@loveland.org](mailto:info@loveland.org).

Loveland



Ambassadors

## It's happening at the Chamber

### May

**Monday 2**  
**CEO Connection\***: Chamber, 11:30 a.m. (sponsored by Medical Center of the Rockies)

**Tuesday 3**  
**Ribbon Cutting for Robin Event Rental**: 138 Barberry Pl. Loveland, 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311

**Wednesday 4**  
**MasterMinds Group\***: Chamber, noon, (facilitated by Colorado Coaching Company)  
**Ribbon Cutting for Lighten Up Electrical Services**: Chamber, 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311

**Thursday 5**  
**Ambassador Meeting\***: Chamber, 11:30 a.m. (sponsored by Medical Center of the Rockies)  
**Business After Hours**: Mirasol Senior Living Community, 375 W. 37th St., Loveland, 5:30 p.m.

**Friday 6**  
**CEO Connection\***: Chamber, 11:30 a.m. (sponsored by Medical Center of the Rockies)  
**Early Birds Leads Group\***: The Egg & I, 2525 N. Lincoln Ave., 7:30 a.m.

**Tuesday 10**  
**Leadership Loveland Public Safety Day\***: all day, various locations, (Sponsored by McKee Medical Center)  
**Ribbon Cutting for Swapping Closets**: 136 W. 4th St. Loveland. 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311

**Wednesday 11**  
**Business Before Hours**: The Wexford/Columbine Health Systems, 1515 West 28th Street, Loveland, 7:30 a.m.  
**Net Gains Leads Group\***: Chamber, 11:45 a.m.  
**Board of Director's Meeting\***: Chamber, 4:00 p.m.  
**Ribbon Cutting for Kathie Trout Riley P.C.**: 150 E. 29th St Suite 265 Loveland, 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311

**Thursday 12**  
**Legislative Affairs Committee\***: Chamber, 4:00 p.m.  
**Ribbon Cutting for MadWire Media**: 504 W. Eisenhower Blvd. Loveland, 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311

**Friday 13**  
**MasterMinds II Group\***: 413 Railroad Ave., 7:30 a.m., (facilitated by Colorado Coaching Company)  
**Friday Afternoon Club (FAC)**: Monroe's in the Best Western Crossroads Inn & Conference Center, 5542 East U.S. Highway 34, 4:00 p.m. Free, all Chamber members are welcome

**Tuesday 17**  
**CEO Connection\***: Chamber, 11:30 a.m. (sponsored by Medical Center of the Rockies)  
**Ribbon Cutting for Orchards Baptist Church**: 1825 W 37th St. Loveland, 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311

**Wednesday 18**  
**MasterMinds Group\***: Chamber, noon, (facilitated by Colorado Coaching Company)  
**Ribbon Cutting for Whiteside's Boot & Clothing**: 202 SE 19th St. Loveland, 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311

**Thursday 19**  
**Ribbon Cutting for Grimm Brothers Brewhouse**: 547 N Denver Ave., Loveland, 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311  
**Stir Young Professionals Mixer**: Island Grill, 110 East 29th Street, Loveland, 5:30 p.m. (Stir is sponsored by the Tenfold Collective and Grimm Brothers Brewhouse)

**Friday 20**  
**Early Birds Leads Group\***: The Egg & I, 2525 N. Lincoln Ave., 7:30 a.m.  
**Marketing Resource Committee\***: Chamber, 3:30 p.m.

**Tuesday 24**  
**Ribbon Cutting for Rock Bottom Brewery**: 6025 Sky Pond Drive, Loveland, 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311

**Wednesday 25**  
**In Focus Series**: Life after HP - All Those Empty Buildings, Chamber, 7:30 a.m.  
**Net Gains Leads Group\***: Chamber, 11:45 a.m.  
**Corn Roast Committee Meeting\***: Chamber, 4:00 p.m.

**Thursday 26**  
**CEO Connection\***: Chamber, 11:30 a.m. (sponsored by Medical Center of the Rockies)  
**Ribbon Cutting for University of Northern Colorado at Centerra**: 2915 Rocky Mountain Ave, Loveland, 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311

**Friday 27**  
**MasterMinds II Group\***: 413 Railroad Ave., 7:30 a.m., (facilitated by Colorado Coaching Company)

**Friday Afternoon Club (FAC)**: Monroe's in the Best Western Crossroads Inn & Conference Center, 5542 East U.S. Highway 34, 4:00 p.m. Free, all Chamber members are welcome

**Tuesday 31**  
**Ribbon Cutting for Good Samaritan Society Water Valley Senior Living Resort**: 805 Compassion Dr., Windsor, 4:30 p.m. Open to everyone. FREE. Contact the Chamber for details. (970) 667-6311

\*by invitation only  
(Event and meeting times, dates and locations subject to change. For the most updated listing, visit [www.loveland.org](http://www.loveland.org))



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# Loveland Chamber Investor May Anniversaries

Investment in a Loveland Chamber membership is a critical component for business growth and visibility. Please join us in recognizing our investors who have shown their commitment to business growth throughout the years. The following investors celebrate Chamber anniversaries in May 2011.

## 20+

Clark, Williams & Matsunaka, LLC  
Pediatric Dentistry of Loveland  
Flood & Peterson Insurance, Inc.  
First Professional Services, Inc.

## 10-19 years

A Retailer's Supply Warehouse, LLC  
Kitty Peterson & Associates, P.C.  
House of Spirits  
Dorothy's Catering, Inc.  
FRII  
Champion Window of Ft. Collins/  
Loveland  
Wendy's Old Fashioned Hamburgers -  
East  
Wagner Rents  
Earle's Loveland Floral & Gifts

## 5-9 years

Family Mortgage Co., Inc.  
Boys & Girls Clubs of Larimer County  
Budweiser Events Center/Global  
Spectrum  
Grand Rental Station  
Great Western Railway of Colorado  
Ovations Food Services  
Ranch, The  
Comcast Spotlight  
Catering To You by James  
Group, Inc. Real Estate/Miki Roth  
Bio-Clean of Colorado  
Wells Fargo Bank – Centerra  
McKee Conference and Wellness Center  
American Society for Training and  
Development/ Northern Rockies  
Chapter

## 1- 4 years

Northern Colorado Long Term Acute  
Hospital  
Uptown Auto, Inc.  
Thompson Valley Preschool  
Candlewood Suites  
Lighting Hybrids Inc.  
Bodines by the Best  
Dental Fitness & Spa  
Meat Team North America, LLC  
Colorado Coaching Company

# REPORTER-HERALD



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## Sandler Sales Meeting Minute – Sales Tip

### “Who You Call On Is A Conceptual Thing”

When you make calls, whether it's a brand new sales call, or a service call to a customer, the level you call at the organization is a reflection of how you see yourself conceptually. If you make sure to meet the president, even if only briefly, then you believe you belong there. Amateur sales people only will go as high as their mother will let them go; they'll keep calling on purchasing agents and other non- decision makers time and again, even if they get nowhere.

Professional sales people technically know how to get invited in to see the president, and they also understand conceptually why they belong there. Where do you wind up over and over...the president's office or the janitor's closet? Who you call on is a conceptual thing.

### COMPLIMENTARY EVENT

To learn more, register now and attend the *Purposeful, Prosperous Prospecting* using Northern Colorado Business Report's *DataBank*, May 12, 2011 at UNC's Loveland Center at Centerra's.



Register Online at  
www.toplinegrowth.sandler.com

Sandler Training®  
866-379-6257  
jgeiman@sandler.com  
dovercash@sandler.com  
www.toplinegrowth.sandler.com



# Loveland Chamber Ribbon Cuttings



April 6, 2011

## Colorado Video Connection LLC

155 E. Boardwalk Dr. Suite 400 Fort Collins, CO 80525  
(970) 223-6700 · <http://www.coloradovideoconnection.com>  
Type of Business: Video Conferencing

**Pictured Business Representatives and Supporters:**  
Carol Luketich, Deanne Mulvihill and Lynette Schaeffer

**Loveland Chamber Ambassadors & Staff:** Rocci Bryan, Ann Clarke, Jeff Coleman and Ann Baron



April 18, 2011

## Gateway Liquor

530 S Lincoln Ave. Loveland, CO 80537  
(970) 667-2578  
Type of Business: Liquor Store

**Pictured Business Representatives and Supporters:**  
Bob and Jacqui Seymour

**Loveland Chamber Ambassadors & Staff:** Susan Arbini, Jeff Coleman, Mary Beth Hammond, Sean McCarthy, Ann Baron and Brian Willms



April 14, 2011

## MetLife Home Loans

155 E. Boardwalk Dr. Suite 300 Fort Collins, CO 80525  
(303) 993-7658 · <http://www.metlifehomeloans.com>  
Type of Business: Mortgage

**Pictured Business Representatives and Supporters:**  
Jan Jordan, Pennie Patton, Lynette Schaeffer, Dino Clathis, Laurie Weatherill and Andy Krill

**Loveland Chamber Ambassadors & Staff:** Susan Arbini, Bill Bond, Jeff Coleman, Kimberly Artis, Terry Robertson and Ann Baron



April 19, 2011

## Fort Collins Country Club

1920 Country Club Road Fort Collins, CO 80522  
(970) 482-1336 · <http://www.fcgolf.org>  
Type of Business: Golf

**Pictured Business Representatives and Supporters:**  
Sunie Liley, Joel White and Lynette Schaeffer

**Loveland Chamber Ambassadors & Staff:** Bill Bond, Rocci Bryan, Ann Baron and Brian Willms