



MESSENGER

APRIL 2010

303-838-9080

PO BOX 477

BAILEY, CO 80421

WWW.BAILEYCOLORADO.ORG

Message from the President

**General Membership
Meeting Agenda** Tues-
day, April 13, 2010

Bill Kulenburg

Pledge of Allegiance

Greeting by President

Business of the Month:
This N That Gifts

Committee Reports

Special Events:

Lynn Griffin

Destination Bailey: Susan Lambert

Membership:

Ann McQueen

State Disc Golf

**Speaker/Presentation for
General Meeting**

Gary Nichols and Mark Dowaliby

Business Presentations:

Photography by Kae, Barbara Kae Webster, and Songbird Flowers Nancy Anderson

Bill Kulenburg

Chamber Members:

The Chamber and its Committees have been very busy this past month!

Kiosk

Jim Sapp and committee have been diligently working on the plans to refurbish the Kiosk at Delwood Square. Thank you for your work and thank you to the Chamber Members that have donated time and money, and materials to this effort!

Bailey Day

Bailey Day preparations are charging forward! Lynn Griffin and her committees are working diligently to keep the ball rolling. They have found that in the August 13, 1977 Bailey Day Agenda activities included, a Flag raising, a melodrama, breakfast, a water fight by the fire department, woodsmen contests, a black powder shoot, a softball game, an auction, and a chuck wagon dinner in the evening. There were the traditional booths along Main Street, dancers, a Drill team, and a circus to fill the day. This year events should prove to be just as entertaining.

Bike Race

At our last meeting, Dick Hodges told us about a possible Bike race here in our canyon in June. At the April meeting Mark Dowaliby will give us an update on this event. Gary Nichols will also be speaking about a project he has been contacted about. Both events should provide great exposure for the businesses in the Platte Canyon Area!

Business Presentations

The two business presentations for the April meeting will be: Barbara Kae Webster from Photography by Kae, and Nancy Anderson from Songbird Flowers. We are trying to highlight local businesses by featuring these presentations at the General Membership Meetings. If you would like to participate please contact Lyn at 303-838-4243.

Website

Last item! Our new web site is www.baileycolorado.org Jim Sapp has been working on the web page and many of the recent improvements that have been made are because of his insight. Please go to the site and renew your membership, if you have not done so. Please also take the time to verify that the information listed for your business is correct. The online business directory is a powerful tool to draw new customers to your business!

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Highlighting Local Business

Autumn Twilight Photography

--A Memory Never Forgotten--

My name is Andrea Morgan and I am the owner of *Autumn Twilight Photography*. I am a Colorado native and have been a resident of Park County for ten-years.

A portrait of a loved one is more than just a captured image, but a keepsake and treasure of those we hold dear. Portraits of our loved ones bring smiles to our faces, for the image conveys that which is one of the most important aspects of life: love of friends and family. I started my business in January of 2009 with the belief that every person is beautiful and unique in their own way and I want to bring that beauty and uniqueness out in my photography. I want to give my

clients something they will cherish for a lifetime and pass down from generation to generation. I love people and the differences we share. No person is the same; therefore no portrait should be the same.

I specialize in portrait and wedding photography. I have done photo shoots for maternity, newborns, children, families, pets, seniors, engagements, churches, law enforcement agencies, and weddings. I make my prices reasonable because I don't want my clients to think they can't afford a professional.

I provide many different products to include gallery wraps, albums, books, personalized cards, announcements,

canvas prints, and many more. I also provide free touch-ups to all portraits and personalization to all wallets for seniors. I give a 10% discount to all weddings booked six-months in advance. I will come to you and I will listen to what you want!

Please visit my website at www.autumntwilightphotography.net to view my portfolio. Contact me at (719) 293-0911 or at autumntwilight@hughes.net to schedule a session or with any questions.

KENOSHA AUCTIONS AND EVENTS

Kenosha Auctions was started in Jan. of 2010 as a sales outlet for surplus items and inventory. We auction almost anything, vehicles, RV's, ATV's, tools, guns, even real estate! We do not accept any illegal or recalled items, mattresses, chemicals, or hazardous materials.

Kenosha Auctions uses a sliding commission rate and does allow reasonable reserve pricing on certain items and consignors checks are sent out within 10 working days of the auction (usually faster). Our goal is to help you sell your items fast and save

you time and grief.

We have had a successful local contracting company for 20 years with all of our work coming strictly from referrals.

In the future we will finish the interior of the building and offer it as an event center for receptions, graduation parties, meetings, etc.

While businesses like Walmart, King Soopers, and Safeway take our residents dollars down the mountain, we pride ourselves on the fact that we bring buyers up the mountain (from as far

away as Fort Collins and Canon City, we've even had registered bidders from Ohio, New Jersey, Michigan, and Hawaii!).

So let us save you from having to deal with advertising and people coming to your home. From a couch to a Lexus, Kenosha Auctions is the place to sell your items!

Please visit our website at www.kenoshaauctioninc.com or Contact us at 303-838-7944.

April Business of the Month

This N That Gifts

Our Member of the Month for April is **This N That Gifts**. **This N That Gifts** has been a part of the community since 2004. Ann McQueen, owner of **This N That Gifts**, had a lifelong dream to own a Gift Shop. In 2001, she moved to the mountains from Northglenn, and in 2004 her dream came true when she opened **This N That Gifts** at the Top of Crow Hill in Bailey, CO. Ann offers a variety of gift items from home decor, clocks, lamps, blanket's, to incense, crystal jewelry, angels, t-shirts, cards, toys. Ann's specialty is her Special order personalized Candy Bars, Bottle Labels, and Greeting Cards for all occasions. She carries a variety of items from Local Artisans and more. For your convenience, This N That Gifts offers complimentary gift wrapping with each purchase. Ann is also a AVON Sales Representative, and a Distributor for "The Latest Scoop", a Hotrodders events and car shows magazine. The Chamber would like to recognize Ann McQueen for her continued support and dedication to the success of the businesses in the Platte Canyon Area. We would like to thank her for volunteering to become the Membership Chairman and doing such a wonderful job recruiting the local businesses and encouraging all of us to "Support Local Businesses".

This N That Gifts is located at the Top of Crow Hill In **Delwood Square** at 1Delwood Dr 6E, Bailey, CO 80421, 303-838-1401.

Destination: Bailey! Update

Kiosk Renovation ~An Update~ by Jim Sapp

Destination: Bailey! has many projects on their "bucket list." Among them is the renovation of the Tourist Information Kiosk at Delwood Square Plaza. Some will say "Never heard of it." Others will say "Been there and it has little or no value." Hopefully, we can change both comments to "What a great resource this is for visitors to Platte Canyon and our business community." I am pleased to report steady progress has been made on the renovation of the Kiosk. A renovation plan and budget was prepared and approved by the PCACC Board of Directors; a task plan and

schedule was developed; volunteers have been identified; new signs and materials have been ordered; and most importantly, several members of our business community have stepped up with significant financial donations. They are: Songbird Flowers, Camp Id-Ra-Ha-Je, Accurate Printers, Carrie Marsh Insurance, Inc, and Ruby's Resale. Many others have made donations of time and materials. We are very appreciative of their support and look forward to hearing from others who wish to help with the renovation of "your" Visitor Kiosk. With all that has been accomplished so far, we are only waiting for a "thaw" to begin work in earnest. In the meantime, we

will begin preparing the Kiosk for a "facelift." I will send out a notice to our volunteers soon with a date and time. Are you on our list? A "Project Folder" has been set up on the Chamber's new website www.BaileyColorado.org. You will find several documents in the Members' Area in the Projects/Committees section. I will add new documents as necessary along with a "Kiosk Photo Gallery" so you can monitor the progress. Or, if you prefer, join your friends at the Kiosk on one of our "work days" to monitor the progress for yourself. Bring your gloves.

Donations are welcomed and may be sent to PCACC, c/o Kiosk Renovation, PO Box 477, Bailey, CO 80421.

Business Tip of the Month

5 Tips on Technology Planning

- ◆ Create a master plan for technology, just as you would draw up a business plan, a budget or a marketing plan.
- ◆ Design the plan so that it supports your business strategy and goals. Use it to guide technology buying decisions.
- ◆ Think of technology purchases as investments, not costs. And, remember, when you have an overall plan, your company avoids wasting money on unnecessary purchases or quick fixes.
- ◆ Start by determining your company's needs. Look at what problems need to be solved and how technology can help.
- ◆ Get expert help to guide you. Check your *Yellow Pages* under "Computers System Designers & Consultants," or ask your fellow chamber of commerce members for assistance. We have several members that have computer expertise. As always, get references.

By Christine Banning, VP
Corporate Relations SCORE

Tech Tip of the Month

Support your favorite local businesses! After you set up your personal web page on the Chamber website, you have the option to recommend local businesses that you support.

Log into your Chamber website account and click on "Manage Website". Once you

are logged into your Traffic Catcher Site Wizard, click on "Members You Do Business With" to list fellow members that you would recommend.

This will bring you to a page where you can select specific Chamber members. Once you finish selecting all of the members that you would like

to recommend, click on "Continue". When you view your updated page, you will now see an option on the left hand column titled "Businesses We Recommend".

This is a great way to support your fellow business owners!

Calendar of Events

04/01/10

Bailey Day Planning Meeting

04/03/10

Easter Egg Hunt at the Bailey Public Library

04/03/10

Music and Motion
Mountain Resource Center

04/05/10

The Road to Good Health with Children

04/08/10

Destination Bailey Meeting
Monthly planning

04/08/10-05/13/10

Active Parenting Now
Mountain Resource Center

04/10/10

Parent Ed: Family Financial Planning
Mountain Resource Center

04/10/10

Introduction to Spanish
Mountain Resource Center

04/13/10

PCACC General Meeting

04/17/10

Kids in the Kitchen
Mountain Resource Center

04/24/10

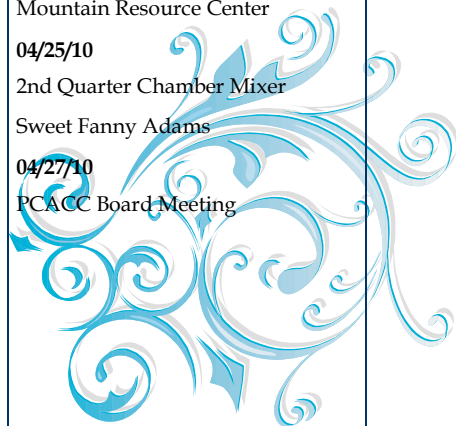
Earth Day Celebration
Mountain Resource Center

04/25/10

2nd Quarter Chamber Mixer
Sweet Fanny Adams

04/27/10

PCACC Board Meeting





ANNOUNCEMENTS!!!!

SAVE THE DATE

◆ Bailey Day, Saturday, July 31st

Bailey Day 2010

Come and be a part of this years Bailey day planning! If you haven't heard the Kick-off dinner, July 30th, is sponsored by Destination: Bailey! Saturday July 31st, BAILEY DAY, there will be a 5K run sponsored by Platte Canyon High School, Pancake breakfast sponsored by Platte Canyon Community Church, Parade down Bailey Main Street with lots of kids, vendors, bands beer garden, and the list goes on and on with some fun new activities over at Rustic Square and McGraw Park. Our next Bailey Day planning meeting will be April 1st at, Carrie Marsh Insurance, #1 Delwood Dr. Bldg#4, Bailey CO at 6:30 p.m. We are looking forward to seeing you there. Questions????? Call Carrie at 303-838-0554 or Lynn at 303-838-8437

May Day Hey Day

Deer Creek Elementary School PTA will be hosting A community Activity Bazaar including bake sale, community yard sale, craft booths, silent auction and activity booths on May 15th.

BOOTH SPACES: \$30.00 + auction item standard 10 x 10 \$40.00 + auction item 10 x 10 W/ electricity \$20.00 yard sale space Booth space is still available by calling DCES PTA at 303 838 7666 ext.1212

ADMISSION: \$1.00 or FREE with 2010 -2011 PTA Membership available at the gates

Chamber Mixer ~ April 25th

Please come join us at the next Platte Canyon Area Chamber of Commerce mixer. We will be gathering at Sweet Fanny Adams from 1-5 p.m. All U.S. 285 businesses and Platte Canyon-area businesses: store front, home based, personal etc are invited to attend. You need not be a member but can apply at the mixer. There is no cover charge, but a soup and salad bar are available for \$5 per person (plus tax and gratuity), or you can order off the regular menu. We will be having a couple of short presentations from two non-profits in the area. Our guests this mixer will be Troop Support Action Committee (TSAC) and Mountain Peace Shelter. Each non profit will be collecting donated items at the mixer to help fill their most requested items, a list of these items for both organization are:

Troop Support Action Committee

Trail mix, dried fruit, hard candy, mixed nuts, energy bars, sunflower seeds, powdered drink mixes NOT requiring added sugar. Personal Items: Individual size grooming and toiletry items.

They can also always accept cash donations that will be used for postage.

Mountain Peace Shelter

Paper products, toilet paper, paper towels, Kleenex, napkins, feminine products, diapers sizes 2 and 3, diaper wipes, coffee and chocolate are great comfort food items. They are also accepting old used cell phones.

The chamber will host a demo of the new website and drawings for door prizes. Bring your business cards and brochures and come to share your great ideas with other business owners in the area.

Questions contact Jerry Humphrey at 303-816-0760 or Lynn Griffin at 303-838-8437.

2nd Annual Friends of the Bailey Library Easter Egg Hunt

Bailey's largest FREE Easter Egg Hunt will be held Saturday, April 3rd at 11:00 AM at the Bailey Public Library with FREE PARKING at St. Mary's of the Rockies. There will be a Bouncy Castle, Face Painting, Wagon Rides, Fire Trucks, Egg Coloring, and of course the Easter Bunny! BAKE SALE will benefit the Mountain Peace Shelter and the Friends of the Bailey Library. This is a free event, but if you can, please bring one nonperishable food item to be delivered to the Mountain Peace Shelter.

Political Assemblies

Republican County Assembly to be held on April 10, 2010

Democratic County Assembly to be held on April 11, 2010

Corona **PRESTIGE AUDI** **RED STAG PRODUCTIONS.COM**

CONIFER MOUNTAIN MUSIC FESTIVAL

August 7, 2010
Beaver Ranch, Conifer

Plus 15 local rock and pop bands on 3 stages!

featuring the one and only *Three Dog Night*

plus... **Funkiphino**
Colorado's 13 piece funk sensation!

...with Danny Seraphine
original drummer for legendary rock band CHICAGO!

Tickets go ON SALE APRIL 12!

Starting April 12, the first 2000 general admission ADULT tickets will be sold on-line at \$22.00
(After those are gone - GA Ticket prices go up to: \$30.00 - Total capacity 5000)

Up-Close VIP Seating (only 300 Tickets): \$35.00
Teens 11-17: \$15.00 (Kids 10 and under Free)

Check on-line at conifermountainmusicfestival.com
www.conifermountainmusicfestival.com

Proceeds will help benefit **i love u guys**

The Blues & BBQ Street Festival

July 18 - Olde Town Arvada

featuring the legendary and Grammy Award winning **Delbert McClinton**

Plus 20 local Blues bands on 3 stages!

with the Duke Street Kings... and The Informants

Tickets go ON SALE APRIL 12!


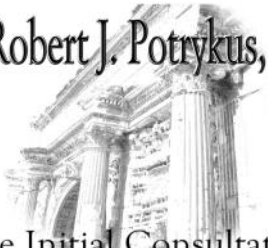
Starting April 12, the first 2000 general admission ADULT tickets will be sold on-line at \$15.00
(After those are gone - Ticket prices go up to: \$ 20.00 - Total capacity 5000)

Teens 11-17: \$10.00 (Kids 10 and under Free)


Check on-line at bluesnbbq.com
www.bluesnbbq.com

Proceeds will help benefit **Habitat for Humanity**

Law Offices of Robert J. Potrykus, LLC.

Free Initial Consultation
720-261-0860 www.rjplawyer.com



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Pine, CO. 80470
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Fax: 303 838-9351



Chamber Website Update

Chamber Website - An Update
by Jim Sapp (jimsapp7@msn.com)

As you all know, the Chamber has a new website. Needless to say, this website is a vast improvement over the old version. I applaud the Chamber's decision to select a website that supports our business community and our visitors to the Platte Canyon Area. By now, I suspect many of you have visited the website and recognize its potential to enhance your "web presence." In this economy, you simply can not have enough good advertizing.

Following a bit of arm-twisting, Susan Lambert has convinced me to assist her in managing the website. She will keep an eye of the behind the scenes database portion and I will try to keep up with the content. While we are both still in the learning mode, we seem to be making good progress. Hopefully, you have noticed the improvements. If not, let me tell you about them. They are:

Front Page Slide Show - While it may seem trivial, this simple slide show is an "attention getter." Visitors to our website are attracted to these photos on our website and are enticed to see what else we have to offer. I have added a few photos on my own and plan to keep the images relevant and attractive.

Get Your News Here - Keeping abreast of "what's hap- ping" is important to not only our business community but also to our visitors. You never know who may be looking for a place to set up their business or find a place to "settle down." Click this button often as it changes regularly. Special thanks go to *The Flume* for reporting on the Chamber's activities.

Newsletters - The *Messenger* is the Chamber's newsletter. Regardless of how you receive it, by email or hardcopy, you will always be able to get your copy on-line. Not only is the current issue available on-line, but previous issues are available as well. Prefer a hardcopy? Just click on the "Print PDF Version" and print your own. Please do not rely totally on the Chamber BODs for the latest news. This is "your newsletter," take advantage of it.

Area Calendar of Events - What a great resource this is! Not only for you to keep up with what is going on within our community but, to promote your own activities or special interest. Take advantage of it.

Join the Chamber - Joining the Chamber could not be any easier. With just a few key strokes, you can sign-up, make a payment, list your business in the directory, link to your website, and even create your own website. Most importantly, you are in control of your information and

you do not have to rely on someone else to keep your information current.

Bailey Day 2010 - As we all know, Bailey Day is one of the most important events of the year. It brings hundreds of visitors to our area and "business is good." This year, we have made it even easier for vendors to reserve a spot on Main Street. Just click the button "Bailey Day 2010" and you are ready to reserve your spot. Don't dilly-dally, choice spaces are going fast.

Cosmetic Enhancements - There are plenty of these and more to come. To me, appearance is important as it gives a "first impression" that lives on long after our website visitors have moved on. If you see things that could be improved, please don't hesitate to let me know.

Traffic Catcher Tool Kit - As a business owner, this is perhaps the most important advantage to joining the Chamber. It provides a reasonably priced way to build your own website. Not only is it available to Chamber members, but it is easy to do yourself. However, should you be "technologically challenged," there are plenty of folks willing to help you. What a bargain this is!

Total Member Exposures - This is exactly why you need to take advantage of what the Chamber's website has to offer. Almost 100,000 page views in less than three months! If you want to reach your customers, the Chambers website is the place for you!

To sum up, much of our efforts have been directed toward enhancing our web support to our business community. The next phase will focus on informing our visitors of what the Platte Canyon Area has to offer. Needless to say, visitors to our area, as well as our residential community, are the life blood of your business.

I hope I have provided enough information to get you as excited about the Chamber's new website as I am. Now, go to www.BaileyColorado.org to see for yourself what the Chamber's new website has to offer.

Business News You Can Use

Five Steps to Defining Your Target Market

Article: June Campbell

Is your target market "anyone who will pay you for your product or services?" or are you focusing your efforts on a tightly defined market niche with an identified need for your business' offerings?

If it's the former, you will do well to define your target market.

1. Briefly state your target market and the needs you will be fulfilling.

Ask yourself why you choose this particular business, who your products/services are meant for, who you want to do business with, and what is unique about your product. Let's say you are planning to sell products used in automotive detailing. You decide that vehicle owners are your broad target market. Your business will help them keep their vehicles clean and shiny.

2. Next, break this large market down into smaller sections (segmentation). There are people who restore classic automobiles. There are people who drive an old clunker and run it through the car wash occasionally. There are people who own "status" automobiles. There are truck owners, motorcycle owners.... Your job is to consider various subgroups and decide upon your niche market. Remember, there are auto owner who don't care about keeping the vehicle clean and shiny. Then there are those who care, but lack the time and the interest to do the work themselves. They take their vehicle to a shop. Others only worry about auto detailing when it is time for a trade in. You reject these segments as unsuitable for your niche market. After consideration, you decide that your market segment will be automobile owners who have both the time and the interest to do their own detailing work -- people who enjoy puttering with their vehicles, who have the time to spend, and who take pride in their vehicle's appearance. Do you think that there are enough potential customers in that group to support your business? Are you supplying a service that is not readily available to them from other sources? If yes, move to step three.
3. Develop your customer profile. Describe your potential customers as fully as you can. What do you know about them? Where are they situated geographically? What do they spend on car detailing? What are they likely to spend? Where do they shop? What is their annual income? What languages do they speak? What kind of automobiles do they drive? If you are selling online, what methods do they prefer for online payment? What type of web sites do they visit? How do they want their product delivered? Identify your customer profile before you do your market

planning.

4. Now that you have fully identified your target market, do your research to verify that there will be enough business in this group to support your company in its growth. This is where you verify that the need actually exists, and was not "wishful thinking" on your part. Use both primary and secondary sources in your research. You might consult business directories, obtain statistics regarding automobile owners and their car care practices, locate newspaper articles and magazine stories written on the subject, or conduct your own research using market research techniques such as surveys, focus groups, online searches, etc.
5. Lastly, do research to determine the market size and your potential market share. In other words, use primary and secondary sources to find out how many potential customers there are in the geographic area you have defined, and how many businesses are directly or indirectly competing with you. Your market share will be the number of customers that are likely to buy from you rather than your competition.

Finished defining your target market and the research backs it up?

Congratulations. Now for the fun part. Develop a marketing plan that will reach these potential customers and watch the sales start happening!

June Campbell's writing has appeared in several international print and online publications. Her web site offers a number of resources to small businesses - including guides for proposal writing, business plan development and more.

Writing Services by [Nightcats Multimedia Productions](#). The Roundup -- a FREE business ezine -- plus "How-To Booklets" for business plans, proposals, brochures and more!



Bailey Senators Bike Classic

I talked to Senator Chris Romer today about the bike race that Dick Hodges/Mark Dowaliby told us about at the March Chamber meeting. Senator Romer would like to name it the "Bailey Senators Classic". It would probably run from Bailey to Pine then up the Colorado trail to Kenosha Pass and back to Bailey. The exact route has not been determined.

Senator Romer and three other senators (Mark Scheffel, Greg Brophy and Mike Kopp) support this event. They would like to have it the weekend of June 19, 2010. This is the weekend before the first training race for the Leadville 100 (information on this race is at www.leadvilletrail100.com/Home.aspx). The Leadville 100 started 28 years ago with a 100 mile foot race and has developed into a premier international race bringing several million dollars into the Leadville area each year.

What Senator Romer would like is written support from the Platte Canyon Community for this "Bailey Senator's Classic" race. If you also think it is good idea for bringing commerce into the canyon, please send an email to Senator Romer at chris@chrisromer.org saying you support this endeavor. There was a minor communication glitch in getting this plan going, so please contact Senator Romer ASAP and send a copy to me so I can keep track of how everyone feels. Thank you in advance for your feedback,

Bill Kulenburg
President PCACC
info@baileycolorado.org

New Chamber Businesses

Tile Arts of Colorado Inc

Flooring Specialists

Joe & Rhonda Davis
303-838-2810

Laura Hamilton, MSW, LSW

Counseling Services

Laura Hamilton
303-990-0742



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