

January 2021



Monthly E-Newsletter

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by Christina R. Metcalf

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MEMBER HIGHLIGHTS



RENEWING MEMBERS

27 Years

Varra Companies

19 Years

Jasper Animal Hospital

Proto's Pizza

17-18 Years

Sister Carmen

Superior Aggregates

15 Years

Lafayette Flooring

10-12 Years

Budget Glass & Shower Doors

Griffis Lafayette Station

Lafayette Companion Animal
Hospital

SCL Health Heart & Vascular

SCL Health Medical Group

SCL Physicians-Family, Pediatric &
Internal Medicine

8-9 Years

Napa Auto Parts -Erie

2nd Star Counseling

Boulder Valley Center for
Dermatology

6-7 Years

Confluence Small Business Collective

Firstlight Home Care of Boulder

Rocky Mountain Insurance Center

Foxtrot Wheel and Edge

Walmart

Herbal Wellness

Soul Tree Yoga Hub

4-5 Years

Sports Performance Center

Flatirons Community Church

Particulars Art Gallery

2-3 Years

Wells Fargo Bank

Home and More

Lafayette Family Orthodontics

ESP Sports Medicine

1 Year

Brannan Sand and Gravel

FNBO - Erie

Mojo Physical Therapy



NEW MEMBERS

Active Louisville Kids

Kristen Argow Heaton
(303) 655-9669

Reddy Natural Medicine

Matthew Reddy
(720) 745-6658

The Marketing Handyman

Michael Rosenzweig
(720) 673-8383

(click member for more details)

January at a Glance

VIRTUAL BUSINESS @ BREAKFAST

January 13, 8 - 9 AM

Small Business...
BIG MARKETING!



January 13th, 8:00 AM

SMALL BUSINESS-BIG MARKETING!

Come spend an hour with us as Matt LeBeau, Causeway Digital, gives you digital marketing best practices to help you succeed.



[Click for more info](#)

Did you join the Chamber in 2020 and we were unable to do a ribbon cutting?
Call us to schedule yours in 2021!



2021 Sponsorship Pledge Forms Available!

We are looking forward to 2021 and planning our Chamber and Special Events. You can now pledge to support us in 2021 and we won't invoice you unless the event happens. We need your help to get our events back up and running and we would really love your support right now!

[Click for more info](#)

-Great opportunity to market your business to over 50 new residents every month!

Need Ideas:



Coupons
Tape Measure
Flyers
Get Creative!



E-NEWSLETTER INSERT

- Members get **1 FREE** per year
- Advertise your business for **NO** cost!
- Newsletter emailed to over **1000** local business associates

-Inserts need to be sent in by the 20th of the month preceding the month you want it to appear

-Contact Amy to schedule your insert



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MARKETING OPPORTUNITIES

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4 MARKETING TIPS FOR BUSINESSES WITH NO MARKETING BUDGET

by Christina R. Metcalf

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Why Your Dad Was Right About Chamber Memberships

Okay, so maybe your dad never told you anything about chamber memberships but I'm sure between one of your parents you learned the following lessons. And you might be surprised how they apply to chamber memberships.



You Are the Company You Keep

Do you remember this one? Your parents likely told you to be careful who you associate with because people assume certain things about you based on your peer group. So, let's see. If you hang out with business-focused, civic-minded people at the chamber, what does that mean for your business? Only good things. Your parents were right. The company you keep says a lot about you.

One Day You'll Thank Me

The day you join the chamber, you'll be exposed to a lot of incredible knowledge through member connections and a deep resource within the chamber and its programming. But the information doesn't find its way into your brain through osmosis. You need to meet the people who can help your business succeed and attend the programming or watch the videos. If you do, your business and network will grow and you'll thank the chamber one day

If All Your Friends Jumped off of a Bridge, Would You?

The chamber isn't a cookie-cutter organization offering a one-size solution to your business problems. It's not an equation. The help you can find at the chamber is personalized to your business. It's not about following the crowd, unless you consider personalized best practices or listening to experts in your field as following the crowd.

Manners Don't Cost a Dime

Manners don't cost a dime and neither does making the most of your chamber membership. Whether you make lifelong connections that will help your business prosper or you never do anything with your chamber membership, the fee is the same. So, what do you say? Why not get involved as much as possible or use those resources to maximum advantage? You have everything to gain and nothing more to spend.

Watch the Other Guy

Keeping an eye on the competition is important. But in today's global economy it doesn't need to just be your competition you keep an eye on. Many successful business people become that way by applying a business' success in another industry to their own. Seeing those possibilities and connections can help you grow in a way your competition isn't. The chamber can assist you in keeping an eye on the other guy but will also help you discover valuable lessons from other business professionals, things that may just help you solve a challenge in your own business.

Life Is Better When You Have a Good Time—and Bring Others Along for the Ride

Chambers aren't stodgy business groups like some people believe. They're comprised of professionals who want to achieve business success and help the community along the way. They advocate for pro-business legislation and bring innovative ideas to the town. They also can throw one heck of an event and they love bringing people along for the ride.

While today's chamber is not your dad's, or even your mom's, chamber it still benefits your business. While their programs and offerings have changed with the times, their value is as beneficial as your parents' advice. You may ignore it at first, but ultimately it leads to your growth.



Christina R. Green teaches small businesses, chambers, and associations how to connect through content. Her articles have appeared in the Midwest Society of Association Executives' Magazine, NTEN.org, AssociationTech, and Socialfish. She is a regular blogger at Frankjkenney.com and the Event Manager Blog.

WE NEED VOLUNTEERS!

We are so excited for our new Resident Drop Bag program but need volunteers to help us deliver the bags every month.

*You can volunteer for one month or every month.

*You can drop them off on the porch or you can knock and strike up a conversation.

*Great project for students that need volunteer hours!

However you want to do it, we would LOVE your help!

To volunteer or for more information please email info@lafayettecolorado.com

