

March 2021



## Monthly E-Newsletter

*Inside the Issue*



### MEMBER HIGHLIGHTS

Page 2-4



### MARCH AT A GLANCE

Page 5



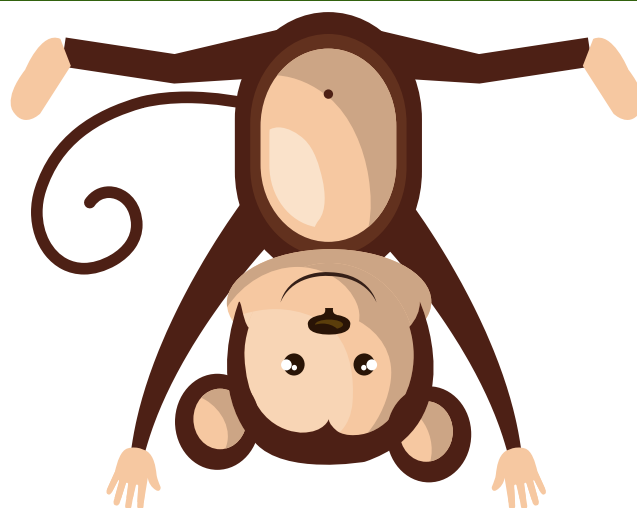
### EXCITING NEW EVENT

Page 6

## 25 WAYS TO BECOME A FUN BUSINESS

*by Christina R. Metcalf*

Pages 8-9



# MEMBER HIGHLIGHTS



## RENEWING MEMBERS

### **30 - 38 Years**

The West Properties  
Coal Creek Bowling Center  
Mark DeMoss, CPA

### **20 - 24 Years**

Mountain High Appliance  
Etkin Johnson Real Estate Partners  
Design Concepts  
Back to Action Physical Therapy  
Finerpoints Accounting

### **16 -17 Years**

Pure Center of Health  
Big O Tire Louisville  
Great Western Bank -95th St.  
Fidelity National Title Company

### **7 - 12 Years**

Studio Bernina  
Front Range Catering  
Hillwalkermedia  
Lunada Eatery & Cantina  
Re/Max - Bob Davis  
Front Range Brewing  
Kumon of Lafayette

### **1-4 Years**

The Collective  
Just Dandy  
Padgett Business Services  
Brad Wiesley & Associates  
Fresh Start  
Lafayette Lions  
Eat! Food and Drink  
Due South Realty



## ~ NEW MEMBERS ~

**Speak with Ease -  
Lafayette Toastmasters**

Jay Ruggeri  
(303) 818-2217



**Village Trading Co**  
Jennifer Sandoval  
(720) 724-8472



**Ruby Ru's Street Eatery**

Chris Rubeck  
(303) 997-8238



**Green Landscape Solutions**

Joshua Wagner  
(720) 468-0987



**(click member for more details)**

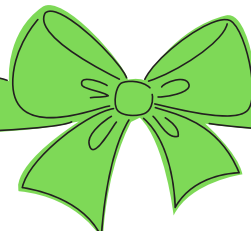


*New Doors Open in Lafayette*

# IT'S TIME TO CELEBRATE



## The Well Healing Center





# March at a Glance



March 4th, 4:30 pm

Ribbon Cutting at  
Village Trading Co



Click for more info



**MARCH 24 AT 5PM**

Network with the members of 8 regional chambers of commerce!  
This virtual mixer will feature breakout rooms for easy conversations.

BOULDER • LAFAYETTE • LATINO • LGBTQ • LONGMONT • LOUISVILLE • NIWOT • SUPERIOR

March 24th, 5-7 PM

Join us for a Virtual  
Mega Mixer with the  
Northwest Chamber  
Alliance



Click for more info



# PROUD TO ANNOUNCE



**Sponsorship  
Opportunities  
available**

**Wednesday April 7th, 6-7:30 PM**  
**Cost - \$40**

***With Chef Christopher DeJohn***

**Former Executive Chef  
at Sports Authority  
Field for 15 Years  
"HOME OF THE DENVER  
BRONCOS"**



***On the menu: Risotto 3 ways***

**A portion of the proceeds will benefit  
Coal Creek Meals on Wheels**

**Register Now: [lafayettecolorado.com](http://lafayettecolorado.com)  
303-666-9555**



# Get Your Logo Recognized by Thousands of Locals!



We have a few  
Medium Logo and  
Name on Bag  
sponsorships left!  
Call us for more  
details.



Happy St. Patrick's  
Day!  
May 2021 Bring you a  
Pot o' Gold!

# 25 Ways to Become a Fun Business

Do you want to appeal to a younger demographic? Want to get people talking about you? Maybe you want to attract an ultra-cool influencer or celebrity customer? If you do, rebranding and becoming a “fun” company may be just the way to get more attention.

Why are we suggesting “fun”? With Gen Y being the largest generation in the U.S. in 2019, with an estimated population of 72.1 million, they have strong purchasing power. They also enjoy experiences and tend to tell others about products and businesses they like.

If you want more customers, becoming a “fun” business with an identifiable tone and brand, can help you build a loyal audience that enjoys talking about you.



## How to Become More “Fun” in Your Business

1. Clearly communicate business goals and desired content tone to your employees. Then give them a little leeway to post, share, like, and comment on social media. Point out examples of posts and comments you love so they know what voice you want for your business.
2. Host contests on social media.
3. Share posts and images that aren’t all business. In fact, your goal should be getting to know your audience not bragging about yourself.
4. Rewrite your web copy in your new company voice.
5. Invite people to post on your page.
6. Create a Facebook group around your product or service. Make it a fun escape not a group to brag about yourself.



7. Do more video. Help customers get to know people at your business.
8. Showcase fun things about your most loyal customers.
9. Encourage people to share creative uses for your product.
10. Host a challenge or other form of experiential marketing.
11. Create spotlights of your employees featuring “fun” facts very few people know about them.
12. Invite people to decorate their desks in a manner that reflects their personalities or (while we’re all at home) ask your employees to record a quick video walkthrough of their at-home workspace.
13. Start a club at work for people who like the same hobby or form of exercise.
14. Record some of your online staff meeting, like the beginning icebreaker and add the video to your website.
15. Share your favorite things on social media or on a blog post; create fun posts like “10 Things I Can’t Live Without.”
16. Record a song parody that fits your job or industry.
17. Make a JibJab video and share it in your company newsletter.
18. Create a bloopers reel of flubs on video.
19. Create a video about funny things that only people in your industry or state could understand.
20. Ask employees to record a video of a little known/weird skill they have. Show them doing it.
21. Celebrate all those zany “National” holidays like “Talk Like a Pirate” Day. Make videos of how your company is celebrating.
22. Bring a really old item into your business and record your employees guessing what it is.
23. Allow employees to bring their pets to work.
24. Celebrate small wins and big wins. Post your video celebrations so others can partake in your joy.
25. Rename your job titles to speak to the end goals like “engagement officer” for your social media person.

Culture can make a big difference in getting referrals, more engagement, new hires, more customers, and creating a loyal employee base. Some of these ideas may seem a little too much for your business. But know that whatever you decide is right for your business and industry, the point behind this exercise is to let your customers and potential customers get to know you better. After all, customers buy from those they know, like, and trust.

*[Christina R. Metcalf](#) (formerly Green) is a marketer who enjoys using the power of story and refuses to believe meaningful copy can be written by bots. She helps chamber and small business professionals find the right words when they don't have the time or interest to do so. Christina hates exclamation points and loves road trips. Say hi on [Twitter](#) or reach out on [Facebook](#).*

# Member Insert



## @Home Easy Dinner Club

One Order Gets You as Many -or as Few- Meals as You'd Like Weekly

- \$7 Flat Fee Per Delivery
- \$0 to Pick Up
- Order Any Combination of Meals
- No Order Minimums or Commitment
- New Menus Weekly
- Gluten-Free, Dairy-Free & Vegan Options Available

All meals come fully cooked & cold for keeping in the refrigerator until you are ready to heat & enjoy!

## @Work Safely Forward Menu

Individually Packaged, Sealed & Ready to Eat!

- Proactive & Creative Safety Measures
- Vehicles Cleaned Pre + Post-Delivery
- Delivered Hot or Cold
- All Your Favorite Meals Available
- New Items Added Seasonally
- All Dietary Restriction Can Be Accommodated Upon Request

Enjoy the same delicious meals you love, with an extra side of safety precaution!

We cater events of ALL shapes & sizes!  
Call us to speak to one of our skilled Event Planners today



@thefrontrangecateringco  
303.449.1981  
www.frontrangecateringcompany.com

**THE FRONT RANGE  
CATERING CO.**



EXCEPTIONAL FOOD • SUPERIOR SERVICE