



We Help Businesses Thrive!

**December
2015**



The Lafayette Energy Sustainability Advisory Committee (LESAC) recently recognized 41 Lafayette businesses who received The Green Business Award.

Congrats to the following Chamber members:

Imagine!

Jax Outdoor Gear/Jax Ranch & Home

Sister Carmen Community Center

Nesheim's Cleaning

The Happy Beast

The Post Brewing Company

YMCA of Boulder Valley

Atlas Valley Purveyors

Pinocchio's Italian Eatery

WOW! Children's Museum

Odd13 Brewing

DeMaj Salon

Confluence Small Business Collaborative

Lafayette Florist

Lafayette Homebrew Supply

Menchie's Frozen Yogurt

Miller's Grille

Sprouts Farmer's Market

VFW Post 1771

Liquid Mechanics Brewing Co.

Anspach's Jewelry

Check out our new Chamber Coach on page 3. Each month we will provide you with a resource to help your business.

December Holiday Business After Hours

Miller's Grille, 103 S. Public Road

Thursday, December 10, 5-7 pm

Join us for our Holiday After Hours Party at Miller's Grille.
Great food, drinks, networking and door prizes!

Sponsored by these members of our Leads Group:

Christian Brothers Automotive--Richard Welty

Mark the Spot Massage Therapy--Mark Brungardt

Mary Kay Cosmetics--Marsha Golden

Medicus Financial--Mary Medicus

Metro Brokers--New Century Group--Mary Ellis

We are asking for donations for the Police Department's Santa Cop Program. This program helps provide a brighter holiday for local families and we believe it's time to step up and help special families this year! Bring a new, unwrapped toy for ages 2-15 (value \$10-\$15), a family game or a monetary donation and receive a raffle ticket for really great door prizes at this after hours.

FREE to members who RSVP online by December 8

\$5 at the door without an RSVP

\$5 for spouses/significant others

\$10 for guests and non-members

Non-members must call in advance to register

Go online to www.lafayettecolorado.com to register by December 8



Sister Carmen Community Center Needs Help!

Please help us by donating food items to Sister Carmen at 655 Aspen Ridge Dr. in Lafayette. Here are the most needed items: Hams & Turkeys, Canned Fruit, Canned Tuna/Chicken, Hearty Soups/Stews/Canned Chili, Meal Helpers, Peanut Butter, Shampoo & Conditioner, Toilet paper, Dish soap, Laundry Soap, Feminine hygiene products and grocery store gift cards. Show the community we care! 303-665-4342, www.sistercarmen.org

Host an After Hours in 2016. It's your chance to show off your business, and meet and connect with other Chamber members. Months available are April, May, June, August, October and November. Call us for details if you're interested.

Welcome New Members!

REINTEGRA

Andy McCullough
Lafayette, CO
720-841-5778
info@reintegra.org
www.reintegra.org

Reintegra is a non-profit organization dedicated to providing educational and vocational initiatives to help survivors of human trafficking transition back into society.

BUTCHER & THE BLONDE

Caitlin Brome
Lafayette, CO
303-931-8337
butcherandtheblonde@gmail.com
www.butcherandtheblonde.com

Butcher and The Blonde is a specialty catering company and food truck. Throughout the year you can find their food truck serving "world comfort food" at local breweries and festivals. They also cater events from your business luncheon to weddings and much more.

CRAFTED LIFE

Raj Chaudhari
401 S. Public Rd.
Lafayette, CO
303-895-0085
raj@agency313.com

Coming in February 2016! Savvy makers need more than chain stores can provide. And while we've curated our products from around the world, we're more than just supplies—we're a resource for all things handmade! Classes in embroidery, sewing, knitting & crochet, paper crafts & DIY kits.

Our Valued Returning Members!

MEMBER 20 Years

Michael Shore ,DDS

MEMBER 19 Years

Metro Brokers/New Century Group

MEMBERS 14 Years

Proto's Pizza
Evergreen Cottage Spa & Hair Salon
Jasper Animal Hospital

MEMBER 13 Years

Kaiser Permanente Rock Creek Medical Offices

MEMBER 12 Years

Superior Aggregates, Inc.

MEMBER 11 Years

Eye Care Center of Northern Colorado

MEMBER 8 Years

Speedy Signworks

MEMBER 5 Years

Off Campus Café
Mumtaz Mediterranean Food

MEMBERS 3 Years

2nd Star Counseling
Lafayette Modern Smiles & Orthodontics

MEMBERS 2 Years

Foxtrot Wheel & Edge
Lunada Eatery & Cantina
The Post Brewing Company



Meet Amy!

We are happy to welcome Amy Lindeman as our new Membership Coordinator.

Amy brings a wealth of experience in marketing, communications and event planning so stop by and welcome her to the Chamber team!

Welcome our new board members and a big thank you to our past board members.

We say good-bye to retiring board members, Chris Bosch, Bosch Law, Dr. Evan White, Compass Chiropractic, and Michelle Irons, Phoenix Realty & Property Management and thank them for their commitment to making the Chamber even better these past few years. We wish them well and will miss them on the board.

We welcome three new board members who will all be great additions to the Chamber Board. Richard Welty, Christian Brothers Automotive, Marsha Golden, Mary Kay Cosmetics and Kevin Chard, Phoenix Realty & Property Management.

We look forward to working with them as we move the Chamber forward in 2016.

Join Our Leads Groups

Breakfast With Champions

Meets every Thursday morning, 7:45-8:45 am,
Senor Gomez, 502 S. Public Road

Lafayette Business Builder

Meets every Tuesday, 11:30-12:30
Chamber office, 1290 S. Public Road

Must be a Chamber member, cost is \$50 annually in addition to your dues and only one business category is allowed in. Go online to our website, lafayettecolorado.com to see if your category is available for either of the groups and if so, call us at 303-666-9555 or email info@lafayettecolorado.com

Create Killer Subject Lines for More Opened Emails

If you've turned to email marketing and list building for your business, you might dread seeing the open rates. While it's hard to understand why every customer doesn't immediately open the email from you – especially when it contains such beneficial information – sometimes it's not you, it's them.

For most people there are simply too many emails to get to in the course of the day. That's why the subject line is incredibly important. Most people base their decision to open an email on two things: the name of the sender and the subject line.

What an Email Recipient First Sees

Since most people decide to click or not to click based on the sender name and the subject line, here are a few things you should keep in mind:

Provide worthwhile content. If you develop a reputation (in the opener's mind) of sending junk, he or she will stop opening your emails. If you're lucky (in this case) he or she will throw your email in the trash. If you aren't, you'll be reported as spam, making future chances of delivery difficult.

Use subject lines that induce action. It's essential for your emails to have a strong subject line and interior call-to-action (which won't be seen unless it's opened, thus the importance of a strong subject line). The copy merely supports these two things so the bulk of your time should be spent developing these pieces.

Avoid certain words. Your audience can't open an email it never sees. If you use certain common spam words, you'll be thrown right into the spam folder never to be heard from again.

Who it's from matters. People are more apt to open emails from humans instead of noreply@company. If you don't want one member of your staff inundated with responses or inquiries, either create a fun, friendly mailbox name like fixmyproblem@company or use the staff member's name and set up rules to assign emails to folders.

How to Craft a Strong Subject Line

There are a number of ways to catch someone's eye. Some are more straightforward than others and the success of any of them largely depends on your audience's preferences. The best way to figure out what works is to test it with your audience. In the meantime, start working on ways to improve your subject lines:

Be Blunt

Cutesy and funny don't work with every audience. Sometimes what they want is a clear description of what they'll find inside the email like this suggestion below: Re: April Newsletter: diabetes symptoms and new testing

Use Familiarity

Using a friendly approach, and casual words, gets opens as does establishing a relationship in the email. However, trickery only works once or twice. Don't make misleading people part of your everyday communications. Re: Best news you'll get all day

Personalize It

Names have been used in personalizing things since mail merges in the 90s but now many email services allow you to personalize on a much more detailed scale, like inserting a recent purchase. Tim, how's the new Lexus?

When you send an email you're competing with a lot of others for attention. If you don't have a concise, yet strong, subject line or if you don't have a good reputation in the mind of the recipient, your email will be tossed in the trash. Take the time and craft an effective, interesting message that stands out and you'll see your email open rate improve.



BAH at Great Western Bank



Ribbon Cutting at Trailridge Realty Co.



20th Annual Lafayette Quaker Oatmeal Festival

Saturday, January 9th, 2016 7:30am to 12:00pm—Sponsored by Quaker

Celebrating 20 years with 20 great prize giveaways!

Register to win amazing prizes at the Step up to Wellness Health Fair

Grand Prize: 48 inch HDTV



HOT OATMEAL BREAKFAST

The world's largest toppings bar
7:30am-12:00pm
Pioneer Elementary
101 East Baseline Rd.

Step up to Wellness

Sponsored by Boulder Community
Health/Community Medical Center
Screenings and interactive programs
8:00am-12:00pm
Bob L. Burger Rec. Center
111 West Baseline Rd.

QUICKER QUAKER 5K WALK/RUN

Starts at 9:30 Sharp
Colorado Music Festival & Center
for Musical Arts, 200 East Baseline Rd.
Registration starts on December 1st, 2015



Visit our website for registration details: www.lafayettecolorado.com

VOLUNTEERS NEEDED FOR THE FOLLOWING TIMES:

Race Registration: Friday January 8th—9:00am-11:30, 11:30-1:30, 1:30pm-3:30, 3:30pm-6:00 @ Chamber
Cashier and Door Counters: Saturday January 9th 7:15am-9:45, 9:45am—12:00 @ Pioneer Elementary



Merry Christmas
Happy Holidays
Happy Hanukkah
Feliz Navidad
Happy Kwanza

Whatever you celebrate, we at the Chamber wish you the very best this year!

The Chamber offices
will be closed:
December 24—at noon
December 25
January 1, 2016



Lafayette Chamber of Commerce
P.O. Box 1018
Lafayette, CO 80026

PRSR STD
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Corporate Partnership Program

Why Your Support is So Important

1 in 6 people in Boulder and Broomfield Counties is hungry.

That includes 56,000 people who are food insecure, of which 15,000 are children who receive free or reduced lunch at school. *It may be surprising to learn that even in our own vibrant community, people are in need.*

Food insecurity is an issue that we address every day. While the magnitude of the problem can be overwhelming, it is important to understand that even small acts can make a lasting impact on our community.

Serving the community for 34 years, Community Food Share distributes over 9 million pounds annually, valued at \$15.3 million. We are a proud member of Feeding America.



\$1 = 3 Meals

Get Involved

We are fortunate to be surrounded by examples of strong, multi-level corporate partnerships.

Community Food Share offers a variety of ways to get involved. Through these opportunities, your organization has the ability to receive both corporate and philanthropic recognition, as well as provide options for grassroots, employee engagement.

We are always looking for new ways to involve companies, their employees, and their customers in fighting hunger!

Volunteer

Volunteering is a great way to build camaraderie and teamwork with employees! Consider incorporating it as part of your new-hire orientation.

The backbone of Community Food Share, volunteers assist in all aspects of operations. More than 2,500 volunteers contributed 31,000 hours last year—the equivalent of 15 full-time employees. Join the fun!

Food & Fund Drives

Energize your employees and make them proud to work for a company that supports important work in your community! Consider a company match for your drive!

Direct Financial Contributions

Underwrite a Community Food Share program, help cover the costs of food procurement, or make a general gift to support our mission.

Compete to Beat Hunger

Corporate Challenge — May 9-25, 2016

This is a friendly competition among a group of local companies, to raise dollars and collect food for Community Food Share. In addition to fostering competition and boosting employee engagement and morale, Corporate Challenge provides a fun and effective way to educate your employees about local hunger and poverty issues, in a way that allows for direct involvement and impact.

[Don't miss Corporate Challenge!](#)

More Info

Susan Finesilver, Corporate Relations Manager
303-652-3663, ext. 209
sfinesilver@communityfoodshare.org

We have received Charity Navigator's highest rating for 11 consecutive years, for sound fiscal management and commitment to accountability and transparency. Only 1% of charities rated have at least 11 consecutive 4-star ratings.



650 S. Taylor Avenue, Louisville, CO 80027 303-652-3663 www.communityfoodshare.org



DID YOU KNOW IN 2014

8.3 Million Meals

distributed by Community Food Share in Boulder and Broomfield Counties
(1 meal = 1 pound)

\$14.3 Million

value of the food distributed by Community Food Share

2.2 million
meals to

1,449

families

through Feeding
Families Direct
Distribution program

113,333

meals to

334

Elder Share members

26,163

meals through

606

Emergency Food
Boxes

5.8 million

meals distributed
through our

50 Partner

Agencies

2,335

volunteers provided

31,016

hours of service =

15 full-time employees

ALL FOOD IS DISTRIBUTED

FREE OF CHARGE

\$1 = 3 Meals



Community Food Share
650 S. Taylor Avenue
Louisville, CO 80027
303.652.3663

www.communityfoodshare.org

There are
56,000+ people
in Boulder and
Broomfield
Counties
who are living
at **130% of**
poverty (**\$31,005**
per year for a
family of 4).

That's

1 in 6

people in our
community.



When "I" is replaced by "We" even illness becomes wellness

(720) 985-5372

www.prospinechiropractic.com

1300 Plaza Court North
Suite 102
Lafayette, CO 80026



(970) 985-5372

www.coalcreekzerona.com



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CHILDREN!**

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(DECEMBER 1 – 21, 2015)**

**CALL (970) 590-5851 FOR SCHEDULING
*OTHER SPECIALS ALSO AVAILABLE***

ONLY \$35.00

ONE HOUR ZERONA LASER SESSION

Get a Full One Hour Trial Session with our Zerona Body Sculpting Laser

Please Present this Coupon for your Discounted Session

Offer Expires January 29, 2016



"Move Better to Live Better."

It's Time to Hit the Slopes!



CAN HELP PREVENT
THE SLOPES FROM HITTING YOU
BACK!



Call to schedule your FREE consultation today!
