

## Four things we hope you will consider when evaluating your 2009 Membership:

- 1) new Economic Gardening services for every Lyons area company;
- 2) enhanced Economic Gardening services for Chamber members;
- 3) new collaborative community-building spirit;
- 4) AND the ongoing commitment of Chamber Members.

### Consider what some current Members say...

*Like most people, Chamber of Commerce websites and publications help me figure out a new town. I am glad the Chamber of Commerce provides those services to people who are evaluating Lyons – and who may find my business through the Chamber website and magazine.*

**Nancy Liquori, City Chicks Food & Flicks**

*People find us through the online business directory. But I think the best thing is being part of the Chamber community. Chamber members spread the word about each other. Word of mouth from fellow members brings me a lot of business. I try to return the favor.*

**John Bouchard, Flappy's Print Shop**

*LEGG is very alive. Incredibly focused on helping local business bust out. Small business can be daunting with the multitude of tasks one has to do in a day! LEGG has helped me refine my focus. They have helped me understand the purpose behind a business plan. To grow takes a focus and a strategy. I feel like I'm not driving blind anymore! Great Group!*

**Steve Simms, On-Site Computer and Network Services, Inc.**

*I am a Supporting Member of the Lyons Chamber of Commerce, and have found this investment to be one of the most productive marketing methods that I engage in yearly. The website ad that is included with membership at this level is a great way to get my name out there to anyone visiting the site!*

**Dan Siddall, RE/Max of Boulder, Inc.**

*Membership in the Chamber has continued to offer me a network of local contacts, an opportunity to make new friends and to develop business relationships.*

**Jayne Rhode, Bank of the West**

*The day I was asked about renewing our Chamber membership was the same day that Lyons Dental saw two new patients who found us through the Chamber's LyonsFirst Guide Book. They had also registered for the welcome basket as they had recently moved to Lyons. The chamber is one more way to let area residents know we are here to serve them.*

**Dennis L. Johnstone, DMD, Lyons Dental**

### Consider how we prosper by working together...

In these tough times for small businesses and small communities, Lyons is on the move. A broad-based community rejuvenation is underway. Formal and informal groups now collaborate actively. New groups and new leaders are emerging. A small army of committed volunteers has been assembled and is working on several fronts:

- to create a more favorable business climate;
- to enhance Lyons' identity as a center of music, art, culture and outdoor recreation;

- to move environmental sustainability to the forefront of the community's agenda;
- to provide town government with greater revenue stability;
- AND to further enhance the quality of life for all of us who share this community.

Chamber Members contribute both leadership and grunt-work to this community in transition. We are on target. We are on task. We support each other. Membership in the Chamber is an investment with direct benefits to your company and your community.

### Consider AN EXAMPLE...

The community-building effort now includes a free service that will benefit every Lyons area company and organization. The Chamber's Economic Gardening Group (LEGG) offers area businesspeople a nationally-celebrated online library named *Tools for Business*. This is a central clearinghouse of information and guidance on nearly every topic faced by members of our business community. **Turn over the page to see a list of less than half of these easy-to-use and highly productive online Tools.** Each citation is a link leading to multiple pages of related content.

*Tools for Business* became a free service for the community in a way that demonstrates the new spirit of collaboration. Partially funded by a grant from the Lyons Community Foundation, the service is also supported by Chamber Members enrolled at the Legacy, Cornerstone and Sustaining levels - all of whom share a commitment to community-building in this era of economic challenge.

### Consider Enhanced LEGG Benefits...

The Lyons Economic Gardening Group (LEGG) is a Chamber program designed to assist Chamber Members – especially the small business owner, the new entrepreneur, the nonprofit executive and the professional with a local practice. In addition to *Tools for Business*, LEGG's ongoing program helps Chamber Members define and implement a successful business strategy. In the LEGG process, called Business Opportunity Assessment, experienced mentors help clients adopt techniques to identify and evaluate customers and competitors, to position products and services for marketplace success, to assess financing options ... and much more.

In essence, LEGG's local experts provide fellow Chamber Members with in-person mentoring on topics covered by *Tools for Business* - and listed on the back.

These are examples of the tools available to all Lyons area organizations and companies on the Chamber website [www.lyons-colorado.com](http://www.lyons-colorado.com)

### **Business Incentives**

[Brownfields Revolving Loan](#)

[Economic Stimulus Bill](#)

[Grants and loans for energy research](#)

[HUB zones](#)

[Low income communities: New Markets Tax Credit](#)

### **Business Formation**

[Business Entity wizard](#)

[Licensed professionals](#)

### **Government Requirements**

[IRS Tax Workshops](#)

[Shortcut to business license and local requirements](#)

[Upcoming due dates](#)

[Online business classes](#)

### **Business Planning and Assistance**

[Breakeven calculator](#)

[Business plan essentials](#)

[Business plan information sources](#)

[Business plan samples](#)

[Business plan software](#)

[Business valuation calculator](#)

[Buy versus lease calculator](#)

[Cash flow calculator](#)

[Commercial loan calculator](#)

[Pricing workshop](#)

[Profit margin calculator](#)

[Return on investment calculator](#)

[Sales strategy workshop](#)

[Sample business plans](#)

[Strategic planning](#)

[Target marketing workshop](#)

[Why do a business plan?](#)

### **Funding Programs**

[Angel investors](#)

[Before you use your home equity or savings...](#)

[Buying a Franchise?](#)

[Colorado Housing & Finance Loans](#)

[How Trade Reporting can Help You](#)

[Loan repayment calculator](#)

[Revolving Loan Funds \(RLF\)](#)

[Top 25 SBA Lenders in Colorado](#)

[Understanding Financial Statements](#)

[USDA energy grants](#)

[USDA Rural Development Loan](#)

[Venture capitalists](#)

[Your Funding Toolkit](#)

### **Directory of Capital**

[Business Lines and Loans](#)

[Early Stage Equity Investors](#)

[Equipment Loans](#)

[Home Equity: Lines and Loans](#)

[Mezzanine Debt](#)

[Micro Loans](#)

[Mid-Stage Equity Investors](#)

### **Employer Assistance**

[Colorado Job Creation Performance Incentive](#)

[Controlling workers comp costs](#)

[Employee or independent contractor](#)

[Employee pay rates](#)

[Employment background checks](#)

[Free workplace safety inspection](#)

[Independent contractor sample contract](#)

[Interactive hiring tool](#)

[Payroll tax calculator](#)

[Post your Jobs at Connecting Colorado](#)

[Work Opportunity Tax Credit](#)

[Workers compensation](#)

[Workers compensation - controlling costs](#)

### **Business & Employee Training**

[Safety training](#)

[Sales training](#)

[Small Business Development Center](#)

[Financial Scorecard tool](#)

### **Think Globally**

[A Basic Guide to Exporting](#)

[Are you export-ready? A short self-assessment](#)

[Export leads, events & research](#)

[Export loans and credit insurance](#)

[Handling money overseas](#)

[International market surveys](#)

### **Marketing and Selling**

[Customer Survey Tool](#)

[Email marketing tips and tools](#)

[Online classes and workshops](#)

[Sales leads](#)

[Tool to improve your press releases](#)

[USPS: Professional postcards for under a \\$1](#)

### **Selling on the Internet**

[Buying from the internet: use tax](#)

[Classes to Maximize your Website's Effectiveness](#)

[Grade your Website Tool](#)

[Putting your business on the web](#)

[Selling on the internet](#)

### **Sustainable Business Practices**

[Built Green Colorado](#)

[Business Energy Analyzer Tool](#)

[Colorado businesses on path to sustainability](#)

[Colorado Incentives for Energy Efficiency](#)

[Conserving energy - agriculture](#)

[Conserving energy - food service](#)

[Conserving energy - industrial](#)

[Conserving energy - lighting](#)

[Energy star products and programs](#)

[Environmental Compliance Assistance Center](#)

[EPA-sponsored Environmental Compliance Assistance](#)

[Guidelines for Sustainable Business Practices from](#)

[CASBA](#)

[Help Calculating Air Emissions](#)

[Sustainable office toolkit](#)

[Sustainable: 10 things never to buy](#)

[Use green printers](#)

### **You May Need to Know**

[Barcode labeling](#)

[Do not call registry](#)

[Dun and Bradstreet D&B number](#)

[ISBN numbers](#)

[NAIS number](#)

[Patents, trademarks and copyrights](#)

[Resources for retailers](#)

[SIC number](#)

### **Disaster Planning and Recovery**

[Business interruption insurance](#)