



Chamber of Commerce

303-838-9080

PO BOX 477, BAILEY, CO 80421

WWW.BAILEY-COLORADO.ORG

# Messenger

## September 2013

### General Membership Meeting

Tuesday September 10, 2012,

7:30 AM

### Agenda

- Pledge of Allegiance
- Greeting and Introductions by The President
- Business of the Month:  
*Aspen Peak Cellars*
- Business Highlight:  
*Jim N I Travel*
- Chamber Committee Reports
  - Fall Mixer October 10th
  - 285 Gold Rush
  - Holiday schedule
- Speaker/Presentation:
  - Jack Jostes, Constant Contact Expert

### MESSAGE FROM THE PRESIDENT

Fellow Chamber Members,

Our area has seen many wonderful events this Summer. I applaud all the organizers for their amazing work, volunteering countless hours to make their events successful time after time.

With fall approaching and the leaves turning, we have scheduled another Chamber sponsored event , the 285 Gold Rush on September 28/29. We are going to provide you with promotional tools, but the success of this event is ultimately up to you. If you are planning a special, discounts, activities or hosting vendors that weekend, make sure to be on the list. See how to be part of it below.

I am excited to have Jack Jostes from Ramblin Jackson as our speaker at the meeting next Tuesday. He is an expert in internet marketing and social media, certified by the leading brand Constant Contact. Make sure to be there and see how cost effective this type of advertising is for your business.

Make it a lucrative month,

*Marcel Flukiger*

**Don't miss out! Sign up today!**

**FREE TO ALL PCACC MEMBERS!**

**Call Marcel at 303-816-5504 to sign up.**

Take advantage of the free advertising we receive annually from our nature. A celebration of the leaves. Show off your business, shopping center, organization by participating in the 285 Gold Rush on September 28th and 29th.

Offer discounts, specials, vendors, music, or any other activities and receive a yard sign for your location for display.



**You are invited! It's FREE!**

**To the general meeting of the Platte Canyon Area Chamber of Commerce**



**Email Marketing Workshop with Jack Jostes on Tuesday, 9/10 @ 7:30 am at the Platte Canyon Fire Station in Bailey sponsored by Constant Contact + Ramblin Jackson.**

**Would you like to learn how to build customer loyalty while reducing overhead costs?**

**Recycle email, Not mail-outs!**

**Would you like to learn how to make your customers look forward to your emails + forward them to their friends?**

**Did you know that, according to Experian, for every \$1 spent, the average return on email marketing investment is \$44.25? Amazing stuff!**

**Did you know that, according to The Small and Midsize Business Email Marketing Survey 2013, 56% of businesses say they plan to increase their use of email marketing in 2013? Are YOU one of them?**

**Did you know that, according to the eConsultancy 2012 Email Marketing industry Census, 39% of marketers have no strategy for mobile email?**

**Did you know that, according to the Interactive Advertising Bureau, email ad revenue reached \$156 million in 2012? What was YOUR ad revenue?**

**Did you know that, according to GetResponse, emails that include social sharing buttons have a 158% higher click-through rate?**

**Did you know that 64% of decision-makers read their email via mobile devices, according to TopRankBlog?**

# BUSINESS OF THE MONTH



**60750 US Hwy 285, Bailey  
303-816-5504**

[www.aspenpeakcellars.com](http://www.aspenpeakcellars.com)

We would like to thank the board of directors for the nomination to receive business of the month. August and September are probably our busiest months of the year and we are very excited to announce several happenings at the winery. A couple of weeks ago we were awarded 8 new medals for our wines including best of sparkling and dessert wine at the Colorado State Fair. This upcoming weekend we will hold our last scheduled event at the Clifton House Inn in Conifer, the doubleheaders in the meadow with Rock, Jazz and Bluegrass. There still time to become a stage sponsor or get some tickets for the shows.



Concert tickets and sponsors update!

Join as a \$200 stage sponsor, display your banner all weekend and receive following tickets for the concerts:

2 VIP, 4 GA or 10 Rockpile tickets

Because of our generous sponsors we now offer a \$5 Rockpile section in the meadow. Get yours while they last. No wine included.

Call 303-816-5504 or stop in at the winery Wed, Thu or Fri 11-5 to purchase!



<p style="font-size: 1.5em; color: blue; font-weight: bold;">Saturday, 9/7</p> <p style="color: blue;">12-5:30</p> <div style="background-color: yellow; border: 1px solid black; padding: 2px; display: inline-block; font-weight: bold;">\$5</div> <p style="font-weight: bold; font-size: 1.2em;">Wendy Woo Band Mary Louise Lee</p> <p style="font-size: 1.5em; color: white; font-weight: bold; text-shadow: 2px 2px 0px black;">Rock &amp; Jazz</p>	<p style="font-size: 1.5em; color: blue; font-weight: bold;">Sunday, 9/8</p> <p style="color: blue;">12-5:30</p> <div style="background-color: yellow; border: 1px solid black; padding: 2px; display: inline-block; font-weight: bold;">\$5</div> <p style="font-weight: bold; font-size: 1.2em;">The Humminbirds Jeff Scroggins &amp; CO</p> <p style="font-size: 1.5em; color: white; font-weight: bold; text-shadow: 2px 2px 0px black;">Bluegrass</p>
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On September 21st we will attend the largest Colorado Mountain Winefest in Palisade, followed by a weekend of leaf celebrations, the 285 Gold Rush. Bring your family and help us stomp some grapes. There will be live music, food and plenty of vino to assure a great time while creating next years 285 Purple Toes, a special blend produced to benefit our local 285 Optimist Club. Come and get yourself a bottle of last years foot stomp wine, while it lasts. We also provide live music every Saturday from 2-5 at the winery in Bailey. Stop in for a picnic, tour or tasting. Ask about our wine club for best discounts on our wines.



## COMBINED FALL MIXER

### THURSDAY, 10/10, 5-8PM

Mark your calendar and join us at SVC Technologies, located in the Parkview Plaza building in Pine Junction, on October 10th, 5-8 PM. This is going to be a combined mixer with our sister Chamber in Conifer. A great opportunity to meet our neighboring business owners and pass on your marketing materials. Make sure you can be there. Cost is \$10 for members, \$15 for non-members, includes food and beverages.

**285 Business Showcase 9/15  
Conifer High School**

The 285 Business Showcase is September 15<sup>th</sup>. If you are not a registered vendor you can still participate by donating a prize for the wheel. Tickets will be sold for a chance to spin the wheel and win a prize; donate a prize and your business will be 'Showcased' !! Please contact Nancy Lipinski at 303-816-1199 or [nancy@nancylipinski.com](mailto:nancy@nancylipinski.com) to donate.

**285 Business Tourism Committee**

After a year and a half of leading the 285 Tourism Committee, Sharon Trilk of mymountaintown.com is stepping back as the chair and we would like to thank her for the great work she has done for that committee, benefitting both chambers in the corridor. With that said, we are looking for individuals or tourism oriented business owners to help us continue the efforts of promoting our area to visitors and travelers. We are looking to split up the workload by having co-chairs, one in Conifer and one in Platte Canyon. If you are interested to help us with this important sub committee, please contact Marcel Flukiger at 303-816-5504.

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## LOCAL BUSINESS HIGHLIGHT



# Jim N I Travel

James Lewis, Travel Agent  
Call Me: 888-320-4833  
Email: [jimnitavel65@yahoo.com](mailto:jimnitavel65@yahoo.com)  
Visit: [jimnitavel.com](http://jimnitavel.com)



We are a travel agency with a focus on romance travel. We work with couples to create their dream vacation, either a honeymoon, celebrating an anniversary or 'just because.' Cruises, land tours, adventure trips are all possible. All inclusive resorts are another choice.

Budgets are important to us, and every effort is made to stay within the guidelines provided. Plans are available to handle the finances over time. Certainly, finances can get tight with wedding expenses. Our goal is to put together a plan to reduce stress, financially and other wise. We know that engaged couples have a huge amount of stress, with all the planning and decisions to be made. Our goal is to reduce stress, not increase it. If the honeymoon is not another item on the 'to do' list, couples can focus on all the other challenges.

Couples tell us that they're not getting married to a year or 18 months, 'it's too soon to deal with the honeymoon.' The date being out in time means more time available to deal with the financial issues of a honeymoon. That way, when the 'big day' comes, it's all taken care of. After the reception, you're ready to leave for a wonderful trip.

Wedding consultants tell us the 40-60% of couples don't get a honeymoon. With all the other items on their 'to do' list, the honeymoon doesn't get put on the list. When we talk to couples, the rationale is that 'all these things have to be done BEFORE the wedding takes place. They are mandatory. The honeymoon is after the wedding, we'll get to that later. All too often, after the reception the reality sets in. There are no funds and no time for a honeymoon. The honeymoon becomes a three day weekend at Motel 6. Don't let that happen to you. Call us to learn how to have a wonderful honeymoon and keep your sanity. Let us hear from you today!

## CALENDAR OF EVENTS

9/10/13 PCACC General Meeting, Crow Hill Fire Station, Bailey, 7:30AM

9/15/13 285 Business Showcase, Conifer High School

9/28&29/13 285 Gold Rush, All weekend, many locations

9/29/13 Emily's Parade

10/8/13 PCACC General Meeting, Crow Hill Fire Station, Bailey 7:30AM

10/10/13 Combined Mixer with Conifer at SVC Technologies, Pine Junction 5-8PM

11/12/13 PCACC General Meeting, Crow Hill Fire Station, Bailey 7:30AM

12/8/13 Cowboy Christmas, Rustic Square, Bailey, All Day

12/10/13 PCACC General Meeting, Crow Hill Fire Station, Bailey, 7:30AM

12/12/13 Chamber Holiday Mixer, Bailey Country Store, 4-7PM



Emily's Parade, Sunday 9/29



The goal is uniting community. We're bringing a diverse group of folks together for an afternoon. Show the world that community bridges occupation, pastime, and passion. We're also raising funds for The "I Love U Guys" Foundation. We've done some amazing things in the aftermath of tragedy. It's an important message. Important actions. The generous donations from participants and onlookers are distributed responsibly and effectively toward the stated goals of The "I Love U Guys" Foundation.

More info: [iloveuguy.org](http://iloveuguy.org)