

# Business Transformations

by Penny Randell

Since the onset of COVID-19, we have all been striving to reinvent how we go about our day to day life. This may mean we take fewer trips to the store, or we have worked from home. For many it meant being involved with educating our children at some point in time. For businesses in our mountain area, they too have been striving to stay afloat while engaging in practices that will safeguard personnel and customers. As every American and business is impacted by this virus, the Evergreen Area Chamber of Commerce (EACC) has been there to guide all members through these tough times. Highlighting how companies are coping is one of their major accomplishments. Encouraging everyone to remain hopeful and resilient, they have taken the words of local businesses and advertised on line to show how these businesses are remaining viable.

In addition, the EACC has promoted valuable tips regarding basic survival. First, they advise that businesses should explore and take advantage of all available economic resources from the federal government, the state and through Jefferson County. It is vital that businesses communicate their hours of operation and all the ways that individuals can purchase from them. This includes reaching out through social media and the Chamber website to let the public know of special deals or exactly what you are doing to cope. EACC also advises that companies re-evaluate their business plan. Will businesses warrant a new audience, new advertising, or adaptations that keep them in business? Below are stories from Chamber members on how they transformed their business to meet the needs during the changing times of the pandemic. These participants listed here offer their advice and expose how they plan to keep things going.

Glen Fountain of Anthony's Pizza & Pasta says that they hired two additional employees to provide free pizza to first responders, such as the fire department, and sheriff, and even the Senior Resource Center. During the pandemic, Glen created a new business, Mountain Zoom which provides delivery service from multiple area restaurants. For some of the other small restaurants, offering delivery service was not a something they could afford to provide, so partnering with Mountain Zoom allowed them to expand their take out options to the entire community. Anthony's and Mountain Zoom have remained open for take-out and delivery this entire time.

Evergreen Medical Acupuncture used their website to post curbside pickup times for herbs. Dr. Christina Fick said, "We have recently launched our new business: Dr. Fick's Functional Pharmacy, which is Dr. Fick's own custom brand of high-quality, low-cost herbal, supplement and cosmetic store. No need to physically go into the store to get amazing quality supplements. Just schedule a pickup time on my website and pick up your herbs curbside."

Brad Davis, Chief Executive Officer of Frozen Fire states, "As the needs to have crystal clear messaging for a business' online presence have quickly become substantially more important, Frozen Fire has added to its service offering the ability to launch a website in less than seven days with no out of pocket costs and also implement an online ordering system within 48 hours. Prior to March 15 this was not something we were offering, but now, it is one of the biggest needs the community is requesting us to assist with. Our focus is set on the future and what we can do today to best position our customers for what we believe is coming next."

Candace O'Brien of Momentum Energy Coaching said, "Up until a few weeks ago, my local clients came to see me in person at my Evergreen office. But now, I'm 'seeing' clients virtually, offering free virtual classes, and have even created a Facebook project, Self-Discovery Distraction, to offer viewers a glimpse into the coaching process as a way to expand their sense of Self, and to provide a healthy distraction." Candace says her efforts are paying off and she is remaining booked.

Chelsea Treinen of Sweetwater Boutique has turned to social media for help. Here is what she had to say, "One of my favorite parts of Sweetwater Boutique is building relationships with the customers that walk through the door. That obviously looks a bit different these days, but I still do my best to find gorgeous new pieces to fit everyone's style and budget, while giving everyone a positive and fun shopping experience. Whether that's through watching my live Facebook videos, browsing our website, or offering one-on-one video shopping. Turning to social media and promoting myself and Sweetwater Boutique is definitely out of my comfort zone, but it's better than the alternative-not making it through this tough time. For now, our doors will remain closed, but our store is still very much open to our wonderful community."

Kris Vallin of Artistry of Success had this to say, "PANDEMIC. The word alone causes STRESS! It's time for radical self-care as it affects our bodies, minds, health, and our children. Kris Vallin at The Artistry of Success has re-focused her business with clinically proven stress release methods to access CALM, during these unprecedented times. She now uses Facebook Lives for broader impact. Join her Monday, Wednesdays and Fridays on the Artistry of Success Facebook page at 5 pm MST to quiet down the stress with a quick and effective session for free!"

Wander Unlimited is a full-service creative agency. When the pandemic hit, they made a shift to advertise their expertise in assisting with crisis management, public relations, business strategy, e-commerce solutions. Owners Trevor and Sarah Noel say, "We're pivoting! It's been vitally important to the survival of small businesses. Wander Unlimited is helping its local clients navigate this new business environment by pivoting all of our marketing communication efforts and building new e-commerce solutions. We've added e-commerce functionality to client sites, developed new messaging, creatively helping them stay relevant and open. We've been a productive, remote team for more than 4 years and have it down. Remote meetings, #slack, all the tools of a remote team, we've got it nailed."

Barbara Garey of GYMGUYZ Evergreen said, "We've had to find creative ways to continue our business. GYMGUYZ of Evergreen has switched to virtual personal training. Our coaches are still able to hold clients accountable, interact, correct form and motivate. We offer free Facebook Live workouts every Friday! We want all to continue fitness during this difficult time."

Success stories, like the ones above, are a testament to Evergreen businesses staying flexible with a willingness to adapt their business to the situations at hand. The Evergreen Chamber has acted as a source of information and assistance to our businesses and to the community.

The Evergreen Chamber website has acted as a clearinghouse for all information on COVID from the beginning. Jefferson County (Jeffco) Safer at Home Levels are all accessible from the Chamber website with practical guidelines for helping businesses operate in a manner that is safe for the

business and the community. All the changes in regulations are updated in a timely manner for the use of everyone in our community. The Chamber has also provided links to area businesses along with their changing hours of operations for anyone in the community. While businesses had to close, the Chamber created the ability for the community to purchase gift cards to local businesses that they could use when the stores reopened

The Evergreen Chamber has gone through every one of the steps during this pandemic. They understand the impact these conditions have on businesses and the community. Information is powerful in helping businesses adapt. Business is still happening in the Evergreen area and the Chamber is there to answer HOW this is happening.