By Caitlin Switzer

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―New York had a large problem,‖ Montrose Process Server Mike Kingery said. ―They had more than 100,000 default judgments in the state caused by what we in the industry call ―sewer service,‖ in which the process servers were actually dumping documents they claimed to have served. So the City of New York decided to require every process server to carry a GPS device that electronically verifies service.

―And I have the only one on the market.‖

Kingery is the founder of Civil-Map.com, an iPhone and web-based Azure application that tracks the movement of process servers in real time. The application is designed to help businesses like Kingery’s comply with the new ordinance.

PUTTING MONTROSE ON THE ―CIVIL" MAP…
Local Company Changing an Industry with iPhone APP

By Caitlin Switzer

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LEADERSHIP SHIFT AT UVWUA
Stephen Fletcher In, Marc Catlin Out as Manager

By Caitlin Switzer

MONTROSE—Longtime Uncompahgre Valley Water Users Association (UVWUA) Manager Marc Catlin’s resignation in February has focused attention on the future of one of Montrose’s most venerable institutions.

If walls could speak, the stately two-story office building at 601 North Park Avenue in Montrose would certainly have some tales to tell. Constructed for use by the newly formed United States Reclamation Service in 1905 and listed on the National Register of Historic Places, the building has housed the UVWUA since 1932.

The UVWUA itself was created in 1903, in the wake of the 1902 Reclamation Act, to sponsor the Uncompahgre Project, one of the first five projects designated by the newly formed Reclamation Service (later to become the Bureau of Reclamation). According to April Pratt, author of a 2010 Colorado State University case study of the UVWUA’s Management of its Water Commons, a water users association is a public, member-run, incorporated entity.
Local Sephora/JC Penney’s Consultant Tapped for National Role

By Caitlin Switzer

MONTROSE—As a beauty educator with Sephora at JC Penneys in Montrose, her polish and product expertise have endeared her to countless local shoppers…now, Laura Corbell will have the chance to share her skills with a larger market, as one of the Sephora/JC Penneys team chosen to help open new stores across the country.

Corbell, who recently returned from company training in Dallas, Texas in May, will spend ten days in Victoria, Texas to launch a new Sephora outlet for her employer.

“We’re going to move ahead, and help with new store openings,” Corbell said. “I am excited, but it’s going to be a lot of hard work!”

Corbell, who recently returned from company training in Dallas, Texas in May, will spend ten days in Victoria, Texas to launch a new Sephora outlet for her employer.

As a mom of three, Corbell is no stranger to hard work, notes her mom, local newspaper reporter Beverly Corbell.

“I'm understandably proud of Laura for her accomplishments at Sephora and for demonstrating that true beauty comes from within,” Beverly said. “She constantly amazes me. She's my inspiration.”

Her daughter also volunteers with the Montrose chapter of Girls on the Run, a national organization that encourages preteen girls to develop self-respect and health lifestyles through running.

“She works with them twice a week to prepare for a 5K run at the end of the year,” Beverly said.

Montrose JC Penney Store Manager Laura Ambler said that she is proud of Laura Corbell, and “of every single associate who works in our store.”

“I would also like to invite everyone in Montrose to come and see the new, updated look of our Sephora,” Ambler said. “It’s absolutely beautiful!”

TOWN HALL MEETING TO ADDRESS HEALTH CARE REFORM

MONTROSE—The conversation about health care in America has risen to a shout in recent times—but what will health care reform really mean for those who live and work in Montrose?

An April 7 Town Hall meeting at the Montrose Library, co-sponsored by the Montrose County League of Women Voters, the Montrose Library and the Montrose Community Foundation, will provide an in-depth look at the issues surrounding national and state health reform.

Presenters will include Executive Director of Health Care Policy & Financing Sue Birch, Health Insurance Exchange Project Director Joan Henneberry and Lorez Meinhold, Director of Health Reform Implementation.

Henneberry will discuss “Health Care Reform: What does it mean for our community,” with information on the potential benefits for small employers and individuals, and how the Exchange will make it possible to buy affordable health insurance.

According to a news release issued by the Montrose County League of Women Voters, the meeting is targeted to those who find it difficult to comprehend the impact of health reform on individuals and local business.

“There are a lot of misunderstandings about what the new Federal legislation really means,” Montrose LWV President Karen Connor said.

“It is important for people to know and understand what it is all about before they decide whether or not they support it—we all need to be informed before we make up our minds.”

The Town Hall meeting is free to the public, and will be offered at noon and again at 2 p.m.

To learn more contact Connor at 970-275-1314.
application that is revolutionizing an entire industry.

A former banker, Kingery opened a process serving business several years ago with partner Tyrel Lasley at the suggestion of local attorney Mindy Conerly. “I started developing this program to give my own business a competitive advantage,” Kingery said. “I soon realized the industry had not embraced technology, however, and CivilMap evolved into something that would protect the consumer.”

“I had an idea,” he said. “I knew what I needed the application to do, and over the last year we have really perfected the program.”

Until now, the industry norm for process servers has been to capture information on a trip sheet, noting the time, date and what transpired, and to generate an affidavit based on the server’s word. The potential for human error—and fraud—has always been enormous.

“With our iPhone tool, all of the information is captured electronically,” Kingery said, “greatly increasing the level of diligence.”

The CivilMap app—pending patent—is available since it was first released to the public through the Apple Store in 2009, with praise from the AB Journal and LexisNexis among others—and has more than fulfilled its original purpose.

“CivilMap has made my process serving business very, very successful with a select clientele,” Kingery said. “And the application has evolved into a national and international product—it can be sold in every U.S. State, and in 72 countries.”

When a process server uses the CivilMap application, the time and GPS location are electronically “stamped,” and an audio recording is initiated. Upon completion, the information is entered into a database, checked by the company, and used to generate an affidavit. The record of progress is available to attorneys throughout, in real time.

“With technology we can provide attorneys with a higher level of accountability, while creating efficiency and mitigating the risks involved with service of process,” Kingery said.

CivilMap, which was founded in 2008, currently has six employees.

Kingery hopes to open a Montrose call center as the business grows. CivilMap can be found online at www.civilmap.com. The phone numbers are 877-404-2627 and 970-240-8876.
designed to deliver water to members based on acreage owned. “In a WUA water is tied to the land,” notes Pratt. “Water share stock must be sold with tracts of land.”

Pratt also points out that UVWUA has evolved to meet the irrigation needs of the valley over the past century. “Today, the Uncompahgre Projects stands as an example of what the Federal government and a local organization can accomplish,” she states. “The Uncompahgre Valley Water Users Association serves over 3,500 customers with total of 75,000 productive acres. Irrigated agriculture remains a source of prosperity and pride for the Uncompahgre Valley.”

Managing the UVWUA today is an enormous challenge, however, and for the second time in a decade the association is under new leadership. Marc Catlin, who had served as manager since the retirement of James Hokit in 2002, tendered his resignation during a UVWUA meeting in February. Longtime UVWUA employee and Water Master Stephen Fletcher is now acting as Manager.

Catlin, who was faced with one of the worst droughts in the organization’s long history just two days after starting the job, addressed community members at the Heidi’s Brooklyn Deli coffee forum on March 16. He spoke about his years with the company, and about the challenges of managing one of Colorado’s most respected water users associations.

“At 1,300 cubic feet per second, UVWUA’s is the oldest right on the Uncompahgre River,” Catlin said. “In 2002 when the drought hit we called that right, and it affected everyone from (Gunnison Rancher) Bill Trampe to (Ridgway’s Double RL Ranch Owner) Ralph Lauren and on down. Water doesn’t just run downhill toward money; we had the oldest right on the river, and we had to take care of it.”

Although the parting was not easy, Catlin said that he holds enormous respect for the organization he served for so many years and is proud of its many accomplishments. “I enjoyed the people I worked with for the past 16 years; they are my friends and comrades,” he said. “They are still involved in generating electricity on the South Canal, working with Delta-Montrose Electric Association.”

“Putting power in the valley is a big thing; the generation plant will run about 9 megawatts. The South Canal is one of the greatest pieces of engineering ever seen,” he added.

Catlin expressed concerns about rising selenium levels in local irrigation water, and an exploding and thirsty Front Range.

**Leadership Shift at UVWUA... cont. from Page 1**

Outgoing UVWUA Manager Marc Catlin addressed community members at Heidi’s Deli on March 16.

**MARK MACHALE NAMED RE-1J SUPERINTENDENT**

MONTROSE—The Montrose County School District School Board is pleased to announce Mark MacHale as the next superintendent of schools. Re-1J School Board President, Kjersten Davis states “The School Board was privileged to have three highly qualified finalists to consider for the position. We feel that Mark MacHale will bring a unique set of qualities and characteristics to our district. We look forward to continued growth and improvement under his leadership.”

The search for a replacement for retiring Superintendent George Voorhis had been an ongoing process since October 2010. Mark is the current Superintendent of schools for the Dolores RE-4A School District in Dolores Colorado.

He has been in education for 21 years, serving as a teacher, Assistant Principal, Principal and Superintendent.

The nationwide search was conducted by the Colorado Association of School Board Superintendent Search team. MacHale will take over the position on July 1.
MONTROSE -- The Colorado Campground and Lodging Owners Association will host its annual convention and tradeshow April 5-7 in Montrose, Colo.

The three-day event, to be held at the Holiday Inn Hotel & Suites, will include more than a dozen educational seminars and cracker barrel discussions; a tradeshow; networking events; a dinner banquet with silent and live auctions; and guided tours of several campgrounds, including Jellystone Park of the Black Canyon, Cedar Creek RV Park, Montrose RV Resort, plus visits to Bright Leaf Solar Company and The Colorado Yurt Company.

The educational sessions include presentations on the future of the RV industry by Jeff Sims, director of membership and government affairs for the National Association of RV Parks and Campgrounds (ARVC), as well as an update on ARVC and a session on campground marketing by Barb Youmans, the association’s senior director of administration and education.

State Senator Al White will provide an overview of the Colorado Tourism Office and how it benefits the campground and lodging industries, while Janine Roberts, vice president of Denver-based Tradavo, provides a seminar on how to increase your store business.

Bryan Jordan, president of VistaWorks, will provide an update on smartphone and how to market your business in the mobile world.

The convention also includes several sessions on green energy, including a class on recycling energy, by William Weideman of Peak Energy Technology; a session on geothermal energy, by the Delta/Montrose Electric Association; and a seminar on cutting edge solar energy, by Bright Leaf Solar Company.

Breakfast buffets, lunches, cocktail hours and one banquet dinner will also be provided.

The annual CCLOA board of directors meeting will take place Friday, April 8. CCLOA has 53 members. For more information, call Dana Foran at 970.259.1899 or visit www.campcolorado.com.

COLORADO CAMPGROUND AND LODGING OWNERS HOLD CONVENTION

Local Contractor Notice

DMEA and the UVWUA are compiling a list of local firms interested in possibly providing services related to the construction of a hydroelectric facility on the “South Canal.”

Please note:
1) The project is currently under NEPA review and assessment by the U.S. Bureau of Reclamation. Public comments and questions about the project are still being accepted by the Bureau of Reclamation.
2) DMEA and the UVWUA have issued a Request for Proposals (RFP) for a primary design-build contractor for this proposed project.
3) Local firms interested in providing services to the design-build firms who respond to the project RFP should complete an information form found at www.dmea.com.
4) The collection and submission of this information is done as a courtesy to encourage the use of local contractors in this project. It in no way guarantees or implies a working relationship between DMEA or the design-build firm eventually selected.
5) All submissions will be forwarded to the design firms responding to the project RFP.

The proposed South Canal project is part of DMEA’s local power partnership and our mission to energize and serve our communities.
CASA—Voices for Children to Hold Benefit April 15

MONTROSE—It was a case that should have been cut and dried—a tiny boy, covered with bruises inflicted by his mother’s boyfriend—the same man who had previously broken the two-year-old child’s arm. The young attorney representing the boy’s grandmother expected to have no trouble removing the child from an environment fraught with danger.

“I had talked to the attorney general, and I had talked to Social Services,” recalled retired attorney John Nelson of that long ago case. “There was no way we were going to send him back. But when I got to court, there were two people there representing ‘the system.’ They came in with their files and their stacks of paperwork, and recommended that the child be returned to his mother—and her boyfriend.

“Like an idiot, I jumped up,” Nelson recalled. “I told them, the only question I have is who will go to jail for beating this kid? And after the judge looked at the pictures, he came unglued—‘someone should go to jail,’ he agreed.”

The child was removed from the home, and placed in the custody of his grandmother.

“Last summer, in June, I received a graduation announcement and a picture of the boy,” said Nelson “Thanks to his grandmother, he was able to mature—one kid who would have died if ‘the system’ was allowed to take care of him.”

Back then, CASA (Court Appointed Special Advocates) did not exist. Today, children who find themselves caught up in the justice system through no fault of their own have the support of an organization dedicated to protecting them.

CASA was created by Seattle Judge David Soukup in 1977, and CASA—Voices for Children of the Seventh Judicial District has been active locally since 2001. The non-profit organization provides quality advocacy services to abused and neglected children to ensure that the availability of trained volunteer advocates is maintained and, if possible, increased.

Nelson, a retired judge, now serves on the CASA board, and hopes that community members will support the non-profit’s upcoming fundraiser on April 15.

“The Roaring 20’s Dinner and Dance” will be held from 6:30 to 10 p.m. at the Bridges Golf & Country Club (2500 Bridges Drive).

Tickets are $50 apiece, and can be purchased at the Bridges Pro Shop, Montrose Bank (200 N. Townsend or 16550 S. Townsend), or at the offices of CASA at 300 North Cascade, Suite T-9.

The need has never been greater, Nelson said.

“This is what happens, even here,” he said. “There simply is not enough money; Social Services has way too many cases, and the guardians ad litem do not have enough money or time. But we can solve problems for these children today, or we can let them be deprived of love and a normal home existence, and deal with them later when they enter the penal system.”

To learn more about CASA call 970-249-0337 or visit the web site at www.casanow.org.

THANKS FOR READING
By Ellen Metrick
NORWOOD—Norwood, San Miguel County and the Western Slope last weekend received another feather in their hats when Norwood poet Art Goodtimes was named the new and first Western Slope Poet Laureate.

“Art Goodtimes was the clear choice for the first Western Slope Poet Laureate,” said San Miguel County Poet Laureate Rosemerry Wahtola Trommer. “For more than 20 years, he has led the way in creating a supportive, vibrant, creative, compassionate community of poets and poetry lovers.”

Goodtimes, who was the featured reader last week at the monthly ACE of Norwood Gourd Circle at The Livery, is a longtime resident of Norwood and a Green Party San Miguel County Commissioner. Goodtimes was a key contributor to the First Annual Karen Chamberlain Poetry Festival in Carbondale, where he was presented with his newest title. The other numerous and colorful hats that Goodtimes wears include artist, author, poet-performer, bioregionalist paleohipster, father, fungophile, and basket weaver. He also grows heirloom potatoes on his small property, Cloud Acre, east of Norwood.

Goodtimes created Talking Gourds, a traveling tribal poetry feast, and, while he currently has only one book — As if the World Really Mattered — in print, he has published hundreds of poets: in Earth First, in his weekly newspaper columns, in Talking Gourd Bundles, and now as poetry editor for Mountain Gazette. For many years he ran the Telluride Writers Guild, and he still runs the Telluride Mushroom Festival as poet-in-residence.

After discussions rose among regional writers about a need for a Western Slope Poet Laureate, Trommer took the reins and, with Karen Chamberlain Poetry festival organizer and Associate Artistic Director of Carbondale’s Thunder River Theatre Company (www.thunderrivertheatre.com) Valerie Haugen and others, created the ambassadorship.

“In the spirit of Karen Chamberlain, who had a passion for celebrating other writers and their works and literary lives, we last weekend began the tradition of naming a Western Slope Poet Laureate,” said Trommer. Based on the life work of Chamberlain, who passed away on Sept. 11, criteria for the Western Slope Poet Laureate include: someone who has a minimum five years of residence in Western Colorado, who has been an inspiration to the poetry community, who has demonstrated literary excellence in publications and/or performance, and who has been a poetry ambassador, promoting literary arts.

“Elder, performer, mentor, and poet extraordinaire, no one could deserve this honor more than Art Goodtimes,” said Trommer, who presented the award.

(This story originally ran in the Norwood Post).

More Arts & Culture on Page 20
"The average American spends roughly $160 per year to run a clothes dryer."—FOREAlliance Executive Director Abbie Vanderwist

Dear Abbie,

My clothes dryer seems to be functioning less efficiently than it did when I bought it several years ago. My mother, age 88, tells me that I really ought to be hanging my clothes on the line to dry, but with my busy schedule that is not always practical. How can I give my clothes dryer a "kick-start?"

Dear Waiting,

If you were to follow your mom’s advice, you would save both money and energy—according to the California Energy Commission, the average American spends roughly $160 per year to run a clothes dryer. It doesn’t cost anything to hang your laundry outside on the line!

If this is not possible, however, you can also get your clothes dryer back up to speed with some simple maintenance. Because lint buildup hinders the unrestricted flow of air from the room through the dryer and to the outdoors, it is essential to clean your dryer’s lint filter after each load. Clean hidden areas as well, like heating coils and ductwork, by unplugging your dryer, pulling it away from the wall, and opening up the back. A soft brush can be useful in cleaning the exposed coils, ducts and elbows.

Finally, it is also important to clean your dryer’s vent pipe, or replace it with far more efficient 4 or 5” metal vent pipe if what you have is flexible ribbed plastic piping. Plastic dryer vents impede airflow even when new, and often acquires up to an inch of lint along the inner walls after years of use.

Here’s a special tip for Tax Season… be sure to discuss any and all energy-efficiency related deductions with your accountant or tax advisor. The tax credits that allowed you to deduct 30 percent up to $1,500 expired at on Dec. 31. While new tax credits have been passed, deductions are at lower levels. And while purchasing an ENERGY STAR appliance (ENERGY STAR distinguishes energy efficient products) will always save you money on your utility bills over time, not all such appliances qualify for a tax credit.

Want to learn more? Follow this link: http://www.energystar.gov/index.cfm?c=tax_credits.tx_index

Best Regards,

Abbie Vanderwist
Executive Director, FORE Alliance
970-240-1272
www.forealliance.org
MONTROSE, Colo. – Following a successful winter season, the Telluride Montrose Regional Air Organization (TMRAO) has added a second daily flight on American Airlines.

“We’re very excited about our improved summer air service,” Scott Stewart, Executive Director of TMRAO, said. “We’re hopeful the combined diversity of flight times from American and Continental can provide the flight schedule convenience that works for most of our visiting guests and local travelers alike.”

American Airlines’ twice daily service in and out of Montrose will run from June 9 through Sept. 7. The additional flight will increase the number of markets connecting to the region, provide more flight time choices for travelers and increase international connection capabilities.

A strong winter flight season is a key indicator that TMRAO will enjoy a successful summer as well, Stewart notes.

“We’re extremely pleased with the preliminary season kick-off success of the new Delta-Atlanta Daily non-stop flights this winter. It was a very competitive season for attracting skiers, particularly from the Atlanta market, and this inaugural service has done well,” Stewart said. “In a year when many ski airline programs have been impacted by difficult weather (particularly in the southern tier of the US), causing “Weather Fatigue” in many past ski guests and sending them to a beach instead of on a ski trip, we are still holding strong with regard to air visitor numbers.”

“We are down only slightly on enplanements from a record year in 2009/2010, and have noted an increase in spending on the part of our visitors,” he added.

The Telluride Montrose Regional Air Organization (TMRAO) provides quality air service to the Telluride/Montrose region, bringing more than $470 million to the economy of Western Colorado. Non-stop flights to three destinations (Denver, Dallas, Houston) on four different air carriers (American, Continental, United, Great Lakes) serve the regional marketplace. For more information on TMRAO, visit www.flytelluride-montrose.com.
Spotlight on

Uncompahgre Valley Muses Festival ... Celebrating Women in Music from the Western Slope!

Skylark Concerts is at it again ... here comes the first astro-energized, female-focused, music festival to the Western Slope. Continuous live music on two stages from ten of the best female-fronted bands from the Western Slope. Talk about 'supporting live music in Montrose' ... here's your chance!

Fun for the Whole Family ... No need to leave Montrose for Labor Day Weekend, the festival will have something for everyone ... not "just us girls". The "KidZone" will be filled with fun activities. Craft and retail vendors, food and beverage vendors, and a Wine & Beer Garden for the "big kids". Before you leave be sure to pick up a commemorative festival T-Shirt and a CD of your favorite musician.

Full-day passes are available June 1st online at www.skylarkconcerts.com or at the Montrose Pavilion. Advance purchase passes are $25 (through 8/31), $35 (8/4 through 8/30), and $45 at the gate. Family Passes (2 adults/3 kids) are $60 (through 8/30) and $75 at the gate. Proceeds will support the performers and benefit the Skylark Muses Foundation which will provide annual educa-

(Continued on page 2)

Celebrating Women In Music from the Western Slope

Uncompahgre Valley

Muses Festival

"...some UV rays are good for you!"

Labor Day Weekend

Saturday, September 3rd
11:30am - 7:30pm
Pavilion Commons

Family Fun

Two Stages

Ten Bands/Artists

Craft & Retail Vendors

Local Non-Profits

Food Vendors

Beer & Wine Garden

Tickets Online @ www.skylarkconcerts.com
$25/$35 Advance / $45 at the Gate

NSAI Songwriters

Western Colorado Chapter
Nashville Songwriters Association Int’l
Yvonne Meek, Regional Coordinator
970.497.3230
NSAI.WesternColorado@gmail.com

Western Colorado Chapter meets on the second Tuesday of each month from 7:00—9:00 p.m. at The Enterprise Center located at 300 North Cascade Avenue in Montrose. Songwriters of all skill levels and genres are welcome to attend. A typical workshop/meeting includes an online lesson from NSAI Nashville and song evaluations for members and guests. Please bring a copy of a song to share in MP3 or CD format along with six printed lyric sheets for evaluations. Live performance are NOT encouraged. A donation of $10 per non-member is suggested.

Member Benefits

Song Evaluation Service: Members receive 12 free song evaluations with their membership. Our independent team of professional songwriters, carefully selected and trained by NSAI, will evaluate your songs of any genre of music and return your evaluation to you within 10 business days. Songs may be submitted by email or postal mail. Lyrics only are also accepted.

Online Education: Learn about the craft and business of songwriting from industry Pros through hours of educational and inspirational archives available at your convenience or join us at the weekly Thursday night workshops in Nashville.

Regional Chapters: Our over 100 chapters around the world extend the NSAI songwriter family and our programs/services to members everywhere. Through monthly meeting and special workshop, our writers learn and grow together.
**CONCERT SERIES**

**Skylark Concerts**  
P.O. Box 1922, Montrose, CO 81402  
970.497.3230

Hosted by Montrose singer/songwriter Yvonne Meek, Skylark Concerts features the best of local and regional performing songwriters in "House Concert" or "Listening Room" settings.

Many Great Artists To Come ... Skylark Concerts is working to bring the finest musical artists to the Western Slope ... "they may not always be famous but they definitely will be worthy of it."

Tickets are $15 General Admission  
$10 Cobble Creek Members  
$8 Students (with ID)

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**UNCOMPAGHRE VALLEY MUSES FESTIVAL**

(Continued from page 1)  

ditional scholarships to women and girls pursuing music-related careers.

Sponsorship Opportunities ... Skylark Concerts wants to create an annual 'signature' event for Montrose. Your sponsorship will allow SC to reach a state-wide audience and not only support the local musicians with performance opportunities and educational scholarships, but also help bring revenue to the local economy through increased end-of-summer holiday weekend tourism.

Vendor Booths Available ... What a great end-of-summer opportunity to enjoy one last outdoor celebration with fantastic regional musicians, plenty of sunshine and exceptional sales. Vendor spaces are 10x10 and include two festival passes and a commemorative T-shirt.

**Schedule**

**Cobble Creek**  
(3rd Friday, 7:30 pm)  
659 Cobble Drive

04.15 Alternate Route  
05.20 The North Fork Flyers  
06.17 Ashleigh Caudill & Narrow Gauge  
07.15 Metamooool Mountain Boys  
08.19 Ellen Stapenhorst  
09.16 Chamber Music Event  
10.21 Whyld Honey

**The Pavilion Courtyard**  
(1st Friday, 7:30 pm)  
1000 Pavilion Drive

06.03 Gotta Be Girls  
07.01 Rebecca Loeb  
Open "Chris Muller"  
08.05 The Latin Jazz Project  
09.02 Whyld Honey

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**VENUES**

**Camp Robber Cafe**  
1515 Ogden Road, Montrose, CO 81401  
970.240.1590

Live Music Year-Round  
Wednesday, 6:00—8:00 pm

April  

06 Rusty Strings  
13 Tony Rosario  
20 Allen Fuller  
27 Susan Walton

June—September on the Patio  
Saturday, 6:00—8:00 pm

**Horsefly Brewing Company**  
846 E. Main Street, Montrose, CO 81401  
970.249.6889

Live Music Year-Round  
Saturday, 7:00—10:00 pm

April  

02 Mlirball  
09 Cyrus James  
16 Jeff Fields  
23 Jason Hunter Band  
30 Rusty George

Open Mic—6:00 p.m.  
1st & 3rd Wednesday  
Hosted by Jeff Fields

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**Non-Profit Booths Available** ... Skylark Concerts is looking for non-profit agency who focus their service to the needs of women and children. Please contact us for special non-profit booth pricing which includes two festival passes and a commemorative T-shirts.

**Food Vendors Needed** ... BBQ, Burgers & Dogs, Pizza, Salads, Ice Cream, Lemonade, Watermelon, Churros ... what do you like to serve on a hot summer day? Interested? Space is limited and exclusive so give us a call for great pricing.

**Volunteers Needed** ... Why not exchange a few hours of work for an afternoon of fantastic music? Skylark Concerts needs event staff to assist with parking, ticketing, security, merchandise sales, stage hands and a variety of other tasks. Opportunities are limited so contact us immediately.

If you are interested in sponsorship opportunities, vendor spaces or volunteering in the UV Muses Festival, please contact Yvonne Meek of Skylark Concerts via email at skylark.concerts@gmail.com.

Help us make this a fantastic end-of-summer 'Signature' event!

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**MusicWest Magazine**

**Yvonne Meek, Publisher  970.497.3230**

MusicWest Magazine is a resource to connect "Artist with Audience". Discover the *Bios & Back Stories* of your favorite local and regional musicians in their efforts to combine "real" jobs with their musical life. Find qualified *Instructors* who offer diverse and professional musical instruction in a variety of instruments and musical styles.

The Zine is also a *Networking Resource* for musicians who are looking for other musicians to "jam" with or find a musician/band for your Special Event or Party with a comprehensive *Directory* of local musicians.

Advertising Program available, call for info 970.497.3230.
An executive at REI once shared with me a surprising fact. I asked him who his biggest competition was, “Cabela’s? The Sports Authority?” He replied, “None of the above. Our biggest competition is Best Buy. The fact is that a family may have $300 to spend—will they spend it on camping gear or a new TV or gaming system?”

That realization stopped me in my tracks. From my first day in Manhattan as an advertising writer, I was taught that it was all about generating awareness. In fact, a cursory search of brand marketing mantra would bring one to a similar conclusion.

But when I think about the REI executive’s comment, the question arises: are customers simply unaware of one market or the other, that is, are people who walk into Best Buy actually unaware of REI or vice versa? I think not.

And so, is the point of marketing really about awareness? If we push the “generate awareness” theory out of the way for a second, we can really hone in on what’s happening or what needs to happen for your brand to stay competitive.

I propose that it’s less about generating awareness and more about generating demand. Because after all, demand is what sells a product or a service. People can be aware of your product; but do they demand it? That’s the key. So how does one go beyond simply generating awareness and get right down to generating demand? Working with hundreds of brands from around the World has led me to one, irrefutable conclusion: everyone thinks their brand is the best. And while that kind of bravado is important in marketing, it can easily mask the real issues at hand with regard to generating true consumer demand.

Regardless of how great your brand is, it’s all about the message. The key to finding your message lies in your brand’s ownable strengths.

Here’s a great exercise: write down every strength you can think of with regard to your brand. Then cross off the ones you can’t own—the ones your competition also can claim.

You may be left with only one or two strengths; these are your brand’s key messages. The process takes a lot of honesty and modesty. Check your hubris at the door. Do this and you’ll not only have a unique, honest, and ownable message but you’ll be on your way to generating actual demand for your product.

Demand. Satisfaction.

Brian Scranton brings more than ten years of strategic communications experience to the Western Slope. He is the Managing Director for the award winning communications firm, Graham Spencer and was key in developing the strategic plan, launch, and overall branding of billion dollar brands for Johnson and Johnson, Pfizer and scores of smaller companies. Brian Scranton lives in Ridgway, Colorado with his wife Susan and daughter Sophia.
Save the Date for Montrose Ambassador Training!

Our retailers, merchants, lodgers and restaurants are our biggest cheerleaders and champions for Montrose. What could happen if we could create a bigger ripple effect and louder noise for Montrose???

Montrose ACT and the Tourism Promotion Council invite you to our First Annual Montrose Ambassador Training. Who doesn’t need a little reminder of our assets and attractions? We encourage you to come learn how enhancing a visitor’s experience (residents count too!) can effect you. This fast-paced, energizing event will feature Sue Hansen, of Sue Hansen Speaks

When: Monday, May 9th 7:30am—1:00pm
Where: The Montrose Pavilion
Cost: FREE!
7:30am.....Continental Breakfast
8:00am -1:00pm...Education, Training and a Whole Lot of Fun!
Seating is limited...pre-registration required. To register, please call 249–5000.
It Is ALL About the Customer

Your business really is not about the products and services that you offer; your business is the customer and what they are looking to buy... solutions and satisfaction. Customers are individual consumers with needs to be filled. Ideally, the goal of each business is to find a way to meet those needs by providing the goods, services, or expertise customers are seeking.

I believe this boils down to customer service. Webster’s New Revised Dictionary defines service as, “assistance, benefit.” As a consumer, I am seeking assistance that benefits and satisfies my needs.

Let me tell you about my recent service experience. I had a problem with my vehicle and called upon a local business to solve the problem. This was a problem that they had resolved with a major repair six months previously. I made an appointment to take the vehicle in for analysis. The problem was identified, the part was ordered, and I was told they would call when the part came in. After one week with no call, I called to check the status on the part and was told that the part had come in days ago, and I should have received a call. I made an appointment and took the vehicle in for the day-long repair. I picked up the vehicle with the part installed, repair completed, and problem solved! Not quite... within one week, I had the same problem.

I called again, made another analysis appointment, and another part was ordered. After about eight days, I called to check the status on the part. Guess what? I was told that the part arrived days ago, and I should have been called. I made another appointment, the part was installed, repair completed, and problem solved... for about ten minutes, until I pulled into my driveway, when the problem quickly reared its unwanted, ugly head again.

I repeated all of the above steps again, and this time the problem was solved for about three minutes until I was exiting the driveway of the business. Days later, I received a call from this business asking about our experience. I reviewed all of the above for her, and she said that she might be getting back to me about this experience. Guess what? It has been more than two months, and I have not heard a word from this business.

This business obviously could not provide the assistance that I needed, and I doubt that they even know or care that they lost a long-time customer. I went elsewhere and will continue to do so because my vehicle was fixed the first time, and I was provided with a loaner vehicle. This was service and a solution!

Your business and your job exist because there is a customer. Regular customer service assessments are a critical component of every service model. Your customers are your most vital asset and worth much to retain.

Next month’s topic... customer retention.

Please submit your business questions to businessmatters.montrosemirror@gmail.com.
MONTROSE—Montrose County’s Bond Rating has been changed from the rating of “A-” to “A” last month. The raised rating reflects Standard & Poor’s (a leader of financial market intelligence) view of the County’s ongoing strong financial operations, maintenance of a very strong unrestricted fund balance, good financial management practices, historical operations and low debt profile.

“Montrose County’s fiscally proactive and responsible actions as well as our continued improvement in our long range financial planning strategies have helped us to achieve this excellent rating,” said Jesse Smith, County Manager.

The county’s general fund performance has been strong as well according to Standard & Poor’s.

Montrose County has been adding to its fund balance in order to mitigate the effect of the expiration of the county sales and use tax in July of 2006. The County’s overall debt burden in fiscal 2009 was very low at less than $1,000 per capita, and low at less than 1% of market value. The county has also frozen all hiring, salary and cost of living adjustments. These cost cutting measures have proven to be successful.
Take Three Extra Days to File, and Other 2010 Tax Tidbits…

MONTROSE—With April 15 fast approaching, The Montrose Mirror asked a number of local tax professionals to share some down-to-the-wire tax tips and strategies. Last minute filers take heed…

Fund Your IRA Until You File Your Return—While most 2010 deductions closed on Dec. 31, taxpayers with an Individual Retirement Account can take a deduction this year on deposits made by April 15, notes Certified Public Accountant Ray Cook of Decker & Cook (1825 East Main Street).

When in Doubt, Check it Out—“Before making any decisions, check with your accountant first,” notes Accountant Lindsay Yahn of McKenna & Associates (521 East Main Street), “whether it is an IRA distribution, or an improvement to your home.”

Get What’s Coming to You Before It’s Gone—“If you have not filed your 2007 tax return by April 15, if you were getting a refund, it’s gone,” Tax Preparer Terry Nelson of ABC Tax Service (67465 Trout Road) said. “The IRS just released this news a couple of weeks ago, and there is still $1.3 million out there that has not been claimed. So come on—if you didn’t file your 2007 taxes, file now, or say bye-bye!”

You’ve Got a Little Wiggle Room—Three extra days, to be exact. “Your taxes aren’t officially due until April 18, Monday!” notes Nelson. The deadline for filing 2010 Federal and State tax returns (and extension requests) has been moved up to accommodate Emancipation Day in the District of Columbia, which falls on April 15.

Going Green Keeps Your Wallet Green—“Anything you installed to make your home more energy efficient, like windows, exterior doors, roofing or insulation, qualified wood-burning stoves or water heaters can get you a tax credit,” notes Bea Froehde of Bea Froehde Accounting Service (419 North Second).

Education Pays—If you are enrolled in a four-year college or university, you may be eligible to claim the American Opportunity Credit, Froehde said. “It’s on your tax return,” she said, “a refundable credit of up to $1,000.”
**2010 TAX TIPS FROM MAXFIELD PETERSON**

**WWW.MAXFIELDPETERSON.COM**

970 245 3600

By Stephen “Pete” Peterson

Tax season is nearly over and the folks at the accounting and advisory firm of Maxfield Peterson, P.C. want to remind taxpayers that there are still plenty of things they can do to manage their tax bill and avoid filing hassles. The number of tax changes over the past two years has opened up many opportunities, but taking advantage of all of them is only getting harder. Here are some tax tips that should answer some of the biggest questions taxpayers will have as they reach the due date. This will also serve as a reminder about some commonly overlooked deductions and credits:

1) For 2010 only, self-employed individuals (including partners in partnerships) may deduct their health insurance costs against both income and self-employment taxes. Previously, you could not deduct these costs for purposes of determining your self-employment tax liability.

2) Taxpayers with high incomes have suffered through phase-outs of their personal exemptions and itemized deductions in past years. These phase-outs are completely eliminated in 2010, so you can enjoy these tax benefits in full.

3) Congress extended a tax credit for homebuyers in 2010 to include purchases made by Sept. 30, 2010, if a binding contract was in place by April 30, 2010. The credit offers up to $8,000 for “first-time homebuyers” who did not own a principal residence in the three years before the purchase or $6,500 for “long-time residents” who owned a home that was their principal residence for five of the eight years before the purchase.

4) You can still get an above-the-line deduction for your 2010 return by contributing to a traditional Individual Retirement Account (IRA) now. This does not include a Roth Individual Retirement Account. You can make contributions that are deductible on your 2010 return any time before April 18, 2011. Contribution limits for 2010 are $5,000 plus a $1,000 catch up for those 50 and over. Some exclusions apply.

5) 2010 HSA (Health Savings Plan) contributions can be made until April 18, 2011. The limits are $3,050 for individual coverage and $6,150 for family coverage. Those over 55 years of age can contribute an additional $1,000. Ask your health insurance provider if you have a HSA compatible plan.

6) If you converted to a Roth IRA in 2010, keep an eye on the account to see whether it decreases in value. If it does, you may want to unwind the conversion. By doing so, you will pay taxes on the lower value, which means the taxes due as a result of the conversion will be lower. You can unwind the conversion as late as the due date of your 2010 income tax return. Thus, if you extend your return, you will have until Oct. 17, 2011, to unwind the conversion. You can then convert again to a Roth IRA, as long as you wait at least 31 days after unwinding the initial conversion to do so.

7) Business owners have a number of options with respect to writing off equipment purchases including 50 percent bonus depreciation, 100 percent bonus depreciation and the liberal expensing rules under Section 179. Be sure you are maximizing these deductions.

8) Business owners should also determine if they qualify for the many credits allowed under Colorado’s Enterprise Zones. Credits are available for equipment purchases; creating new jobs, offering health insurance and more. Refer to the Region 10’s website for more information: www.region10.net.

9) A commonly overlooked business deduction is the Domestic Production Activities Deduction. This area comes with a complex set of rules but certain businesses engaged in manufacturing, construction, engineering and architectural services, and software development may qualify for this deduction.

10) Don’t forget about Federal tax credits for making your home more energy efficient or if you purchased energy efficient products such as electric vehicles.

11) Lower income taxpayers may benefit from the earned income tax credit, child tax credit, and a tax credit for child care expenses.

12) Most taxpayers are familiar with common itemized deductions for medical, taxes, and mortgage interest expense. They are less familiar with: Casualty and theft losses. These deductions may include an automobile accident; loss of a bank account due to insololvency of the bank; fire, flood and storm damage; and the replacement cost of trees and shrubs damaged by storms or fires. Miscellaneous itemized deductions generally are deductible when they exceed 2 percent of your AGI. These expenses add up, so don’t forget to include accountants’ and tax preparation fees; costs for job-related uniforms; investment management and custody fees for taxable investments; job hunting expenses; and union and professional dues.

13) The IRS announced that taxpayers this year have until Monday, April 18 to file their returns and pay tax because April 15 is Emancipation Day. Missing the deadline can cause penalties and interest.

14) If you’re not going to get your return filed on time the file for an automatic extension with Form 4868. This is painless and will spare you penalties for missing the deadline. But remember, extending the filing deadline does not extend the time for making a contribution to an IRA, and it does not extend the time for payment. By the filing deadline, you must have paid at least 90 percent of your 2010 tax liability through withholding, estimated payments and any payment made with your extension.

15) If you owe money to the IRS, it is very important to make your payment on time – even if you ask for more time to file your actual return. If you do not pay on time, you will be subject to interest and penalties in addition to the amount you owe. Writing a check isn’t your only payment option; taxpayers can make a payment by credit or debit card. You will incur a 2.5 percent convenience fee, but that will be a bargain when compared with the penalties and interest charged by the IRS. Payments can be made by phone, Internet or when e-filing. Payments must be made electronically through tax preparation software or a card payment service provider via phone or Internet.

16) Ask H&R Block, Jackson Hewitt or Liberty Tax for free tax return preparation.

17) Have lots of money but don’t like paying taxes? Move to the Bahamas. Monaco is also very nice this time of year!
Retail Enhancement Report…
By Montrose ACT President and CEO Ken Brengle

“Sometimes I’m confused by what I think is really obvious. But what I think is really obvious obviously isn’t obvious…” - Michael Stipe

The quote reminds me of what is going on with our retail enhancement activities. We have been continuing all the activities previously done for retail promotions but we may not have found the right vehicle to let you know what those activities have been. The Montrose ACT Board is committed to take what has worked, to look at new marketing opportunities and to make our retail enhancement activities as effective as possible.

CUSTOMER SERVICE KUDOS AWARDS – The Kudos Awards are alive and well! We started to consolidate how we recognize who has received the award however we are reconsidering that action. You can still nominate your favorite service employee by dropping a nomination form into one of the 30+ boxes at businesses throughout Montrose or you can go to montroseACT.com and download a nomination form. Simply go to the Retail Enhancement activities listed under “About Montrose ACT” drop down tab. It’s as easy as that to give recognition to someone who deserves it! Look for the ads announcing the winners in the Montrose Daily Press.

MERCHANT ADVERTISING SUPPORT – We provide co-op advertising support for merchants wishing to promote Montrose as a retail trade center. If three or more merchants can come together with an ad (television, print, radio, direct mail, newspaper insert, billboards, airports, coupon books, internet and non-traditional advertising), Montrose ACT will provide a 50/50 match up to $750. We hope to see more groups of merchants come together in 2011 to take advantage of this opportunity.

MONTROSE BUCKS – The very popular program continues to provide our residents and non-residents the opportunity to give, as gifts, bonuses, rewards, etc “cash” that can only be used in Montrose businesses. In December of 2010 we ran a promotion that offered a 20% bonus if you bought Montrose Bucks. We sold more than $74,000, and with bonus included, injected $90,000 back into the Montrose economy. Montrose Bucks are always available for purchase at the Montrose ACT office.

RETAILER OF THE YEAR – We have three nominees for the 2010 Retailer of the Year and the award will be announced at the April 21st Good Morning Montrose meeting.

All of these programs are important and extensive, however what is just as important is our marketing efforts to promote Montrose as a regional shopping center. Our goal is to increase the number of “bodies” coming to shop in Montrose. We are able to market Montrose in the Daily Press, regional newspapers, regional radio and Grand Junction TV, as having any product or service you would ever need. As I pointed out in a recent column, our new brand platform for retail & restaurants helps us position Montrose as a place that “serves as the base camp for distinct culinary and retail adventures, nourishing your mind, body and spirit while providing a path to deeper discoveries.”

To check out not only our retail enhancement activities, but all the activities Montrose ACT is engaged with, just go to www.montroseACT.com.

Don’t just talk about economic development in your community.
Join Montrose ACT today, and be part of the conversation!
COUNTY RELEASES DRAFT OF COMMUNITY WILDFIRE PROTECTION PLAN FOR PUBLIC COMMENT

MONTROSE—A draft of the Montrose County Community Wildfire Protection Plan is now available for public review and comment on the County’s website at: [http://www.montrosecounty.net/?nid=363](http://www.montrosecounty.net/?nid=363) (the plan takes a few moments to download).

Hard copies of the plan are available at both the Montrose and Naturita Libraries. Comments will be accepted through Wednesday, April 13th. The County hopes to finalize the plan by the end of April.

The plan details the nature of the wildfire hazard within the county, including specific information on communities at risk and recommended wildfire risk reduction activities.

The public is encouraged to review the plan, specifically the Community Ignitability Analysis Recommendations section pertinent to you. Please share this notice with others who may have an interest in this important planning effort. Comments will be accepted through email (preferred), mail, fax, phone, or directly within the PDF document available on the website below. Comments provided this way can be uploaded to: [https://anchorpoint-group.basecamphq.com/](https://anchorpoint-group.basecamphq.com/)

THANKS FOR READING THE MONTROSE MIRROR... CALL 970-275-5791 FOR AD RATES AND INFORMATION!

Leadership Shift at UVWUA...Cont. From Page 4

Range population that has long had its eye on West Slope water supplies, and urged UVWUA shareholders to pay attention.

“This system in this community is so rare in the West, it is different than any other irrigation supplier,” he said. “The water and the land are tied to one deed, so no robber baron can sell dry land, and that’s one thing nobody has figured out how to break.

“As a community, you should know who is on this board,” Catlin cautioned.

“Ask yourself if UVWUA is critical to the future of this community, and go to the meetings.”

UVWUA Board Member George Etchart noted that the UVWUA will continue to show leadership when it comes to wise use of the West’s most precious resource.

“We’ll be doing more lateral piping, and we are excited about the hydroelectric plant and what it is going to mean for farmers and ranchers in the valley,” Etchart said. “In the future, it should offset irrigation costs.

“There are numerous sites throughout the system where we could generate electricity—everybody is for renewable energy, and what better way to produce it than with water?”

UVWUA and DMEA have issued a notice to local contractors with the intention of creating a list of those interested in providing services during the production of the hydroelectric facility on the South Canal. Interested contractors are encouraged to fill out an information form located at [www.dmea.com](http://www.dmea.com).

“The cost of electricity is only going to go up,” Etchart said. “This project will help keep those costs down.”

So far, 2011 appears to be a year with plentiful water, he noted.

“It’s still early, and it’s possibly we could see some high winds, but so far everything is running between 110 to 112 percent of average,” Etchart said. “We expect a good year.”

For Steve Fletcher, tapped to serve as acting manager after 28 years with UVWUA, the expectations of the job are clear.

“I’ll be dealing with the public, and with the challenge of getting water spread out through the valley,” said Fletcher. “We’ve got 545 miles of canal, and 80,000 acres in Montrose and Delta.

“We’re hoping it will be a good year,” he said, “This is our busiest time, and we’ve got to get the water in.”
Mycowizard Paul Stamets returns to Shroomfest in Telluride

TELLURIDE—Mycologist and author Paul Stamets will return as a featured speaker at the Telluride Mushroom Festival’s 31st annual gathering in Colorado, Aug. 18-21.

For more than 30 years, Paul has named new mushroom species, pioneered countless techniques in the field of edible and medicinal mushroom cultivation, and written six ground-breaking books, including his latest – *Mycelium Running: How Mushrooms Can Help Save the World.*

His achievements include a Bioneers Award from the Collective Heritage Institute, National Geographic Adventure Magazine’s Green-Novator Award, Argosy Foundation’s E-chievement Award, and the President’s Award from the Society for Ecological Restoration’s Northwest Chapter. In 2008 he was named one of *Ume Reader*’s “50 Visionaries Who Are Changing the World.”

Other confirmed speakers include: Shroomfest’s chief mycologist and myco-philosopher Gary Lincoff, who teaches at the New York Botanical Garden, has written a number of definitive mushroom field guides, and is the featured myco-visionary in the award-winning documentary *Know Your Mushrooms* <http://garylincoff.com>; Michael Beug, renowned mycologist and retired teacher at Evergreen State College (Stamets was his student); festival founder Emanuel Salzman; Cordyceps expert and Tibetan Plateau guide Daniel Winkler <www.danielwinkler.com/id145.htm>; *Fungi* magazine editor Britt Bunyard <www.fungimag.com>; myco-bards Zsudayka Nzinga and Bianca Mikhail; *Fungi* columnist David Rose; myco-wilderafter Katrina Blair; cultivation expert Scott Koch; myco-researcher Elinoar Shavit; myco-artist Aaron “Inking” Cruz Garcia; ID experts Bill Adams and Linnea Gillman; junior mycologist Devon Enke; *Know Your Mushrooms* star Larry Evans; foray experts John Sir Jesse, Tony Corbin, and Ruby Siegel; with more to be announced.

The four-day destination event “celebrates everything fungal & entheogenic” and features workshops, panels, lectures, slide shows, movies, cooking demonstrations, free identification tent, cook-your-own tables, forays, poetry, music and a famed mushroom parade down Telluride’s main street.

Shroomfest is a project of the Telluride Institute, with the help of the Zoline Family Foundation, Wilkinson Library, Telluride’s CCAASE, Palm Theatre, San Miguel County, Alpine Lodging, Telluride Watch and Alpine Wellness. For more info and advance discount tickets, go to <www.shroomfest.com>.

BLUE SKY MUSIC PRESENTS! By Dave Bowman

MONTROSE—Blue Sky Music Presents is up and running on Facebook! For info on local music events check us out!

Tenth Annual Sippin Into Spring blossoms on Friday, May 6th. Joining the Last Bus this year is local favorite, Sons of the Addicted. Two great bands for your dancing pleasure at Turn of the Century Saloon and tickets are only $10 at Studio Ten Eleven Hair Designs located at 1011 S. Townsend and Riddled Raven 24 S. Grand Ave. and always at the door. Jason Eady, is coming back to Turn of the Century Saloon on Saturday May 28th with fellow singer songwriter, Drew Kennedy.

www.jasoneady.com
www.drewkennedy.com
Montrose Musicians Day returns Saturday, July 30th outside at the Elks.
Saturday, Sept. 3, Clay McClinton Band (yep, that’s Delbert’s son) Turn of the Century Saloon.
Sept. 23 – 25 Mountain Harvest Festival Paonia CO
Other local happenings:
April 15 – Cobble Creek Clubhouse – Alternate Route Bluegrass 7:30 p.m.
        $15
April 23 – Turn of the Century Saloon – Stupid Band Earth Day Dance
        8:30 p.m. - $10
May 7 – Turn Of The Century Saloon – Pickin’ & Dancin a benefit w/ Alternate Route Bluegrass 8 p.m. $20 Playing locally this week:
Wednesday – Camp Robber – Carlos Rivera 6 p.m., April 6 – Rusty Strings
Friday – Turn of the Century Saloon – David Starr Band & Mike Gwinn & the North Fork Flyers 8 p.m. $10 Saturday – Horsefly Brew Co – Mirrorball 7:00, April 9 – Cyrus James For more entertainment info see the Scene Magazine in Friday’s Montrose Daily Press, KVNF’s Entertainment Calendar www.kvnf.org or www.shopmontrose1st.com And now Blue Sky Music Presents on Facebook or call 970-275-4183.
**EXTRA AIRCRAFT LOAN TABLED**

MONTROSE—Montrose Economic Development Corporation (MEDC) and Montrose County were represented by phone as the Region 10 League for Economic Assistance & Planning’s proposed Community Development Block Grant (CDBG) loan to Extra Aircraft was discussed yesterday at the state’s Financial Review Committee (FRC). The loan, in the amount of $1,020,000, would be the largest ever approved by the state’s CDBG program.

The FRC proposed several new or amended conditions and requested clarification of several details in the presentation. As time was short, the FRC tabled a final decision on the loan until the details of the new/amended conditions could be described and the additional information provided. The capability and financial strength of Extra Aircraft, the quality of its products, and the security for the loan were not questioned. The importance of this loan for the economic recovery of Montrose County, now suffering with 13% unemployment, was unchallenged.

Although the loan wasn’t approved at this meeting, Office of Economic Development & International Trade (OEDIT) Director Dwayne Romero and Deputy Director Alice Kotrlik stated that they are anxious to get these items resolved quickly so that “we can get to yes” on this loan. Region 10 anticipates that approval of the loan with the new/amended conditions will follow shortly. The new or amended conditions were:

1. **(NEW) FAA Type Certification of the EA500 Aircraft:** Since US testing is now complete and European testing is wrapping up, European certification of the aircraft with its new Avidyne avionics package is expected within several weeks and US FAA certification is expected shortly thereafter, the FRC requested that FAA type certification of the aircraft become a condition of the loan.

2. **(AMENDED) Details of Loan Match:** The manner in which the cash for the loan match will be provided has been defined since the loan was originally presented to the state. MEDC will convey its two lots in the Aerospace Industrial Park to Extra. A private investor will then lend Extra Aircraft $1.5 Million secured by the property. The state requested that the agreement be provided to Region 10 and thence to the FRC as evidence of the loan match before loan funds are disbursed.

Unchanged was the condition that Montrose County and Extra Aircraft agree on a short-term (four-year or two+two Year) lease of existing airport hangar facilities to correspond with the four-year term of the loan. The executed loan documents are to be provided to Region 10 and thence to the FRC.

Though negotiations for the construction and long-term lease of new facilities on the airport are ongoing between the County and Extra, finalization of that arrangement is not a condition of the loan.

**FIRST ANNUAL UNCOMPANHGRE VALLEY MUSES FESTIVAL SCHEDULED**

MONTROSE-Montrose Musician and Concert Promoter Yvonne Meek has announced the first Annual Uncompahgre Valley Muses Festival, a celebration of the Western Slope’s talented female musicians and songwriters. The event, which is still in the formative stages, will take place from 11:30 a.m. to 8 p.m. on Sept. 3 on the commons at the Montrose Pavilion.

“If we make this a fantastic day of promoting women in music, we can all share in the pride of creating something unique to our community and raise the level of awareness of women’s issues,” said Meek, who is currently seeking additional sponsors and volunteers to assist with the event. “With the success of this event, I will be creating the Skylark Music Foundation which will provide annual scholarships to women and girls who would like to pursue musical educational opportunities and continue the Skylark Concerts series.”

To learn more, contact Meek at 970-208-2456 or ymeek@bresnan.net.
As I watch what is happening in the Middle East and the people’s efforts to change their governments, I think back to the trip to Algeria that I took two summers ago. I was asked to travel to Algeria by the National Conference of State Legislatures to help present a workshop on improving legislative effectiveness to the Algerian parliament.

The invitation to join the team with three other legislators from around the U.S. came as an exciting surprise to me, but it seemed like a wonderful opportunity to experience a North African country and government that I knew little about. As state legislators, we’re viewed as having a closer tie to the people than U.S. federal legislators which led to our team being assembled. I agreed to join the week long trip.

Algeria’s a neighbor to the countries of Tunisia and Libya and little did I realize that, a short two years later, I’d be watching these countries and region of the world regularly on the nightly news.

Our task in Algeria was to spend several days with the members of parliament to present and discuss our ideas on how they could more fully interact with the citizens in their country.

Algeria is a Muslim country where the native language is Arabic, but it was a French colony until the mid-1960’s and, in many ways, has been heavily influenced by the West. The period in their history under French rule is unflatteringly referred to by the Algerians as “the long colonial night”. The Algerian Freedom Fighters won independence for their country after a long and bloody revolution.

Today, their country’s wrestling with high unemployment, especially among its young people, and like many of the neighboring countries, there’s a strong desire for greater democratic process in their governance.

We had only a few days to meet with our regional counterparts in that country. Always under tight security, we didn’t have enough time to fully develop the trust and dialogue that might have been, given more time. But, we traded thoughts and ideas enough to sense that, though not in a political system like our own, or at least not yet, those legislators were very intent on building and strengthening their democratic process.

I noted in my journal my uncertainty of whether we were having much of an impact for all of the miles traveled to be there and the very significant cultural and language differences we were trying to cross so quickly. I wrote that the fruit of our efforts might remain unseen by us, but I felt that our presence with them and our earnestness in sharing best practices was worthwhile.

While in Algeria, the nightly news there covered the early protests taking place in Iran, not far away. It was one of those rare opportunities as an American state legislator to witness and briefly participate in something that might turn out to be similar to the early stages of our own democratic process. Time will tell. 3/27/11

Senator Roberts sends regular legislative updates to the Montrose Mirror.
Contact her at (303) 866-4884

One of my grandmothers regularly watched soap operas and what fascinated me most was how well she knew who was about to do what to whom. At the Capitol, we’ve got a gripping plot that Nana would appreciate – personal ambitions, jealousies, allegations of backstabbing and fights during dinner negotiations amid dramatic financial woes. Could screenwriters ask for anything more?

The state legislature’s grappling with a budget shortfall of huge proportions. The six member Joint Budget Committee has been working on this challenge since late last fall. But, this year, because of the split control of the legislature, the JBC is also split in control, with half from each party. This political situation lends itself to more debate and open disagreement than has been seen in recent times as different political and fiscal philosophies and personalities clash to arrive at the necessarily mutual destination – a balanced budget.

Most Coloradans also know that we must have a balanced budget each year which means expenses need to match our state’s income, or so we say. I add the “so we say” because a couple of my bills asked the legislature to own up to its propensity to backfill budget holes by ignoring current law requiring we distribute certain severance tax funds to local governments, water projects and funding higher education. Both bills were unfortunately killed in the first Senate committee hearings. This isn’t a partisan issue as failure to address our nasty habit of taking this money affects all Coloradans, regardless of party or home address.

Another effort of mine this session aimed as a reality check in our budgeting process is a resolution restating our current prohibition of passing laws with unfunded mandates to local governments. The resolution also has a respectful, but pointed, message to Congress to stop sending unfunded mandates to the state governments.

Resolutions are not new laws, but potentially have the impact of causing the legislature to collectively pause for a moment and think about our situation. With any luck, we internalize these notes to ourselves and send them off to Washington, D.C., intending someone there might bother to read them, pause, and rethink their course of action.

Unfortunately, the Senate President had the resolution placed on the calendar back in January, shortly after we started the session and it hasn’t moved past its first committee hearing, despite having passed unanimously with bipartisan support. Without any debate on the Senate floor, the resolution will not advance to the House and certainly not in time to be considered in the current budget discussions.

What’s odd about this treatment by partisan leadership is that the resolution reinforces Democratic Governor Hickenlooper’s executive order pledging that the same philosophy is to be applied in the state agencies.

At times, the Capitol seems like another world, with secret storms brewing, as the young and the restless search for tomorrow. With but one life to live, perhaps we can move past the soap operas and get on with the hard work to be done. 4/4/11
Out & About in Montrose...

Montrose Women’s Club Flea Market
Friendship Hall, April 2, 2011

Vendors at the Montrose Women’s Club Flea Market at Friendship Hall on April 2 included artist Linda Guy, above, and dealer Paul Chamberlain (right). The event drew crowds of local bargain hunters—and antique dealers—throughout the day. Funds raised will be returned to the community through local service clubs.

HONORABLE MENTION…

The Montrose Mirror sends our regards to the following individuals and organizations:

To longtime DMEA Board member Nancy Hovde, for proving once again that leadership can be both female and very effective;

To Montrose Community Foundation Executive Director Melanie Hall, for calmly guiding an excellent organization—and a great community—to an even higher level;

To Heidi Lutz of Rockies IT for our wonderful logo and Montrose Mirror web page;

To Janine Mayfield of Cherry Creek Radio, and Kati O’Hare of the Montrose Daily Press—dedicated young reporters working hard to share news and information in Montrose, and volunteering too;

To Beverly Corbell of Watch Newspapers and Denver Post Correspondent Nancy Lofholm, for raising the bar when it comes to local news coverage;

To Beth Ann Taylor of the Colorado Office for Economic Development and International Trade (O.E.D.I.T.) for helping keep the focus where it belongs—on jobs and economic opportunities for all of Colorado—including the Western Slope!
**April 5-7**—Colorado Campground and Lodging Owners Association annual convention and tradeshow, Holiday Inn Hotel & Suites.

**April 6**—Heidi’s Brooklyn Deli Coffee Hour (1521 Oxbow Dr.)—Dennis Erickson of the City of Montrose will discuss the Riverway project. 8 a.m. Coffee is $1.

**April 6**—Open Mic at White Horse/Sherbino Theater in Ridgway, 6 p.m.

**April 7**—Town Hall Meeting-Health Care Reform, sponsored by League of Women Voters, Montrose Library, Montrose Community Foundation, at Montrose Library at noon, and again at 2 p.m. Call 970-275-1314.

**April 14**—Montrose ACT/SBDC Business Development Seminar—“Highly Affordable Advertising, Sales & Marketing Tips,” with Susan Bony and Marilyn Laverty. $15 admission, free to Montrose ACT members. 1519 East Main St. 970-249-5000.

**April 15**—“Puttin’ on the Ritz,” benefit for Casa-Voices for Children, Bridges Golf Club. Tickets are $50, available at Montrose Bank, at the CASA Voices for Children office at 300 N. Cascade Ave., or online at [www.casanow.org](http://www.casanow.org).

**April 16**—Community Shred Day, Alpine Bank (2770 Alpine Drive and 1400 East Main St.) 8 to 10:30 a.m.

**April 16-17**—Camelot Gardens (16612 S Townsend Ave) Spring Open House

**April 19-29**—Montrose County School District Re-1J Annual Student Art Show, at the Region 10 Enterprise Center (300 North Cascade). For more information contact afleming@mcsd.k12.co.us.

**April 21**—Good Morning Montrose, Montrose ACT welcomes Montrose Community Foundation’s “Non-Profit Before Hours, 7 to 8:30 a.m. $10 includes breakfast. 2010 Retailer of the Year TBA. Call 970-240-5000 to RSVP.

**April 22**—Montrose 21/40 Young Professionals Luncheon, “Social Media Networking,” noon, Montrose ACT Conference room. Call 970-249-5000 to RSVP.

**April 23**—Annual Stupid Band Earth Dance, Turn of the Century (117 NW Fourth St.) $10 and a non-perishable food item. Doors open at 8:30 p.m.

**April 26**—Montrose ACT Business After Hours at Garlic Mike’s (103 Rose Lane). 5:30 to 7:30 p.m.

**April 30**—The Outdoor Market at the Boardwalk, Boardwalk Shops (1.3 miles south of Walmart), 10 a.m. to 5 p.m.

**May 14**—Grand opening celebration Montrose Sears Hometown Store on May 14. Call 970-249-4596 for more information.

**June 18-19**—Museum of the Mountain West “Tribute to Western Movies” welcomes cast members from “The Virginian” television show (1962-1971), including James Drury, as guests...and a special Sunday musical performance at the Pavilion by Country Legend Lynn Anderson.