



# Council Chronicle

News from the Colorado Business Council,  
the State's Gay and Lesbian Chamber of Commerce

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

## May, 2003

Volume 11, Issue 5

### Upcoming Events

#### New Location!

#### Professionals Networking Luncheon

Thursday, May 8th, 2003

Sally Wantz

#### "Powerful Moments"

11:30 a.m. - 1:00 p.m.

Ramada Inn Downtown, Denver

In the Santa Fe Room at 1150 E. Colfax Ave.

\$17 members (of CBC or the Center),

\$22 guests; \$25 at the door, space available.

RSVP no later than Tues. 5/8

at the CBC website.

### ANNUAL BUSINESS EXPO

Thursday, May 22nd, 2003

3:00 p.m. - 7:00 p.m.

Adam's Mark Hotel Denver

Plaza Ballroom

1550 Court Place

Free admission. Food and door prizes. Cash bar.

Come support your fellow members!

Tables are still available... purchase your spot  
online at [www.ColoradoBusinessCouncil.com](http://www.ColoradoBusinessCouncil.com)

For complete event information, log on to

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

Follow the "members" link to "events"

**For events requiring a reservation, RSVP  
at [www.coloradobusinesscouncil.com](http://www.coloradobusinesscouncil.com),  
or fax the CBC reservation form that  
comes with your newsletter.**

## The 2003 Business EXPO is May 22!



# EXPO 2003

**Have you registered yet?** If not, you only have a few days to turn in your registration so that your business is highlighted to the community. This year's Business EXPO is presented by Colorado Pride Guide, OutFront Colorado, and Wallick & Volk Mortgage Brokers.

The EXPO will be held at the Adam's Mark Hotel in the Plaza Ballroom. The hotel is located at 1550 Court Place, at the intersection of Court Place and the 16th Street Mall. The Plaza Ballroom is three times larger than our space last year and is located just below the main lobby, which will be easy to access from the street level and the parking garage.

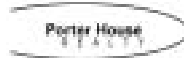
You can exhibit your company in one of three levels. Sponsors will receive a large two-sided exhibit with a back wall so that signs and banners can be displayed above the table.

Sponsors may provide an insert in the CBC newsletter within 3 months of the EXPO. We will also display each Sponsor's logo on all printed materials and advertising generated for the EXPO. Our Sponsors are Porter House Realty, Diverse City Magazine, Solaterra Health Enterprises, and Colorado County & Community Title.

Premium Exhibitors will receive exhibit tables in premium locations throughout the ballroom. The Premium Exhibitor's name will be listed on all printed materials generated for the EXPO. Our Premium Exhibitors are Gerretson Realty, Keller Williams Realty/

*Continued on page 6*

### Sponsored by:



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Adam's Mark Hotel Denver

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Visit the CBC website!  
[www.coloradobusinesscouncil.com](http://www.coloradobusinesscouncil.com)



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# The Porter Report

*a message from CBC President Vicki Porter*



## **SPRING... could there possibly be a better season?**

Don't you just love to see the trees and flowers blooming? We have had enough snow and rain that, at least in Denver, everything is turning green without watering. For me, spring means the busiest work season (real estate), garden planting, and the start of golf season. That combination keeps me very busy.

The CBC has been busy too. We hired an Administrative Director, Kevin Altieri (see article about Kevin on page 6). Kevin will be handling the administrative duties for the CBC and will be focusing on member recruitment and retention. We have grown quite a bit, and expect that trend to continue. With an AD, we hope to stay organized and avoid potential growing pains.

We had a great monthly luncheon; one that made me very proud to be associated with the CBC. All seven mayoral candidates were there to answer our questions. Our members submitted some great questions (too many to be asked), and each candidate was given a chance to respond. The lunch and the debate were very well organized - Kudos to Anne Price our program chair.

We had a special meeting of members, and passed revised Bylaws. One of the changes in the bylaws is the timing of the annual meeting and our elections; which will now occur in August. It is not too soon to start thinking about getting on the Board of the CBC.

May is the month of our Annual Business EXPO. This is at least the sixth year for this event, and it grows each year. Sponsorships and booth reservations are up, and we are expecting another record turnout. If you have a business and/or you sell a service or product, you should take advantage of the opportunity to participate in the EXPO. You can get a booth for as little as \$100, and it is a great way to advertise your stuff.

Everyone should attend the EXPO; it is fun, admission is free, and there is food and a cash bar. Be there on May 22nd at the Adams Mark Plaza Ballroom from 3:00 - 7:00 p.m. There will be registration at the door, but you can register in advance on-line at [www.coloradobusinesscouncil.com/expo2003](http://www.coloradobusinesscouncil.com/expo2003).

See you at the EXPO. if not before. **CBC**

-*Vicki Porter*

## **Congratulations to Vicki Porter!**

On April 22nd, Vicki Porter received one of the "2002 Realtor Roundtable of Excellence" awards given by the Denver Board of Realtors. **CBC**

### **Welcome New And Renewed CBC Business Members!**

**Be sure to welcome the following members at upcoming CBC events:**

**Denver Gay's Men's Chorus, Debra Pollock  
Chinook Fund, Nick Sarchet  
Mountain States Employers Council, Barbara Thompson  
Psiphon Consulting, B. Hopkins  
Tomorrow's Body, Robert Schlaff**

# Let Colorado Data Mail Manage Your Mailings



Nineteen years ago Colorado Data Mail started offering time- and cost- saving mailing management services. Those services have expanded into data base management, providing list acquisitions, list management, residential mail lists, data processing, in-jet lasering, automated bar coding, high-speed inserting, metering, folding, fulfillment, and post office delivery.

Perhaps you already know about Colorado Data Mail. If so, no doubt it's because you've talked to **Jeffrey Buna** at a CBC gathering. It's not unusual when one thinks of Colorado Data Mail to think of Jeffrey Buna. He's the gentleman readily recognized by his contagious smile and warm hugs.

Jeffrey was 20+ years old when he started in the mailing and fulfillment industry in Oakland, California as a *Pinto* driver. Now in his 21st year, he refers to himself as a list-broker and print broker, supporting his client's direct mail campaigns.

When asked why someone should do business with Colorado Data Mail, and specifically him, Jeffrey offered, "One should always choose someone who is honest and someone who wants to help you succeed. If I'm unable to help you, I will find someone who can." As an added benefit to CBC members, Colorado Data Mail offers a 10% discount on your first order or services.

Jeffrey was eager to share an example of how his CBC membership benefited both Colorado Data Mail and CBC member Rocky's Graphics. "Soon after becoming a CBC member 3 years ago, I met David from Rocky's Graphics. I use Rocky's for my printing needs, and Rocky's uses Colorado Data Mail for their mailing services. It's been a great fit for both of us." He adds, "I also use the services of CBC business member Sue Foppe' of Foppe' Creative on all my design work.

Call Colorado Data Mail at (303) 629-6155, and ask for Jeffrey Buna. He'd welcome the opportunity to hear about your specific needs, and explain how their mail management services can save you time and money. **CBC**

## Member Profile

### Remember To Mark Your Calendars!

# CBC EXPO Thursday, May 22 3-7pm

Adam's Mark Hotel Plaza Ballroom

## Receive notice of CBC Events

Would you like to receive email notification of upcoming CBC events? If so, send an email to [coloradobusinesscouncil-subscribe@yahoo.com](mailto:coloradobusinesscouncil-subscribe@yahoo.com). You don't have to be a member of the CBC to join this listserve, so encourage anyone in your company, friends, and colleagues to get on the list to be notified of upcoming events!. **CBC**



## Fine Art Cuisine

At the CBC Awards Dinner, Fine Art Cuisine donated a catered dinner for six to the silent auction. A few of us, three couples, bid

and won the item, and waited until April to cash it in. It was worth the wait, worth the price, and worth doing again.

**Marietta Sisca**, her husband **Bill**, and **Michael Hobbs** (a CBC Board member) team up to provide a terrific catering service. Our dinner started with Ciabatta toasts with toppings of tomato, mozzarella and basil, grilled peppers, and goat or Gouda cheese. Our first course was Risotto with asparagus. The entrée was pork tenderloin with vegetables: tomato and spinach

*Continued on page 7*

## Editorial Notes

*The Council Chronicle* is published monthly to bring CBC news to its membership and supporters. The CBC does not specifically endorse any company, politician, product or services for members or advertisers. Publication of name, photograph, or likeness of any person, organization or business in this publication is not to be construed as any indication of the sexual orientation of that person, organization, owners or staff of any business. The CBC reserves the right to control all contents of this publication. Deadline for submissions is the 15th of the previous month.

Membership in the CBC is open to any individual, non-profit organization, business, or large corporation wishing to support the gay and lesbian business community. For membership information, please call (303) 595-8042. To submit editorial content or place an ad, contact Rebecca Leonard, Newsletter Editor, at (303) 374-3323. If you wish to be removed from our mailing list, please call T. J. Sullivan, CAMPUSPEAK, Inc., at (303) 745-5545.

# Small Business Tactics for Increasing Sales

By David Wharton

**Last month, I told you I was going to focus on topics that can help you generate new sales and position your business for the recovery ahead. So, here's an idea for you to consider: narrow your focus.**

I know what you're thinking... we're talking about growing sales and here I am telling you to cut back on that "jack-of-all-trades" characteristic that made you successful in the first place. However, the truth is that not all of your activities (or your customers) are worth your time.

Let me tell you a client story: a financial planner we worked with two years ago found himself with nearly 1,500 families in his customer database. Every quarter, he would send mailings to them and he never failed to make an annual telephone call to "check in". He was everybody's friend... but that was the problem. He suffered from the classic Pareto principle: 20% of his customers provided him with 80% of his revenue. The other 80% of his customers netted him just 20% of his total revenues but sucked up the majority of his time. He was frustrated because he had no time to prospect for new customers or to seek more business from his active customers because he was busy "taking care" of his business and the customers he had acquired over the years.

He had tried to solve the problem a few years earlier by hiring a second assistant... but his revenue stayed flat. In fact, with the new hire came new expenses and he was faced with the unenviable situation of taking home even less pay than before. We did a quick analysis and found that roughly half of his customer database had not done business with him in the previous three years. Now, customer support is one thing... but making 750 calls to say "hi" every year was buying this guy nothing.

So, we trimmed his client list and his activities. We removed the 750 clients from the annual call list and we put them on an annual mailing instead of quarterly updates, but only after we mailed a letter telling them we intended to do that. The letter also invited them to schedule a meeting to review their financial situation... after all, it had been three years since they had done any business... surely SOMETHING would have changed. (But that's another story and maybe I'll come back to that next month.)

The net result of removing the 750 clients from the call list who were more or less dormant was dramatic. In working with this gentleman, we determined that he spent 15 minutes on each call... several minutes reviewing their account history, several minutes phoning them (or playing phone tag), and several minutes documenting his call in his customer management system. With one simple change, we "gave" him back 187 hours per year - almost 10% of his time was freed up and he could redirect that time to more lucrative work. So, since he hadn't been

prospecting for new customers, we set him onto that task. Although it initially looked like he had too much work to do and couldn't grow, his real problem was that he was spending time on the WRONG work.

If you, like him, are spending a lot of time on customers or prospects who aren't buying, or you're doing work that doesn't help you sell, then you're doing the wrong work. The only way to fix that problem is to narrow your focus. Here's a simple way to evaluate yourself:

1. Inventory all of the tasks that you do on a regular basis.
2. Next to each task, write the names of customers who have done business with you because of that task. If you can pinpoint it, jot down the sales you think you got from that customer because of that task.
3. Now, rank order the tasks based on total sales. Tasks with the most revenue will float to the top of your list... THOSE are the tasks you want to focus your time on. Not all of us can just drop tasks, but it certainly helps to know what puts money in your pocket and what doesn't.
4. Schedule those other non-productive tasks for non-prime time when you can't work on your "revenue generators".

I hope that's helpful... the hardest thing about any type of introspective activity like this is doing it, so just knuckle down and get it done. The sooner you do it, the sooner you'll have time for the things that count. **CBC**

*David Wharton is the Managing Director of Inceptive Partners LLC, a Denver-based consulting firm providing technical and management solutions for business. Reach David at [dwharton@inceptive.com](mailto:dwharton@inceptive.com). © Inceptive Partners LLC, 2003*



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*~Chris Hochmuth, Managing Broker, Gerretson Realty, Inc.*

'The results my company received from advertising in the Colorado Pride Guide have been excellent! We ask everyone who calls us where they heard about us and invariably our new GLBT customers say the Colorado Pride Guide.'

*~Pat Benjamin, State Farm Insurance*

"The Bank of Cherry Creek would not have the exposure within the GLBT community without its partnership with the Colorado Pride Guide. The Guide is an integral part of our marketing initiative and we enjoy the relationship."

*~Nancy A. Harvey, Senior Vice President - Retail Banking Manager, Bank of Cherry Creek*

'The Colorado Pride Guide is the most accurate and acclaimed publication to promote Colorado's GLBT community in our state and nationwide.'

*~Wayne Jakino, Charlies*

I cannot fully express my gratitude for what the Colorado Pride Guide has done to help the Colorado Tavern Guild Travel and Tourism Project and to promote our businesses.

*~Scott Burgess, President, Colorado Tavern Guild*

'The Colorado Pride Guide is by far the best source of information when you're looking to do business with the GLBT community in Colorado and the Rocky Mountain Region.

*Out Front Colorado is proud to be a sponsor of this fine publication. '*

*~Greg Montoya, Publisher, Out Front Colorado*



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For a free copy of the Colorado Pride Guide, log on to [www.gayrockymountains.com](http://www.gayrockymountains.com) and sign our guest book

# EXPO *continued from page 1*



**EXPO  
2003**



Julie Montgomery, Rocky's Graphics, Beds n Biscuits, Triple Z Couriers, Gonsor & Bryant, Adam's Mark Denver, and The Bank of Cherry Creek.

Standard exhibitors will receive exhibit tables in the general exhibit location of the Ballroom.

There is something new this year for the EXPO. We will be registering all attendees for the EXPO, but admission is still free. Registration will ensure that you are eligible to win a door prize. To save time at the door, go to [www.ColoradoBusinessCouncil.com/Expo2003](http://www.ColoradoBusinessCouncil.com/Expo2003) and complete the registration form online, or complete a registration form in one of the advertisements for the EXPO, and bring it with you on May 22.

See the Exhibitor Registration Form insert in the newsletter or go our website at [www.ColoradoBusinessCouncil.com](http://www.ColoradoBusinessCouncil.com) for more information on pricing and to register for an exhibit. If paying by credit card, you may register online or fax your registration form to the number listed on the registration form. If paying by check, mail your registration form and check to the address listed on the registration form. Please register before May 16, 2003.

We are expecting this year's EXPO will be bigger and better than ever. We hope to see you there! **CBC**

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**Lewis R. Ortiz**  
Independent Associate  
Group Benefits Specialist

# Welcome CBC Administrative Director Kevin Altieri!



**Growth means change.** And as CBC continues to grow, we're expanding our vision and making some exciting changes. You've no doubt been noticing many new faces at CBC gatherings.

And no doubt you'll soon recognize the warm and smiling face of Kevin Altieri.

Kevin recently joined CBC as Administrative Director. His strong sales and operation management background, recognized communication skills and strong ability to develop organizations will help propel CBC as we continue to stretch and develop into an even greater presence in our communities.

Kevin is a native Southern Californian, having lived there for more than 33 years. He attended Los Angeles Valley College with his studies focused on Psychology.

Kevin is a member of the Parker Chamber of Commerce, as well as the International Customer Service Association and the Douglas/Elbert County Real Estate Association.

He will be officing at the CBC office at the Center. Be sure to give Kevin a personal welcome. **CBC**

<p><b>RAMADA INN</b> <b>DOWNTOWN DENVER</b></p> <p>1150 East Colfax Ave., Denver CO 80218 303-831-7700 Ext. 137</p> <p>The Ramada Inn Denver invites you to join us in celebrating Diversity. Room Rates from \$79 &amp; up.</p> <p>Located on Colfax &amp; Downing Join us on June 22, 2003 for fun, food, and drinks. Celebrate Diversity at the Ramada Inn Downtown!</p>
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 <p><b>Award &amp; Sign Connection</b></p> <ul style="list-style-type: none"> <li>• Promotional Products</li> <li>• Logo Wearables</li> <li>• Corporate Awards</li> <li>• Banners</li> </ul> <p><b>303-799-8979</b> <a href="mailto:lauries@awardandsign.com">lauries@awardandsign.com</a> <a href="http://www.awardandsign.com">www.awardandsign.com</a></p>
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# Great turnout for "Meet the Mayoral Candidates" April Networking Luncheon!

The room at the Sheraton Four Points Hotel was buzzing as many came to meet and hear Denver's mayoral candidates respond to questions submitted by CBC luncheon attendees.

The forum included Susan Casey, John Hickenlooper, Don Mares, Phil Perington, Elizabeth Schlosser, Penfield Tate and Ari Zarvaras.

It was also a great opportunity to see and meet some of the candidates who are running for auditor, council, election commissioner and other various offices in Denver. **CBC**



(front) Susan Casey, Penfield Tate, Elizabeth Schoettler  
(rear) Ari Zavares, Phil Perington and Don Mares.  
(not pictured: John Hickenlooper)

*Testimonial from page 3*

and egg, and ratatouille. The desert was Citrus Semi-Fredo (Italian Ice Cream) with Ghiradelli chocolate sauce. The food was delicious, the service first rate, and the presentation was truly picturesque.

They brought all the ingredients, prepared the meal in our kitchen, and served us. We could not have enjoyed a better meal if we had gone out, and we had the pleasure of a private room (our dining room) rather than a busy restaurant. They left us once they completed serving, and when we finished we realized they had cleaned up and had loaded the dishwasher.

I would highly recommend Fine Art Cuisine anytime you want to eat well and entertain with class.

-Vicki Porter **CBC**



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Whether you're in Colorado for business or pleasure, when it comes to your hotel accommodations, quality service and comfort are paramount. At the Adam's Mark Hotel Denver, you can always count on luxurious guest rooms, great dining and entertainment options, award-winning service and a host of pleasing amenities. Why settle for ordinary accommodations? Experience the hospitality of the Adam's Mark Hotel and have a reMarkable stay.



## May Networking Luncheon

# Staying on Track with "Locomotion"

Join us Thursday, May 8th at the CBC Networking Luncheon being held at Ramada Inn Downtown, Santa Fe Room, 1150 E. Colfax Avenue. Guest

speaker Sally Wantz will share insights on how to recognize, embrace and use powerful moments to enhance our lives and the lives of those around us.


During this humorous and poignant presentation, Sally will share many of her *Powerful Moments* that have changed her life forever. And you will leave with memories of your own, and ways to harness them to impact the world around you.

Sally Wantz's coaching and leadership take her into the hearts and souls of mature adults and business teams. As

the sole proprietor of "Locomotion," Sally helps her clients get a better picture of where they are holding back and where they want to go. Together, they form a plan of action while Sally makes sure they stay on track.



Her extensive leadership and coaching training enables her to help her clients create the results they want. Sally is a Certified Professional Co-Active Coach, is the President of the Denver Coach Federation, a member of The CALL (an international leadership organization), an Area Governor for Toastmasters, and is a Director of "Time to Change", a non-profit organization that takes coaching training into the Federal prison in Denver.

Contact Sally at 303-377-9143, [sally@wantzcoaching.com](mailto:sally@wantzcoaching.com), or visit her website at [www.wantzcoaching.com](http://www.wantzcoaching.com). **CBC**



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