



For Immediate Release

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Entrepreneurs Gather in Hayden to Build Community and Learn How to Launch Their Own Business

This year's workshop brought over twenty local entrepreneurs together to put their business ideas into action and find success at entrepreneurship.

ROUTT COUNTY, Colo., Oct. 29, 2021 - Aspiring entrepreneurs and local small business owners came together October 22 and 23 in downtown Hayden to develop an understanding for what it takes to be an entrepreneur, create sought-after products and services, and launch their own successful business. [Northwest Colorado Small Business Development Center \(SBDC\)](#) and [University of Colorado Boulder Leeds School of Business - Deming Center for Entrepreneurship \(CU Boulder\)](#) partnered to host the *Demystifying Entrepreneurship* workshop and will continue to bring a series of entrepreneurial workshops to the Yampa Valley over the next four years.

CU Boulder Leeds School of Business entrepreneurial faculty member Erick Mueller co-taught this interactive workshop with fellow faculty member, Hunter Albright. "This was a very special cohort of change-makers in the Yampa Valley," said Mueller. "The collaboration amongst everyone who attended was inspiring. There's a genuine desire to make the Yampa Valley the best place in the state to live and visit. I'm certain this group will help elevate the Northwest Colorado community's overall economic vitality. We can't wait to return in 2022!"

The workshop kicked off on Friday night with a reception at the charming Hayden Granary venue. The group gathered together to meet fellow entrepreneurs, explore the historic venue and enjoy food and beverages from Yampa Valley Brewing Company, Embers Pizza, Wild Goose Coffee and the Steamboat Winery. A panel of successful local business owners shared their entrepreneurial story with the group followed by a quick-fire round of Q&A discussing how to avoid pitfalls, the joys of owning your own business and exploring tangible steps to take in order to launch a business in the Yampa Valley. These esteemed panelists included:

- Christian Dufresne, [Yampa Valley Brewing Company](#)
- Tammie Delaney, [The Hayden Granary](#)
- Robin Hall, [Town Hall Outdoor Co.](#)
- Bonnie Girton, [Wild Goose Coffee](#)

The group reconvened on Saturday in the Art Studio at the recently renovated [Hayden Center](#). Attendees learned how to create a value proposition, the importance of sales, entrepreneurial economics, types of funding, how to create a competitive advantage and the next steps to put their ideas into action. After

attendees enjoyed po-boy sandwiches from Fais Do-Do Bistro, a local food truck business in Hayden, the group gathered in the Hayden Center Auditorium for the CU Boulder certificate of completion ceremony.

Tammie Delaney of Hayden attended and is currently developing the historic [Hayden Granary](#) project. This 501c3 has a mission to preserve the historic Hayden Granary as a community gathering place in Northwest Colorado. "This was such an inspiring workshop," said Delaney. "I had many AHA moments that allowed me to move through some analysis paralysis and really move things forward with the project. I look forward to attending next year's workshop to gain even more tools and tips."

Erin McCuskey, director of the Northwest Small Business Development Center expressed, "I was particularly struck by the cross-sector business and community leader representation at this event. It made for a highly engaging and inspiring conversation about the potential for entrepreneurial activity and innovation in the Yampa Valley."

This five-year partnership is also supported by the Town of Hayden, Steamboat Springs Chamber, Colorado Northwestern Community College and the Yampa Valley Entrepreneurship Center at Colorado Mountain College. In subsequent years, the workshop will be hosted at locations throughout the Yampa Valley, highlighting the unique opportunities to do business in the region.

For more information, visit www.northwestsbdc.org or email info@northwestsbdc.org.

About Northwest Small Business Development Center (SBDC)

The Northwest SBDC exists to serve dedicated entrepreneurs and business owners who want to strengthen their path to success by utilizing the powerful partnerships of the Colorado Small Business Development Center Network. The Northwest SBDC provides no-cost consulting and low-cost training to ensure small businesses in Northwest Colorado grow and prosper. The Northwest SBDC serves Eagle, Garfield, Pitkin, Moffat, Routt, Jackson, Grand, Gilpin, Clear Creek, and Summit counties.