



For Immediate Release

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Small Business Owners Celebrate the Entrepreneurial Spirit of the Vail Valley and Recognize Two Entrepreneurial Community Heroes

EAGLE COUNTY, Colo., Oct. 15, 2021 - Aspiring entrepreneurs and local small business owners came together on October 8 and 9 in Vail to learn how to strengthen and reinforce their business strategy. [Northwest Colorado Small Business Development Center \(SBDC\)](#) and [University of Colorado Boulder Leeds School of Business - Deming Center for Entrepreneurship \(CU Boulder\)](#) partnered once again to host *Shore Up Your Small Business*, the fifth and final workshop in a multi-year series that has focused on building, growing and sustaining successful small businesses in the Vail Valley.

Over the past five years more than 100 local entrepreneurs have graduated from these workshops, which have also included *Demystifying Entrepreneurship* and *StartUp to ScaleUp*. This year's cohort featured a diverse range of businesses and concepts such as sustainable apparel, engineered plant-based plastics, human resource services, immigration law and advocacy, children's books, home organization, lightweight adventure packrafts and more.

This year's finale hosted over 20 local entrepreneurs and featured interactive panel discussions with successful small business owners and operators from the Vail Valley, including:

- Allana Smith, owner of [FoodSmith Vail](#)
- Kim Fuller & Bobby L'Heureux, owners and operators of [Jaunt Media Collective](#) which includes [YOGA + Life](#) and [SPOKE + BLOSSOM](#) Magazines
- Ana Paez, owner of [El Bajón Churros](#)
- Magda King, general manager of the [Antlers at Vail](#)

[Erick Mueller](#) and [Cynthia Banks](#), entrepreneurs and award-winning professors at CU Boulder Leeds School of Business, presented the SBDC regional director and program coordinator with certificates recognizing each of them as a local *Entrepreneurial Community Hero*.

"The value in this workshop comes from the connection of the cohort, driven by the fantastic facilitators. You feel the energy in the room as business owners and entrepreneurs find new sources of inspiration," said Erin McCuskey, regional director of the Northwest SBDC. "This course tends to kickstart a higher

engagement with other local entrepreneurs and resources. We are so grateful to the Deming Center faculty for their commitment to the Vail Valley."

Thank You to Our Event Partners:

[Eagle County](#), [Town of Vail](#), [Antlers at Vail](#) and [Vail Valley Partnership](#)

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