

LETTERS TO THE EDITOR

Dear Editor:

Surface Creek Valley Lions Club would like to express our thanks to the community and especially the Mountain Valley News for their support. Our goals are to give back to the community in many ways during the year and your recognition of our efforts is appreciated.

*Lion Beverly Jean Smith
Secretary/Public Relations
Surface Creek Valley Lions Club*

Dear Editor:

I just read Dani Gruber's article on DADI in the Dec. 31, 2008 issue of Mountain Valley News. I was pleased that the article gave Deana Sheriff the opportunity to speak in defense of DADI.

I have been involved in community development boards and have served on county planning commissions. I know first hand the difficulties of balancing the best interests of the local businesses and attracting new diverse businesses to your community. It is especially

difficult if you are spending valuable time trying to justify your existence in your own community.

Businesses know that advertising and marketing expenses are more justified during down times than they are when the economy is flourishing. When the economy is providing plenty of demand for your product or your services advertising and marketing is not as high a priority as it is when a lack of demand for products and services create a more competitive marketplace.

The same can be said for community development. When times are good businesses and community citizens do not place a high priority on area development. There is money available for area development but the actual work of an area development staff pretty much flies under the radar because as a rule people are too busy keeping stride with a robust economy to really pay much attention to an area development staff who is doing their job.

Just with advertising and marketing the time to really

focus and dedicate funds to an area development organization is when the economy is struggling. The time to spend money on the future growth of your community is when you need it the most. As the economy slows the competition to bring new businesses to an area becomes more acute and the hard work to get them to come to your community by a good area development organization will pay dividends in the long term.

Even in a poor economy stable, successful companies are looking to move to new areas that offer advantages in labor, resources, transportation, environment, quality of life, etc. Many times a company out grows a building, or maybe the area they are in is experiencing urban blight. There are a large number of valid reasons beyond a change of scenery why a company is looking for a new home. That home could be Delta County.

It is these stable companies who are successfully

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weathering poor economic times that are the most attractive to any community. If Delta County wants to be competitive in attracting these kind of companies eliminating the very organization designed and equipped to negotiate a relocation for these companies is a serious mistake. It is much like tripping over \$100.00 bills to pick up a nickel.

Deana Sheriff and DADI is a valuable asset to Delta County. I have seen and dealt with a good number of community development organizations and I can tell you from experience that Deana is the real deal. She is passionate about her work, she is an enthusiastic cheerleader of Delta County and all it offers, she is professional but also sincere, she is an intelligent ambassador for every person in Delta County and as she is quoted in the Mountain Valley News Deana "gets it".

Eliminating DADI is selling the communities future short. I hope the community leaders and the fine citizens of Delta County give Deana Sheriff and DADI a chance to do what they were asked to do when times were good.

For the sake of full disclosure DADI did give our small company a small amount of money to assist in our start up. While the money we got from DADI was greatly appreciated it was a small amount in terms of the start up investment. But it was Deana and her staff's support that represented the most value. She spread the word about us to everyone she saw and promoted our product and our business as if she had a personal investment in our company. I never once doubted that DADI wanted us to succeed.

Doug Tuttle
Colorado Gold Distillery, LLC
Cedaredge, Colo.