



ILLUSTRATION BY JIM SCHLICHTING

Ranch gears up for Sept. opening

By Sue Lenthe
Business Report Correspondent

LOVELAND — When The Ranch — the Larimer County Fairgrounds and Events Complex — celebrates its grand opening the weekend of Sept. 19, events planned that Friday and Saturday in the Budweiser Events Center promise something brand new in this area.

“It will be something that this market has never seen,” said Jay Hardy, manager of The Ranch.

Just exactly what those events might be Hardy won’t say.

“They all fit in the general categories on the Web site.” The broad range of events listed there include horse shows, rodeos, concerts, hockey, figure-skating shows, circuses, conventions, trade and consumer shows.

The “never before seen here” nature of the yet-unnamed events is a fitting way to open the facility. With its approximately 6,000-seat multipurpose events center, exhibition halls, indoor arena and livestock pavilions, The Ranch represents a new type of venue in Northern Colorado.

Unique entertainment venue

The events center, in particular, is unique in the region as an entertainment venue, said Jan Raybourn, manager of Loveland’s Rialto Theater.

“There isn’t really a facility, and certainly not an indoor facility, that will seat as many people as the new

See RANCH, 10B

Speakers bureaus offering keynote assistance

By Sue Lenthe
Business Report Correspondent

Bureau expertise benefits meeting planners

You’ve got a big event coming up but no clue as to how to enlist a dynamic, knowledgeable and entertaining speaker? Meeting planners can often save time and effort and ensure a better outcome by working with a speakers bureau.

A speakers bureau knows how to find

and arrange the best speaker for the job, said Ann Clarke, a Loveland-based professional speaker and marketing consultant.

Clarke represented Loveland entrepreneur Deb Alles and her Speaking Of International Speakers Bureau at a

recent networking gathering of meeting professionals at Sylvan Dale Ranch.

“It makes the job so much easier,” Clarke said. Meeting planners often don’t know specifically who to arrange for keynote speakers and presenters. “They have a general theme. ...

Probably the easiest thing for them is to contact a speakers bureau and say ‘I want this speaker to talk about this theme. What do you have available?’”

Meeting planners may not realize that they don’t pay anything extra for the service a speakers bureau provides, Clarke said. “The speakers bureau fee is basically paid by the speaker. The meet-

See SPEAKERS, 11B

Small event centers benefit from slow economy

By Steven Olson

Business Report Correspondent

Now that the economy has gone downhill, one of the first corporate casualties has been the travel budget. But while business gatherings have been reduced in number and in the numbers of those attending, business still needs its conferences and retreats.

Smaller business-hosting venues are absorbing some of the travel business that previously would have gone to fancy hotels with big conference rooms.

"Over half of our guests are in business," said Jenna MacGregor, director of the Lake Shore Lodge and Conference Center in Estes Park. "We do get a lot of conferences."

Small event centers like the Lake Shore Lodge, Sylvan Dale Guest Ranch in Loveland, the Greeley Guest House and the Cottonwood Club in Fort Collins are getting some business clients that have formerly gone to a bigger venue. At the same time, small centers still get much of their clientele from weddings, local businesses and family reunions.

"We call people at businesses in advance because if we don't, we'll be filled up on the days they want with weddings," said Trina Anastasia, marketing director for Sylvan Dale Guest Ranch.

Regional firms are mainstay

Small event centers are picking up more business from companies, but they are primarily local companies that they deal with anyway. Companies like

Hewlett-Packard Co., Con Agra, Agilent Technologies Inc. and other regional firms make up about 90 percent to 95 percent of Kelly Schroeder's business at the Cottonwood Club in Fort Collins.

Diana Goebel, manager of the Greeley Guest House, said smaller event centers like hers have to stay on their toes all the time and market themselves constantly or they may be ignored or forgotten. Small event centers do not have that instant name recognition that a chain like the Holiday Inn or Ramada has. The Greeley Guest House is fairly new — only seven years old — but it's tucked away on Greeley's west side and not close to an interstate interchange, which is part of its appeal.

"Almost all of our business is referrals and second visits," she said. Goebel said she's not seen a big change between now and the '90s — at least not yet — but talking to people in the industry, it is apparent that it is on the way.

"We appeal to local companies and people who otherwise would spend a lot of time in hotels," said Schroeder. "We feel more like a home. The ambience here is not like anywhere else."

Fire comment hurt business

Schroeder is quick to acknowledge that the economy has made businesses change their conference strategies. But other factors, including Gov. Bill Owens' declaration last year that the state was "on fire," didn't help the overall level of tourism and travel in the state and the subsequent effect on small business centers.



STEVE PORTER • BUSINESS REPORT

INTIMATE GATHERING PLACE — Diana Goebel, manager of the Greeley Guest House in west Greeley, sits in one of several meeting rooms available for public use at the 7-year-old facility. The biggest room in the Greeley Guest House seats 80 participants.

MacGregor said Owens' remark, plus the wildfires around Pinewood Springs near Estes Park, caused a flood of cancellations at Lake Shore Lodge — so many that her transient business was cut in half during the tourist season. The overriding concern, common to businesses and people alike last year, was saving

money. "I have actually seen some people shift from us to the 'Y,'" she said.

Small event centers still get their traditional business from universities, weddings, holiday parties, small conventions and the like, but some newer industries have been creeping in.

"Three or four years ago, we had tech companies coming to us — a lot of them," said Schroeder. "They were looking to have meetings outside their own area. Now that the economy's changing, we have different industries calling us." Schroeder said that includes local schools and police and fire departments.

Perfect niche

Anastasia said small event centers like Sylvan Dale are in a perfect niche to pick up business that might have gone to a large hotel. About 90 percent of meetings are groups of fewer than 75 people, she said, and almost all small event centers have a room or rooms that can handle that number of people. Many also have hotel rooms and cook their own food.

Schroeder said she's been approached several times to turn the Cottonwood Club into a restaurant or a bed and breakfast on the basis of the quality of its food alone.

Even with the economic slowdown, small event centers still have one major advantage — being located in Colorado. And while Greeley Guest House may not be in the mountains, it has a spectacular view of them that can make visitors yearn to live — and relocate their businesses — in the state.

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MOMENTS TO REMEMBER
PHOTOGRAPHY

LARGEST CATERING COMPANIES

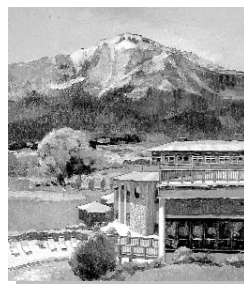
(Ranked by number of employees)

RANK	COMPANY ADDRESS PHONE/FAX	EMPLOYEES 2002 2001	REVENUES 2002 2001	NUMBER OF EVENTS	GROUP SIZE SERVED MAX MIN	SERVICES OFFERED	NOTABLE CUSTOMERS AND EVENTS	E-MAIL WEB SITE	PERSON IN CHARGE TITLE YEAR FOUNDED
1	JAY'S BISTRO 135 W. Oak St. Fort Collins, CO 80521 (970) 482-1876/(970) 482-1897	35 30	N/A \$50,000	200	500 10	Off-premises catering, full-dinner, banquet facilities for 50 people in-house	Hewlett-Packard, Agilent, Kodak, Celestica, Poudre Valley Hospital, CSU, Realtors, doctors, professionals	jays_bistro@yahoo.com N/A	Jay Witten/Jacki Witten owner/owner 1981
2	LOPIANO'S CATERING/MAD RUSSIAN EVENTS CENTER 2100 Country Club Parkway Milliken, CO 80543 (970) 587-5000/(970) 587-2845	25 25	\$1,100,000 \$936,000	439	2,000 10	Weddings, theme parties, picnics, off-premises catering, Ebony Event Center, Mad Russian	Kodak, GE Global, Metal Container, Greeley Independence Stampede	sandy@lopianos.com www.lopianos.com	Sandy Farnsworth owner 1989
3	FIONA'S EUROPEAN DELICATESSEN & CATERING 181 N. College Ave. Fort Collins, CO 80524 (970) 482-2219/(970) 482-2565	15 9	\$700,000 \$680,000	800	500 12	Pick up, delivery, full-service off-premises catering and event planning	AT&T Wild Game Cookout in Rocky Mountain National Park, Grand opening Poudre Valley Hospital Harmony Campus	fionas@verinet.com www.fionas.com	Scott McBryde/Elizabeth McBryde owner/owner 1999
4	UNIVERSITY CATERING University Campus Campus Box 35 Greeley, CO 80631 (970) 351-1983/(970) 351-1104	9 N/A	N/A N/A	N/A	N/A N/A	On- and off-premises catering services	Hewlett-Packard, Swift & Co.	mjmiller@unco.edu www.auxiliary.unco.edu/events	Marlene Olin N/A N/A
5	COTTONWOOD CLUB 6813 S. College Ave. Fort Collins, CO 80526 (970) 226-3463/(970) 226-2443	7 7	\$600,000 \$565,000	N/A	300 25	Full-service event center; conferences, banquets, weddings, rehearsal dinners	Hewlett-Packard, Agilent, Colorado State University, LSI Logic, State Farm, Factual Data	N/A N/A	Kerry Schroeder/Michael Schroeder owner/owner 1996
6	BBQ BOB'S 1440 Diana Drive Loveland, CO 80537 (970) 669-2443/(970) 461-3573	7 7	N/A N/A	N/A	500 50	Catering, 60 seat, sit-down restaurant, dine-in, carry-out	4-H Livestock Sale, Art In The Park, Agilent, Hewlett-Packard	N/A N/A	Kelly Green/Barbara Green owner/owner 1997
7	ALL-OCCASIONS CATERING 1027 W. Horsetooth Road Fort Collins, CO 80526 (970) 224-5643/(970) 224-5632	6 6	\$550,000 \$650,000	450	2,000 4	Full-service off-site catering	McKee Medical Center, Columbine Health Systems, CSU-SAVMA Symposium	aoc@all-occasions-catering.com www.all-occasions-catering.com	Paul Pellegrino/Nenita Pellegrino owner/owner 1996
8	FOOD STUFF ETC. 829 Main St. Longmont, CO 80501 (303) 651-6685/(303) 651-3018	6 10	\$175,000 \$170,000	N/A	900 10	Locally owned & operated catering service, focus on originality, taste & attention for corporate or events	Rotary Holiday Ball, Theme Wedding, Daily Times-Call	cmonelinn@aol.com N/A	Connie Nelson/Scott Molash owner/owner 1995
9	BABETTE'S FEAST 1514 E. Harmony Road, Suite B1 Fort Collins, CO 80525 (970) 223-0172/(970) 223-0244	6 N/A	N/A N/A	N/A	N/A N/A	Authentic French food, corporate functions, weddings, anniversaries and open houses	Mullen High School Parents Club, Bridal Show at the University Park Holiday Inn	babettes@aol.com www.babettesfeastcatering.com	Babette Wilson owner 2001
9	BAY WINDOW CATERING 243 Terry St. Longmont, CO 80501 (303) 772-3888/(303) 772-1984	6 6	N/A N/A	N/A	8,000 2	Full-service corporate catering	Seagate, SunMicro, IBM, Cities of Boulder and Longmont, University of Colorado	N/A N/A	Steve Eisler owner 1976
11	HOT CHILI'S CATERING 2990 29th St., Suite 2 Greeley, CO 80631 (970) 330-5163/(970) 330-5163	2 2	N/A N/A	N/A	300 10	Off-premises catering	Covenant Bible College, PaineWebber, United Way	N/A N/A	Diane Flagle owner 1997
12	ALL STYLE CATERING 405 E. Seventh St. Loveland, CO 80537 (970) 663-0845/	1 N/A	N/A N/A	35	N/A N/A	Off-premises catering, home cooked food	N/A	N/A N/A	Diana Brueckner owner 2002

Region includes Larimer and Weld counties, Longmont and Brighton in Colorado, and Laramie and Albany counties in Wyoming.
Companies first ranked by 2002 number of employees, second by 2002 revenues.
N/A - not available

SOURCE: BUSINESS REPORT SURVEY
RESEARCHED BY SONOKO BAYES AND KRIS MASCARENAS

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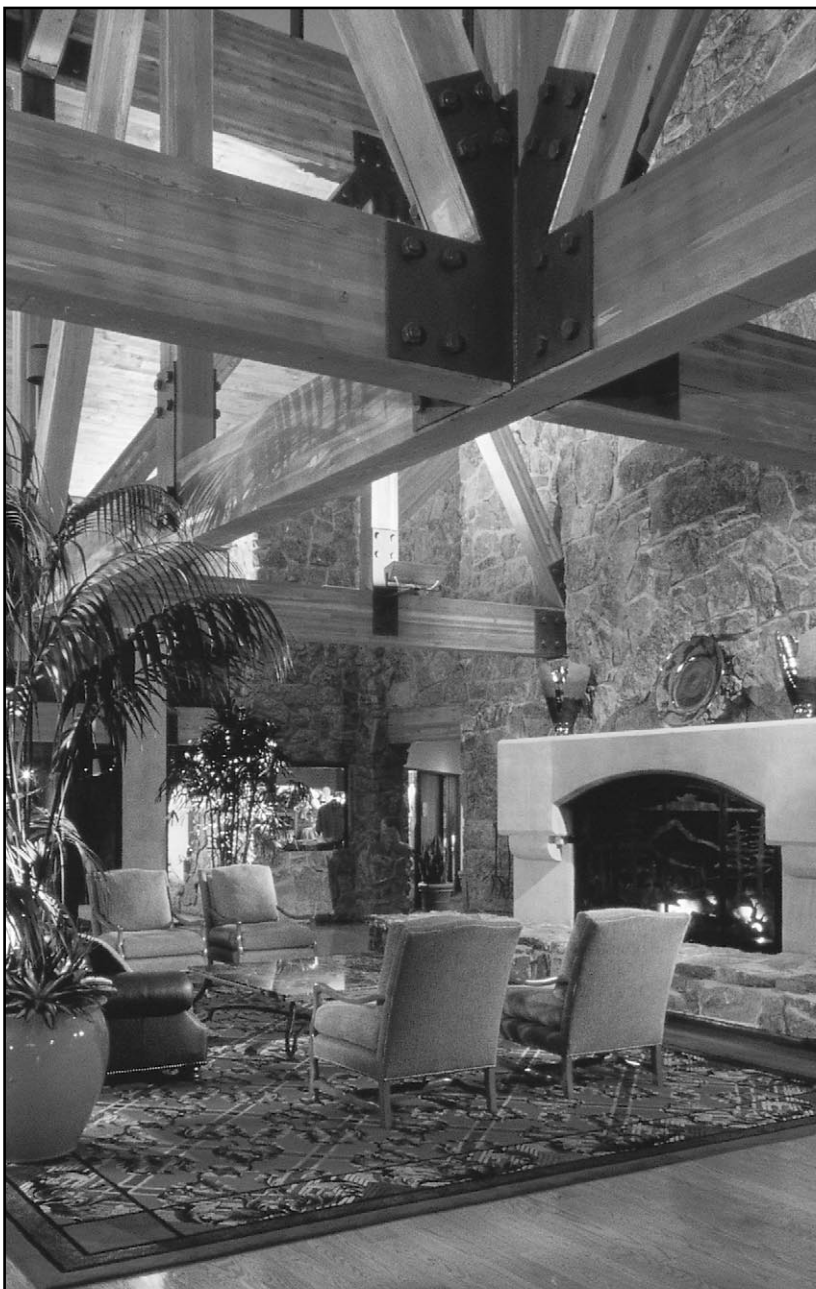


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LARGEST HOTELS

(Ranked by number of rooms)

RANK	HOTEL ADDRESS PHONE/FAX	NO. ROOMS NO. SUITES	EMPLOYEES 2002	NO. MEETING ROOMS TOTAL CAPACITY	ROOM RATES: SINGLE DOUBLE CORPORATE	AMENITIES	GENERAL MANAGER SALES DIRECTOR E-MAIL WEB SITE	OWNER YEAR BUILT YEAR RENOVATED
1	ESTES PARK CENTER/YMCA 2515 Tunnel Road Estes Park, CO 80517 (970) 586-3341/(970) 586-6078	475 240 (cabins)	600	45 2500	Group rates Group rates N/A	Horseback riding, hiking, crafts, hay rides, indoor pool, museum, dances, snowshoeing, tennis, mountain biking, auditoriums	Sara Kleiber Gary Van Horn info@ymcarockies.org www.ymcarockies.org	YMCA of the Rockies 1909 2001
2	UNIVERSITY PARK HOLIDAY INN 425 West Prospect Road Fort Collins, CO 80526 (970) 482-2626/(970) 224-9209	258 50	120	15 1000	\$104-\$144 \$104-\$144 N/A	Airport shuttle, free parking, car rental, business center, fitness center, indoor pool, hair salon, complimentary coffee, iron/board	Fred Warren Dana Krause louann.hoehne@jqh.com www.jqhhotels.com	John Q. Hammons Hotels Inc. 1985 1998
3	HOLIDAY INN CHEYENNE 204 W. Fox Farm Road Cheyenne, WY 82009 (307) 638-4466/(307) 638-3677	244 4	100	7 1500	\$55.40-\$99 \$59.40-\$99 N/A	Indoor heated pool, sauna with whirlpool, full-service restaurant and lounge, room service, exercise room	Kent Holtcamp Debbie Disney ddisney@cheyennehi.com www.holiday-inn.com/cheyenne	Circa Hospitality 1981 1999
4	FORT COLLINS MARRIOTT HOTEL 350 East Horseooth Road Fort Collins, CO 80525 (970) 226-5200/(970) 226-9708	226 3	125	14 N/A	\$129-\$169 \$129-\$169 N/A	Room service, on-site restaurant, indoor/outdoor pool, health club	Rick Smith Charles Inman charles.inman@marriott.com www.marriott.com	N/A 1985 N/A
5	RADISSON HOTEL & CONFERENCE CENTER 1900 Ken Pratt Blvd. Longmont, CO 80501 (303) 776-2000/(303) 682-2190	198 12	N/A	16 1100	\$117-\$169 \$117-\$169 N/A	Refrigerator, Internet access, health club, outdoor pool	Cindy Clements Sherri Houston hotelinfo@prattpop.com www.raintreeplaza.com	Susan Pratt 1983 N/A
6	HOLIDAY INN HOLIDOME, FORT COLLINS 3836 East Mulberry St. Fort Collins, CO 80524 (970) 484-4660/(970) 484-2326	197 N/A	8	250 N/A	\$61-\$89 \$62-\$89 N/A	Indoor pool & hot tub, exercise room, sauna, restaurant and lounge on property, easy access to I-25	Rebecca Whitman N/A oclc@aol.com holidayinn.com	N/A 1969 1998
7	LITTLE AMERICA HOTEL & RESORT 2800 W. Lincolnway Cheyenne, WY 82001 (307) 775-8400/(307) 775-8425	188 61	200	5 500	\$86 \$109 \$74	Refrigerators, coffee makers, data ports, restaurant	Shawn Powis Cilda Merritt gmerritt@cheyenne.littleamerica.co www.littleamerica.com	Earl Holding 1965 2002
8	BEST WESTERN HITCHING POST INN RESORT & CONFERENCE CENTER 1700 W. Lincolnway Cheyenne, WY 82001 (307) 638-3301/(307) 778-7194	166 6	150	12 1200	\$93 \$93 \$79	Mini refrigerators, coffee makers, iron and ironing boards, hair dryer, high speed wireless internet access	Nickolas S. Joannides Julie Malm mail@hitchingpostinn.com www.hitchingpostinn.com	Paul A. Smith 1937 2003
9	HOLIDAY INN ROCKY MOUNTAIN PARK 101 St. Vrain Ave Estes Park, CO 80517 (970) 586-2332/(970) 586-2038	150 5	105	12 1100	\$67.96-\$159.95 \$67.96-\$159.95 N/A	Indoor heated pool, free parking, restaurant, lounge, fitness room, game room, conference room	William K. Almond Paula Rozyla ephisales@airbits.com www.rockymountainparkinn.com	Forever Resorts 1967 2003
10	ESTES PARK CONFERENCE CENTER 201 S. Vrain St. Estes Park, CO 80517 (303) 779-5506/(303) 773-2374	150 5	N/A	11 1000	Varies Varies Varies	Restaurant, bar, pool, exercise room, game room	Bill Almond Paula Rozyla TomPick@aol.com www.estesparkresort.com	The Town of Estes Park 1991 2002
11	BEST WESTERN REGENCY HOTEL & CONFERENCE CENTER 701 Eighth Ave. Greeley, CO 80537 (970) 353-8444/(970) 353-4269	148 N/A	75	10 925	\$67.96-\$159.95 \$67.96-\$159.95 N/A	Hair dryers, coffee makers, microwave, refrigerator, voice mail, indoor pool, on-site restaurant and lounge, free newspaper	Teri Weston Teri Weston regencysalesdir@qwest.net www.bestwestern.com/regencyhote	Regency Hotels Management 1987 2001
12	FORT COLLINS PLAZA INN 3709 East Mulberry St. Fort Collins, CO 80524 (970) 493-7800/(970) 493-1826	135 1	15	4 300	\$45-\$75 \$55-\$110 \$42-\$65	Indoor/outdoor pool, hot tub, sauna, complimentary local calls	Ursula Tagliamonti Christine Stephens plazainn@verinet.com www.plaza-inn.com	Tag Inc. 1972 2002
13	STANLEY HOTEL 333 Wonderview Ave. Estes Park, CO 80517 (970) 586-3371/(970) 586-4964	135 5	N/A	8 300	\$179-\$299 \$189-\$229 \$139-\$179	Down comforters, TV, data ports, outdoor pool, room service, hiking, snowboarding, museum	Barry Allen Raphaela Baron ballen@stanleyhotel.com www.stanleyhotel.com	Chesapeake Hotel Group 1909 2001
14	THE PLAINS HOTEL 1600 Central Ave Cheyenne, WY 82001 (307) 638-3311/(307) 635-2022	130 38	85	7 300	\$89-\$199 \$89-\$199 \$89-\$199	Restaurant, coffee shop featuring Starbucks, gift store, health spa, fitness center, business center, jacuzzi in suites	Bob Jensen Joy Bohlig info@theplainshotel.com www.theplainshotel.com	The Plains Hotel Co. LLC 1911 2002
15	MULBERRY INN 4333 East Mulberry St. Fort Collins, CO 80524 (970) 493-9000/(970) 224-9636	120 36	20	2 60	\$42-\$55 \$55-\$75 \$40-\$50	Donuts and coffee, heated outdoor pool, free HBO and local calls	Ursula Tagliamonti Ursula Tagliamonti mulberry@verinet.com www.mulberry-inn.com	N/A 1986 N/A
16	FORT COLLINS COURTYARD BY MARRIOTT 1200 Oakridge Drive Fort Collins, CO 80525 (970) 282-1700/(970) 282-1777	112 2	N/A	1 35	\$99 \$99 \$69-\$93	Pool, spa, exercise room, laundry room, lounge	Jodie Martin-Witt Kriss Simpson N/A www.courtyard.com	David Sitzman 1996 2003
17	HOLIDAY INN 2313 Soldier Springs Road Laramie, WY 82071 (307) 742-6611/(307) 745-8371	100 N/A	59	3 200	\$55-\$119 \$55-\$119 \$55-\$119	Iron/board, hair dryer	Trudy McCracken Dixie Winters Dixiewinters@hotmail.com www.holiday-inn.com	Fosters Inc. N/A 2002
18	BEST WESTERN COACH HOUSE 5542 East Highway 34 Loveland, CO 80537 (970) 667-7810/(970) 667-1047	85 3	N/A	5 250	\$64.95-\$94.95 \$69.95-\$99.95 \$50.99-\$80.71	In room coffe, iron/boards, voicemail, valet laundry, indoor/outdoor pool, tennis courts	Shawn Beard Anna Askvig 06114@hotel.bestwestern.com www.lovelandhotel.com	Crystal Kapoor 1973 2003
19	HAMPTON INN 5500 Stone Creek Circle Loveland, CO 80538 (970) 593-1400/(970) 593-1415	80 0	25	1 20	\$69-\$119 \$69-\$119 \$69-\$109	Complimentary continental breakfast, indoor pool, fitness center, hot tub	Clifford Weber Clifford Weber N/A www.hampton-inn.com	Stonebridge McWhinney LLC 1996 N/A
20	1ST INN GOLD 421 Boswell Drive Laramie, WY 82070 (307) 742-3721/(307) 742-5473	79 1	15	2 60	\$44.79-\$79.99 \$44.99-\$79.99 N/A	Deluxe continental breakfast, hot tub, outdoor heated pool, restaurant/lounge, coin-operated laundry	Lila Mathiot Lila Mathiot N/A N/A	Rite-A-Way Inc. 1972 1997
21	RESIDENCE INN BY MARRIOTT 1127 Oakridge Drive Fort Collins, CO 80525 (970) 223-5700/(970) 266-9280	78 N/A	30	1 20	\$89-\$129 \$149 \$109	Full kitchen, complimentary breakfast, complimentary evening social, fitness room, indoor pool, sports cour	Bruce Wallace Kriss Simpson ftcrisales@aol.com www.residenceinn.com	N/A 1999 2003
22	COMFORT INN CHEYENNE 2245 Etchepare Drive Cheyenne, WY 82001 (307) 638-7202/(307) 635-8560	77 0	17	N/A N/A	\$45-\$65 \$45-\$65 N/A	Free deluxe continental breakfast, free local calls, fax, free paper, videos, VCRs, satellite TV, pool	Lisa Baeder Aubrie French hotelhelp@choicehotels.com www.choicehotels.com	MacCall Management N/A 1997
23	HAMPTON INN FORT COLLINS 1620 Oakridge Drive Fort Collins, CO 80525 (970) 229-5927/(970) 229-0854	76 N/A	18	3 N/A	\$74-\$89 \$119 N/A	Complimentary continental breakfast, complimentary newspaper, free local calls, coffee makers, hair dryers, iron/board	Linda Long N/A linda@thesummitgroupinc.com www.hamptoninn.com	Summit Group 1996 N/A
24	COMFORT INN 1450 Big Thompson Ave. Estes Park, CO 80517 (970) 586-2358/(970) 586-4473	75 10	15	0 0.1	N/A N/A N/A	Hot tub, seasonal outdoor pool, continental breakfast	Gregg Jurgens Rhonda Jurgens cmftinn@aol.com www.estes-park.com/comfortinn	Bob and Lois Jurgens N/A 1995
25	BEST WESTERN UNIVERSITY INN 914 S. College Ave. Fort Collins, CO 80524 (970) 484-1984/(970) 484-1987	74 N/A	12	0 N/A	\$55-\$65 \$55-\$65 N/A	Clubhouse with exercise equipment, laundry, hot tub, outdoor pool, close to Old Town, restaurants	Kate Miller Kate Miller bwuniversityinn@aol.com www.bestwestern.com	Alex Cooke 1988 2003

Region includes Larimer and Weld counties, Longmont and Brighton in Colorado, and Laramie and Albany counties in Wyoming.
Hotels first ranked by number of rooms, second by number of employees.
N/A - not available

SOURCE: BUSINESS REPORT SURVEY
RESEARCHED BY SONOKO BAYES AND KRIS MASCARENAS

LARGEST TRAVEL AGENCIES

(Ranked by number of travel agents)

RANK	AGENCY ADDRESS/PHONE/FAX	NO. OF AGENTS/EMPLOYEES	NO. OF OFFICES IN REGION/ELSEWHERE	PERCENT LEISURE/BUSINESS	PRODUCTS AND SERVICES	E-MAIL WEB SITE	PERSON IN CHARGE TITLE YEAR FOUNDED
1	NEW HORIZONS TRAVEL AGENCY 300 E. Boardwalk Drive Fort Collins, CO 80525 (970) 223-7400/(970) 225-0538	26 35	4 0	40% 60%	Full-service travel agency	dalec@travelnewhorizons.com www.travelnewhorizons.com	Dale Clarken pres. 1980
2	COTTONWOOD TRAVEL CO. 1641 23rd Ave. Greeley, CO 80631 (970) 353-7500/(970) 353-0018	15 25	2 0	50% 50%	Worldwide travel, business/vacation, cruise specialists, corporate meeting planning, group tours, discounts, Internet airline tickets, hotel, car	ctravelc@ctos.com www.ctravelc.com	Kay Kosmicki pres. 1982
3	CARLSON WAGONLIT, WORLD VIEW TRAVEL 610 E. 29th St. Loveland, CO 80538 (970) 667-4040/(970) 667-8505	12 21	2 N/A	75% 25%	Airline ticketing, cruises, tours, group travel, meeting planning and train travel	jvarco@yahoo.com www.carlsontravel.com	Judy Varco/Kristen Osborn owner/owner 1980
4	ADVENTURES AWAITING TRAVEL 2032 35th Ave. Greeley, CO 80634 (970) 339-3311/(970) 339-3770	9 15	1 N/A	90% 10%	Airline, train, cruises, tours, hotels, cars and groups	mbrighi@adventuresawaiting.com www.adventuresawaiting.com	Mary Brighi/Anita Warmbrod owner/manager 1972
5	AGGIE TRAVEL POINTS INTERNATIONAL 307 S. College Ave. Fort Collins, CO 80524 (970) 482-1235/(970) 484-6997	8 11	1 1	60% 40%	Full-service travel agency: air, cruise, tours	annj@travelpoints.com www.aggietravel.com	Ann James general manager, owner 1958
5	GOLD KEY TRAVEL SERVICE LTD. 328 Coffman St. Longmont, CO 80501 (303) 776-7024/(303) 776-3052	8 11	1 0	80% 20%	Retail travel agency specializing in cruises, tours, packages, all-inclusive resorts & group travel	golkeytravel@yahoo.com www.goldkey.vacation.com	Don Wood pres. 1966
7	TRAVEL CONNECTIONS 3538 JFK Parkway, Suite 2 Fort Collins, CO 80525 (970) 223-0442/(970) 206-9697	7 10	1 0	65% 35%	Full-service travel consulting, international and domestic certified planning specialists	travel@tvicon.com www.tvicon.com	Marge Yoder pres. 1982
8	AAA COLORADO 1514 E. Harmony Road, Suite 2 Fort Collins, CO 80525 (970) 223-1111/(970) 223-2788	6 11	15 N/A	100% N/A	Air, tour, cruises, vacation packages, rental car and hotel reservations	N/A www.aaa.com	Rob Altmar manager 1922
9	CAPITOL TOURS & TRAVEL 121 E. 18th St. Cheyenne, WY 82001 (307) 632-7878/(307) 635-8001	6 8	1 0	70% 30%	24-hour emergency service, ticket delivery, \$100,000-free flight insurance, lowest available airfare, cruises and tours	N/A www.capitoltourstravel.com	Sharon Enyeart pres. 1988
9	LARAMIE TRAVEL CENTER 210 S. Second St. Laramie, WY 82070 (307) 745-7321/(307) 745-9216	6 8	1 0	60% 40%	Full-services for leisure and business travelers; specializing in quality tours and complex international itineraries.	info@laramietravel.com www.laramietravel.com	Debra Olson/Ray Olson owner/owner 1975
11	TRAVEL NETWORK 2162 W. Eisenhower Blvd. Loveland, CO 80537 (303) 635-1900/(303) 635-1902	5 6	2 0	80% 20%	Full-service travel agency	tnetlov@frie.com N/A	Dianne Stillwell manager 1991
11	AMBASSADOR TRAVEL SERVICES INC. 802-B W. Drake Road Fort Collins, CO 80526 (970) 484-1212/(970) 221-9637	5 6	1 N/A	80% 20%	Airline tickets, tours, cruises, trip and honeymoon planning, hotels, rental cars, rail, incentive travel, bilingual agent	jcole@vacation.com www.ambtravel.com	Jo Ann Cole general manager 1987
13	SUNCHASE TRAVEL CENTER 135 W. Swallow Road Fort Collins, CO 80525 (970) 226-6226/(970) 225-1514	4 7	1 0	50% 50%	Air, hotel, cars, shuttles, tour packages and ski and beach trips	info@sunchase.com www.sunchase.com	Ann Karns manager 1982
13	BON VOYAGE TRAVEL OF FORT COLLINS INC. 825 S. Shields St. Fort Collins, CO 80521 (970) 493-8511/(970) 493-0041	4 7	1 0	85% 15%	Full-service travel agency: air, car, hotel, train, charter, motorcoach tours, soft and hard adventure, dive, cruises	barbara@bonvoyagetavelintl.com www.bonvoyagetavelintl.com	Barbara Lambert pres. 1980
15	A & A TRAVEL CONSULTANTS 1011 Ninth Ave Greeley, CO 80631 (970) 353-6050/(970) 353-6055	4 4	1 0	92% 8%	Full retail travel agency	N/A N/A	Ruth Allison owner/manager 1984
15	SOVEREIGN TRAVEL 1660-H N. Fourth St. Laramie, WY 82072 (307) 742-0728/(307) 742-8791	4 4	1 0	65% 35%	Air, hotel, cars, tours and packages, cruises, rail and limo services	sovtrvl@aol.com N/A	Melissa Maki general manager, owner 1994
17	UNIGLOBE WORLDWIDE TRAVEL LLC 800 S. Hover Road, Suite 34 Longmont, CO 80501 (303) 776-9090/(303) 772-3796	3 8	1 0	75% 25%	Lowest available airfare, special Uniglobe rates for cars and hotels, certified cruise specialists, Tahiti specialist	rm.worldwide@uniglobe.com N/A	Judy Bakanec pres. 1986
18	TWIN PEAKS TRAVEL & SCUBA 603 Ken Pratt Blvd. Longmont, CO 80501 (970) 673-9933/(303) 678-9688	3 6	1 0	90% 10%	Full-service travel agency and dive shop, airlines, cruises, tours, car rental, hotels, charters, retail scuba/snorkel gear, swim wear, classes, rental equipment	twinpeaks@idcomm.com www.twinpeakstravelandscuba.com	Beth Sharbonda owner/manager 1987
19	GREAT EXPEDITIONS 722 Coffman St. Longmont, CO 80503 (720) 494-1530/(720) 494-1542	3 5	1 0	99% 1%	Full-service travel agency, on-site airline ticketing, international adventure travel, scuba, wildlife/nature itineraries	ge@greatexpeditionstravel.com www.greatexpeditionstravel.com	Marjanna Helwig owner 1996
20	DESTINATION BY DESIGN TRAVEL CO. 201 S. College Ave. Fort Collins, CO 80524 (970) 221-0040/(970) 221-0469	3 4	1 0	80% 20%	Personalized travel services for individuals, groups or small companies, meeting planning, corp. retreats, incentive travel, and corp. jet services	dbd@cybersafe.net N/A	Jane Folsom pres. 1993
20	CENTENNIAL TRAVELERS 1532 E. Mulberry St., Suite G Fort Collins, CO 80524 (970) 484-4988/(970) 484-0022	3 4	1 N/A	100% N/A	Group travel, pre-packaged tours or customized tours for groups	centours@aol.com www.centennialtravel.com	Judith Steeneck CEO, pres. 1988

Region includes Larimer and Weld counties, Longmont and Brighton in Colorado, and Laramie and Albany counties in Wyoming.
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	Meeting Room Rates (per day)	Meeting Rooms	Guest Rooms	Capacity	Lead Time (days)	Swimming Pool	Fitness Center	Restaurant/ Meals Served	AV Equipment	Car Rentals/ Shuttle Service
1st Inn Gold 421 Boswell Drive Laramie, WY 82070 (307) 742-3721/(307) 742-5473 N/A	Varies	2.0	79	60	Varies	Yes	No	Yes	N/A	No
A Drummond s Ranch B & B 399 Happy Jack Road Cheyenne, WY 82007 (307) 634-6042/(307) 634-6042 www.cruising-america.com/drummond.html	Varies	1.0	4	10	7	No	No	Yes	Yes	No
AmericInn Lodges & Suites 7645 Westgate Drive Fort Collins, CO 80528 (970) 226-1232/(970) 207-9996 www.coloradolodges.com	\$45-\$75	1.0	61	25	Varies	Yes	No	Yes	No	No
Antiques At Lincoln Park 822 Eighth St Greeley, CO 80631 (970) 351-6222 N/A	Varies	1.0	N/A	40	Varies	No	No	No	No	No
Aspen Lodge at Estes Park 6120 Highway 7 Estes Park, CO 80517 (970) 586-8133/(970) 586-8133 www.aspenlodge.com	Varies	7.0	59	Varies	Varies	Y	Y	Y	Y	Y
Best Western Coach House 5542 E. U.S. Highway 34 Loveland, CO 80537 (970) 667-7810/(970) 667-1047 www.lovelandhotel.com	Varies	5.0	88	200	V	Y	N	Y	Y	N
Best Western Hitching Post Inn Resort & Conference Center 1700 W. Lincolnway Cheyenne, WY 82001 (307) 638-3301/(307) 778-7194 www.hitchingpostinn.com	Varies	12.0	166	11500	N/A	N/A	N/A	N/A	N/A	N/A
Best Western Regency Hotel & Conference Center 701 Eighth Ave. Greeley, CO 80537 (970) 353-8444/(970) 353-4269 www.bestwestern.com/regencyhotel	Varies	10.0	148	925	Varies	Yes	No	Yes	No	No
Big Thompson Timberlane Lodge 740 Moraine Ave. Estes Park, CO 80517 (970) 586-3137/(970) 586-3719 www.bigthompsontimberlanelodge.com	\$200/day	2.0	59	N/A	14	Yes	No	Yes	Yes	No
Black Canyon Inn 800 McGregor Ave./P.O. Box 856 Estes Park, CO 80517 (970) 586-8113/(970) 586-3154 N/A	Varies	1.0	24	60	Varies	Yes	No	Yes	Yes	No
Boomerang Golf Course 7309 W. Fourth St. Greeley, CO 80634 (970) 351-8934/(970) 351-8947 ci.greeley.co.us/parks/parkgolf	N/A	1.0	N/A	75	Varies	No	No	Yes	No	No
Budweiser Events Center/Larimer County Fairgrounds and Events Complex 5300 S.E. Frontage Road Loveland, CO 80538 (970) 498-5733/(970) 498-5731 www.budweisereventscenter.org	\$75-\$100	12.0	N/A	7400	Varies	No	No	Yes	Yes	No
Cattail Creek Inn Bed & Breakfast 2665 Abarr Drive Loveland, CO (970) 667-7600/(970) 667-8968 www.cattailcreekinn.com	Varies	1.0	8	N/A	14	No	No	No	No	No
City of Greeley Recreation Center 651 10th Ave. Greeley, CO 80631 (970) 350-9259/(970) 336-4027 recreation@ci.greeley.co.us	Varies	12.0	N/A	600	Varies	Yes	Yes	Yes	Yes	No
City of Greeley Senior Center 1010 Sixth St. Greeley, CO 80631 (970) 350-9440/(970) 350-9898 N/A	Varies	8.0	N/A	200	Varies	No	No	No	No	No
Cottonwood Club 6813 S. College Ave. Fort Collins, CO 80526 (970) 226-3463/(970) 226-2443 N/A	Varies	4.0	N/A	200	Varies	No	No	Yes	Yes	No
Country Inn & Suites 2501 West 29th St. Greeley, CO (970) 330-3404/(970) 330-8404 www.contryinns.com	N/A	1.0	63	20	Varies	Yes	No	No	No	Yes

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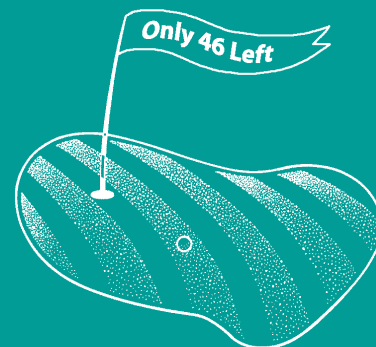
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MEETINGS & CONFERENCE GUIDE

	Meeting Room Rates (per day)	Meeting Rooms	Guest Rooms	Capacity	Lead Time (days)	Swimming Pool	Fitness Center	Restaurant/Meals Served	AV Equipment	Car Rentals/Shuttle Service
Covenant Heights Conference Center 7400 Colorado Highway 7 Estes Park, CO 80517 (970) 586-2900/(970) 586-2946 www.covenantheights.org	Varies	4.0	24	180	60	No	No	Yes	Yes	Yes
Days Inn - Cheyenne 2360 W. Lincolnway Cheyenne, WY 82001 (307) 778-8877/(307) 778-8697 www.thedaysinn.com	Varies	1.0	72	20	Varies	No	Yes	No	N/A	No
Eat n Place American Grill 101 Second St. Eaton, CO 80615 (970) 454-3600 N/A	Varies	1.0	N/A	100	Varies	No	No	Yes	No	No
Eaton Auditorium 223 First St. Eaton, CO 80615 (970) 454-3338/(970) 454-3339 www.eatonco.org	Varies	1.0	N/A	50	14	No	No	No	No	No
Eaton Community Center 200 Park Ave. Eaton, CO (970) 454-3402/(970) 454-5193 N/A	Varies	1.0	N/A	150	Varies	No	No	No	No	No
Eaton Country Club 37661 Weld County Road 39 Eaton, CO 80615 (970) 454-2587/(970) 454-3095 www.golfcolorado.com/eaton	Varies	1.0	N/A	75	Varies	No	No	Yes	No	No
Ebony Event Center 3313 11th Ave. Evans, CO 80620 (970) 339-5241/(970) 506-2836 www.lopianos.com	Varies	3.0	N/A	300	Varies	No	No	No	Yes	No
Edwards House Bed & Breakfast 402 W. Mountain Ave. Fort Collins, CO 80524 (970) 493-9191/(970) 484-0706 www.edwardshouse.com	\$175-\$20	2.0	8	48	Varies	No	Yes	No	Yes	No
Elks Lodge, Loveland 103 E. Fourth St. Loveland, CO 80537 (970) 669-6330/(970) 669-6331 N/A	Varies	4.0	N/A	Varies	Varies	No	No	Yes	No	No
Estes Park Center/YMCA 2515 Tunnel Road Estes Park, CO 80517 (970) 586-3341/(970) 586-6078 www.ymcarockies.org	N/A	43.0	475	2500	Varies	Yes	Yes	Yes	Yes	No
Estes Park Conference Center 201 S. Vrain St. Estes Park, CO 80517 (303) 779-5506/(303) 773-2374 www.estesparkresort.com	Varies	11.0	500	1000	Varies	Yes	Yes	Yes	Yes	Yes
Evans VFW 3501 State St. Evans, CO 80620 (970) 339-3025 N/A	Varies	1.0	N/A	100	Varies	No	No	No	Yes	No
Express Inn 2512 W. Lincolnway Cheyenne, WY 82001 (307) 632-7556/(307) 635-9141 N/A	Varies	1.0	60	20	Varies	Yes	No	No	No	No
Fairfield Inn 1415 Stillwater Ave. Cheyenne, WY (307) 637-4070/(307) 637-4070 N/A	Varies	1.0	62	30	Varies	Yes	Yes	Yes	Yes	No
Fort Collins Courtyard by Marriott 1200 Oakridge Drive Fort Collins, CO 80525 (970) 282-1700/(970) 282-1777 www.courtyard.com	Varies	1.0	112	1000	Varies	Yes	Yes	Yes	Yes	Yes
Fort Collins Days Inn 3625 East Mulberry St. Fort Collins, CO 80524 (970) 221-5490/(970) 482-4826 N/A	Varies	1.0	79	25	Varies	No	No	No	No	Yes
Fort Collins Marriott Hotel 350 E. Horsetooth Road Fort Collins, CO 80525 (970) 226-5200/(970) 226-9708 www.marriott.com	Negotiable	17.0	230	1340	1	Yes	Yes	Yes	Yes	Yes

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Fort Collins Plaza Inn 3709 E. Mulberry St. Fort Collins, CO 80524 (970) 493-7800/(970) 493-1826 www.plaza-inn.com	Varies	4.0	135	300	Varies	Yes	No	Yes	Yes	No
Fort Collins Senior Center 1200 Raintree Drive Fort Collins, CO 80526 (970) 221-6113/(970) 224-6072 www.fcgov.com/recreation/rentals.php	Varies	6.0	N/A	Varies	Varies	Yes	Yes	Yes	No	No
Four Winds Motor Lodge 1120 Big Thompson Ave. Estes Park, CO 80517 (970) 586-3313/(970) 586-0443 www.fourwindsbudgethost.com	Varies	1.0	52	50	7	Yes	No	No	No	No
Golden Eagle Resort at the Craggs Lodge 300 Riverside Drive Estes Park, CO 80517 (970) 586-6066/(970) 586-6806 www.ilxresorts.com	Varies	2.0	33	100	Varies	Yes	No	Yes	Yes	No
Great Wall Buffet 1525 W. Eisenhower Blvd. Loveland, CO 80537 (970) 663-3734/(970) 669-9381 N/A	Varies	4.0	N/A	350	2	No	No	Yes	No	No
Greeley Area Realtors Assoc. 819 11th St. Greeley, CO 80631 (970) 353-8884/(970) 353-9749 N/A	Varies	1.0	N/A	80	21	No	No	No	No	No
Greeley Guest House 5401 West Ninth St. Greeley, CO 80634 (970) 353-9373/(970) 353-9297 www.greeleyguesthouse.com	\$75-\$200	4.0	19	80	Varies	No	Yes	Yes	Yes	No
Hampton Inn 5500 Stone Creek Circle Loveland, CO 80538 (970) 593-1400/(970) 593-1415 www.hampton-inn.com	Varies	1.0	80	20	Varies	Yes	Yes	No	N/A	No
Hampton Inn Fort Collins 1620 Oakridge Drive Fort Collins, CO 80525 (970) 229-5927/(970) 229-0854 www.hamptoninn.com	\$50-\$175	3.0	76	75	1	Yes	No	No	N/A	No
Holiday Inn 2313 Soldier Springs Road Laramie, WY 82071 (307) 742-6611/(307) 745-8371 www.holiday-inn.com	Varies	3.0	100	500	Varies	N/A	N/A	N/A	N/A	No
Holiday Inn Cheyenne 204 W. Fox Farm Road Cheyenne, WY 82009 (307) 638-4466/(307) 638-3677 www.holiday-inn.com/cheyennewy	Varies	9.0	244	N/A	24	Yes	Yes	Yes	Yes	No
Holiday Inn Express in Greeley 2563 W. 29th St. Greeley, CO 80631 (970) 330-7495/(970) 330-7495 www.holidayinn.com	Varies	1.0	64	25	Varies	Yes	No	No	Yes	No
Holiday Inn Holidayhome, Fort Collins 3836 E. Mulberry St. Fort Collins, CO 80524 (970) 484-4660/(970) 484-2326 holidayinn.com	Varies	8.0	197	250	7	Yes	Yes	Yes	Yes	No
Holiday Inn Rocky Mountain Park 101 S. Saint Vrain Ave. Estes Park, CO 80517 (970) 586-2332/(970) 586-2038 www.rockymountainparkinn.com	Varies	11.0	150	1500	14	Yes	Yes	Yes	Yes	Yes
Island Grove 501 N. 14th Ave. Greeley, CO 80631 (970) 350-9392/(970) 350-9344 N/A	Varies	10.0	N/A	2100	7	Yes	No	Yes	Yes	No
Lake Shore Lodge 1700 Big Thompson Ave Estes Park, CO 80517 (970) 577-6400/(970) 577-6420 www.lakeshorelodge.com	Varies	6.0	54	200	Varies	Yes	Yes	Yes	Yes	No
Lincoln Center 417 W. Magnolia Fort Collins, CO 80524 (970) 221-6733/(970) 221-6373 www.lctix.com	Varies	6.0	N/A	Varies	Varies	No	No	Yes	Yes	No

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STEVE PORTER • BUSINESS REPORT

ALMOST ENCLOSED — Construction on the new Larimer County Budweiser Events Center has almost reached the point where the approximately 7,000-seat building is nearly enclosed. The structure is expected to be ready to host hockey games and other events by this coming fall.

RANCH, from 1B

Budweiser Events Center," in Northern Colorado, Raybourn said.

"Definitely having a venue that size is going to, I would hope, allow some bigger-name entertainers to play up in this part of the country on a year-around basis."

To date, the only events Hardy could say are officially scheduled at the new Budweiser Events Center facility are Central Hockey League games. The events center is scheduled to host 32 regular and two exhibition games between mid-October 2003 and mid-March 2004.

In addition, there are a dozen events scheduled for the summer of 2004 that are related to the first-ever Larimer County fair at The Ranch set for late July and early August 2004. The dates for those events have been secured, Hardy said, but the entertainment has not.

At this point, Hardy said, the hockey games are the only events specifically under contract for the Budweiser Events Center. "We have about 10 events or so that are sort of in a 'let's try to get them confirmed'" status, Hardy said. "We're envisioning doing about 120 events a year."

With the \$61.2 million fairgrounds facilities still under construction and opening dates still eight months away, Hardy said planning and scheduling is on track. "Traditionally, events like concerts don't book more than about six months out, anyway," he noted.

Once complete, the 243-acre site will feature 13 structures including the Budweiser Events Center, two exhibition halls, an indoor arena and two livestock pavilions.

Tractor pulls to ice shows

The largest of these — and the centerpiece of the facility — is the events center, which will seat 4,100 to 7,400 people depending on the event it is hosting. Along with ice hockey, projected uses for the events center include rodeos, tractor pulls, concerts and ice shows.

Hardy said active promotion of The Ranch facilities has not yet begun. "Most has been word-of-mouth." He said plans are to begin advertising and promotions this spring.

It will take time to build a resume and reputation for the facility, Hardy said. Because The Ranch doesn't represent a "must play" venue like the Pepsi Center, "we have to do an extra special

job of delivering what we say and meeting the needs of promoters."

Even without a resume, however, interest in the facility "has been just shy of overwhelming," Hardy said. "Almost without exception we've moved almost every event from the old fairgrounds over to the exhibition buildings or indoor arena."

Oct. 1 marks the date that events will begin taking place at The Ranch and stop being held at the old fairgrounds. "As of Oct. 1, everything from then on will be at the new grounds," Hardy said.

Among the events that are moving from old fairgrounds to new are horse shows, craft shows, dog and cat shows, gun shows, the Loveland Public Library's annual used-book sale and the Larimer County tax lien sale.

In addition, he said, home and garden shows, boat shows and RV shows are planned. The indoor arena is drawing team-penning competitions, rodeos such as the Little Britches Rodeo and the Colorado High School Rodeo state finals and a team-rope series called Rope the Rockies.

2001 statistics for the existing fairgrounds facility in central Loveland showed 661 events took place there, from meetings to horse shows, said Bob Holt, fairgrounds manager. The fairgrounds were used 318 out of 365 days and drew an estimated 218,146.

Up to 800,000 visitors expected

While 2002 statistics aren't available yet, Holt said the numbers are likely similar.

By comparison, Hardy expects The Ranch will draw 600,000 to 800,000 people to events currently booked in the first 12 months of the facility's operation.

Ultimately, the Budweiser Events Center will host some 125 events and other buildings at The Ranch will log close to 300 event days.

"We'll have something going on, whether it's a small 4-H function or a rodeo, I would bet, 300 days a year."

Hardy said first visits to The Ranch, when it opens, are likely to offer a pleasant surprise. The décor and finishes are "really very classy," he said. "It's not the Pepsi Center, but it's not far from it in terms of the finishes."

Meanwhile, folks will have to wait a bit longer to learn just what the inaugural events at The Ranch will be. Look for an announcement sometime in late March.

"We don't want to announce anything until we are 100 percent confident that all our construction timelines are in order." The Sept. 19 to 20 dates push the construction schedule by about two weeks, Hardy said.

MEETINGS & CONFERENCE GUIDE

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Little America Hotel & Resort 2800 W. Lincolnway Cheyenne, WY 82001 (307) 775-8400/(307) 775-8425 www.littleamerica.com	Varies	5.0	188	500	Varies	Yes	Yes	No	N/A	No
Lopiano's Catering/Mad Russian Events Center 2100 Country Club Parkway Milliken, CO 80543 (970) 587-5000/(970) 587-2845 www.lopianos.com	Varies	2.0	N/A	600	Varies	No	No	No	Yes	No
Loveland/Pulliam Building 545 N. Cleveland Ave. Loveland, CO 80537 (970) 962-2392/(970) 962-2901 N/A	Varies	3.0	N/A	Varies	Varies	No	No	No	Yes	No
Loveland/Library 300 N. Adams St. Loveland, CO 80537 (970) 962-2392/(970) 962-2901 N/A	Varies	1.0	N/A	N/A	Varies	No	No	No	Yes	No
Loveland/Bed & Breakfast 217 W. Fourth St. Loveland, CO 80537 (970) 669-0798/(970) 669-0797 N/A	Varies	1.0	11	30	1	No	No	Yes	Yes	No
McGregor Mountain Lodge 2815 Fall River Road Estes Park, CO 80517 (970) 586-3457/(970) 586-4040 www.mcgregormountainlodge.com	\$165-\$25	2.0	19	30	30	No	No	No	No	No
McKee Conference and Wellness Center 2000 N. Boise Ave. Loveland, CO 80538 (970) 635-4045/(970) 635-4066 N/A	Varies	7.0	N/A	350	Varies	No	No	Yes	Yes	No
Mulberry Inn 4333 E. Mulberry St. Fort Collins, CO 80524 (970) 493-9000/(970) 224-9636 www.mulberry-inn.com	Varies	2.0	120	70	Varies	Yes	No	Yes	Yes	No
Nagle Warren Mansion Bed & Breakfast 222 E. 17th St. Cheyenne, WY 82001 (800) 811-2610/(307) 638-6835 www.naglewarrenmansion.com	Varies	3.0	12	50	Varies	No	Yes	Yes	Yes	Yes
Nicky's Resort and Conference Center 1350 Fall River Road Estes Park, CO 80517 (970) 586-5376/(970) 586-0132 www.nickysresort.com	Varies	2.0	40	60	14	Yes	No	Yes	Yes	No
Pingree Park Campus-CSU 16321 Pingree Park Road Bellevue, CO 80512 (970) 491-7377/(970) 491-7427 N/A	Varies	9.0	125	120	21	No	No	Yes	Yes	No
Porter House Conference Center 530 Main St. Windsor, CO 80550 (970) 686-5793 / (888) 686-5793/(970) 686-7046 www.bbonline.com/co/porterhouse	\$90-\$17!	1.0	4	40	Varies	No	No	No	Yes	No
Ptarmigan Country Club 5416 Vardon Way Fort Collins, CO 80528 (970) 226-8555/(970) 226-2836 www.ptarmigancountryclub.com	Varies	3.0	N/A	220	Varies	Yes	No	Yes	Yes	No
Radisson Hotel & Conference Center 1900 Ken Pratt Blvd. Longmont, CO 80501 (303) 776-2000/(303) 682-2190 www.raintreeplaza.com	Varies	19.0	210	N/A	Varies	Yes	Yes	Yes	Yes	No
Raindrop Bed & Breakfast 6901 McMurray Ave. Fort Collins, CO 80512 (970) 493-0799/(970) 493-0799 N/A	Varies	2.0	3	50	Varies	No	Yes	Yes	No	No
Red Dragon Chinese Restaurant & Lounge 233 E. 29th St. Loveland, CO 80537 (970) 669-6769 N/A	Varies	1.0	N/A	40	Varies	No	No	Yes	No	No
Residence Inn by Marriott 1127 Oakridge Drive Fort Collins, CO 80525 (970) 223-5700/(970) 266-9280 www.residenceinn.com	Varies	1.0	78	20	Varies	Yes	Yes	Yes	Yes	Yes

MEETINGS & CONFERENCE GUIDE

SPEAKERS, from 1B

	Meeting Room Rates (per day)	Meeting Rooms	Guest Rooms	Capacity	Lead Time (days)	Swimming Pool	Fitness Center	Restaurant/Meals Served	AV Equipment	Car Rentals/Shuttle Service
Retreat Of The Rockies P.O. Box 1351 Cheyenne, WY (307) 772-0851/(307) 772-0182 www.retreatoftherockies.com	\$75	1.0	3	70	Varies	No	No	Yes	Yes	No
Rialto Theater 228 E. Fourth St. Loveland, CO 80537 (970) 962-2421/(970) 962-2422 www.ci.loveland.co.us	\$175-\$300	1.0	N/A	450	N/A	No	No	No	Yes	No
Sleep Inn 3025 Eighth Ave. Evans, CO 80620 (970) 356-2180/(970) 356-1910 N/A	Varies	1.0	61	20	Varies	Yes	Yes	Yes	No	Yes
Sod Buster Inn Bed & Breakfast 1221 Ninth Ave. Greeley, CO 80631 (970) 392-1221/(970) 392-1222 www.sodbusterinn.com	Varies	2.0	10	32	30	No	Yes	Yes	Yes	Yes
Stanley Hotel 333 Wonderview Ave. Estes Park, CO 80517 (970) 586-3371/(970) 586-4964 www.stanleyhotel.com	Varies	8.0	135	300	Varies	Yes	No	Yes	Yes	Yes
Sundance Steak House & Saloon 2715 E. Mulberry St. Fort Collins, CO 80524 (970) 484-1600/(970) 416-8824 N/A	Varies	2.0	N/A	300	7	No	No	Yes	No	No
Sylvan Dale Ranch 2939 North County Road 31D Loveland, CO 80537 (970) 667-3915/(970) 635-9336 www.sylvandale.com	\$42	5.0	27	150	Varies	Yes	No	No	Yes	No
Terry Bison Ranch 51 I-25 Service Road E. Cheyenne, WY 82007 (307) 634-4171/(307) 634-9746 www.terrybisonranch.com	\$75-\$350	5.0	19	34	2	No	No	Yes	Yes	No
The Cactus Grill 1329 Eagle Drive Loveland, CO 80537 (970) 663-4500/(970) 663-1544 N/A	Varies	2.0	N/A	90	Varies	No	No	Yes	No	No
The Egg & I 3830 W. 10th St. Greeley, CO 80634 (970) 353-7737 N/A	Varies	1.0	N/A	50	7	No	No	Yes	No	No
The Outlaw 3839 E. Lincolnway Cheyenne, WY 82001 (307) 635-7552/(307) 637-5626 N/A	Varies	2.0	N/A	100	14	No	No	Yes	Yes	No
The Plains Hotel 1600 Central Ave Cheyenne, WY 82001 (307) 638-3311/(307) 635-2022 www.theplainshotel.com	Varies	7.0	130	300	Varies	No	Yes	Yes	Yes	No
Union Colony Civic Center 701 10th Ave. Greeley, CO 80631 (970) 350-9449/(970) 350-9475 www.ucstars.com	\$75-\$275	3.0	N/A	400	180	Yes	Yes	No	Yes	No
University of Wyoming P.O. Box 3972 Laramie, WY 82071 (307) 766-2898/(307) 766-3289 www.uwyo.edu	Varies	30.0	1000	2000	45	Yes	Yes	Yes	Yes	Yes
University of Wyoming Outreach School University of Wyoming Campus Laramie, WY 82071 (307) 766-5641/(307) 766-3445 N/A	Varies	50.0	2200	500000	Varies	Yes	Yes	Yes	Yes	Yes
University Park Holiday Inn 425 W. Prospect Road Fort Collins, CO 80526 (970) 482-2626/(970) 224-9209 www.jqhhotels.com	Varies	15.0	258	1000	Varies	Yes	Yes	Yes	Yes	Yes
Vee Bar Guest Ranch 2091 State Highway 130 Laramie, WY 82071 (800) 4-VEEBAR/(307) 745-7433 www.vee-bar.com	\$150	2.0	9	35	One	No	Yes	Yes	Yes	No
Wild Lane Bed & Breakfast 5445 Wild Lane Loveland, CO 80538 (970) 669-0303/(970) 663-9100 N/A	1	5.0	12	Varies	No	No	Yes	Yes	Yes	Yes
Windsor Super 8 Motel 1265 Main St. Windsor, CO 80550 (970) 686-5996/(970) 686-5393 N/A	Varies	1.0	40	50	Varies	No	Yes	No	Yes	No

ing planner doesn't pay anything extra for the service."

As her business, Gr8 Ideas at Work, has evolved, Clarke said she has found herself on both sides of the podium. She has organized speakers for conferences, encouraged clients to use public speaking venues to market their companies and now works as a professional speaker.

Recalling efforts to arrange speakers for events in the past, Clarke said: "I know from experience that you can waste a lot of time trying to figure out who to get."

Bureau handles details

The speakers bureau takes charge of finding the right speaker and making arrangements. If something comes up, illness or bad weather, for instance, that prevents the speaker from following through, the speakers bureau makes sure a suitable replacement is engaged, Clarke said.

Using a speakers bureau takes the work out of finding and evaluating prospective speakers. "They have a menu of speakers they are familiar with," Clarke said. "They know their presentations, their styles and how they connect with audiences."

It also ups the chances of procuring the speaking services of that great speaker the boss or a friend of a friend of a friend heard last July. Oftentimes, if a speaker isn't part of the speakers bureau stable, the bureau will still contact and negotiate with the sought-after speaker.

Considering the hundreds of people in the area who call themselves speakers, this can be a particularly helpful service, Clarke noted.

"There are a lot of people out there who want to be speakers and who call themselves speakers but they aren't at the professional level yet. They are speaking from knowledge but they don't have what we would call the platform skills yet."

In addition to commercial speakers bureaus, whose fees are paid by the speakers they represent, many educational institutions, advocacy groups and nonprofit entities maintain speakers bureaus.

Speakers can be free

A quick search of the Internet turns up speakers bureaus in a broad range of interest areas from the Business

Marketing Association and the Rocky Mountain Land Use Institute to the Humane Society; the Gay, Lesbian and Straight Education Network of Colorado; and Mothers of Preschoolers.

Speakers arranged through organizations like these often speak at no charge or for their expenses.

Shirley Medbery, who coordinates a speakers bureau at Aims Community College, said Aims offers the speaking services of employees and affiliates free of charge. "We want to be a service to the community," Medbery said. "If there are groups out there that need our expertise, we will go out and provide the service."

Aims sometimes asks organizations hosting its speakers to cover transportation costs if speakers will be required to travel a distance. Generally, Aims speakers prepare presentations of 15 to 20 minutes. Thirty minutes is the maximum, Medbery said. "If they are looking for speakers for longer conferences or seminars, then I ask them to negotiate directly with the speaker."

The Aims' speakers bureau offers orators in seven topic areas: communications, culture, education, entertainment, health and safety, history and work and technology.

Reflecting the new era of introspection that the events of Sept. 11, 2001, ushered in, the most sought-after topics tend to be on managing stress or the history of the home state, Medbery said.

Substance wanted now

Politics, current events and the economy all play a role in dictating trends among speakers, Clarke said.

Right now, as the economy tends toward uncertainty, "meeting planners and businesses all want to get more bang for their buck," Clarke said. "They are less willing to pay for entertainment. They want substance and especially since 9-11."

Where in the recent past people were more likely to want to be entertained by speakers and keynote presenters, Clarke said these days motivational and inspirational speakers are popular. Meeting planners also tend to be looking for experts who can present information in an entertaining way and those who can customize their message for specific groups.

Another trend Clarke said she's observed is organizers shortening the lead time they employ in arranging speakers. "It used to be speakers would be booked a year to at least six months in advance. Now I get calls: 'Can you speak in two weeks?'"

For Medbery, the ideal lead time for arranging speakers is one month. "We've done it within a couple of weeks ... but the more time they can give me, the better."

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