



Business in the Pines is Off and Running

by Elean Gersack
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On Tuesday, January 16, local business owners had the opportunity to learn more about, and to sign up for, Business in the Pines memberships.

Carla Kenny and Sharon Kollmar, co-directors of Business in the Pines, spoke about member

benefits and initial plans for the Association. "From marketing collateral to specialized events, we want to bring people to the businesses," said Kenny.



Noel Coyne of Celtic Crossing and Paul Arvidson of Castle Rock Bank

A twelve year veteran of the Castle Rock Chamber of Commerce, Paul Arvidson, vice president and branch manager at the Castle Pines' Castle Rock Bank, and Business in the Pines board member, knows first hand the advantages of working in partnership together. "From customer referrals to attracting new people to the area, all of our businesses can grow significantly," said Arvidson.

Ultimately, Business in the Pines belongs to the businesses. "We are the facilitators. This is your organization and it will be what you want it to be," said Kollmar. The Business in the Pines Executive Committee plans to meet monthly with full membership meetings held each quarter. Plans are already underway to launch a business directory in late March.