

BUSINESS REPORTER PAT FERRIER, (970) 224-7742 EMAIL: BUSINESS@COLORADOAN.COM

ON WALL STREET

21.34	22.01	24.56
Dow	Nasdaq	NYSE
13,117.51	2,989.91	7,964.10

ON THE AGENDA

- » **Foothills Rotary Club** Noon, Fort Collins Marriott, 350 E. Horsetooth Road, Fort Collins. Information: www.fcfoothillsrotary.com
- » **Loveland Rotary Club** Noon, Fountains of Loveland, 1480 Cascade Ave., Loveland. Information: www.lovelandrotary.org
- » **Technology Transfer Fair**, 9 a.m. to 4:30 p.m., Drake Centre, 802 W. Drake Road. Free trade-show with federal research laboratories in Larimer County.

APPLAUSE

Tula Contemporary Women's Clothing, 1 Old Town Square, Fort Collins, is celebrating 10 years of business. Owner Kate Hannah said in a news release, "I feel very grateful to the Fort Collins community for the loyalty and support they have shown us at Tula."

Information: www.shoptula.com.



THE DIGIT

\$3.419

Average price of a gallon of regular gas in Fort Collins (as of Saturday). The least expensive listed was at King Soopers' 1001 Taft Hill Road location, at \$3.209 per gallon.

IN BRIEF

Senior Law Day event is Saturday

The Elder Care Network of Larimer County will host its eighth annual Senior Law Day Conference from 8:30 a.m. to 3 p.m. Saturday at the Colorado State University Lory Student Center.

For a \$10 donation, participants can attend four of 12 seminars and receive breakfast, lunch and a copy of the 2012 Senior Law Handbook. Sessions will help seniors and their families through legal issues and the financial planning process.

To register: www.eldercairenet.org or (970) 495-3442.

To submit local business briefs or items for *On the Agenda* and *Applause*, email business@coloradoan.com. Notice of events should be submitted at least one week in advance of the event or registration deadline.

CORRECTION

A new tavern at 1228 W. Elizabeth St. would open adjacent to Tiger Lily Chinese Cuisine. Bones Pies & Pitchers has been replaced by Wild Wings and Things. A column in Sunday's business section was incorrect on storefront location. The Coloradoan regrets the error.

Weekly business newsletter available

Stay informed with our weekly business newsletter and breaking business news. Scan the QR code or visit www.coloradoan.com/followus to subscribe.



Grimm Brothers Brewhouse wins third Gnarly Barley People's Choice award

By David Young
DavidYoung@coloradoan.com

Grimm Brothers Brewhouse managed to defend its title for a three-peat as the People's Choice Brewery on Saturday at the Gnarly Barley Brewfest.

To help win the people's hearts at the fourth annual brewfest, which coincides with the Larimer County Fair at The Ranch and Budweiser Events Center, Grimm offered up scoops of Loveland restaurant Next

Door's ice cream with a caramel swirl.

"It's really great to receive so much support from the local community, especially in light of the number of new breweries producing great beer. We were excited to see so many great breweries at the event," beer evangelist with Grimm Brothers Brewhouse Russell Fruits said in a prepared statement.

With the demand for its beers, Grimm is planning to expand its production this month and release a new

beer on Aug. 29.

With 22 brewers and 70 beers for attendees to sample, the festival continues to grow.

New breweries Black Bottle Brewery and Loveland Aleworks took second and third place respectively at the event.

Lines for Black Bottle, set to open in Fort Collins this fall at 1605 South College Ave., far exceeded any other brewer at the event. People waited nearly an hour in some cases to sample the

new brewery's beer.

Black Bottle owner, Sean Nook said he was pleasantly surprised by the long lines stretching out from his tent.

The event saw a 15 percent increase in attendance from 2011 with 2,309 beer drinkers, according to Ryan Young, director of marketing at Budweiser Events Center, who added they sold out the 200 VIP tickets and are expecting the crowds were larger than last year.

Overall, 119,856 ounces were served at the event Sat-

urday, which is 29,964 four-ounce cups of beer served.

Young said the shuttles running from Fort Collins' beer bar The Mayor of Old Town, 632 South Mason St., were full all day helping bring people from Fort Collins to Loveland.

Fort Collins' breweries included in the festival were Black Bottle Brewery, Fort Collins Brewery, Funkwerks, New Belgium Brewing Co., Odell Brewing Co. and Pateros Creek Brewing Co.



Nick Armstrong, 27, is the owner and operator of WTF Marketing. He is pictured in the workspace of his Fort Collins home Thursday. Armstrong specializes in web design, social media, graphic design and copywriting. RICH ABRAHAMSON/THE COLORADOAN

Linda Stanley

FROM THIS PERSPECTIVE



Economic return often not realized

While I listened to BBC World radio on a recent drive, I heard London shop owners complaining about the lack of retail sales during the Olympics. When preparing the bid for the Olympics, local business support was drummed up by the promise of big sales due to all the tourists, athletes and others in town. Instead, sales are down significantly compared to past years. Locals are staying away due to the crowds, while tourists aren't spending at many of the local shops.

Economic studies show that the economic benefits promised from big events such as the Olympics and from building new sports and entertainment venues (most requiring large public subsidies) typically are overestimated by their boosters. Studies have found that the few cities that benefited long-term from hosting the Olympics did so because they used the Olympics to invest in infrastructure needed to make the city work better. Much of this investment was for transportation.

Closer to home, we're told by supporters of an on-campus stadium at Colorado State University that shops and restaurants downtown and closer to campus will benefit. Show me the numbers.

How do we know that locals won't stay away from areas like Old Town that are closer to the campus on game days? Past economic evidence shows that scenario to be more likely than game-day attendees boosting local retailers' revenues.

It's not that a city or country shouldn't ever host the Olympics or that a new stadium shouldn't ever be built. But these projects typically are sold to a community on the promise of great economic benefits. By the time residents realize that the economic benefits didn't materialize, the venues are built, the events are over and few have made large profits.

Ultimately, a project doesn't need to provide direct economic benefits to be valuable to a community. Tell residents the truth about what can be expected based on realistic, evidence-based analysis. Citizens can then decide if the project merits their support.

Linda Stanley, Ph.D., is a research scientist at Colorado State University. Reach her at linda.stanley@colostate.edu.

Marketing firm works best when clients are off-balance

By Pat Ferrier
PatFerrier@coloradoan.com

Q&A

- » **Name:** Nick Armstrong
- » **Age:** 27
- » **Family:** Wife, Stacy; cat, Yoda
- » **Business:** WTF Marketing LLC
- » **Business address:** No. 177, 2614 S. Timberline Road, Suite 109
- » **Business contact information:** www.WTFMarketing.com

Question: Explain what your company, WTF Marketing, does.

Answer: WTF Marketing helps businesses make better marketing decisions. I help them simplify their technology choices, clarify their marketing messages and track their results. I use WTF Marketing to fund my other efforts around the community — things like Digital Gunslingers, which is a \$5-per-class social media school.

Of the funds collected at Digital Gunslingers, 50 percent goes to local charities such as the Larimer County Food Bank. The rest funds projects for small businesses who can't afford my services. The Gunslingers also provide low-cost, high-quality web hosting for local small business websites.

Q: How did you get into the marketing business?

A: I started my first "business" — Eagle Everything Service — at age 10. My first foray into marketing was these little brochures I would hand to my neighbors, a simple explanation of what I did and how much it cost. I would mow a lawn for \$5.

In 2009, I started WTF Marketing with the goal of shaking up small business marketing traditions.

Q: You bill yourself as a small business marketing expert but say you are at war with business as usual. How are you making small business fun?

A: You don't hire WTF Marketing if you want run-of-the-mill ideas. You hire me when you're willing to take risks. My first priority

is to make my clients uncomfortable with the status quo. When you're off-balance, you can come up with some truly exceptional ideas.

Don't misinterpret what I'm saying; I'm very creative in my own right, but truly exceptional ideas about your business come from inside your business. I just help you get there.

The fun begins when I help remove the barriers that keep your best ideas shelved.

Q: You have helped a lot of new businesses but also some established for-profit and nonprofits including the Fort Collins Chamber, Larimer County Workforce Center and city of Fort Collins. What have you done for them and what results did they see from your efforts?

A: Alongside Lucinda Kerschensteiner at the Larimer County Workforce Center and Kevin Buecher, we built CareerCamp Fort Collins — an "un-conference" (the participants decide the day's events). CareerCamp provided more than 600 folks from around Fort Collins advice on how to build better resumes, do better in job interviews and negotiate for higher salaries.

When I spoke in front of the city of Fort Collins, the first thing I noticed was that the plastic lunch containers were being thrown away instead of recycled. When they introduced me, I

was elbow-deep in the trash can, pulling out the plastic containers to recycle them. Because I was invited to speak, I can't point to any specific results. I can only hope they took away some good social media lessons.

Q: Why do businesses need help with social media?

A: Because there are too many people who look and sound like me telling them to "get on Facebook and Twitter." It's the reason I hate being called a social media expert. Have you ever heard of a telephone expert? I sure haven't.

Social media is a fancy term for an amalgamation of tools. While some businesses have an idea of their community, how to build it and how to serve it, some just don't know how to apply those principles through social media tools like Twitter, Facebook and Google+.

The tools are just conduits, each with their own unique properties, but understanding how to properly use them is just as important as understanding how to properly use a nail gun before trying to build a house.

Any small business owner, given enough time or technical expertise, could master social media use for their business. It's just a matter of deciding how their time is best spent. Usually, I suggest they do what they are most profi-

cient at and outsource the rest.

Q: What is the biggest mistake small businesses make in their social media plans?

A: There are a multitude of things that can go wrong, either in doing it yourself or hiring someone to help you with your social media plans. These are just a few of the most common: Not listening to your community, posting blindly and throwing money at things you can't track. Another mistake is the failure to understand that often the return on your investment in social media may not be directly monetary, but something that contributes to monetary gains later.

When you seek out help, trust them to be the expert you hired. Paying for social media experts without a clear understanding of the process, methods or analytics you will use moving forward to track return on investment is fatal. Cutting out your hired help from marketing information or overloading your hired help with out-of-scope projects can be just as bad.

Q: What advice do you have for small businesses just starting to utilize social media?

A: Be receptive to your community. They will tell you what they're looking for. When customers complain, don't just shut them down. Be willing to adapt your approach.