



CONTACT: Sherry Waner
Chief Development Officer
First Southwest Bank
sherry.waner@fswb.com

First Southwest Bank Nominates First Place Winners for Governor's Minority Business Awards

ALAMOSA, COLO., (August 26, 2020) — First Southwest Bank (FSWB) is proud to announce two customers, Altitude Technologies/Chinook Medical Gear and Skyline Hospitality, were both first-place winners for their size and location categories in the [Governor's Minority Business Awards](#). FSWB's CDO, Sherry Waner, nominated the businesses for the awards.

The Governor's Minority Business Awards is an honor bestowed upon for-profit, minority-owned businesses who have contributed to the economic diversity and success of minority communities in Colorado. Businesses are awarded in four size categories (micro, small, medium and large) across four regions in Colorado.

"I'm always eager to find opportunities to lift up the small businesses in our rural Colorado communities," says Waner. "A minority-owned businesses in their regions, Altitude Technologies/Chinook Medical Gear and Skyline Hospitality have truly enriched their communities and are excellent examples of small business strength and growth in rural Colorado."

Chinook Medical Gear has been in business for 30 years and is a great example of a business that moved and found a home in southwest Colorado. A certified veteran-owned and Native American-owned small business that "exists to deliver custom medical solutions for pre-hospital care, enabling medical providers to save lives and aid the injured," Chinook Medical Gear provides emergency medical products to government agencies, military units, contractors, corporations, adventure companies, and individuals from its Durango home base.

Winners will receive:

- A cash award
- One free training within the Colorado Small Business Development Center (SBDC) Network
- One 30-second video promotion, provided by the Colorado Office of Economic Development and International Trade (OEDIT)
- Recognition at the 2020 Advance Colorado Procurement Expo
- Two free mentorship sessions with a prominent business leader in a matching industry
- Five hours of free marketing consulting and strategy development, including analyzing marketing communication, branding, SEO strategy, social media promotion/advertising tactics, website, graphic design, competition, price structure, growth plans, and overall business and marketing strategic direction
- Ceremony at the Governor's Mansion in Denver on Wednesday, August 26

In order to be eligible, businesses must:

- Be 51% owned by a minority, woman, veteran, disabled and/or LGBTQ individual (with the exception of the non-minority-owned award)
- Be in good standing with the Colorado Secretary of State
- Must be a Colorado-based business and/or have physical location in Colorado
- Have a history of revenue generation of at least 12 months

About First Southwest Bank

Serving the San Luis Valley and rural Colorado for more than 100 years, First Southwest Bank offers personal and business banking at their six branches, with an emphasis on businesses supporting rural communities. First Southwest Bank and their employees actively live-in and give back to our communities. As a CDFI bank, First

Southwest Bank is focused on cultivating valuable relationships, investing in economic and social doers, and fostering a well-lived rural culture. More information about First Southwest Bank is available at fswb.bank.

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