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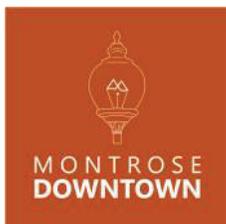
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Fresh News for Busy People-Weekly on Mondays!

Issue No. 318 April 1, 2019

BY COACHING TEACHERS, PYRAMID MODEL PROMOTES STUDENT SOCIAL AND EMOTIONAL DEVELOPMENT



Montrose ECC Director Penny Harris (left) and Pyramid Trainer Virginia Kile presented information to the RE-1J Board of Education March 26.

By Caitlin Switzer

MONTROSE-At the regular [work session of March 26](#), the Montrose County School District Re-1J Board of Education heard a presentation on the Pyramid Coaching Project. District B Director Jacob Suppes and District E Director Sarah Fishing were not present for the work session.

Montrose Early Childhood Center Director Penny Harris introduced Early Childhood Special Education Consultant and Pyramid Trainer Virginia Kile, who shared information on the Coaching Project.

The [Bright Futures Early Childhood Council](#) has included Pyramid Model presentations in their strategic plan for the six counties served by Region 10 (Montrose, Delta,

[Continued pg 17](#)

BPETERSONDESIGN OPENS 2ND OFFICE TO SERVE NATIONWIDE CLIENTELE: 'THERE IS A BETTER WAY TO DO THINGS'

By Caitlin Switzer

MONTROSE-Montrose entrepreneurs Ben and Janae Peterson have proven time and again that they have what it takes to successfully compete in today's fast-paced, constantly changing business climate.

The Petersons' high touch, digital marketing agency, [BPeter-sonDesign](#), has achieved growth of 418 percent over the past two years, and now employs a total of eight. To meet the needs of its growing, nationwide clientele, BPeter-sonDesign will open a second location in Anthem, Arizona in June.

Said Ben Peterson, "With our second location, we are making a very specific push to take over the world, to offer our services to the nation.

"There is a better way to do things."



Montrose's high touch, digital marketing agency, [BPeter-sonDesign](#), has achieved growth of 418 percent over the past two years, and now employs a total of eight. Courtesy photo Malachi Lewis.

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[Art Goodtimes' Up Bear Creek!](#)

[Reeder retires from Montrose County after 26 years!](#)

[Center for Mental Health Hosts open House for Crisis Center!](#)

[Reader Photo Spotlight: Deb Reimann!](#)

BPETERSONDESIGN OPENS 2ND OFFICE TO SERVE NATIONWIDE CLIENTELE ***From pg 1***

“We want to see people grow and succeed,” Janae Peterson said.

Here in Montrose, the company will relocate to a more spacious location at South Fifth and Mesa this summer.

“The move will allow us more room for growth, allowing us to better serve our clients,” Janae said. “We are beginning the remodel on the building now and are planning to relocate to the new office in the next couple of months.”

An all-inclusive approach to services sets BPetersonDesign apart, Ben said.

“Everything is based on strategy,” he said. “Your web site, your logo, and everything else should reflect your target demographic, an age range, who your clients are, and what you want your logo to do.

“We build everything to accomplish what

our client is requesting,” he said, and compared the company’s digital marketing approach to “Driving with your eyes open.”

“Everything must be based on strategy,” Ben said. “With analytics that you can see.”

BPetersonDesign has invested in a client dashboard system that pulls data directly from social media platforms in real time, Janae said. “It shows you what you have spent, and what you have gotten from it,” she said. “You can see direct, one-to-one correlations.”

As always, the ideal client for BPetersonDesign is a driven business owner who knows what they want and what they want their marketing professionals to accomplish.

“We work with clients who are a good fit,” Janae said. “It is a partnership; it’s your business and we just want to help take you where you want to go.”

Among the many benefits of a high-performing web site are a higher Google ranking and stronger web presence, she said.

“We work hand in hand with Google,” Ben said.

BPetersonDesign Clients can now access Pay-per-click advertising services as well. “So many people have requested this,” Janae said.

“Now, we have the manpower and the time to implement pay-for-click services for our clients.”

Find BPetersonDesign online, at www.bpetersondesign.com

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