



NATHAN MEACHAM/DAILY PRESS

Sandy Head, left, and Sheree Wanner check out the shoe wall at the new Hypoxia store located in downtown Montrose during an opening celebration Thursday evening.

Hypoxia aims to leave Montrose breathless

New Main Street business caters to outdoor enthusiasts

BY JAKE LINGER
DAILY PRESS NEWS EDITOR

Tisha McCombs has a basic idea for outdoor lovers who are looking for a new retail store where they can purchase clothing and accessories for the big hike, bike or swim: live large and have no regrets.

"Whatever it is you do, whatever your way of life is," McCombs said, "do it to the fullest until you don't have anything left."

For the last six weeks, McCombs has been the lead manager at Hypoxia, a new men's and women's outdoors store that opened Sept. 17 at the corner of Main Street and South Townsend Avenue. The word "hypoxia" means a lack of oxygen, she said, and the type of people who exhaust themselves during their outdoor activities will love the

store Hypoxia.

But people who are less extreme in their activities and are just as happy getting outside just to walk the dog or do some gardening will also enjoy what Hypoxia offers in clothing and accessories.

McCombs said Hypoxia, located at 300 E. Main St., fills a niche in the outdoors lifestyle market.

"Montrose markets itself as this mountain, outdoors town," she said, "but we don't have the retail to support it. "The more stores like this that open up, the more people are going to think of Montrose as what we're trying to be."

Hypoxia is owned by Montrose residents Debbie and Ray Blanchard, who own two other Main Street businesses — D'Medici Footwear and Clothing, and Warehouse Clearance.

Debbie Blanchard cited a 10-year, 50 percent increase in population in Montrose as one reason for opening

businesses in the city. She called Montrose "a hub," with a potential shopping clientele from the region — including Telluride — at approximately 100,000 people.

The localized clientele, however, is one of the aspects of business self-ownership that the Blanchards most enjoy. Debbie Blanchard said people do not always recognize the importance of a "main street" in a small town. Main Street in Montrose, she said, is full of people who have become like family to her.

"It makes it special," she said of her clientele. "We have met incredible people with great personalities, lives and stories. No one is in a rush — they enjoy being on Main Street."

Since Hypoxia opened its doors for the first time last week, the store's brands have been the driving force of bringing clients into the store, according to McCombs. She said the store carries brands such as Patagonia and Lucy,

a line of women's activewear which is creating its own little buzz around town.

"People are so excited about Lucy," she said. "The brands themselves are what's drawing people in."

Of course, Hypoxia does not carry every brand of outdoors lifestyle clothing — but if there is a particular brand a client wants, McCombs said she is keeping a list of potential product lines she might order in the future.

It is important, she said, to ensure that Hypoxia keeps up with customer demand.

"We're really waiting to see what the community wants," she said. "Our goal is to use our knowledge and what we think the market needs, but also take the community feedback and bring them what they need."

Debbie Blanchard agreed: "Asking the customer what is missing or needed — testing the market with the product and then expanding is the best decision."

Kinikin adds location closer to customers

BY NATHAN MEACHAM
DAILY PRESS STAFF WRITER

A local custom meat processing company has purchased a new property off the San Juan Bypass to increase access to its customers and add a retail location.

Kinikin Processing, which offers custom meat processing for lamb, pork, beef and wild game, has been operating for 12 years out of its location at 72015 Kinikin Road. The directions included three miles on a dirt road to reach the property.

Kinikin Processing is owned by Zach and Jennifer Prock.

Jennifer said they wanted the additional property to make access to the business more convenient to Montrose and local customers.

"We'll be able to hire more people, do more business and be closer to our customers," she said.

Jennifer and Zach also wanted to take advantage of the retail opportunity in Montrose, and the new building provides the right space.

The warehouse is 5,760 square feet that sits on 2.6 acres. The purchasing price was \$285,000, sold by Robert Humphreys and Jana Stevens of Montrose and the transaction handled by John Renfrow of Renfrow Realty.

"Kinikin is one of the most respected companies in the meat processing business," Renfrow said.

More information about the company can be found at www.kinikin.com.



COURTESY PHOTO

Kinikin Processing, a custom meat processing company, recently purchased a warehouse building on two acres at 1032/6450 Road near the San Juan Bypass in Montrose for a purchase price of \$285,000.



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