

Publish Date: 7/15/2007

Whatever it takes to make it.

Longmont's Silver Lining Productions has a plethora of irons in the fire.

By Tony Kindelspire
The Daily Times-Call

LONGMONT — Disappointed he couldn't find any decent souvenirs that celebrate his adopted hometown, Adam Silver designed some himself, and now he's selling the items on his online store, TheLongmontStore.com.

The store launched July 6 and, as of Wednesday, hadn't sold anything. But for the frenetic Silver, it's another idea he's willing to try.

"Even if it goes nowhere, at least I did it," said Silver, who also owns Silver Lining Productions, a Web design, video and photo production company he launched in 1998.

Silver and his wife were living in Los Angeles in 2004 when she became pregnant with their third child. Silver had heard a report about Denver on National Public Radio and, thinking it was time to find a less harried — and less expensive — environment to raise a family, he contacted a friend who lived in Niwot and worked in real estate.

In 2004, the couple looked at 35 Front Range houses in three days, from Highlands Ranch up to Longmont.

The couple chose Longmont and moved here in January 2005, citing quality of life and cost of living as the two deciding factors.

"We just liked Longmont," said Silver, 36. "I'm a big fish in a small pond, is the way I look at it."

Soon after his arrival here, he joined the Longmont Chamber of Commerce, which led him to reinstate photography as part of his business. In Los Angeles, he outsourced all his photography and just did video, he said.

He figures photographing and videotaping weddings accounts for about 70 percent of his business, though Web design also has begun to pick up lately, he said.

Still, Silver has had to take a part-time job at a local restaurant to make ends meet.

His third job, as a trainer for Apple, supplements his income but takes him out of town about once a month.

A degree in theater and a background in acting and as a stand-up comic in Los Angeles fuel Silver's outgoing personality. Along with joining the Odd Fellows, Silver has found a couple of favorite charities he's chosen to support with his time and professional skills.

He has donated his time and expertise to provide photography for fundraising events for Safe Shelter of St. Vrain Valley, according to its executive director Liz Smokowski, and he has also donated photo and video services for the Longmont Humane Society and is upgrading the organization's Web site.

His family's three pets are all rescues from shelters, so that's a cause he's close to, Silver said.

Five percent of the proceeds from TheLongmontStore.com will be spread among five local charities, including the two above, The OUR Center, Habitat for Humanity and the Tiny Tim Center.

Silver had the idea for the site in January, but it took him seven months to get it launched.

He designed the site's Longmont hats and baby "onesies" — which say "Longmont native" — and he received permission from the city to use the All-America City logo on coffee mugs and hats, celebrating the award the city received last year.

If the online store takes off, he might customize some of the products for local nonprofit clubs, he said. After all, it was just an idea, and he's not one to let an idea sit idle for too long.

"If it works, I'll run it out to other cities on the Front Range," Silver said.