

**January seminars at the Aurora Business Development Center**  
Call on the Aurora Business Development Center for your small business training needs! The following seminars will be offered in January and take place at the Aurora BDC unless otherwise noted:

**\*\* FREE \*\* — Basics of Starting a Business**  
Wednesday, January 10th , 10:00 AM – 12:00 PM, FREE

**\*\* FREE \*\* — Obtaining Business Financing**  
Thursday, January 11th , 10:00AM – 12:00 PM, FREE

**Writing a Winning Business Plan**  
Thursday, January 18th, 9:00 AM - 12:00 PM, \$25\*

**Smart Marketing**  
Tuesday, January 23rd, 9:00 AM - 12:00 PM, \$25\*

**QuickBooks for Beginners**  
Wednesdays, Jan 24th & 31st, 1:00 - 4:00 PM, \$45 for this two-session class  
Takes place in the Martin Luther King Library Computer Lab on the 1st Floor.

**HOW TO REGISTER:**  
Pre-registration is required due to limited seating. Call (303) 326-8690 or register by e-mail: info@aurorabdc.com. Payable at the door by cash or check to the Aurora BDC; credit cards are not accepted. A complete schedule is available on-line at www.aurorabdc.com or by calling the Aurora BDC at (303) 326-8690. Ask about the Chamber discount.

\* Select two \$25 seminars and pay only \$45 (payable at the first registered class; a voucher will be given upon receipt of payment).

The Aurora BDC is located in the Florence Square building:  
9801 E. Colfax Ave., Ste. 200, Aurora, CO 80010-2154

Martin Luther King, Jr. Library:  
9898 E. Colfax Ave., Aurora, CO 80010  
(between Elmira and Emporia Streets in Original Aurora;  
across the street from the Aurora BDC).

Edward Jones  
MAKING SENSE OF INVESTING

Member SIPC  
15091—B East Mississippi Ave  
Aurora, CO 80012

**EVERTON (EV) SEQUEIRA**  
Retirement Planning  
College Planning  
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303-751-1841



## Renewals

140th Wing Colorado Air National Guard  
Alpine Carstar Auto Body  
Antelope Hills Golf Course  
Aquila Business Services, LLC  
Arapahoe/Douglas Works! Workforce Center  
Aurora Animal Hospital  
Aurora Main Post Office  
Autawash of Colorado-Havana  
Bailey's Moving & Storage  
Best Western Gateway Inn & Suites  
Body Beautiful Collision Repair  
Castle Rock Development  
Chase Bank  
Citywide Banks  
Coffman & Company  
Colorado State Veterans Home at Fitzsimons  
Colorado Wing Civil Air Patrol  
Crestwood Suites - Extended Stay Hotel  
Crystal Inn  
Custom Home Loans, Inc.  
Dream Home Designs  
Edwards & Taylor LLC  
Garcia's Pipeline  
High Country Coatings  
High Five Plains Foundation  
Hilton Garden Inn Denver South/Meridian  
Holiday Inn Select - Denver Cherry Creek  
Iliff Square  
Keeping In Touch, LLC  
La Cueva  
Med-Well, Inc.  
Members Federal Credit Union  
Nelnet  
Nelowet Business Machines, Ltd.  
Nu Eagle Enterprises, Inc.  
OccMed Colorado LLC  
Old Chicago  
Optima Batteries, Inc.  
Radisson Denver Stapleton  
Red Lobster  
Red Walrus Catering  
Residence Inn Denver Airport  
Rush Appraisals, Inc.  
Sheraton Hotel - DTC  
State Farm Insurance  
Strait Lumber Company, Inc.  
SubStop  
Timminco Corporation  
The UPS Store  
Yellow Book USA

## NEW MEMBERS

InvCompany  
AAction Movers  
Alpen Construction & Development, Inc.  
BiznessDoor.com  
Blind Corners & Curves  
Business Partner of Colorado  
Canon Business Solutions  
Centennial Property Maintenance  
Core Financial  
Interactive Mall Media  
Modular Interiors, Inc.  
Shinjuku Japanese Steak & Seafood House  
Silpada Designs  
Time Plus Payroll  
Tontis

SERVING THE EASTERN  
METRO COMMUNITIES



## Upcoming Events

**Legislative Breakfast**  
January 8 | 7:30 a.m.  
Community College of Aurora  
16000 E. CentreTech Pkwy.  
Rotunda Room

**State of the Base**  
January 10 | 12:00 noon  
Doubletree Hotel  
13696 E. Iliff Pl. (I-225 & Iliff Ave.)

**Member Orientation**  
January 10 | 4:00 p.m.  
at the Chamber Offices, FREE

**Business Before Hours**  
January 17 | 7:30 a.m.  
Arapahoe Library District –  
Smoky Hill Branch  
5430 S. Biscay Cir.  
Centennial, CO 80015

**Business After Hours**  
January 25 | 5:30 p.m.  
Summit Conference & Event Center  
411 Sable Blvd  
(6th Ave. & Sable Blvd.)

## Newsletter Online

Don't forget that the monthly *IMPACT* is on our Web site before you get it in the mail! The newsletter is sent via bulk mail at the end of every month, and can take up to 14 days to get into your hands.

The monthly package you receive in the mail is chock full of offers and information from your fellow Chamber members, as well as registration forms and meeting notices from The Chamber. Be sure to open it and look through the flyers as well as the newsletter!

aurora | centennial | commerce city | denver



# State of the Base set for Jan 10

Colonel David Ziegler, commander of the **460th Space Wing** at **Buckley AFB** will present his annual “State of the Base” address on Wednesday, Jan. 10, 2007.

The luncheon event, sponsored jointly by the Aurora Chamber Defense Council and the **Rotary Club of Aurora** will be held at the **Doubletree Aurora SE Hotel** at I-225 and Iliff beginning at noon.

Col. Ziegler is expected to outline the progress the base, a key component in America's space operational force, has made during the past year and gives a glimpse into the future of installation. Buckley contributed more than \$1 billion to the economy in 2005 and served as a major economic engine to

**State of the Base**  
**Wednesday, Jan. 10 • 12 noon**  
**Doubletree Hotel**  
**13695 E. Iliff Pl.**  
**(I-225 & Iliff Ave.)**

the Aurora economy. In addition, Buckley is the home to more than 37 other units representing every branch of the service and components—active duty, National Guard and Reserve (see related story on page 7).

Cost of the luncheon is \$25 per person. Seating is limited so early reservations are recommended. A limited number of table sponsorships are also available. Call George Peck for details.

## I-225 widening project victory for Chamber, City Aurora, CDOT reach agreement on re-striping

In 2002 the Aurora Chamber of Commerce Transportation Council formed the Eastern Metro Transportation Coalition to work for

transportation improvements throughout the Eastern metro area. It identified the I-225 corridor as in need of critical improvements to keep commerce and industry from grinding to a halt. And we weren't alone. CDOT, even then, agreed this was a highly congested corridor – in fact it has been identified by the State of Colorado as the most congested corridor in the Denver/Aurora metropolitan area.

**We are excited to report to our business community that we have scored a major victory in keeping I-**

**225 from being tolled.** Officials from Aurora and CDOT have been meeting the last number of years on this subject and just this month, a decision was made to go ahead with plans to widen I-225 between Second Ave. and Alameda Ave. By striping the highway lanes to allow for a third lane between Second and Alameda, we have eliminated the Colorado Tolling Enterprise desire to toll portions of the highway. Federal laws prohibit existing lanes from being tolled. The Chamber, Aurora City Council and Aurora Economic Development Council had feared that CDOT wanted to put a toll lane in each direction, which would have prohibited drivers from entering or exiting I-225 from Parker Rd. to Interstate I-70.

I-225 is our “main street” in Aurora. The vast majority of our business is conducted along this corridor including our growing **Medical**

[See **Widening**, page 3]



**Good use of space**—the stretch of I-225 that will be effectively widened by re-striping is shown in this aerial photo. The project also essentially eliminates tolling a an option on the loop.





Kevin Hougen  
President & CEO

Today as I look outside my office, it’s hard to predict what 2007 will look like. With over 25 inches of snow falling it is somewhat hard to believe that in a few days the sun will shine on Aurora, Centennial and the Eastern Metro area. We will dig out of the challenges that this short but strong blizzard has brought us and proceed back to normal daily activities.

Having lived in Colorado for 25 years, it never ceases to amaze me about the attitude, support, cooperation and true entrepreneurial spirit this state and its residents have.

The Chamber has been working tirelessly this past year to foster regional economic prosperity. In November, we hosted a meeting of the **Colorado Chamber of Commerce Executives (CCCE)** where we emphasized this theme of regional cooperation. CCCE is a powerful group of more than 75 Chamber professionals from around the State working hard everyday to provide

# President’s Letter

## 2006 out like a lion, 2007 in like a ...?

services essential to their communities. Running a Chamber requires strong leadership from its board of directors to drive the organizations to achieve their missions. By bringing Chamber professionals together in Aurora for three days, we were able to look at top industry trends and best practices. The seminars that we all participated in will undoubtedly help Chamber leaders strengthen the effectiveness of their organizations and the people and communities they serve. The CCCE Board of Directors along with its membership has already begun to look ahead toward the next 2007 general assembly. When you have 75 dedicated people working on bipartisan commitments to support economic growth and pro-business legislation, you have power and influence, I personally don’t believe there is another organization in the State with as much influence.

As we reach out this new year to members of both political parties to achieve our policy goals of low taxes, fewer frivolous lawsuits, affordable energy and health care, expanded opportunities for education and transportation, a dependable revenue stream for tourism, I am excited to see so many dedicated Chamber

professionals working together as a team to dig ourselves out of any potential blizzard that comes our way. Colorado citizens are an amazing group of people, historically important legislation is passed on a vote-by-vote basis and requires building coalitions across the state and across party lines, which plays to the Aurora Chamber of Commerce strengths and partnerships with Chambers across this great state of ours.

## Colorado aerospace economy now number two in the U.S.

On December 1, 2006, **Lockheed Martin** and **Boeing** announced the completion of an agreement to combine the expendable launch vehicle business under a joint venture called United Launch Alliance (ULA). The new partnership combines the production, engineering, test and launch operations associated with the U.S. government launches. This coveted \$8.2 billion contract to build the nations next generation space vehicle for travel back to the moon and later to Mars will bring as many as 800 new aerospace jobs to the metro area. This dynamic partnership will enable Colorado to surpass Texas to become the nations second largest space economy in terms of private space employment.

## Board of Directors

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Kathy Boyle | *University of Colorado Hospital*  
Harrison Cochran | *Aurora Sentinel & Daily Sun*  
Peter L. Durante, MD, JD | *The Children’s Hospital*  
Brigadier General Mike Edwards | *140th Wing COANG*  
Diane Garcia | *2G Associates, LLC*  
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Lynn Myers | *Commissioner, Arapahoe County*  
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The Honorable Ed Tauer | *Mayor, City of Aurora*  
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## Executive Staff

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*Membership Services*  
Mary Beth Sharp

562 Sable Blvd., Suite 200  
Aurora, CO 80011-0809  
303-344-1500 • Fax 303-344-1564  
website: [www.aurorachamber.org](http://www.aurorachamber.org)

# Abraham Lincoln traveling exhibit making only Colorado stop starting Jan. 7 in Aurora

An American Library Association (ALA) traveling exhibit is making its first and only stop in Colorado in early 2007 on a seven-year tour of 103 libraries across the country.

Hosted by the Aurora Public Library, “Forever Free: Abraham Lincoln’s Journey to Emancipation” reexamines President Lincoln’s thoughts about slavery throughout his political career and the conditions that led to the Emancipation Proclamation. The Aurora Public Library, in cooperation with the Aurora History Museum, will host numerous free educational programs and activities in conjunction with the exhibit from Jan. 7 to Feb. 24.

Related programs and activities, all of which are free, include:

- A mock trial, “The Trial of Abraham Lincoln: For the Crime of Racism,” presented by Community College of Aurora professors who will explore

the cultural and societal environment in which the attitudes of the day were formed;

- A six-week screening of director Ken Burns’ highly acclaimed miniseries about the Civil War;
- A presentation by reenactor John Voehl, a life member of the Association of Lincoln Presenters, who will bring the legendary “Great Emancipator” briefly into the 21st century;
- A lecture by Modupe Labode, chief historian for the Colorado History Museum, on the immigration from slavery, including specifics related to Colorado;
- A lecture by William Convery, author and associate professor at the University of Colorado at Denver, on how reconstruction impacted Colorado;
- A presentation by Charles Counts, long-time Civil War expert and

historian, who will share rare Civil War photos and discuss the events of that time period;

- A number of Civil War-related craft activities at Aurora public libraries and story times at the Aurora History Museum for children; and
- Discussions on The Power of One Book program titles March by Geraldine Brooks (fiction), Manhunt by James L. Swanson (non-fiction), Bull Run by Paul Fleischman (young adult) and Show Way by Jacqueline Woodson.

The exhibit will be on display at the Aurora History Museum at 15051 E. Alameda Parkway from 9 a.m. to 4 p.m. Tuesday through Friday and from 11 a.m. to 4 p.m. Saturday and Sunday. For more information, call the Aurora Public Library at 303-739-6600 or visit [www.auroralibrary.org](http://www.auroralibrary.org)



**Sooper shovelers** — In their commitment to provide services to the growing number of families moving into the Eastern Metro area, *King Soopers* breaks ground for their newest store in Bennett with a little help from Bennett Mayor Sue Horn, Russ Dispense, president of *King Soopers*, Terry New, the project manager and a host of town trustees and other contractors that will help make the store a reality.

## REMINDER

Please remember to add The Chamber ([stephanie.mcdonnell@aurorachamber.org](mailto:stephanie.mcdonnell@aurorachamber.org) and [naomi.colwell@aurorachamber.org](mailto:naomi.colwell@aurorachamber.org)) to your address book to continue receiving our updates in your e-mailbox!

# On-Orbit Checkout of SBIRS Payload Confirmed

The U.S. Air Force successfully completed initial early on-orbit checkout of the first Space Based Infrared System (SBIRS) payload. SBIRS will deliver a new generation of space-based satellites providing missile warning, missile defense, technical intelligence, and battlespace awareness to combatant commanders.

The SBIRS Wing at the Space and Missile Systems Center (SMC), Los Angeles AFB, Calif., is developing and acquiring the system, and the 460th Space Wing, headquartered at Buckley AFB, Colo., will operate SBIRS.

General Kevin Chilton, Commander, Air Force Space Command, said, “SBIRS presents a new era of global surveillance with the ability to detect and report events that were previously beyond our capabilities, providing greatly improved support to our combatant commanders.”

The initial ground phase of SBIRS, called Increment 1, became operational in 2001, using a new consolidated ground architecture that processes data from current on-orbit Defense Support Program satellites. The payload, operating in a highly elliptical orbit (HEO), is the first component of the Increment 2 constellation, ultimately including two HEO payloads and multiple satellites in geosynchronous earth orbit.

The SBIRS team, composed of personnel from the Air Force as well as Lockheed Martin, the prime contractor, and Northrop Grumman, the payload developer, confirmed the deployment, checkout, and testing of the HEO payload, focusing on calibration of the infrared sensors as well as line-of-sight testing. Performance is meeting or exceeding all specified mission requirements. The payload will be fully operationally certified by summer of 2008.

“Launch and checkout of the first SBIRS HEO system is a critical step in demonstrating this important new operational capability,” Lt. Gen. Michael Hamel, SMC commander, said. “SBIRS will deliver revolutionary new ways to address some of the most serious threats the nation faces.”

For more information, please contact Ms. Candrea Thomas, SMC Public Affairs at (310) 653-2368.



Buckley AFB civilian representatives spend enlightening day in Colorado Springs



On Nov. 29, Buckley Air Force Base's civilian representatives to the Commander's Group for Air Force Space Command (AFSPC), Kevin Hougen and Diane Garcia, attended a day-long session with Gen. Kevin Chilton, AFSPC Commander, at Peterson Air Force Base in Colorado Springs. In addition to hearing Gen. Chilton's vision for AFSPC in the coming years, they discussed various issues impacting the command and the Air Force in general, including education, recruiting, safety and the ongoing war on terror. During lunch

with enlisted troops, Hougen and Garcia met several individuals stationed at Buckley who were recognized and shared experiences from their recent deployments to Iraq and Afghanistan. Later, the group toured the new command center for NORAD/Northern Command. Team Buckley is currently comprised of nearly 40 tenants from all branches of the military, and exceeds \$1 billion in annual economic impact to the Aurora/eastern metro community.

Member News

Chamber adds new committee

A new committee has been added to the line-up at The Chamber. The Aurora Events Connection was formed by members to promote businesses, organizations and individuals who hold or are involved in special events in the Eastern Metro area.



Ken Preuss with E Travel Unlimited proposed the committee and worked to bring together the first members. He said he hoped the committee would ultimately make this area more desirable for groups looking to hold an event here since it would make available the full range of resources needed for a successful event.

The committee would primarily appeal to those who work in the following areas:

- Hotels
- Restaurants
- Event Venues
- Caterers
- Florists
- Decorators
- Event Planners
- Transportation Services
- Entertainment
- DJ's & Bands
- Salons
- Photographers
- Printers

Any Chamber business that is involved in events, party planning, tourism and hospitality is encouraged to join.

The AEC meets the first Friday of every month at 8 a.m. in the Chamber boardroom.

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Phelps recognized by Realtors

Wade Phelps, President of Phelps Financial in Aurora was named Affiliate of the Year for 2006 by the Aurora Association of Realtors.

[From Widening, page 1]

Center of Aurora complex and the newly revitalized Aurora Town Center. Our two major economic engines, Buckley AFB and its associated aerospace industry and the new Anshutz Medical Campus at Fitzsimons are both located along – and depend on-access from I-225.

Congratulations to the team of dedicated volunteers that have been working through a grass roots effort to defeat the tolling of I-225. It just goes to show you that partnerships between organizations can accomplish great things.

This team, led by Chamber Transportation Chair Dave Frazier of Merrick & Company, still has some hard work ahead of them.

In just a few short years some 30,000 additional



people will be using the Colfax and I-225 interchange to access the Anshutz Medical Campus. The Chamber will be supporting the need for a new interchange at a cost of close to \$40 million dollars. Today we are celebrating a major victory, but tomorrow we will be back working hard with our grass roots team of volunteers to support economic growth and pro-business legislation.



[From Advanced, page 1]

America's state and local governments raising the bar and expanding their use of technology to serve citizens. We can't help but be inspired and impressed by the amazing strides made by this year's participating cities."

The Center for Digital government is a national research and advisory institute on information technology policies and best practices in state and local government. Visit the city of Aurora website at www.auroragov.org.

Digital Cities Survey Winner, population of 250,000 or more:

- 1st, City of Corpus Christi, Texas
- 2nd, City of Tampa, Fla.
- 3rd, City of Tucson, Ariz.
- 4th, City of Aurora, Colo.
- 5th, City of Nashville, Tenn.
- 6th, City of Colorado Springs, Colo.
- 7th, City of San Diego, Calif.
- 8th, City of Miami, Fla.
- 9th, City of Mesa, Ariz. (tie)
- 9th, Washington, D.C. (tie)
- 10th, City of Phoenix, Ariz. (tie)
- 10th, City of Riverside, Calif. (tie)

Gift Spurs Naming of the Anschutz Medical Campus

Submitted by Sarah Ellis, University of Colorado Hospital Science Center

In recognition of a series of gifts totaling more than \$91 million by The Anschutz Foundation, the University of Colorado system today announced that its University of Colorado at Denver and Health Sciences Center's Aurora campus will be known as the Anschutz Medical Campus.

The new name will reflect the Foundation's generosity and will forge a new campus identity for UCDHSC and the University of Colorado Hospital. Both entities are building a state-of-the-art health care, research and health profession education campus at the site of the former Fitzsimons Army Medical Center in Aurora.

The Anschutz Foundation recently gave an additional \$25 million to the campus, bringing the total to more than \$91 million in gifts and grants to the University of Colorado Hospital and UCDHSC. The \$25 million gift, which was facilitated by the CU Foundation, will partially fund the completion of Research Complex 2, scheduled to open in summer 2008.

"We are grateful to The Anschutz Foundation for their confidence and support in providing this transformational gift," said M. Roy Wilson, MD, MS, chancellor of the UCDHSC and chairman of the hospital board. "Mr. Anschutz's initial gift to the

University of Colorado Hospital served as a catalyst for the move of our facilities and programs to what will become one of the premier medical campuses in the nation. This latest gift to UCDHSC is extremely timely. It is only fitting that the campus now be named after the Anschutz family."

Pending formal approval by the University of Colorado Regents, the naming of the campus as the Anschutz Medical Campus will take effect for the properties occupied by the UCDHSC and the University of Colorado Hospital.

"Phil Anschutz's generosity will help make the new Anschutz Medical Campus a world-class teaching, clinical and research university," said University of Colorado President Hank Brown. "He has been a driving force behind it at each stage, and when the concept of a world-class medical center was at risk, he stepped forward. His latest \$25 million gift will help us complete campus facilities threatened by rising construction costs."

The University of Colorado at Denver and Health Sciences Center is one of three universities in the University of Colorado system. Located in Denver and Aurora, Colo., the center includes schools of medicine, nursing, pharmacy, and dentistry, a graduate school and a teaching hospital. For more information, visit the Web site at www.uchsc.edu or the UCDHSC Newsroom at http://www.uchsc.edu/news.



Museum honors history makers Dec. 3

William Perrott, who will receive a History Makers Award on Dec. 3, donated Trolley No. 610 to the Aurora History Museum after it was recovered from his Aurora property in July. Perrott's late father owned the trolley, which served as his bedroom after he built his house around it.

Provided by Julie Patterson

The Aurora History Museum honored three entities for their recent contributions to Aurora's quality of life and its heritage at an award ceremony on Dec. 3 at the museum.

Those who were honored are:

- Aurora Chamber of Commerce's Leadership Aurora 2005-06 class members, who volunteered their time several months ago to renovate the horse barn at the DeLaney Farm historic site.
- Weitz Construction, who donated their services to rescue an historic wooden trolley trailer discovered earlier this year inside a 1950s-era house in Aurora.
- William Perrott, who donated the recovered Trolley No. 610 to the Aurora History Museum and whose late father had owned the trolley trailer and constructed his house around it. The ceremony included a chocolate fountain reception with harp concert by Star Edwards performing classical and Christmas music.

Previous recipients of the History Maker Award are Olin and Mary Bell, founders of the now-defunct Aurora Advocate, one of Aurora's first newspapers; William Armstrong and family, founders of KEZW-AM 1430; Ellen Steele, whose role as chair for the



Aurora Historical Commission led to the formation of the Aurora History Museum; the Aurora Historical Society; and Bill Akerley and Annabelle Dunning, two Aurora Historical Commission members.

For more information, call the Aurora History Museum at 303-739-6666 or visit www.auroramuseum.org.

The Aurora History Museum is a service of the city of Aurora's Cultural Services Division. The museum at 15051 E. Alameda Parkway is open from 9 a.m. to 4 p.m. Tuesday through Friday and from 11 a.m. to 4 p.m. Saturday and Sunday. Admission to the museum's permanent and rotating exhibits is free.

Leadership Makes History

— L-R Joan Peterson, Jason Altshuler, Scott Mueller, Gene Jackson, Cheryl Twesme, Kris Mills, Mary Mollicone, Connie O'Murray, Kimberly Curtis, Rick Stanzyk, Marci Maxwell, Jason Maxwell



Honorees — Cheryl Twesme, class president for Leadership Aurora 2005-06 class proudly shows the plaque her class earned. Joining her are a Weitz Construction Representative and William Perrot who donated the recovered Trolley No. 610 to the Aurora History Museum and whose late father had owned the trolley trailer and constructed his house around it.



# Identity Theft @ Work – Employers Be PROACTIVE

**Large and small companies are at financial risk.** As an employer it is important to be familiar with the legislation for business that makes the business liable to civil suits and fines by the Federal Trade Commission. Important legislation to know about is the Fair Accurate Credit Transactions Act - FACTA. HIPAA Security Rule, Gramm, Leach, Bliley Safeguard Rule, and individual state laws. We all know FACTA as the “free credit report” that we receive.

A Michigan State University study found that 51% of all identity theft happens in the workplace. Not only does your business have liability for your customer's information, but also now you are liable for your employee's information. Personal identity theft no matter where it happens can cost an employer thousands of dollars.

**FACTA applies to every business and individual** who maintains, or otherwise possesses, consumer information for a business purpose. Employee or customer information lost under the wrong set of circumstances may cost your company:



- Federal and State Fines of \$2500 per occurrence
- Civil Liability of \$1000 per occurrence
- Class action Lawsuits with no statutory limitation
- Responsible for actual losses of Individual (\$92,893 Avg.)

*Could this be your company?*

According to *CIO Magazine*, “The Coming Pandemic,” Michael Freidenberg, May 15th, 2006... “when it comes to cleaning up this mess, companies on average spend 1,600 work hours per incident at a cost of \$40,000 - \$92,000 per victim.”

*Is your business protected?*

Identity theft can bring down a company with one quick lawsuit. This cost could put your company out of business. As a business be PROACTIVE: don't wait until you need to call in experts to fix the problem.

**The Affirmative Defense Response System (ADRS) can help your company minimize its risk and make your job easier.**

Employees of the Oklahoma State Chamber have long had access to the legal plans offered by Pre-Paid Legal Services, Inc. “I have been a member for probably 15 years and have used the services very

effectively over that time,” says the chamber's President and CEO, Richard Rush.

“The reason we've endorsed Pre-Paid Legal's ADRS program is really twofold,” Rush says. “One is to help protect the businesses of Oklahoma from vulnerabilities to not only federal fines created by the new federal laws but also from potential frivolous lawsuits. Two, we believe the advice given to businesses by the Pre-Paid Legal presenters not only helps protect businesses and their employees, but it will also help the employees do a better job of protecting the data of each business.”

Recently, Richard Rush, President and CEO of Oklahoma State Chamber invited Pre-Paid Legal back to the chamber's offices to conduct the new Affirmative Defense Response System (ADRS) training with the chamber's staff. He says the presentation, which took approximately 40 minutes followed by questions from chamber employees, has been invaluable.

*Pre-Paid Legal Services, Inc. can share this compliance system with you at virtually no cost including the mandatory employee education required by these laws.*

*Please contact Bruce Ballinger at 303 632 4442.*

# Ribbon Cuttings

**NY Deli, NY Style** – With scissors big enough to cut a large bagel, Joe Harbinson cuts the ribbon to formally open **Gandolpho's New York Deli** in Southlands. The December opening featured sandwich tasting (superb!) and a champagne toast to their success. **Gandolpho's** is located at 24107 E. Commons Avenue in Southlands.



**Taking a bite** -- They haven't let the dogs out but Monique Refior cuts the ribbon so you can bring your dogs in at her new **Canine Campus DIA** located at 332 Norfolk Street in Aurora. **Canine Campus** provides doggy day care and “sleep-overs” for pooches of all sizes. They also work with the Great Dane Rescue if you are interested in adopting one of their big guys. **Canine Campus** can be reached at 303-317-8900 or on the net at [www.canineCampus.us](http://www.canineCampus.us).



**Big scissors, big smiles, big service** – Joan Chandler, manager of the new **Citywide Banks** branch in the **St. Andrews Village** retirement community, enjoys her role as ribbon cutter. Joining her at the ceremony were Doug Lott (left), Citywide Banks President, Mike Eaton (right), one of her first customers and Vince Schmitz, Vice Chairman of Citywide.

**Creative cutlery** – Lanique Hinch takes a snowy time-out to formally open her new facility, **Perfect Dinners**, at 4343 E. Buckley Road, Unit E. Lanique can help busy people prepare complete meals that will appeal to any palate and meet any special dietary needs. Call her for more information at 303-699-1818 or go to [www.perfectdinners.com](http://www.perfectdinners.com) for additional information.



# Tourism Ambassador Program

The state's tourism industry benefits every Colorado citizen. Last year, total spending by overnight visitors pumped \$8.2 billion into our state's economy. While domestic travelers rank Colorado as the fifth most desirable destinations in the United States, Colorado ranks 18th in actual visitation. The Colorado Tourism Office (CTO) is working hard to close the gap between the “dreamers” and the “doers” with tourism promotion funds that will ultimately help support tourism-related jobs and enhance local and state economies.

## Colorado Tourism Office

Created in 2000, the CTO is charged with promoting the state of Colorado as a destination. Recently, the legislature increased the CTO's budget to \$19 million, and the CTO is taking advantage of this opportunity to dramatically expand marketing efforts, and maximize the return on investment that tourism brings to Colorado. The CTO's strategic and marketing plans aim to advertise the incredible vacation opportunities Colorado has to offer, and inspire visitors to create their own Colorado experiences of a lifetime.

## \$19 Million

Of the \$19 million budget, the CTO's Board has allocated more than 80 percent of the budget to promotional efforts, including \$15 million for the state's domestic marketing campaign and public relations efforts that targets markets throughout the U.S. with a national television, radio, print and Internet marketing program. \$1.6 million will be

used to promote Colorado internationally, in the United Kingdom, Germany, France, Japan, Mexico and Canada. These markets were identified through market research as prime opportunities for Colorado. \$500,000 has been earmarked for research and education, to ensure that dollars spent on promotion are tracked in the market and the results help steer future promotion decisions. An additional \$700,000 has been allocated to programs that help maximize local promotion efforts, with \$500,000 for the marketing grant program. Heritage tourism has been identified as an expanding market with a high return on investment -- the CTO has leveraged these dollars to secure grant assistance from other state agencies and organizations.

## Get Involved!

Individuals and organizations are encouraged to get involved with the Colorado Tourism Office. There are many ways to ensure that your voice is heard, including attending monthly board meetings, joining the Tourism Ambassador Program, or volunteering to participate in one of the CTO's committees. Four committees, Tourism Promotion, International Promotions, Heritage Tourism, and Research/Education, meet monthly and are available for anyone to attend and participate in. The Tourism Ambassador Program provides twice monthly updates, sets up local presentations, and solicits feedback.

To find out more about the CTO's committees, programs, or to join the Ambassador Program, visit [www.colorado.com](http://www.colorado.com).



**Pretty as a posy** — Cheryl Derman, owner of **A Black Orchid** flower shop at 18870 E. Hampden, shows off her plaque she received upon being named Chamber Ambassador of the year for 2006.