



Upcoming Events

MARCH

ChamberMaster Training

March 10 | 4 p.m.
Chamber Office

Aurora Day at the Capital

March 11 | 7:45 a.m. – 1:30 p.m.
Colorado State Capital
200 East Colfax Ave.

Noon "Niche" Networking

March 16 | 12 noon
Jim 'N Nick's Bar-B-Q



Business After Hours

March 24 | 5-7 p.m.
Denver Airport Marriott at Gateway Park

APRIL

Member Orientation

April 13 | 12-1 p.m.
Chamber Office

Business After Hours – Aurora Events Connection

April 28 | 5-7 p.m.
Heritage Eagle Bend Golf Club

Connect With Us!



www.meetup.com/The-Aurora-Chamber-of-Commerce/



Annual Awards Banquet:

The Chamber is turning 110, and there's going to be a party!

This year's Annual Awards Banquet - with the festive theme of the Chamber's 110th Birthday - will be held on April 8, 2011 at the **Crowne Plaza Hotel DIA**. The birthday party will begin at 5:30 p.m. with hors d'oeuvres, cocktails, and the ever-popular silent auction - always sure to please with at least 150 desirable and affordable items.

The annual banquet is the ultimate networking event, in addition to being a celebration of the best of the best in the communities that the Chamber serves; honoring those who make substantial contributions to the Aurora Chamber of Commerce or the community. Nominations are being accepted for all categories, which include:

- **Business of the Year**
- **Business Person of the Year**
- **Chamber Leadership Award**
- **Woman of the Year**
- **Man of the Year**
- **Humanitarian Award**
- **Community Leadership**
- **Business for the Arts**
- **Small Business Person of the Year**

To make a nomination, go to www.aurorachamber.org and click on the Nominations for Annual Awards bar/link below **Upcoming Events** on the left side of the page. **Nominations are due by March 18, 2011 at 5 p.m. at the Chamber office.**

Each year, the Chamber asks members to consider making a donation for the silent auction. It's a great way to have your company and your brand seen by more than 500 fellow

Chamber members, and the value of your donation is tax deductible. To make a donation, contact Mary Beth Sharp at 303-344- 1500. In addition, as items are being collected for the auction, we would like to solicit members' ideas for what might be included in this year's auction.

If you have suggestions for items that you would like to bid on, send an email to MaryBethSharp@aurorachamber.org.

Finally, don't forget to pre-register for the Banquet at www.aurorachamber.org / event calendar / April.

Save the Date!



Annual Awards Banquet

April 8, 2011

Crowne Plaza Hotel

New to the Chamber Web site: Tools for Business Success

As the leading business "voice" and representative of the businesses in the east metro area, the Aurora Chamber of Commerce is pleased to offer a new, online business tool for both existing and emerging businesses.

Tools for Business Success is an online toolkit containing links to, and information about, local, state, federal and best-of-the-web resources for businesses.

The site includes steps for starting a business - with free business plan software and free marketing help; links to no cost business counseling from the Aurora Small Business



Development Center (www.aurorabdc.com); forms to start a corporation, limited liability company, partnership, or sole proprietorship; independent contractor information; resources and information about hiring employees; business tax incentives; tools to improve and grow existing businesses; and assistance if your business is faltering and needs a turnaround. The site can also be accessed in Spanish, and help is offered through a live chat.

Tools for Business Success is accessed by clicking on the icon on the right side of the Chamber's home page at www.aurorachamber.org. Limited sponsorships for the site are available; for more information contact Naomi Colwell at 303-344-1500.

Receive
the **IMPACT**
online

Do you want to receive the Chamber IMPACT Newsletter Online only?

If you would like to get the IMPACT newsletter online only, please email Mitzi.Schindler@aurorachamber.org, and you will no longer receive a printed copy in the mail. Instead, you will get a message via email each month to view the newsletter online.



Kevin Hougén
President & CEO

President's Letter

New Chamber Board Directors named

Spring is making its first – although tentative – appearance in Colorado, and as we change from one season

adventurous years in store as we unveil new and exciting ways for members to share information, learn new ways of doing business, and of course, network.

Our State's prospects have brightened considerably in recent months. Business investment and outputs are up and stock prices and profits are strong. Consumers are once again spending at a reasonable level. Although rising gas and oil prices are a concern, inflation is under control and interest rates remain low.

The Chamber's number one priority in 2011 is to turn an economic recovery into a **jobs recovery**. We will work to curb excessive regulations and mandates not only at the federal level but also at the statewide and local level. We need to be known across this great state as a pro-business and business friendly community! Our committees and councils will continue to look at improved education and training opportunities, and will carefully monitor what seems to be ever-expanding government spending and entitlement programs.

With the Chamber's grassroots system fully mobilized, fired up and well-funded, we will hold our elected officials to the highest standards. And, we are hopeful that they can find enough common ground to make significant progress on our priorities.

One final thing: If you haven't already seen it, you are going to... because **it really stands out**. I'm talking about the new Chamber Business Directory. With a classy red and gold cover, it will most certainly catch your eye. Better yet, though, is what's inside: all of your fellow Chamber members are listed – complete with names, phone numbers, and addresses. It's a great business tool, and one that we are very proud to provide, since these are the finest business and community leaders in the entire Eastern Metro area!

to the next, it's exciting to look at the changes at The Chamber, as well. Each year, a nomination committee made up of Aurora Chamber members along with the Chamber President, suggest future board members to fill the positions of those who are retiring. This year, several of our board members' three-year terms expire on May 31. We have asked the following members to serve for the next three years on the board:

- Dave Maxwell, **FirstBank of Aurora**
- Tom Henley, **Xcel Energy**

We are proud to say that along with the currently seated members of the board, these dedicated individuals represent the diverse membership of your Chamber. I hope you will join us on the evening of April 8 when we formally induct this superb group of community and business leaders at The Chamber's Annual Awards Banquet – at which we will also be celebrating our 110th birthday!

We also want to thank retiring board members for their service, as we have been very fortunate to have their wisdom and passion for the Chamber mission and their outstanding service to our business community:

- Jim Suss, **Suss Buick GMC**
- Judy Booth, **Fitzsimons Credit Union**
- Harrison Cochran, **Aurora Sentinel Newspaper**

To our members, the Chamber Board of Directors and staff want to thank you for the confidence you continue to show in the Chamber. We have several

The Chamber's Mission

The mission of the Aurora Chamber of Commerce is to serve as a voice for the business community, acting as an advocate for its members on issues that affect their growth and long-term economic vitality.

DON'T FORGET: "Every employee of a Chamber member is a member of The Chamber"

Please route this issue to your sales reps, account managers, marketing directors, HR and PR departments. You can also access each month's newsletter online at our website, www.aurorachamber.org, so you can forward it to every employee in your company!

Chamber Board

Executive Directors

Chair of the Board
Mark Moses | Outback Steakhouses
Chair Elect
David Gruber | Merlin International
Secretary
Judy Booth | Fitzsimons Credit Union
Treasurer
David Maxwell | 1st Bank of Aurora
Immediate Past Chair
Craig Ward | Padgett Business Services

Past Chair Once Removed
Jo Snell | E-470 Public Hwy. Authority
Vice Chair-Healthcare
Bob Barké | BAR-K Insurance Solutions

Vice Chair-Business Development
Harrison Cochran | Aurora Sentinel

Vice Chair-Member Services
Tammy Fernandez | University of Phoenix

Vice Chair-Public Affairs
Jeff Thompson | University of Colorado Hospital

Directors

Rich Allison | *Adolfson & Peterson Construction Company*
Joe Barela | *Arapahoe/Douglas Works! Workforce Center*
Barry Gore | *Adams County Economic Development*
Brigadier General Trulan Eyre | *140th Wing COANG*
Mickey Hunt | *Colorado Department of Military and Veterans Affairs*
Bob Jamieson | *Mutual of Omaha*
Todd Landgrave | *Northrop Grumman*
Larry Borland | *Qwest Communications*
John McCloy | *Westerra Credit Union*
Todd Miller | *City of Centennial*
Wendy Mitchell | *Aurora Economic Development Council*
Alfonso Nuñez | *La Cueva Restaurant*
David Patterson | *Rural/Metro Ambulance*
Suzanne Pitrusu | *Wells Fargo Bank*
Jim Suss | *Suss Buick, GMC*
The Honorable Ed Tauer | *Mayor, City of Aurora*
Julie Taylor | *The Medical Center of Aurora*
Dwight Taylor | *Edwards & Taylor LLC*
Frank Weddig | *Commissioner, Arapahoe County*
Michael Wukitsch | *The Children's Hospital*

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VP, Membership Development
Paul Rosenberg
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Mitzi Schindler
Membership Services
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.....
Newsletter Design
Mario Waller / Six & Six, inc.

The **IMPACT** is published for the members of the Aurora Chamber of Commerce. Subscription rate to nonmembers: \$50/year. Advertisers: The Chamber members—use the **IMPACT** to advertise your products and services to over 1700 Aurora Chamber members. Advertising space only available to members. The **IMPACT** also accepts preprinted inserts. Contact The Chamber for details. Deadlines: the 10th of the month prior to publication.

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Aurora, CO 80012
303-344-1500 • Fax 303-344-1564
website: www.aurorachamber.org



Aurora Day
at the Capitol
March 21 - 7:45 a.m.

In association with
THE CHAMBER
and
AURORA ECONOMIC DEVELOPMENT COUNCIL

State Capitol
Call Laurel at 303-739-7014 to register
Seating is limited



Aurora Chamber Spotlight on... Ambassador Judy Booth



Judy Booth

When Judy Booth sets out to get something done, it happens. She has a way of making sure that the details are taken care of, and that the finished product or outcome is perfect.

Booth has been an extremely active member of the Aurora Chamber since 1996, participating in the Ambassador Program, the Defense Council and the Government Affairs Committee. She has served on the Chamber Board since 2006 and is currently the board secretary. In her 'other' work life, Booth has been with the **Fitzsimons Credit Union** since September 1985. Starting in new

accounts, she is currently vice president of Business Relations, and will retire in April 2011.

Since 2005, Booth has served as a member of the board of directors for the Aurora YMCA. She is also a member of the Spirit of Aurora board, which she chaired for a number of years. Judy was a member of the board of the Northern Aurora Business Association for several years and served on the Aurora Symphony Ball committee for eight of the nine years that the event was held.

Booth has been married to Ralph for 42 years. They raised one son, Ryan, who graduated from The United States Military Academy in 2002, and they have two wonderful grandchildren.

Does your company deserve recognition for workplace flexibility?

Established in 2005, the When Work Works nationwide initiative has brought research on workplace effectiveness and flexibility into community and business practice, and has rewarded companies exemplifying best practices for workplace flexibility through the Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility. The Aurora Chamber is proud to be a partner in this initiative.

Applications are now open for the 2011 Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility. This prestigious award recognizes employers across the country that are successfully using flexibility to meet both business and employee goals. The award application process takes place in two rounds, involving an Employer Questionnaire and a subsequent Employee Survey.

Employers can nominate themselves by completing an online application survey about their workplace flexibility programs, policies and culture. The survey takes approximately one hour to complete. For qualifying employers from Round I, a sample of employees will be asked to complete a survey about their access to



workplace flexibility programs and about the culture. This survey will take 20 minutes to complete.

Eligible applicants are considered based on their ability to demonstrate that workplace flexibility is being used successfully to meet both business and employee objectives.

Award recipients in participating communities are recognized locally. All recipients receive national recognition through the When Work Works Web site, are recognized locally, and have the opportunity for benchmarking.

For more information or to apply, go to <http://whenworkworks.org/>

Research shows that employees in effective and flexible workplaces report:

- Greater engagement on the job
- Greater job satisfaction
- Greater desire to stay with the organization
- Better overall health, and
- Lower stress levels



Legislators' Breakfasts: January and March 2011

Although it was a cold and snowy January morning, attendance was good at the first of the two annual Legislators' Breakfasts – this one held at **The Community College of Aurora**.

The Legislators' Breakfasts provide Chamber members with opportunities to share breakfast and face-to-face conversation with state legislators from the Eastern Metro area. Following some early morning networking and continental breakfast, each legislator

"takes the floor" to speak about their priorities, thoughts and concerns, and then takes questions.

Legislators' Breakfast II will be at the **Medical Center of Aurora** on Monday, March 21, 2011 at 7:00 a.m. The event is free and you can register at www.aurorachamber.org.

The events are sponsored by **The Community College of Aurora**, **The Medical Center of Aurora** and **Pinnacle Assurance**.

Member News

Aurora City Council Member Brad Pierce appointed to National League of Cities' committee

Brad Pierce, Aurora City Council Member At-Large has been appointed to the National League of Cities' (NLC) 2011 Energy, Environment and Natural Resources Policy and Advocacy Steering Committee. The committee has the lead responsibility for developing NLC federal policy positions in the areas of energy, clean air, solid and hazardous waste, water quality and supply, national wetlands, and endangered species.

As a member of the committee, Pierce plays a key role in shaping NLC's policy positions, while advocating on behalf of Aurora, and all of America's cities and towns on Capitol Hill, with the administration, and at home. As part of that effort, Pierce recently drafted a resolution urging the federal government to conduct research into the prevention and mitigation of bark beetle infestations. As Pierce points out, economic development, transportation, property values, tourism and the power grid are all negatively impacted by the pine beetle, and such massive devastation is worthy of federal attention. For more information on NLC's other committees and councils, visit http://www.nlc.org/inside_nlc/committeescouncils.aspx.

ARPC earns Air Force Organizational Excellence Award

Headquarters **Air Reserve Personnel Center (ARPC)** was recently selected by the Secretary of the Air Force Personnel Council to receive the Air Force Organizational Excellence Award. Currently located at Lowry and an active member of the Aurora Chamber and the Chamber Defense Council, the organization manages all human relations functions for the entire Air Force Reserve contingent. This award marks the ninth time the center has earned the AFOEA, a major Air Force award recognizing the achievements and accomplishments of key U.S. Air Force organizations.

ARPC, under the command of Colonel Patricia Blassie, is the last military organization still located on what was once Lowry Air Force Base. They are expected to move to **Buckley AFB** sometime this spring. ARPC is scheduled to host The Chamber Defense Council on April 28 for a nostalgic, "Last Look at Lowry."

E-470 Transportation Safety Foundation offers \$10,000 in Grants

The E-470 Transportation Safety Foundation is offering a new grant program in 2011 that will provide \$10,000 annually to nonprofit organizations located in Colorado - especially those based in the E-470 corridor and the surrounding area. Each year, the Transportation Safety Foundation will provide four \$2,500 grants to four nonprofit organizations that promote transportation safety. Agencies can qualify for only one grant per year and must reapply annually.

The deadline to submit an application is March 1, 2011. Nonprofit organizations can check eligibility by going to www.e-470.com and visiting the Safety Foundation page for the grant application guidelines and checklist.

Hiring youth for summer jobs?

The **Arapahoe/Douglas Works!** workforce center is holding no-cost career academies in March to prepare local youth ages 14-21 for employment in the region. The three-day academies will teach work-readiness skills

such as work values, resume and cover letter writing, interviewing skills and more. Here's how employers can participate:

- *Participate in a panel of employers to speak to youth about your industry* - Wed. March 23, 4-5 p.m. or Wed. March 30, 1-2 p.m., at **Arapahoe/Douglas Works!**
- *Host a field trip at your location for job-seeking youth* - Thurs. March 24, 4-7 p.m. or Thurs. March 31, 1-4 p.m.
- *Participate in a no-cost hiring event to interview youth candidates* - Tues. April 5 from 3-6 p.m. in Aurora

Please help us to keep metro-Denver economically competitive by preparing tomorrow's workforce — our youth! To learn more or to get involved, contact Carleen Daelli, Youth Workforce Specialist at 303-636-1497, or cdaelli@co.arapahoe.co.us. Visit www.adworks.org to learn about the workforce center's no-cost employment assistance service for businesses.

Apolinar and Kray join Merrick & Company

Rich Apolinar and Randy Kray, AIA, have recently joined the **Merrick & Company** team. Apolinar is Science & Technology Business Development Manager, and Kray is Director of Laboratory Architecture in the Science & Technology group.

In his role, Kray will be responsible for directing projects and extending **Merrick's** global reach in project development and execution. Apolinar will focus on pursuing laboratory planning, design, and commissioning projects in the university research and international markets.



Rich Apolinar



Randy Kray, AIA

Merrick celebrates 15 years in renewable energy

Merrick & Company is celebrating 15 years in the biofuels and renewable energy markets. **Merrick** entered the market in 1996 when, in conjunction with MillerCoors, the company planned, financed, engineered, and developed an ethanol plant located at the MillerCoors Brewery, Golden, CO. **Merrick** owns the facility and annually markets three million gallons of ethanol produced at the plant. Since then, **Merrick** has continued to expand its work in bioprocessing and renewable energy with additional projects in biofuels and biochemicals and wind and solar energy.

"**Merrick** saw an opportunity, in 1996, to take the

lead in the renewable energy market by developing an environmentally sensitive solution that would convert brewing residuals into biofuels, a process implemented long before it was popular. Those concepts developed more than 15 years ago help to strengthen our country's energy independence today," said Ralph W. Christie, Jr., PE, Chairman, President, and CEO of **Merrick**.

Reps. Ryden and Fields Look Out for Military Families with Check-off Program

On January 26, 2011, State Representatives Su Ryden (D-Aurora) and Rhonda Fields (D-Aurora) passed a bill in the House that continues to provide financial assistance to Colorado's eligible military families with a tax form check-off. The bill is sponsored by Senator Morgan Carroll (D-Aurora) in the Senate.

House Bill 11-1037 extends the Military Family Relief Fund tax check-off for the families of Colorado active-duty service members overseas and in combat zones. The Fund helps make up loss in salary for military families and, for those who qualify, can also help defray expenses for food, housing, utilities, medical expenses and other costs incurred when a family member leaves for active military duty.

In 2009, the Military Family Relief Fund received \$187,799 in contributions, the highest amount out of the 14 Colorado check-off programs.

David Evans and Associates brings on Erik Nyce, PE

Erik Nyce, PE, recently joined **David Evans and Associates, Inc.** (DEA) as the Roads and Highways manager. For more than 15 years, Nyce managed multi-discipline transportation projects from conceptual through design stages. His areas of expertise include preliminary and final roadway design, highway design, final plan production, preparing specifications, and construction management services.



Erik Nyce, PE

DEA has provided high-quality engineering, planning and surveying services since 1976. Its more than 650 employees are united behind the commitment to improve the quality of life while demonstrating stewardship of the built and natural environments. **DEA** has 17 offices located in Arizona, California, Colorado, Idaho, Oregon, Washington, and New York and serves transportation, water, energy, and land development clients nationwide.



Thanks for helping! – Pearl Maddox, owner of **M & M Auto Reconditioning** in Aurora holds her certificate of appreciation for her support of the Aurora Police Department through The Chamber Foundation's Reward Fund. Maddox was honored in a special ceremony at the Aurora Police Department Headquarters by Chief Dan Oates (left), Tom Ashburn, chair of the Aurora Foundation and Kevin Hougen (right), president and CEO of the Aurora Chamber of Commerce. Chief Oates told the group assembled that the Reward Fund has been highly successful in helping them track down several criminals and closing those cases. Foundation Chair Tom Ashburn urged other civic minded businesses in Aurora to consider making a contribution to the fund through the Chamber Foundation, the non-profit arm of the Aurora Chamber of Commerce. (Photo courtesy Aurora Police Department)

Ribbon Cuttings



“Together we’ll go far” – as another Wells Fargo opens – Store Manager Rosa Amezcua and Community Bank District Manager Derrick Fuller, share the scissors to celebrate the January 2011 ribbon cutting celebration for the **Wells Fargo at Havana Gardens** at 1300 S. Havana St. in Aurora. Additional **Wells Fargo** executives included Vice President and Senior Relationship Manager and Chamber Board Member Suzanne Pitrusu, Regional President Robin Van Bergen, and Community Bank President Wanda Cooley. **Wells Fargo** is a diversified financial services company providing banking, insurance, investments, mortgage, and consumer and commercial finance through more than 9,000 stores and 12,000 ATMs and the Internet (wellsfargo.com) across North America and internationally.

“Yo – Jeet?” Which translates to **“hey, did you eat?”** – is the everyday and very friendly greeting at the **South Philly Grill** at 15028 E Mississippi Ave., in Aurora. During the ribbon cutting celebration, Bill Hymore uses the Chamber scissors with a flourish to officially open the restaurant, which specializes in authentic hoagies and cheese steaks, made the Philly way, and Water Ice and Tastykakes. And, the answer to “Yo! Jeet?” if you haven’t been to **South Philly Grill**, would be ‘nope!’ (Photo courtesy Brian Molitoris, Photographer)



Ready, set, get fit! – Kimberly Tanny, owner of **Tanny Academy of Martial Arts** cuts the ribbon for her location at 2323 S. Troy St. Bldg 1-104, in Aurora. **Tanny Academy of Martial Arts** offers martial arts programs for kids and adults and currently offer group classes as well as private and semi-private instruction. Kimberly is also an Independent Team Beach Body Coach and Certified Personal Trainer. Call 720-432-8262 for a free introductory lesson!



A great place to live! – To kick off the new apartment homes at **The Sanctuary at Tallyn's Reach**, Frank Rooney, executive vice president of Capital Markets makes the “first cut.” Other members of the team include Helen Vedovelli, community manager; Sharon Ingram, senior regional vice president; Sharon George, regional property manager and Amy Ashburn, regional marketing manager; and Drew Hyde, vice president, US Bank Commercial Real Estate. **The Sanctuary at Tallyn's Reach**, at 23680 E. Easter Drive in Aurora, is surrounded by tranquility and natural beauty, and conveniently near E - 470, shopping, dining, entertainment and outdoor fun.

Buckley Air Force Base's impact exceeds \$1 billion

Col. Clinton Crosier, **460th Space Wing** commander, formally released **Buckley AFB's** annual Economic Impact Statement at the annual State of the Base address on Jan. 12, 2011. The meeting was sponsored by the **Aurora Rotary Club** and the **Aurora Chamber of Commerce**.

In fiscal year 2010 which runs from Oct. 1, 2009 to Sept. 30, 2010, the base infused \$1,007,778,554 into the local economy. This marks the seventh year that the economic impact of **Buckley Air Force Base** remains above the billion dollar mark. These figures include \$191 million in contracts awarded to civilian companies, as well as \$26 million in military construction projects. In addition, more than 5,500 jobs were created, at an estimated value of \$280 million. **Buckley** also impacted the healthcare system by awarding \$16 million to local healthcare agencies.

Active duty military members on **Buckley** earned a total of \$245 million, which positively impacts businesses as these members of the

community live, work and play in the local area.

Colonel Crosier also used the occasion to bring metro area business leaders up-to-speed on ongoing activities at the Aurora base – which is home to nearly 14,000 military and civilian employees. It was the colonel's last address to the community as he announced that he would be moving in April to a senior position in the Middle East where he will be responsible for managing all Space Operations in the Gulf area.

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And this is the way it is – Colonel Clint Crosier, the Buckley AFB installation commander and commander of the 460th Space Wing briefs **Aurora Rotary** and **Aurora Chamber** members on the economic impact of **Buckley** on the community at a joint Chamber-Rotary event in January.

(USAF Photo courtesy of 460th Space Wing Public Affairs)



Governor Hickenlooper briefed about defense issues

Aurora Chamber Defense Council Chair Dave Gruber with **Merlin International**, and Chamber Board Member Mickey Hunt with **Colorado Department of Military and Veterans Affairs**, were part of a select group that briefed Governor John Hickenlooper and The Adjutant General of Colorado,

Major General H. Michael Edwards Feb. 11, at a special meeting in Colorado Springs. The governor was brought up-to-speed on the military's \$6.4 billion impact on the Colorado economy and current issues affecting the military, veteran and aerospace/defense industry.

The gathering was organized by the Colorado Springs Chamber's Military Affairs Committee headed by Brian Binn and reflects the increased cooperative efforts between the Colorado Springs and Aurora Chambers – the state's only Chambers with dedicated resources to support the military.

NORTHROP GRUMMAN

ARMED FORCES RECOGNITION LUNCHEON

May 13, 2011

CROWNE PLAZA
Denver International Airport
Convention Center

Show your support - be a sponsor

go to www.aurorachamber.org or call 303-344-1500

The 34th Annual Armed Forces Recognition Luncheon (AFRL) is **May 13, 11 a.m., at the Crowne Plaza Denver International Airport Convention Center**. AFRL, which is one of the largest events in Colorado to honor military service members, pays tribute to men and women from throughout the greater Denver-Aurora metro area who serve in the armed forces, including active duty, reservists and the Colorado National Guard. For more information or to register or sign up as a sponsor, go to www.aurorachamber.org and click on the AFRL art in the lower left-hand area of the page. The event is presented by **Northrop Grumman**, organized by the Aurora Chamber Defense Council and directed by AFRL Chair Suzanne Pitrusu with **Wells Fargo Banks**. The AFRL is one of the events that you won't want to miss!

To see photos from last year's AFRL, go to www.aurorachamber.org/downloads/AFRL-Winners.pdf



What are web “citations” and why are they important to your local business listings?

Citations are defined as “mentions” of your business name and address on other webpages, even if there is no link to your website. An example of a citation might be an online yellow pages directory where your business is listed, but not linked to. It can also be a local chamber of commerce, or a local business association where your business information can be found, even if they are not linking at all to your website. You may also see the term “web references” used on other websites—a synonym for “citations”.

Citations are a key component of the ranking algorithms of the major search engines. Other factors being equal, businesses with a greater number of citations will probably rank higher than businesses with fewer citations.

Citations from well-established and well-indexed portals (like Superpages.com for example) help increase the degree of certainty the search engines have about your business’s contact information and categorization. To paraphrase former Arizona Cardinals’ coach Dennis Green, citations help search engines confirm that businesses “are who we thought they were!”

Citations are particularly important in less-competitive niches (like plumbing or electrical) where many service providers don’t have websites themselves. Without much other information, the search engines rely heavily on whatever information they can find!

Citations also validate that a business is part of a community. It’s hard for someone to fake membership in a chamber of commerce or a city or county business index, or to be written about in a local online newspaper or popular blog. Citations (and links) from these kinds of websites can dramatically improve your Local search engine rankings.

Currently, the ‘More About This Business’ section of your Google Place Page is the most complete list of your citations, though Google probably doesn’t show every single one it knows about.

Source: GetListed.org
For more information go to
<http://getlisted.org/resources/why-citations-are-important.aspx>

Leadership Aurora Golf Tournament set for June 16, 2011

It’s time to gear up for the premiere golf event of the summer! This year’s Leadership Aurora Golf Tournament is scheduled for Thursday, June 16, 2011, at the beautiful and challenging Heritage Eagle Bend Golf & Country Club. This year’s prices remain the same as last year, at \$150 for individual golfers, including cart, green fees, lunch, ditty bag - and a really good time!

Rural/Metro Ambulance is this year’s Event Sponsor, and other sponsors to-date include **Adolfson & Peterson Construction, FirstBanks of Aurora, Metro Community Provider Network, Pinnacol Assurance, Waste Management, Kaiser Permanente and Wells Fargo. Abilene Awards & Logos and Autawash Car Care Center** are in-kind sponsors. Sponsorship opportunities are still available, ranging from a \$200 Fairway sponsor to a \$4,000 Food & Beverage Sponsor that includes golfer fees, signage, promotion and website links.

Consider advertising your business by donating items for ditty bags and door prizes. For the ditty bags, small items such as golf balls, tees, pens, and other advertising specialty-type items are requested. At least 160 of each item are needed for the ditty bags.

Larger items such as gift certificates, gift baskets, restaurant dinners, golf shirts, golf bags or clubs, or any non-related golf items will be used as door prizes. It’s a great way to market your business!

Go to www.aurorachamber.org to register online for the tournament or e-mail kimberly.curtis@aurorachamber.org for more information.

“Golf is so popular because it is the best game in the world at which to be bad.”

— AA Milne



SAVE THE DATE
Leadership Aurora Graduation
June 2, 2011

Open House/ Open Space

Newest Arapahoe County Open Space Jewel: Bijou Creek Basin



An Open House was had by all! – When the **Office Depot** at 15400 E. Briarwood Circle in Aurora held an open house for Chamber members on January 21, it was all smiles. The store manager, Will Pearcey – front and center – provided tours of the store, tasty refreshments and gifts for attendees. **Office Depot** offers one-stop shopping for all business needs, including tech support, copy and print services, cleaning and breakroom supplies, furniture and more.



The word “Bijou” is French for “jewel” or “gem”, and that’s what Arapahoe County is protecting with its most recent open space acquisition. In December 2010, Arapahoe County purchased 2,800 acres known as the Bradbury Bijou Creek Ranch near Byers for \$2.69 million using Arapahoe County Open Space funds.

Once open, residents will be able to explore thousands of acres of rolling hills tucked into the heart of the Bijou Basin, featuring a carpet of short grass prairie and wildflowers, hidden canyons and three miles of the winding West Bijou Creek.

“This is the largest and most significant open space acquisition since the program began in 2004,” said Arapahoe County Commissioner Chair Rod Bockenfeld. “It serves as a strategic location along the future Arapahoe Greenway trail corridor that is to be developed along Quincy Avenue from E-470 to Bradbury Road south of Byers.”

To learn more about the County’s Open Space program, visit www.co.arapahoe.co.us and sign up to receive the Open Space newsletter.

Renewals

460th Space Wing
Adams County Board of Commissioners
Advanced Circuits
Agency of Credit Control
Air Force Association
AlphaGraphics
Alternatives Pregnancy Center
Arapahoe/Douglas Works! Workforce Center
Associates Insurance Group
Aurora Gateway Rotary Club
Aurora Housing Authority
Autawash Carwash, Detail & Lube
BAR-K Insurance Solutions, Inc.
Belco Credit Union - Aurora City Center
Big Brothers Big Sisters of Color...
Buckley Bargain Storage
Carlos Klinger & Sons
Centennial Airport/A.C. Public Airport Authority
Central Colorado Area Health Education Center
Chick-fil-A - Town Center of Aurora
City of Centennial
Coca-Cola Bottling Company
CollegeAmerica
Colorado Tire & Service
CommonGround Golf Course

Community College of Aurora
Community College of Aurora Bookstore
DIAPARK.com
Ecotech Institute
Edwards & Taylor LLC
Embassy Suites Hotel Denver - Aurora
Enternet Design
Excelsior Youth Center
Executive Merchant Services
Extra Space Storage - E. 4th Ave
Fairfield Inn - Denver/Aurora
Family Medicine Clinic
Felsburg Holt & Ullevig
Finish Line Car Wash
Gary Gilliard
Haynie & Company
High Country Coatings
Hilton Garden Inn - Denver South/Meridian
Hyatt Summerfield Suites Denver Airport
James Moore & Associates, P.C.
JCPenney
Junior Achievement of Rocky Mountain, Inc.
KeyBank - S. Buckley Rd.
King Soopers - S. Yosemite
Kirchhof Group, Inc.
Leisure Tech Industries
Len Lyall Chevrolet, Inc.
Lockheed Martin Space Systems

Lockton Companies, LLC
Lovett Family Chiropractic & Wellness
Majestic Realty
Marriott Tech Center
Marsha Berzins
Martha Karnopp
McDonald's
On Target Mailing Services
Outback Steakhouse - Denver Gateway
Oxy-View
Padgett Business Services
PeakHealth Chiropractic
Profinish Painting & Design
Raytheon Company
Regis University
Rhapsodee Entertainment Group
Ryden & Associates
State Farm Insurance - Mike Gibbs
Steve Hogan
The Interface Financial Group
Town of Bennett
University of Colorado Hospital
VMDirect Colorado
Wagner Equipment Co.
Western Truck Parts, Inc.
White Glove Car Wash
World Financial Group - Centennial
Xcel Energy

NEW MEMBERS

101 Architectural Consulting, LLC
American Custom Sign Shop
American Sentinel University
Army & Air Force Exchange Service
Blackstone Country Club
Business Communication Support
Habitat for Humanity of Metro Denver
Heartland Institute for Financial Education – Bruce Fuller
Hilton Garden Inn Denver Tech Center
Intersect
Keller Williams DTC - Kruszka
Ramada Inn DIA
Roof Doctor, LLC The
Security Service Federal Credit Union
Send Out Cards
South Philly Grill
Springhill Suites Denver Fitzsimons
Steve Bobrick
Vintage Electrical Services
Visit Aurora
Wynn Win IT Solutions