



FEBRUARY
2010

Upcoming Events

February

Business Before Hours

Feb 10 | 7:30 a.m.
Radisson Denver Stapleton

Aurora Day at the Capitol

Feb 12 | 7:30 a.m.
the Capitol

Lunch and Learn / ALMC Mortgage

Feb 16 | 11:45
The Chamber

Women In Business

Feb 23 | 12:00 noon
The Chamber

Business After Hours

Feb 25 | 5:00 p.m.
Marriott DIA

State of the Base



Getting the word out – Col. Clint Crosier, commander of the 460th Space Wing at Buckley Air Force Base in Aurora, shares the latest information on the base with a crowd of nearly 200 attending his annual State of the Base

presentation on Jan. 13. Col. Crosier, who is the senior commander at the growing facility that hosts units from all the services including the Guard and Reserve, shared facts about the many on-going missions at the base. He also formally released his official Economic Impact statement detailing the \$1.044 Billion that Buckley contributed to the economy in 2009. The luncheon was co-sponsored by the Aurora Chamber Defense Council and the Rotary Club of Aurora. Details of the economic impact are available on The Chamber website. (Photo Courtesy Brad Mikel, Aurora Rotary)

Women Making a Difference Luncheon: March 12, 2010

On March 12, 2010, the Women in Business Committee of the Aurora Chamber of Commerce will present its annual luncheon, "Women Making a Difference." This year's guest speaker Buna Dahal, will inspire with her presentation, "Empowering you to spread your wings."



Buna Dahal

Blind since birth, Buna Dahal has realized the dream to live life to the fullest. She is internationally recognized as a heart-felt motivational speaker who is funny, inspiring and rigorous; she has an extraordinary talent for making audience members feel like they are a crucial part of each moment of understanding.

The luncheon will be held at the Rod Lion SE Hotel at Parker Rd. and I-225. Tickets are \$30 per person, or \$350 for a table of 10. Sponsorships are also available.

For more information or to make a reservation, call 303-344-1500.

10 Business Tips for 2010

A group of 750 small business owners regularly surveyed for the Discover Small Business Watch offered the following 10 tips for 2010 based on the lessons learned last year:

1. Start Preparing Your Taxes Now: Organize tax information early or it can distract you from running your business: 46 percent of small business owners say that finding and organizing the documents they need to prepare their taxes is very or somewhat difficult, and 77 percent of small business owners find the tax preparation and documentation process very or somewhat time consuming, which only takes them away from tending to their bottom lines.

2. Cut Personal Expenses: Find ways to cut costs outside of the business, because you'll likely have to take home less pay and even go into your savings: 69 percent of small business owners say that current economic conditions are forcing them to reduce the amount of money they take home from their businesses, and 61 percent think they are very or somewhat likely to use their personal assets in the next year to keep their businesses afloat.

3. Think Green: Small business owners think the following business segments have the best opportunities for post-recovery growth, in order of importance: green industries, business services, technology and energy.

4. Have a Long-Term Plan: 43 percent of small business owners who have been hurt by the current economy say that it will be more than 12 months before their businesses rebound, followed by another 24 percent who expect that it will take six to 12 months to be in the clear.

5. Don't Focus on the Money: Only 12 percent of

entrepreneurs say that "making more money" is the biggest reason they became a small business owner; while 46 percent say they are motivated by having "more flexibility with their time" and by "being their own boss."

6. Use the Web: 32 percent of small business owners who are part of an online networking community say that their biggest benefit from social networking is "getting new business leads." Moreover, 47 percent of 3,000 consumers surveyed say they are more likely to use a small business that has a Web site.

7. Rely on Yourself: Don't overextend yourself by borrowing too much in the beginning: 64 percent of small business owners say that they did not need financial capital to start their businesses. Among those who did need the capital, 45 percent received it from their personal savings, and another 16 percent borrowed from family and friends.

8. Focus on Sales: One way to stay on course is to keep a sharp focus on sales: Owners say that sales generation is the biggest issue facing their businesses today; followed by taxes, operating costs, health insurance, access to capital and inflation.

9. Stay in Touch with Family: 31 percent of small business owners say that they are very likely or somewhat likely to borrow money from family and friends in the next 12 months in order to stay in business.

10. Stay Healthy: Taking care of yourself is important, given that 65 percent of small business owners report that it is somewhat or very difficult to obtain affordable health care for themselves and their employees.



Women Making a Difference
Luncheon
March 12, 2010



Join Us!

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

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If you would like to stop receiving the printed version of **IMPACT**, please let us know at mitzi.schindler@aurorachamber.org, and we will send you a message via email each month when the newsletter is available online.

And, don't forget that the monthly **IMPACT** is the Chamber Web site before you get it in the mail! The newsletter is sent via bulk

mail and can take up to 14 days to get to you.

The monthly package you receive in the mail is full of offers and information from your fellow Chamber members, as well as registration forms and meeting notices from the Chamber. If you chose to receive **IMPACT** online only, you will need to go the Web site to register for events.



Kevin Hougren
President & CEO

Our local economy, along with that of the counties and of the state, is funded through business activity. As we begin to move out of the recession and strive to position ourselves for the economic resurgence, indicators show that Colorado is in a strong position for recovery. With the Colorado General Assembly back in session, and with our newly elected Aurora City Council members in place, it is important to maintain a good relationship between jobs and a healthy business climate. With this in mind, it is vital to connect both the public and private sectors, because the services our government provides are financed by taxes paid by employers and their employees.

The math is pretty simple: when a business grows, the employer hires

President's Letter

employees; the business and the employees pay taxes to government general funds, which in turn fund areas that are of benefit to all (e.g.: schools and roads).

Just the opposite occurs in a recession: jobs are lost; income tax, sales tax and other tax revenues evaporate; and the unemployed find themselves seeking government assistance. This is why government policies that create uncertainty or turbulence deter businesses' ability to grow and prosper.

The Aurora Chamber of Commerce has three primary efforts in economic development each and every year. Those goals are to protect and grow transportation, education and health care - all vital industries required for businesses of all sizes to succeed. Our commitment to protecting and improving our economic foundations is the basis for encouraging every member of the Chamber to learn and become engaged in our advocacy efforts.

With the 67th Colorado General Assembly underway on January 13, we will continue our long history of engagement. We are already working on position papers with the Aurora

Chamber's lobbying team, Axiom Strategies. We believe that as the eastern metro area's business leadership expands, it is our role and responsibility to deliberate and act on public policy that impacts local businesses. On the 1st and 3rd Thursdays during the legislative session we will meet at the Chamber offices to support, oppose or monitor public policy that impacts business, and we look forward to dialogue with our elected leaders on important issues.

The Chamber is already opposing three potentially harmful ballot initiatives that will appear on the November 2010 ballot, including Proposition 101, Amendments 60 and 61. Each of these initiatives, if passed, could have an extremely harsh impact on State and local governments. As the legislative session progresses, please keep us informed about items you see as important or concerning.

Let me leave you with one of my favorite quotes: "Government's view of the economy could be summed up in a few short phrases: If it moves, tax it. If it keeps moving, regulate it. And if it stops moving, subsidize it." Ronald Reagan.

Aurora Business Women Celebrate

On Jan. 7, 2010, the Aurora Business Women celebrated their annual awards presentation at **St. Andrew's Village**.

Small Business of the Year was awarded to Sandie Preuss' **eTravel Unlimited**, and Woman of the Year went to Karen Terry of **Provider's Resource Clearinghouse**.

Award nominees included Jasmin Espy, **Summit Staffing, Inc.**; Kendra Ingles, **Ronald McDonald House Charities of Denver**; Kelly Nelson, **Jordan Road CARSTAR**; Sandie Preuss, **eTravel Unlimited**; Felicia Stanton, **Prudential Colorado Real Estate**; Karen Terry, **Provider's**

Resource Clearinghouse; and Lindita Torres Winters, **Lindita's Salsa**.

The mission of the Aurora Business Women is "To achieve equity for all

women in the workplace through advocacy, education, information, and to promote economic self-sufficiency for Colorado Working Women."



Pictured at the Aurora Business Women's Awards Banquet, left to right: Mary Lewis, Felicia Stanton, Jasmin Espy, Kelly Nelson, Lindita Torres, and Cheryle Derman. Back row: Marie Rottler, Nancy Rinker, Kendra Ingles, Sandie Preuss (Small Business of the Year), and Karen Terry (Woman of the Year).

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!

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Member News

Hotels Team Up to Host Meetings and Conventions

A group of ten Chamber member hotels near the Denver International Airport, including **Crowne Plaza DIA, Marriott Gateway DIA, Hilton Garden Inn DIA, aloft DIA, Homewood Suites DIA, Cambria Suites DIA, Comfort Inn DIA, Country Inn and Suites, Residence Inn by Marriott, and Hyatt Place DIA**, have formed the Gateway Park Hotel Alliance to better target meeting and convention business. They share common offerings such as complimentary parking and airport shuttle service, food and beverage discounts, and regular shuttle service to and from the partnering hotels, all of which are located within two minutes of each other.

The Alliance touts more than 1,700 hotel rooms and 90,000 square feet of meeting space, in addition to a dozen full-service restaurants within walking distance! The hub for most events will be the **Crowne Plaza DIA**, which offers more than 70,000 square feet of meeting space, including a 50,000 square-foot convention center - which can accommodate up to 4,000 guests.

The Alliance is also giving back to their community by choosing a charity each quarter to support as a group. Fourth quarter charities were Food Bank of the Rockies and Dress for Success.

Sheriff Robinson Appoints New Jail Commander

Sheriff Grayson Robinson has appointed David C. Walcher as a Bureau Chief of the Arapahoe County Sheriff's Office. Walcher joins the Arapahoe County Sheriff's Office after a diverse and successful 22 year career with the Jefferson County Sheriff's Office.

Bureau Chief Walcher's initial assignment will be as the commander of the Arapahoe County Sheriff's Office Detentions and Administrative Bureau.

Congrats to Grandma's Handyman Service

Grandma's Handyman Service, Inc., has been awarded the prestigious 2009 Angie's List Super Service Award for the third year in a row. The award is given to companies that have achieved and maintained a superior service rating on Angie's List.

Founded in 2004, **Grandma's Handyman Service, Inc.**, is a Colorado woman-owned and operated

company specializing in home maintenance and repair. Yvonne Costin, grandma and president of the firm, observes that "our team of talented technicians is skilled in many areas and has more than 100 years of combined service. We are extremely proud to receive this award, as we work diligently to serve our customers in the best way possible."

Gateway Rotary offering TaeKwonDo and Naginata demonstration

The **Aurora Gateway Rotary** club is sponsoring a TaeKwonDo and Naginata (fencing with spears) demonstration PLUS one-hour of Self Defense Training on Saturday, Feb. 20 at 2 p.m. on the Excelsior campus located at 15001 East Oxford Avenue

In Aurora. In addition, the Excelsior Kick Box Team will give a lively demonstration. Cost of the class is \$20. For additional information contact Rotarian Barbara Peck at inyourelement@yahoo.com to sign up or register at the event. Participants should plan to wear loose clothing and tennis shoes.

MEDIA DAY

Communication, communication, communication

By Richard Charles
Cherry Creek Schools - STEM Center

In December 2009, the Leadership Aurora Class of 2009-10 experienced Media Day. The day began with a presentation from the Aurora Police Department's Deputy Chief Terry Jones. Chief Jones first spoke about the importance of communication in Law Enforcement. He then provided details of a simulated press conference based on a real-life homicide. He underscored the importance of reporters working collaboratively with the Aurora Police Department in order to lessen the risk of jeopardizing investigations. This was just one example of how the media influences investigations. This experience alone was enough for us to ponder for weeks!

We then travelled to KCNC News 4 in Denver, where we met news anchors Tom Mustin and Brooke Wagner. Mustin explained how job roles and responsibilities in broadcast news are changing and, in fact, merging due to downsizing; as reporters are now required to do the jobs of several people. He also gave us a brief synopsis of his career and the challenges of juggling work and family schedules. News Operations Manager John Montgomery spoke to the class, along with Misty Montano, who explained the details of Social Media and its influence on the news. This gave us a glimpse of things to come.



Let's do a newscast! Antoinette Dow, Aurora Mental Health Center; Chelsea DeChaine, Colorado Insurance Professionals; and Rich Duston, Aurora Symphony Orchestra, look prepped and ready to report the news at the City of Aurora's Channel 8 Studios, during Leadership Aurora Media Day.

For me, the highlight of the day was working in the Aurora 8 television studio. There, we were able to observe the operation of a television control room,



operate television cameras and take part in a filmed interview about the closing of some Aurora libraries. The moderator of the interview had to manage team members with several diverse roles. Each group had a representative of an anti-tax group; an Aurora resident who uses the libraries; a manager of libraries; and the Mayor of Aurora. The teams then debriefed their recordings with the moderators.

Needless to say, some of these mock interviews were extremely entertaining.

All in all, the day was a success and the Leadership Aurora class had a tremendous opportunity to learn about the importance of communication in leadership.



Aurora Chamber Spotlight on... Ambassador Mandy Giacinto



Mandy Giacinto is a successful marketing consultant with Denver Business Centers (DBC) - a prominent web, print and marketing consulting company based in Aurora. Mandy's been with DBC for more than four years, and her role is to ensure that clients are getting the most out of their marketing communications programs, and to suggest ways to help clients improve their ability to compete and grow in today's economy.

Mandy is very active as an Ambassador for The Aurora Chamber, helping new members to learn



Mandy Giacinto

about and take advantage of the services and programs available through The Chamber. You may see her in your lobby if you have recently joined the Chamber!

Mandy is a Colorado native and a local, growing up and attending school in Aurora. She is very devoted to her husband of seven years, Michael, and to her two dogs, Rowdy and Kaiah, that Mandy rescued at

the Aurora Animal Shelter two years ago. Denver Business Center and The Aurora Chamber are pleased to have Mandy on their teams!

Ribbon Cuttings



So you think you can cut... Steve Roper, President of *Roper Insurance and Financial Services*, prepares to cut the ribbon at his new main office in Englewood. Roper was joined by members of his staff including Laura Buckingham and Paula Vargo as well as Aurora Chamber President Kevin Hougen and Vice President George Peck. *Roper*, which represents every major insurance carrier, provides people and companies with the ability to get what they want and need out of affordable health insurance coverage. They are located at 116 Inverness Drive East, Suite 265 in Englewood and can be reached by calling 1-877-767-3711. Additional information is available at www.ropersinsurance.com. (Chamber Photo)



Helpin' the Supe — Maliq Alford (right), from Jewell Elementary, helps Aurora Public Schools Superintendent John Barry and Town Center Manager A.J. Coffee cut the ribbon in front of the new APS kiosk at the Town Center of Aurora. The kiosk is one of many innovative approaches APS is using to increase community involvement in the schools. Two of the stations are located in the Center, allowing parents of APS schoolchildren to check on grades and attendance. (Photo courtesy Aurora Public Schools)



Looking to the future — RaNae Magness Carpenter (center) is joined by an enthusiastic group of girls, guests, contributors and staffers to officially open the RaNae Magness Carpenter Girls Hope Home in the metro area. Ms. Carpenter was a major contributor to the capitol campaign to raise funds for the home. The residential facility will provide a value-centered, family like environment for young women, age 10-18 whose families are unable to provide a stable home life for them. It is part of the *Boys Hope Girls Hope* organization in the Southeast metro area that helps academically capable and motivated children-in-need to meet their full potential and become men and women for others. Additional information on *Boys Hope Girls Hope* is available by calling Mary Fran Tharp at 720-524-2061. (Chamber Photo)

Renewals

A.I.A. Industries
American Family Insurance - Reynolds
Arapahoe/Douglas Works! Workforce Center
Aurora Business & Professional Women
Bestway Disposal
Budget Blinds of Aurora
Canyons at Saddlerock Apartments
Chick-fil-A at Town Center of Aurora
Coca-Cola North America
Colorado Lending Source
Comcast
Component Specialties, Inc.
Cops Fighting Cancer
Dave Williams & Associates, LLC
Doubletree Hotel Denver
Executive Merchant Services
Faison Office Products Company, LLC
Family Medicine Clinic
Finish Line Car Wash
The GEO Group, Inc.
Hilton Garden Inn DIA
Hoffman Heights Hardware, Inc.
Holiday Inn Select - Denver Cherry Creek
Ironstone Bank
JCPenney
Junior Achievement of Rocky Mountain, Inc.
Lupita's Restaurant
Denver Marriott Tech Center
McAlister's Deli
Michael Baker Corporation
Nelnet
NextCare Urgent Care
NextGen Software, Inc.
Now Hear This, Inc.
Precision Glassblowing of Colorado
Protection One
Radisson Denver Stapleton
Red Lion Hotel Denver Central
Retreat at City Center
Sea Forward Logistics, LLC
Seko Worldwide
Southlands
State Farm Insurance
Law Offices of Robert Owen Steine, P.C.
Summit Interiors
T. Charles Wilson Insurance
University Hills Animal Hospital
University of Phoenix
Yellow Book USA
Y.M.C.A. of the Rockies
ZLB Company

NEW MEMBERS

Downtown Aurora Visual Arts (DAVA)
FatCatLogos Designs & Marketing Tools
Jackson for County Commissioner
Key Bank
Lockton Companies, LLC
Mattress America Warehouse
Ocean, Air & Trucking Services
Protection One
RR Partners, LLC
Sierra Nevada Corporation
Wave Audio Visual, Inc.