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THE CHAMBER Impact

JAN/FEB 2022

Catalyst, Convener, Champion ... in 2022 and beyond!

► President's Letter

As 2021 draws to a close, I wanted to send a personal note, to thank you – in spite of monumental challenges during the last two years – for your continued support of The Chamber and the community. During this time, your Chamber learned to move fast and act in expedient ways, and we helped lead the business community through unknown territory, with your help and support!

When COVID-19 brought the world to a standstill, companies and the communities stepped up to the challenges. Lifesaving treatments and vaccines were developed and delivered around the world. And, against



Kevin Hougen
President & CEO

remarkable difficulties, successes created our strongest tools in beating back this pandemic, demonstrating that through creativity and resilience perseverance can solve some of the world's greatest challenges.

During the height of the pandemic, The Chamber helped our member companies and hundreds of non-members in need of urgent resources. Working with the Tri-County Health Department, the Cities of Aurora and Centennial, and Arapahoe and Adams Counties, we connected businesses and families to rent and food assistance. We moved our committees and events into virtual settings (and now we all know what Zoom is!) Our business community helped ensure childcare needs were being met and that families had the tools to help their children in virtual school settings.

Change is never easy, it's often difficult and complex. We have learned to communicate through our weekly e-mail blasts, The Chamber

IMPACT Newsletter, and weekly phone calls to members. Currently, many of our monthly committees are offering hybrid meetings, with some attendees in person and some virtually.

In 2022, The Chamber will continue to create personalized customer experiences with our members to stimulate business growth and generate profits, to energize employees, and to continue to secure customer loyalties, today and into the future!

Your Chamber exists to be...

The **Catalyst** for Business Growth!

The **Convener** of Leaders and Influencers who make things happen!

The **Champion** for Stronger Communities!

The Chamber Board of Directors and staff wish you a safe, healthy, and prosperous 2022. We are all in this together, and we look forward to working with you in 2022 and beyond! ■

Benson Hotel at Fitzsimons Innovation Community Celebrated

Community leaders celebrate the Benson Hotel and Faculty Club, a new 106-room luxury hotel and event space being built by Aimco, a Colorado-based Real Estate Investment Trust, at the Fitzsimons Innovation Community. From left to right, former University of Colorado President Bruce Benson and his wife Marcy Benson, Aurora Mayor Mike Coffman, Aimco President and CEO Wes Powell, Fitzsimons Innovation Community President and CEO Steve VanNurden, University of Colorado Regent Sue Sharkey, AIR Communities CEO Terry Considine, University of Colorado Anschutz Medical Campus Chancellor and Fitzsimons Innovation Community Board Chair Donald M. Elliman, Jr., and University of Colorado President Todd Saliman. The hotel is slated for completion in 2023.
<https://thebensonhotel.com/> 10/22/21

(Photo by Steve Coffin)



To see upcoming Chamber meetings
as well as Chamber member events –
[go to the calendar!](#)

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ChamberCommittees

An Inside Look

ARTS + BUSINESS CONNECTION

Arts + Military

Tuesday, November 9, 2021

By Reneé Leon, Arts + Business Connection Chair



Andy Vick

At the November 9 ABC virtual meeting, Executive Director of the Cultural Office of the Pikes Peak Region Andy Vick presented about The Cultural Office's Military Arts Connection (MAC). One of the biggest projects managed by

The Cultural Office is the MAC, which is an arts enrichment program that offers active military and veterans arts and creative outlets that enhance their lives and can aid healing. The MAC was formed after 200 community members gathered for a National Endowment for the Arts (NEA) grant-funded Community Summit. Based on the feedback and interest of the Summit, the MAC was created.

MILITARY ARTS CONNECTION

MAC is fueled by a website offering arts experiences to users - free of charge - and the artists are paid directly by MAC. All artists are required to complete a half-day training program, ensuring they have a basic military cultural competency. Any community partners (artists, service organizations, schools, etc.) also receive training to ensure they can support the military participants.

MAC currently offers 70 experiences by 30 artists in 5 categories: visual arts, music, poetry/writing, photography/film, and culinary. The program is looking to add theatre, dance/movement, and ticketed performances to the wealth of opportunities available. NEA grants and local funding pay the artists and the experiences are free for the military participants.

The results of the program include a more engaged community, help with healing, the opportunity for participants to re-connect with possibly unrealized passions, introducing people to new opportunities, and providing a positive outlet based in creativity. These experiences provide exposure to the arts and can then be continued on their own by individuals.

The Cultural Office is a Colorado Springs non-profit local arts agency whose mission is "Connecting residents and visitors with arts and culture to enrich the Pikes Peak region."

Arts + Why Are We Doing This?

Tuesday, December 7, 2021

By Reneé Leon, Arts + Business Connection Chair

The December 2021 ABC meeting was a recap by The Aurora Chamber's Senior Director of Communications Mitzi Schindler of 2021 - and some 2020 - meetings.

The presentation demonstrated how ABC continues to highlight the mutually beneficial relationships between arts and business. From education and hiring practice, to wellness and workforce retention, the monthly meetings tell stories and provide examples of how the arts are used to benefit businesses and industries. For a copy of the presentation, contact Mitzi.schindler@aurorachamber.org.

After the presentation, it was announced that Ana Valles, marketing director with Fitzsimons Credit Union and on the City of Aurora's Art in Public Places Commission will be joining the Arts + Business Connection Executive Committee. Before joining Fitzsimons Credit Union, Valles was the executive director of the Mexican Cultural Center in Denver.

At the end of the meeting, attendees were quizzed about the presentation and the committee, and winners were awarded gift cards to Chamber member restaurants

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THE CHAMBER'S MISSION



The mission of the Aurora Chamber of Commerce is to give a voice to the business community and serve as an advocate for its members, creating a positive business environment that encourages 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!

Legends of Aurora Sports Grill, Raising Cane's Chicken Fingers, and Bubba's 33 Pizza, Burgers, Beer. Winners were Assétou Xango, Amy Cheslin, George Peck, Sandy Neely, and Jane McGrath.

Know an Artist Who Could Benefit From ABC?



Please share this information with artists you know that are not currently Chamber members:

The Chamber is giving non-member artists access to the monthly ABC meetings for no charge for 2022. These meetings provide information about how the arts and business intersect, as well as opportunities to make connections and network with other artists and businesses.

For more information, contact
Mitzi Schindler /720-609-2052

TRANSPORTATION

Denver International Airport Update

Wednesday, November 3, 2021

At the November 3, 2021, Transportation meeting, CEO of Denver International Airport (DEN) Phillip A. Washington began his presentation by reminding attendees that the 26-year-old airport is the newest airport in the country. He added that it is also strategically located in the middle of the country and is now the third largest airport in the U.S., with 69 million passengers in 2019 – anticipating 72.8 million for 2022.

His theory of increased passenger volume is based on advanced technology, an increase in world population, and expanding world connections. He believes that the recent surge in air travel is probably because people have been homebound because of COVID – and those who can travel are going.

Washington then gave an overview of DEN's Vision 100 – the comprehensive plan that enables DEN to prepare for accommodating 100 million passengers between 2030 and 2035.

Vision 100 has four phases:

1) Powering our People – providing

opportunities for current employees to develop and grow, and preparing future employees through education and internships

2) Growing our Infrastructure

– expanding security capacity and moving all security to the sixth floor, adding 39 gates, improvements to Peña Blvd, expanding cargo capacity, new baggage system, and exploring additional runways

3) Maintaining What We Have

– improving cleanliness, wayfinding, check-ins, WiFi access, parking, concession options, and seating comfort

4) Expanding Global Connections – growing air service network and cargo operations, and creating additional business opportunities

To see details of Vision 100 DEN go to flydenver.com/vision100.



Construction on Peña Blvd. south of DEN.

Transportation in the Cities of Aurora and Centennial

Wednesday, December 1, 2021

By Tim Harris, Transportation committee chair

It was a full agenda at the December 1, 2021, Transportation meeting, with updates from the cities of Aurora and Centennial.

City of Centennial Public Works Director Jeff Dankenbring began his presentation by letting attendees know that the Centennial Transportation Master Plan will be completed in February or March of 2022. He discussed some of the projects slated for the new year, which include replacement of the bridge on Arapahoe Road over Big Dry Creek; widening of County Line Road between University and Broadway; and Orchard Road widening between the Highline Canal and Broadway.

Additionally, design for improvements to the Havana/Easter Ave. intersection and studies for improvements in the Smoky Hill Road and Easter Ave. corridors will also be conducted. Centennial will continue programs for roadside improvements and traffic signal upgrades or synchronization, along with a few federally funded safety or technology upgrade projects. Dankenbring also reported on several trail upgrades or extensions and an expansion of Centennial Center Park.

City of Aurora Director of Public Works Cindy Colip and her team gave an overview of their current efforts. Deputy Director of Engineering Victor Rachael, Transportation Projects Delivery Manager Matt Zozakowski, Traffic Manager Carlie Campuzano, and Senior Transportation Planning Supervisor Mac Callison, each offered updates for their area of responsibility.

Colip began by telling attendees that Aurora received federal funding grants for some traffic calming construction at eight intersections in northwest Aurora, and safety improvements in the area near Havana/11th Ave./Del Mar. It was shared that the signal system and traffic controllers in Aurora will be upgraded, and five signals will be reconstructed, and that there has been significant progress has been made in completing the Tier 1 priority projects identified in 2018, with 10 of the 28 projects already completed. The SARIA Master Plan has also progressed with four of six projects completed.

Other major construction projects include the I-70/Picadilly interchange and the Nine-Mile pedestrian bridge, both planned to begin construction in 2022; and the Parker/Quincy/Smoky Hill project which will begin construction in 2023. The Havana Corridor Multimodal Study has identified improvements such as pedestrian signals, wider sidewalks, gateway features, and neighborhood bikeways, to improve the safety and function of the corridor.

Another corridor currently being studied for improvements is 13th Ave. between Yosemite St. and the Highline Canal near Hinkley High School. Finally, the I-70/Aerotropolis Parkway (formerly Harvest Road) interchange funded by ARTA is scheduled to move into the construction phase in mid-2022.

GOVERNMENT AFFAIRS, EDUCATION, AND ENERGY

Market-Based Solutions for Lowering Consumer Drug Costs

Thursday, November 4, 2021

November's meeting featured Jennifer Churchfield with Front Range PharmaLogic and Dominic DeIppa with iQu Strategies. They discussed market-based solutions

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for lowering the cost of drugs for consumers, and outcomes and limitations of recent Colorado prescription drug legislation:

- **HB19-1216**, Reduce Insulin Prices
 - Impacts only a percentage of diabetes patients (Health Exchange or commercial plans)
 - Does not apply to those on Medicare or Medicaid
- **SB20-119**, Expand Canadian Drug Import Program
 - \$2M of state money required to build out the program
 - FDA/Biden administration haven't given indication they will grant a waiver
 - Significant safety concerns

Innovative, market-based solutions for 2022 were discussed:

- **Rebate Reform** – rebates paid to health insurers and pharmacy benefit managers are instead paid directly to the consumer at the pharmacy counter
- **Accumulator adjustment bans** – allowing the amount of a manufacturer's discount for a drug to be counted toward a consumer's deductible
- **Value-based pricing** – Pfizer announced in October a money-back guarantee to consumers on a cancer drug if not effective within three months; up to \$50,000 possible refund

Chamber President and CEO Kevin Hougen, discussed the results of the November 2 election:

- **Arapahoe County 1a**, Open Space passed by a 3-1 margin
- Two statewide ballot propositions **119** - marijuana tax to pay for out-of-school learning and **120** - cuts to certain property taxes were both defeated
- **Amendment 78** - oversight on spending was defeated

Hougen also covered Aurora and Centennial City Council and School Board results. It was noted that one of the new members of the APS School Board, Anne Keke, PhD, is in the 2022 Leadership Aurora class.

Introducing New Leaders

December 2, 2021

December's meeting featured the incoming President & CEO of The Colorado Chamber Loren Furman and the President & CEO of The Adams County Regional Economic

Partnership (AC-REP) Lisa Hough.

Furman served as the Colorado Chamber's senior vice president for state and federal relations since 2008, where she directed the Chamber's legislative priorities and strategy. She assumed her new role as President & CEO on December 31st, 2021.

The Colorado Chamber is the only business association that works to improve the business climate for all sizes of business from a statewide, multi-industry perspective. Furman believes the voice of business is key to ensuring the Colorado economy is poised to recover from the challenges of the pandemic – and that the Chamber's role of engaging with business leaders, lawmakers, and local communities is more significant than ever. Furman had been an active participant in the Chamber's Government Affairs committee and looks forward to continuing that relationship in her new role as President & CEO.

Hough assumed the role of President & CEO of The Adams County Regional Economic Partnership, (AC-REP) in April 2021. AC-REP, a public/private, nonprofit economic development organization, is working to write the next chapter in Adams County and the metro-north Denver region by amplifying its unique business story, advocating for area businesses and industries, engaging area leaders, and focusing on placemaking initiatives and new infrastructure development.

Hough discussed AC-REP's core strategies of economic development and placemaking; business advocacy and public policy; membership development and engagement; and marketing and branding. Key objectives include promoting economic diversification and expansion along with driving projects and initiatives that promote the region's competitiveness as a destination for business and talent. Hough looks forward to working closely with the Government Affairs committee.

The Government Affairs, Public Issues Committee is sponsored by

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Jennifer Churchfield



Dominic DelPapa



Loren Furman



Lisa Hough



DIVERSITY AND INCLUSION COUNCIL

Adult Neurodevelopmental Disabilities Clinic

November 2021

For November 2021, the Diversity & Inclusion executive committee provided resources from the Adult Neurodevelopmental Disabilities Clinic, a partnership of The University of Colorado School of Medicine and UCHHealth.

In this video, Jessica Solomon Sanders, MD, a behavioral neurologist specializing in neurodevelopmental disabilities, discusses how the clinic provides coordinated care for adults with developmental disabilities. View the video at: <https://vimeo.com/592951107>



Jessica Solomon Sanders

Initiating Diversity, Equity, and Inclusion Programs

Friday, December 10, 2021

On December 10, 2022, Director of Diversity, Equity and Inclusion (DEI) at Aspen Academy Jessie Skipwith discussed how to initiate Diversity, Equity & Inclusion programs in a variety of organizational spaces.

Skipwith opened his presentation by emphasizing the importance of DEI in the workplace and explained how to surround ourselves with best practices for implementation. According to Skipwith, "Diversity, Equity and Inclusion is much more than your typical policies, programs, or headcounts. Equitable employers outpace their competitors by respecting the unique needs, potential, and perspectives of their teams. As a result, diverse and inclusive workplaces earn deeper trust and more commitment from their employees."

Skipwith shared that the five pillars that inform systematic implementation DEI work in an organization are acknowledgement, education, courageous conversations, curriculum, and implementing policies.

He added that, "Although there may be many challenges along the way, there will be many successes that will overcome those obstacles and make it all worth it. Organizations all over the country and world are setting DEI work as a top priority and as a non-negotiable component of success. Meeting people where they are and creating values-driven organizations make for a more solid foundation in DEI efforts."



Jessie Skipwith

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To learn more about Aspen Academy's DEI program, go to <https://www.aspenacademy.org/community/dei>

The Diversity and Inclusion Council is sponsored by



WOMEN IN BUSINESS

You are Wired for Possibilities, the Neuroscience Behind a Growth Mindset

Tuesday, November 16, 2021



Michelle Anne

On November 16, 2022, Michelle Anne of The Master's Course, spoke to the Women in Business Council about the Neuroscience Behind a Growth Mindset. Throughout her presentation, Anne talked about how our brains have evolved and

the three keys to unlocking our potential: The brain's navigator system; designing the map of possibility; and when all else fails... Imagine.

Anne shared that a recent study in evolutionary biology asked, "What is the most powerful force with regard to growth of human brain?" Findings of the study are the basis of how to create new possibilities more accurately.

Women in Business did not meet in December 2021.

WORK WELL 2.0 HEALTH SERIES

Increase Wellness Engagement – Middle Management is Key

November 10, 2021

By Patti Corcoran, Tri-County Health Department

The topic for the November 2021 Health Series meeting was how to increase employee engagement for better relationships, work performance, and participation in wellness offerings. Managers have tremendous influence on their staff and thus can play a vital role in this area.



Melissa Ford

Workforce Health Consultants Melissa Ford and Megan Flanagan with Kaiser Permanente, walked attendees through several proven and practical ways that employers can promote a thriving culture, using a "Tree of Trust"



Megan Flanagan

analogy. The four "branches" are: understanding your employees; proactive communication; modeling the way; and supporting the whole person.

Ford and Flanagan provided actionable strategies for each of the branches that employers can develop to create a healthy and engaged workforce.

Financial Wellness for All Income Levels

Thursday, December 9, 2021

By Patti Corcoran, Tri-County Health Department

The December 2021 Health Series meeting was focused on a topic that affects almost everyone: financial wellness and stability. The presenters talked about a variety of ways that employers – beyond giving pay raises – can help their staff to take charge of their own financial health.

The statistics are sobering: 39 percent of Americans can't cover a \$400 emergency; and an average of half of the workforce earning between \$50,000 and \$150,000 are living paycheck to paycheck (for those earning less it is even harder to make ends meet). Additionally, 58 percent of employees report being stressed about finances and half of those say it negatively affects their productivity and engagement at work. 54 percent say that finances are their number one stressor – over jobs, relationships, and physical health. This problem can't be solved by wages alone. Our expert speakers offered creative, free, and paid resources to help employees with their financial wellness.



Dan Kaskubar

Founder of Spur Leadership Coaching Dan Kaskubar began by talking about the three levels of financial stability: Navigation & Planning (Literacy); Safety & Survival (Stability); and Gaining Margin (Freedom). Anyone who does not own assets or isn't actively building wealth is at risk of not being able to stay "above water." He also pointed out that a living wage varies widely depending on



Tree of Trust – with branches of understanding employees, communicating proactively & often, modeling the way, and supporting the whole person.

family size. For example, for one adult and three kids, the basic living wage is over \$60/hour.

Kaskubar shared many free and low-cost services that employers can offer to support employees regardless of income and level of stability – including tax help, financial coaching, non-cash benefits, flexible schedules, and 0 percent loans that transition to employee savings accounts.

Ent Credit Union dynamic duo Business Development Manager Tracy Thompson and Business Development Specialist Bethany Windley shared their passion for helping create "financial wellness for all," by making sure that they offer the best financial tools, so that people can make the best financial decisions. Ent's Workplace Partner Program was created for employers to offer as a benefit, based on their workforce's needs. The program is free and customizable, and includes classes on budgeting, credit, retirement, home buying, and more. Ent offers the program to non-Credit Union members as well as members.



Tracy Thompson



Bethany Windley

The Work Well 2.0 Health Series is sponsored by:



STRIDE and
COMMUNITY HEALTH CENTER



YOUNG PROFESSIONALS

The Young Professionals did not meet in November or December of 2021.

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DEFENSE COUNCIL

Joint Meeting: Aurora Defense Council & Colorado Springs Military Affairs Council

November 10, 2021

On November 10, 2021, more than 125 members of the Colorado Springs Chamber & Economic Development Council's Military Affairs Council (MAC) and the Aurora Chamber's Defense Council (ADC) gathered for the annual joint meeting at the United States Air Force Academy (USAFA), in Doolittle Hall. The meeting opened with a presentation by Scott Trinrud, mission operations and intel tradecraft portfolio manager with Leidos - the breakfast sponsor for the meeting.

Lt. General (retired) Mike Gould, CEO of the AOG/AFA Foundation, and former USAFA superintendent, welcomed everyone to Doolittle Hall and talked about the new visitor's center planned for the facility. Current USAFA Superintendent Lt. General Richard Clark, discussed the Academy's priorities and cadet expectations. He also shared stories about a couple of extraordinary graduates.



USAFA Superintendent Lt. General Richard Clark talks about the academy and its cadets.

ADC Chair Tom Grayson and MAC Chair Jim Ross discussed highlights from the past year and areas of focus for 2022. Attendees received a Colorado Aerospace Update from Colorado's Aerospace and Defense Industry Champion, Major General (retired) Jay Lindell. Colorado is #1 in private sector space employment per capita and #2 in space economy, nationally.

The Adjutant General of Colorado Brigadier General Laura Clellan discussed Colorado National Guard Deployments, COVID-19 response/support, statewide support of fires and mudslides, presidential inauguration support, and cyber operations. Following Gen Clellan, Congressman Doug Lamborn, Congressman Jason Crow, and staffers from the offices of Senator Bennet,

Senator Hickenlooper, and Congressman Perlmutter, provided updates.

To wrap up the meeting, attendees heard from two community support organizations - Mt. Carmel Veteran Services Center and The University of Denver's Military Psychology program.

The annual event exemplifies the collaborative relationship between the communities and their shared focus in supporting the military, veterans, and their families.

Defense Council Social

Thursday, December 14, 2021

The Courtyard Denver Central Park hosted a social for members of the Aurora Chamber's Defense Council. It was the first social gathering of the group since November 2019.

Defense Council Chair Tom Grayson thanked Courtyard General Manager Jerome Hopkins and Sales Executive Nanci Ciampa for hosting - and for their outstanding hospitality.

The following leaders were welcomed to the community: Commander Aerospace Data Facility Colorado Colonel Robert Schreiner; Director, National Geospatial Agency Denver Sandra Auchter; Commander, 140th Wing (Colorado Air National Guard) Colonel Chris Southard; Vice Commander, Headquarters Air Reserve Personnel Center Colonel Jason Knight;

and Senior Enlisted Leader, Aerospace Data Facility Chief Master Sergeant Jay Harris.

Defense Council Socials are held periodically to allow members the opportunity to network and welcome and bid farewell to local military & civilian leaders. ■



CEO of the AOG/AFA Foundation and former USAFA superintendent Lt. General (retired) Mike Gould welcomes attendees.



General Manager Jerome Hopkins and Sales Executive Nanci Ciampa welcome Defense Council members to the Courtyard Denver Central Park.

AuMHC Receives Torch Award for Ethics



Kelly Phillips-Henry

Aurora Mental Health Center (AuMHC) has been named one of only two Colorado Charities to receive the Better Business Bureau's (BBB) Torch Award for Ethics, out of more than 300 nominations.

The Torch Awards for Ethics is the most prestigious honor BBB can present to organizations for their dedication to integrity and ethical business practices.

"We do our best to reflect the values of this award in the ways we deliver care and support for people who are experiencing distress - and we are honored to receive this award" said AuMHC CEO Kelly Phillips-Henry, PsyD, MBA. ■



Aurora
Mental Health
Center Live Life to the Fullest



APS To Open Visual & Performing Arts Campus

Aurora Public Schools (APS) will open the Charles Burrell Visual & Performing Arts Campus in August of 2022. The school is named after Charles Burrell, a classical bassist and the first person of color to perform with a major symphony orchestra in 1949. Burrell is often referred to as the “Jackie Robinson of Music.” He currently resides in Denver.

The new Campus is a magnet school serving students in grades K-12 throughout Aurora Public Schools and the metropolitan area. The campus, located at Peoria elementary and Central High School, will focus on arts-related disciplines including dance, music, theater, digital and visual arts. Applications open January 17, 2022, and transportation will be provided for students attending the Academy.

Beginning in the 2022-23 school year, the campus will serve students in:

- Kindergarten through 3rd grade
- 6th grade
- 9th grade

The campus will add a grade level each year, ultimately serving K-12 students.

To learn more about Burrell, watch the [PBS special](#) highlighting his accomplishments and contributions.

The Charles Burrell Visual Arts and Performing Arts Campus is one of the two new APS magnet schools named after notable Coloradans of color. The Clara Brown Entrepreneurial Academy will also open in August of 2022 at the existing Wheeling Elementary School, which will be repurposed as the Academy for students in grades K-8.

Cbea.aurorak12.org.



Left to right: Director of The Charles Burrell Visual and Performing Arts Campus Jessica M. Brown, Charles Burrell, Central High School Principal Mehran Ahmed, and Peoria Elementary Principal Shawn Graziani.



Murals are part of the charm of the Aurora Cultural Arts District, which received Creative District Certification on November 30, 2021.

Aurora Receives Creative District Certification

On November 30, 2021, Colorado Creative Industries, a division of the Colorado Office of Economic Development and International Trade (OEDIT), announced the certification the Aurora Cultural Arts District (ACAD) in Aurora as one of four new Creative Districts in Colorado. Gunnison, La Junta, and La Veta also received certification.

“Becoming a Colorado Creative Industry District is a huge honor for Aurora,” said ACAD Board President Stephanie Hancock. “The designation raises the profile of the district and creates many opportunities for growth. ACAD has so much to offer through our diverse languages, food, music, and art. These things bring people together in a way that few other things can.”

ACAD Executive Director Bliss Coleman added that she is thankful for all those who have continued to support ACAD. “It’s taken a million little steps over the last decade to get to this point, and I’m so excited for what’s to come. We get to be creative and authentic, and it feels amazing,” said Coleman.

Along with official designation, each district receives an award package including financial support, technical assistance, marketing support, access to grants, CDOT highway signs and leadership training.

Applications for certification are reviewed using the criteria of district characteristics, management and planning, and community buy-in. Districts must meet a rigorous set of minimum standards to achieve certification such as recognition by local government, a high concentration of creative organizations and businesses, sustainable funding sources, paid staff, and a strategic plan.

“The economic impact of the creative



class and creative districts is profound, representing 4.4 percent of the state’s GDP,” said Margaret Hunt, Director of Colorado Creative Industries. “Investing in and supporting the arts provides the foundation for places where people want to live, work, and visit. We are excited to add four more to our ranks for a total of 30 certified districts in our state.”

The Creative District Program encourages the formation of creative districts in neighborhoods and contiguous geographic areas for the purpose of:

- Attracting artists and creative entrepreneurs to a community
- Enhancing economic and civic capital of Colorado communities
- Creating hubs and clusters of economic activity
- Enhancing areas as appealing places to live, conduct businesses and attract visitors
- Serving as an economic strategy and magnet
- Revitalizing and beautifying
- Promoting a community’s unique identity
- Showcasing cultural and artistic events and amenities

HealthONE Receives Awards for Community and Philanthropy

In November 2021, HealthONE received awards for involvement in the community and their philanthropic efforts.

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Ribbon Cuttings & Open Houses

Ribbon cuttings
mean business: **50 Jobs**



Allstate – Danielle Shannon Agency

25521 E Smoky Hill Rd Aurora, CO 80016

Accompanied by friends, clients, and fellow Chamber Ambassadors, Danielle Lammon cuts the ribbon for the relocated location of her Allstate Insurance/Danielle Shannon Agency. The office is located just southeast of the Southlands Mall at the intersection of Arapahoe Road and Smoky Hill Road, and offers home, condo, auto, renters, motorcycle, business, life, ATV, and boat insurance. (12/10/2021) <https://agents.allstate.com/0A7898> (303) 676-8071

Boot Barn Aurora

3511 N Salida Aurora, CO 80011

Boot Barn opens a second store in Aurora, CO, as left to right, District Manager James Moss, and Store Managers Brock Belt (holding scissors) and Jennifer Hopp cut the ribbon.

Boot Barn began retailing western wear in 1978 and has grown to be one of the largest retailers of western wear in the U.S. They strive to offer the broadest selection of cowboy boots, work boots, western wear, workwear, western-inspired fashion, and outdoor gear. (11/19/2021)

<https://www.bootbarn.com/home>
(720) 673-0717



Rodeo Dental

757 Peoria St Aurora, CO 80011

Aurora continues to grow with new businesses and more jobs, including a second Colorado location for Rodeo Dental. Owner and Founder of Rodeo Dental Saam Zarrabi, DDS, cuts the ribbon accompanied by Aurora Mayor Mike Coffman, and Rodeo Dental and Chamber staff and Chamber Ambassadors. The mission of Rodeo Dental is to provide high-quality dentistry and orthodontics to as many people as possible. One of Rodeo Dental's biggest achievements during the pandemic was serving and finishing treatment for patients who lost access to Medicaid. (12/8/2021) www.rodeodentaltx.com (720) 779-0144

The Civic 50 Colorado Initiative named HealthONE as one of the 2021 Top Community-Minded Businesses. The designation is given to companies showing superior corporate citizenship, by driving social impact within their organization and in the communities they serve.



HealthONE was also honored at a luncheon hosted by the Association of Fundraising Professionals on National Philanthropy Day (NPD) in the Large Business Category for generosity of spirit, time, and treasure. The nomination for the award was supported by local nonprofit and community organizations, including Regis University and B:CIVIC.

These awards exemplify HealthONE's mission of: "Above all else, we are committed to the care and improvement of human life."

Landtech Contractors Honored for Innovation

Landtech Contractors was recognized by the Associated Landscape Contractors of Colorado (ALCC) at the 2021 ELITE Awards, which recognizes state-wide landscape companies for unparalleled professionalism, excellence, and innovation.

Landtech Contractors received the Silver ELITE Award in the category of Commercial Landscape Construction. Their award-winning project in downtown Denver's McGregor Square near Coors Field created a "new gateway" for Rockies fans, adding a variety of public seating – including green space seating – as well as planters and drip/smart irrigation. The Landtech team also innovatively addressed some challenges as they added Silva cells, which use raised pavement and soil to support trees and manage stormwater runoff.



McGregor Square in Denver.



The 2021 awards, an annual event for more than 50 years, recognized winners in seven different categories ranging from Sustainability to Residential Plant Design. ■

Member Renewals

76 Group

American Automation Security
Arapahoe County Sheriff's Office
Aurora Public Schools
Bella Vita Senior Living
Bob & Teresa LeGare
Children's Hospital Colorado
Colorado Air and Space Port
Colorado Early Colleges Aurora
Colorado Rocky Mountain Cyber Lions
Corporex Colorado, LLC
DoubleTree by Hilton Hotel Denver
Family Tree
Fitzsimons Innovation Community
Gillmore Construction
Guaranteed Rate

Heather Gardens

Highpoint Church
HR Green
Infiniti of Denver
La Cueva Restaurant
Leidos
Polly Page
Ron Cole
Tony's Services, Inc.
Trice Global LLC
UCHealth ER - Commerce City
UCHealth ER - Green Valley Medical Center
University of Denver, GSPP
Westerra Credit Union - 3700 E. Alameda
Wings Over the Rockies Air & Space Museum
Woolley's Classic Suites

New Members

Boot Barn

Colorado Insurance
Courtyard by Marriott Denver Aurora
Edward Jones - AJ Hayden
Grand Canyon University
Mama Bear Team and EXIT Realty
Seed Money Consulting
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