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THE CHAMBER Impact NEWSLETTER

MAY/JUN 2017



Get Your Swing Ready...

For the 19th Annual Leadership Aurora Golf Tournament



Caddyshack Style

Thurs., June 15, 2017

7 am Registration

8 am Shotgun Start

Heritage Eagle Bend Golf Course

23155 E. Heritage Pkwy.
Aurora, CO 80016

Go to: www.aurorachamber.org/leadership-aurora/golf-tournament
for more information and to register



facebook

Congrats to the “Jazzy” Award Winners of The Chamber’s 62nd Annual Awards Dinner!



Award winners of The Chamber’s 62nd Annual Awards Dinner, ‘All That Jazz,’ left to right: Business of the Year: Mark Shaker, Stanley Marketplace; Chamber Leadership: Jason Altshuler, Westerra Credit Union; Community Leadership: Guy Bellville, Cherry Creek School District; Woman of the Year: Nita Mosby Tyler, Children’s Hospital Colorado; Business for the Arts: James Laguana, Aurora Singers; Business Person of the Year: Barry Gore, Adams County Economic Development; Small Business of the Year: Kristi Kleinholz, Outback Steakhouse – Abilene; Man of the Year: Tom Tobiasen, RTD; and Humanitarian of the Year: James Gillespie, Comitis Crisis Center.

Unable to attend and not pictured: The Ken Melcher Ambassador of the Year: Gina Kaelin-Westcott, Insperity.

(Photo by Elimental Photography)

Summer’s around the corner: Get your Sun Safety On!

Up to 90 percent of all skin cancers are caused by prolonged or intense exposure to the sun. Outdoor workers are exposed to ultraviolet (UV) radiation and at greater risk of sun damage and skin cancers. The Five S’s of Sun Safety can guide you in safeguarding yourself:

1. Slip on sun-protective clothing
2. Slop on SPF 30+ sunscreen
3. Slap on a sun hat
4. Slide on quality sunglasses
5. Shade from the sun whenever possible

UV radiation from the sun reflects off water, sand, concrete, light-colored surfaces and snow, which can harm the eyes, so employees who work in these areas should take extra precaution.

Important to Know

- Sunlight exposure is highest during the summer and between 10 a.m. and 4 p.m.
- Workers are exposed to UV radiation even on cloudy days.
- Many drugs and medications increase sensitivity to sunlight and the risk of sunburn. These include thiazides, diuretics, tetracycline, doxycycline, sulfa antibiotics and nonsteroidal anti-inflammatory drugs, such as ibuprofen.

More than 80 percent of skin cancer cases are caused by overexposure to UV. Education about the prevention and early detection of this disease should be a priority for everyone. ■

Submitted by

PINNACOL
ASSURANCE



Kevin Hougen
President & CEO

President's Letter

The important steps we must take to be an effective voice of business often starts at the State Capitol, and this year is no exception.

The Chamber of Commerce is a proven business advocate at the local, regional and state level. We pride ourselves in

demonstrating the ability to build partnerships and alliances statewide, with a broad range of constituents. We have experience in collaborating with government, legislative, public policy and business leaders. We proved this in 2004 when the multibillion dollar FasTracks program was passed, transforming our public transportation services with metro-wide light rail, bus rapid transit and commuter rail. On February 24 of this year we opened the R Line from Lone Tree through Aurora, connecting with the commuter rail from Union Station to Denver International Airport.

So what has happened in the last 13 years? A bipartisan bill that showed promise in the beginning of this year's legislative session in solving our state's transportation challenges (House Bill 1242) has been killed. How "absolutely disappointing" is the conversation that I hear every day regarding this innovative investment in our economic future. How can our elected representatives turn a deaf ear on what citizens, elected officials and business leaders want?

We all feel the transportation congestion, and how it impacts quality of life, and is one of the major economic development factors

that companies look at when trying to attract new business and talent to the area.

After four years, we have finally gotten some relief with "Construction Defects," legislation that will hopefully stir more condominium construction, instead of just rental properties. In general, 25 percent of local residential construction should be for sale condominiums; however only 2 percent is currently condominiums. House Bill 1279 represents the culmination of many years of work on this issue. The bill strikes the right balance between a homeowner's right to sue a builder who sold a poorly built product and the builders' right to not deal with frivolous litigation.

With the passage of this bill, you can look for vertical construction of new, high end, for sale residential units along the R Line in early 2018.

Our State's economic prospects continue to improve each month, while business investments and construction continue to grow. Stock prices and profits are strong, consumers are spending at reasonable levels, interest rates remain low, and inflation is under control. Of course our work to build a better and more inclusive community is far from easy and far from over.

We are so thankful for the investments that our Board of Directors, staff and volunteers have chosen to make this spring. Let's continue to keep moving in the right direction, this summer. ■

ChamberBoard

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.....
Mario Waller | Six & Six, inc. | Newsletter Design

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!

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.



Peregrine Landing at Aurora

7475 S. Shawnee St. Aurora, CO 80016

Peregrine Landing at Aurora celebrated their Grand Opening with Stephanie Keller, regional VP of operations, Sarah Stuewe, program manager, Jonathan Carson, executive director, Danie Monahan, regional director of marketing, and Chamber members. **Peregrine Landing** is a new senior community focusing on memory care while utilizing the "Peregrine Way" of revolutionizing the expectations of aging towards intellectual, spiritual, and emotional growth. **Peregrine Landing** is currently accepting residents. (3.23.17) www.peregrineseniorliving.com/peregrine-landing-aurora-assisted-living/ (720) 262-9720.



Ribbon cuttings mean business:
75 new jobs



SEVA Beauty

3301 Tower Rd. Aurora, CO 80011 (Inside Walmart)

SEVA Beauty's owner, Kate Speights, celebrated the grand opening with the Chamber Ambassador Team, and Chamber staff.

SEVA Beauty focuses on waxing, threading, facials, and spa treatments. You can go in for a one stop convenient and affordable experience with no appointment necessary. (3.29.17) www.sevabeauty.com/location/co/aurora-tower-road/ (720) 465-2907.



The Summit Conference & Event Center

411 Sable Blvd. Aurora, CO 80011

The Summit Event Center's new owner Michael Schaefer celebrates with Aurora Mayor Steve Hogan, Chamber President Kevin Hougen, members of the community, Chamber Ambassadors and staff.

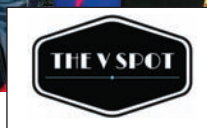
The Summit Event Center sends thanks to previous customers, and welcomes new customers to their event space that works for all occasions. (2.22.17) www.summiteventcenter.com/ (720) 465-8972.



The V Spot, Vape Store - April 13

2832 S. Havana St. Aurora, CO 80014

The V Spot, Vape Store Owners Tanya and Kim Berner celebrate their grand opening with Chamber Executive VP, Rene Simard and Chamber staff Chance Horiuchi and Rachel Gruber. **The V Spot** is Aurora's only premium-only vape shop. (4.13.17) www.atthevspot.com/ (720) 202-9272.



BustOut Colorado

BustOut Colorado, owned and operated by Russell Jensen, is a unique mobile escape room that creates a corporate team building experience, complete with

follow-up professional review of the results of the simulator. The Chamber, in conjunction with **Westerra Credit Union** hosted **BustOut Colorado's** ribbon cutting with Aurora Mayor Hogan, Chamber President Kevin Hougen, Leadership Aurora class members, Chamber Ambassadors and staff. **BustOutColorado** welcomes new teams to go through the course. (3.16.17) bustoutcolorado.com/ (720) 217-9679.

Centennial Named Great Workplace

The **City of Centennial** is one of 37 recipients of the 2017 Gallup Great Workplace Award, which recognizes organizations for their extraordinary ability to create engaged workplace cultures that drive business outcomes.



Centennial joins a prestigious group of organizations that average 14 engaged employees for every one actively disengaged employee, which is nearly seven times the rate in the U.S. and more than 15 times the rate for workforces globally.

Acting City Manager Elisha Thomas said, "I'm proud and honored to work with such a talented group of employees. This award represents their hard work and ongoing contributions to the **City of Centennial** by delivering superior, first of class service."

To see the complete story, go to www.gallup.com, and click on *37 Workplaces that Stand Out from the Rest*.

Citywide Still a Community Bank

More than 50 years ago, Vince Schmitz started Aurora National Bank, a community bank that merged with **Citywide Banks** in the 1990s.



Fast forward to 2017, and the Schmitz family has sold the bank to Iowa-based Heartland Financial USA, Inc. — but will keep the **Citywide Banks** name and status as a community bank.

"It was important to align with a bank that met our values as a community bank," said Kevin Quinn, who will be president and CEO of the combined organization. It was also important to the Schmitz family that **Citywide Banks** could keep its identity. "We will be in the unique position of retaining our local identity, but benefitting from a larger institution," said Quinn.

Citywide Banks will join Centennial Bank and Trust, with assets of \$900 million, creating Heartland's largest bank subsidiary with assets of \$2.3 billion. Heartland is a consortium of community banks in 12 states. "Our whole mission is to preserve community banks," said Lynn Fuller, president and CEO of Heartland Financial USA.

Pending final regulatory and shareholder approvals, the newly combined organization will have 29 Colorado banking centers and operate under the **Citywide Banks** brand name.

Infiniti of Denver Awarded Top Workplace

Infiniti of Denver, located at 2990 S. Havana St, Aurora, CO 80014 has been awarded a 2017 Top Workplaces honor by The Denver Post.

Infiniti is the only car dealership in the state to receive this award in 2017.

"We are extremely honored to receive this award, and I am lucky to work with such a committed group of people on a daily basis," says Chris Smith, principal/owner. "Our commitment to our customers as well as each other has allowed **Infiniti of Denver** to prosper and thrive."

"To be a Top Workplace, organizations must meet our strict standards for organizational health, including alignment, execution, and connection. And who better to ask about work life than the people who live the culture every day—the employees," says Doug Claffey, CEO of WorkplaceDynamics, LLC, the research firm that administered the employee survey.



There's a New Chief in Town

Aurora City Manager Skip Noe appointed Fernando Gray as Aurora's new Fire Chief, on April 24. Gray will join the department in June, 2017.

Noe made the selection following an extensive national search and interview process from an initial pool of 70 candidates. He stated, "I believe that Fernando Gray is the right person with the right skills to lead **Aurora Fire Rescue**. His extensive experience leading a large organization and serving a complex community makes him a good fit for this dynamic city."



City of Aurora's new Fire Chief, Fernando Gray

Gray has more than 20 years of fire service experience, most recently as Executive Assistant Fire Chief for Dallas, TX. He has completed both the International Association of Fire Chiefs Fire Service Executive Development Institute and the National Fire Academy Executive Fire Officer Program.

Gray said, "I am truly humbled by the opportunity that has been afforded to me by Mr. Noe and the **City of Aurora** Executive Team. Excitement doesn't adequately describe my thoughts about the future of this community and **Aurora Fire Rescue**. I look forward to working as an integral component with our citizens and staff in ensuring that Aurora remains one of the safest cities in the country."

Aurora Receives Diversity Award

The National League of Cities recently recognized Aurora as one of six cities in the U.S. to receive a City Cultural Diversity Award. The award honors municipal programs that encourage citizen involvement and cities that develop creative and effective programs to improve and promote cultural diversity through a collaborative process with city officials, community leaders and residents.

Aurora's Office of International and Immigrant Affairs was recognized with second place in the large-city category (200,001 to 500,000 residents). "Aurora is a diverse and international city, with 1 in 5 of our residents having been born outside the United States," said Ricardo Gambetta, manager of the Office of International and Immigrant Affairs. "We are honored to be recognized for the efforts we've already made and the plans we have for the future to recognize the strength of that diversity and create a welcoming and productive community for all our residents."

The City of Aurora's Office of International and Immigrant Affairs was created to facilitate the successful integration of immigrants and refugees into Aurora's civic, economic and cultural life.

Another Award for Colin Spencer Productions

The Business and Professional Women of Aurora recently recognized **Colin Spencer Productions** with their Business of the Year Award. Chapter President Cheryl Rotkovich noted "Every year we honor women and

[continued on page 5]

Aurora Water Receives Innovation Award

On April 12 Carpe Diem West held their Healthy Headwaters Leadership Convening in Aurora, Colorado. Each convening is an opportunity to highlight some of the great watershed investment work going on around the American West. This year Carpe Diem West awarded the annual Healthy Headwaters Innovation Award to Mike McHugh, Environmental Permitting Coordinator with **Aurora Water** for outstanding leadership and innovation in watershed investment and source water protection.



City of Aurora Mayor Steve Hogan (R) and Marshall Brown of Aurora Water (L) accept the award for Outstanding Innovation in Watershed Investment and Source Water Protection.

businesses for their contribution to the community at our Celebration of Women event, and I am pleased to recognize **Colin Spencer Productions** for all of their contributions to the community."

Colin Spencer Productions

Executive Vice President Terry Spencer said "We are certainly humbled and honored with this award from the Business and Professional Women. We truly enjoy working with our clients and translating their stories and ideas into compelling videos that get results!"



Mary Ellen Lewis of the Business and Professional Woman of Aurora (left) with Terry and Colin Spencer

Bruce Dalton Takes Helm at Visit Aurora

After a nationwide search, Bruce Dalton has been named President and Chief Executive Officer of **Visit Aurora**.



Bruce Dalton

"Bruce's experience in hospitality will help us continue to attract both large and small business event groups to the region. We look forward to seeing his leadership in action as the **Visit Aurora** team continues to promote Aurora as the thriving and sought after destination that it is," said

Visit Aurora Chairman, Gian Gandolfo.

Dalton is a second-generation leader in the hospitality industry. He comes to **Visit Aurora** with 29 years of industry experience, most recently serving as Vice President of Groups360, a Nashville-based hospitality company. In his previous role, he served as Managing Director of Sales for the Grapevine (Texas) Convention & Visitors Bureau.

"We have seen exponential growth in our tourism industry since **Visit Aurora's** inception in 2010," Aurora Mayor Steve Hogan said. "Because of **Visit Aurora's** tremendous efforts, the city's reputation as a leading Colorado destination continues to grow."

Dalton succeeds **Visit Aurora's** former President and CEO, Gary Wheat, who established the organization in 2010.

Colorado Rapids Youth Soccer moves to Aurora

The Colorado Rapids Youth Soccer Club has leased 40,000 sf of the 111 N. Havana building for their soccer club offices, training facility, and two indoor soccer fields.

The **Havana Business Improvement District's** business friendly push, along with the **City of Aurora** over the past few years are credited with bringing the organization to Aurora. Seth Stuart with Zurich Investments in Los Angeles, CA said

that never before in his career has he had so much cooperation from a city with getting a development plan approved. He mentioned that Scott Berg, chief building official for Aurora, and Yuri Gorlov from the **Aurora Economic Development Council** were fantastic to work with — and got the plans approved in just two weeks.

Grocery Cart Races Benefit Comititis and CCN

The 7th annual Grocery Cart Races were held March 14 at the **Safeway** located at 1677 S. Havana St. The annual event benefits **Comititis Crisis Center** and **Colfax Community Network (CCN)**, stocking their non-perishable food pantries and providing funding for perishable food. Five members of The **Leadership Aurora Class of 2017** participated in the event, with their Hakuna Matata Hawaiian themed grocery cart. The team was led by Josh Kusch and included Danielle Lammon, Greg Cazzell, Natalie Artibee, and Terry Spencer.

The team achieved Platinum level fundraising, generating \$760 in donations, making them eligible for the nine minute, \$350 shopping trip along with four other teams in their division. The objective to beating the other teams was to shop for much needed non- perishables, while

staying closest to \$350. Although they had a good strategy, the LA Team came in second to the National Association of Realtors (led by LA class of 2013 member and LA Board member Laura Noe), and missed beating them by just \$9; but they are proud of helping to raise \$50,000 for **Comititis** and **CCN**.

To see the video made by team member Terry Spencer, go to <https://www.youtube.com/watch?v=ptGUTyPOVM>. ■



Left to right, Leadership Aurora class of 2017 members Natalie Artibee, Terry Spencer, Josh Kusch, Todd Sigler (team supporter), Danielle Lammon, and Greg Cazzell, with their Hakuna Matata grocery cart at the March 14 Grocery Cart Races to benefit Comititis Crisis Center and Colfax Community Network.

Brotherhood for the Fallen Aurora supports families during time of need

Brotherhood for the Fallen Aurora, established in July of 2015, is a 501(c)3 non-profit organization, and is the third of five chapters nationwide. Membership is comprised of sworn and retired officers as well as civilians from around our metro-area and beyond. The organization was founded by the Chicago Police Department in 2010, and since 2015, the New York Police Department, Fort Worth Police Department, and Suffolk County Sheriff's Office New York have also organized chapters.

The purpose and commitment is to emotionally and financially support widows, children, friends and agencies impacted by the loss of a police officer in the line of duty due to a violent offender - and to never forget their service and sacrifice.

Two sworn uniformed **Aurora Police** officers are sent to the memorial services to

meet with and present a personally engraved and encased folded thin blue line flag as well as a monetary donation to the family. It sends a message of remembrance, family, respect and strength in brotherhood.

The program is funded by generous donations, local business partnerships and local fundraising. Learn more at www.BrotherhoodAurora.com. ■



An Inside Look at Chamber Committees

TRANSPORTATION

It's a Bird, It's a Plane...

April 5, 2017

It's definitely a plane — and there's going to be more of them in the area, according to representatives from three local airports and the Colorado Department of Transportation's (CDOT) Aeronautics Division.

Stacey Stegman, SVP over Global Communications and Marketing with Denver International Airport (DEN); David Ruppel, Airport Director for Front Range Airport; Robert Olislagers, Executive Director of Centennial Airport; and Dave Ulane, Director of Aeronautics with the Colorado Department of Transportation (CDOT), all shared the stage at The Chamber's annual Air Transportation in the Eastern Metro Area meeting on April 5. The meeting was held at the Arapahoe County Centrepoint Plaza building in Aurora, CO.



Presenting at the April 5 Air Transportation in the Eastern Metro Area meeting, left to right: David Ruppel, Front Range Airport; Robert Olislagers, Centennial Airport; Stacey Stegman, Denver International Airport; Dave Ulane, Colorado Department of Transportation Aeronautics Division, and Mike Martin, Merrick and Co., and chair of the Transportation Committee.

"2016 was a record year for passengers, with more than 58 million served," said Stegman. And, although those statistics are staggering, DEN is still growing. Planning for the future of the International Airport includes investments in its terminal and concourse expansion, airfield safety, land development and roadways.

Front Range and Centennial Airports are also seeing growth. Ruppel shared that they are working towards a Spaceport License, and Olislagers talked about the plan to redesign Denver airspace, as well as innovative projects based at the airport, including an electric airplane by Bye Aerospace.

Ulane talked about how they all work together to "chart a clear course forward" for aviation in Colorado. He summed it up with his final slide, which read "A mile of highway will take you a mile, but a mile of runway will take you anywhere in the world."



The presentations are available by contacting Mitzi.Schindler@aurorachamber.org.

A Roadmap for Empowering Citizens

March 9, 2017

Looking back 20 years, November 1997 was a tough time for transportation in Colorado. Guide the Ride was defeated, and the future of transportation funding looked bleak. A stronger coalition for transportation was needed to enhance regional consensus, coalition, education, and community support — and The Transit Alliance was founded.

In 2007, The Transit Alliance introduced its first Citizens' Academy, which now has more than 800 alumni. Designed to educate, engage and empower, the Academy creates a roadmap for the community's future by examining transportation, infrastructure,



Kathleen Osher

economic development, and preservation of neighborhoods with the introduction of investments in transit, biking, and walking.

"The primary mission of the Transit Alliance is to empower citizens to lead the transformation of Colorado's mobility future; and the Academy fulfills that mission by educating residents about regional transportation choices and how those choices affect health, equity, and sustainability," said Transit Alliance Executive Director Kathleen Osher, in her Feb. 1 presentation.

The program has expanded to include unincorporated Adams County and Littleton Academies, as well as a rural Academy in partnership with the Colorado Department of Transportation. On a broader scale, Maryland is using the Colorado Citizens' Academy as a model for their Transportation 101.

BUSINESS FOR THE ARTS

Making a Business Video

April 4, 2017

In the next three years, 76 percent of all online traffic will be video, according to AmyPorterfield.com. "So, are you prepared to have most of your businesses messaging done through video?" asks Beth Klepper, owner of



Beth Klepper

Mainstream Video Production. "You most likely know you need to create a video, or you have been thinking about creating a video, but you don't know where to start."

At the April 4 Business for the Arts meeting, Klepper walked attendees through the process of making a business video, strategies for what videos will help your business, planning, storyboarding all the way to finished product; including suggestions about access to music, graphics, and ways to save money if using a professional.

Klepper has created a free presentation titled

How to Make a Professional Video with \$250 and Your iPhone, with the goal of empowering people to confidently use video in their business; whether doing it yourself or hiring a professional.

The presentation covers:

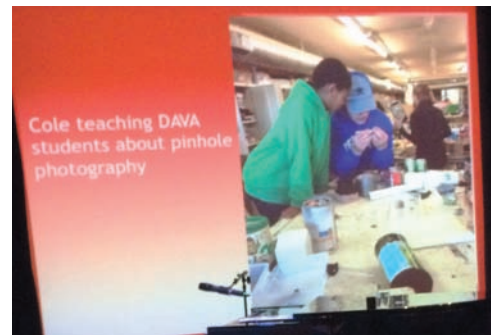
1. Strategies for what videos you should be making
2. What it takes to create a professional script/story board
3. Affordable professional resources and hacks (aka shortcuts)

For more information, contact bethklepper@mainstreamvideoproduction.com

Field Trip to CCA's Arts and Communication

March 7, 2017

The March 7 Business for the Arts field trip to the Community College of Aurora to get an update about the department of Arts and Communications was a well-orchestrated and entertaining event.



Faculty talked about their programs, including

collaborations in the community — like the one with DAVA focusing on pinhole photography, the new Music and Entertainment Entrepreneurship program, and their music and theater programs. Students showcased their music and presentation skills — keeping the audience engaged and entertained. The early morning group was also treated to a pre-production scene from Paradise Park Zoo — which played the weekend of March 24-25 at the Larry D. Carter Theater on the CentreTech Campus of CCA.

GOVERNMENT AFFAIRS, EDUCATION, AND ENERGY

So much going on in the Legislature

April 20, 2017

At the April 20 Government Affairs meeting, the conversation ran the gamut from construction defect bills to a discussion about transportation infrastructure dollars from the Federal Government.

Aurora Mayor Steve Hogan gave an update on open City Council seats; including Ward 1, 2, 3 and both At-Large seats.

Superintendent of Aurora Public Schools, Rico Munn talked about the upcoming school board elections, with three open seats, in which only one board member is currently term-limited.

[continued on page 7]

Jennifer Churchill with PhRMA was a guest and spoke briefly on HB1318 — which mandates health insurers to report on pharmaceutical costs.

Tom Henley with Xcel Energy talked about an energy bill that will offer competitive energy rates to help attract private sector businesses to locate or expand operations in Colorado.

Chamber lobbyists Micki Hackenberger and Michael Steppat talked about SB267 — Sustainability of Rural Colorado and creating an enterprise for the Hospital Provider Fee; and HB1279 - Construction Defect Actions Notice Vote Approval. Both bills have been introduced, and are under construction.

Refer to The Colorado General Assembly (<http://leg.colorado.gov/>) for detailed information.

The Government Affairs committee is sponsored by Pinnacol Assurance.

Legislative Breakfast

April 3, 2017

On April 3, the Government Affairs committee and The Medical Center of Aurora held the Annual Mid-Term Legislators' Breakfast. Su Ryden, Chair of the Government Affairs committee, welcomed the nearly 80 attendees and introduced attending legislators, which included Representative Dafna Michaelson-Jenet, HD 30; Representative Mike Weissman, HD 36; Representative Janet Buckner, HD 40; Representative Dominique Jackson, HD 42; Senator Kevin Priola, SD 25; Senator Jack Tate, SD 27; Senator Nancy Todd, SD 28; and Senator Rhonda Fields, SD 29.



Dan Miller
(Photo by Brian Molitoris
Photographer)

Aurora Mayor Steve Hogan was also in attendance, along with Annie Larson, office of Senator Gardner,



Aurora Ogg, office of Congressman Coffman; Bob LeGare, Aurora City Council At-Large; Nancy Jackson, Arapahoe County Commissioner; CJ Whelan, Candidate for Mayor of Centennial; and Dave Gruber, Candidate for Aurora City Council At-Large.

President and CEO of The Medical Center of Aurora, Dan Miller hosted a first-class breakfast, and took the opportunity to give the crowd an update on their new Pediatric Emergency Rooms. The new ER unit is part of the Pediatric Care network of Rocky Mountain Hospital for Children (RMHC) through HealthONE.

DIVERSITY AND INCLUSION COUNCIL

How to be a Top Diverse Company

April 14, 2017

Kaiser Permanente has won many awards over the years, but the subject of the April 14 Diversity and Inclusion Council meeting was how Kaiser



Bobby King

was honored with the Diversity Award of the Year from DiversityInc's Top 50 Diverse Companies. Bobby King, Director and Chief Diversity, Equity and Inclusion Officer explained how Kaiser rose to the top to win this prestigious award.

King shared that Kaiser regularly does employee assessments, and that the organization is keenly attentive to diversity, equity and inclusion in the workplace.

He shared that statistically, 80 percent of Kaiser employees are female, 50 percent of executive positions are held by women, and 30 percent of those executive positions are minorities. "Kaiser has a strong focus on equal opportunity in the workplace, as well as a commitment to investing in the communities in which they serve," said King.

"Our investment in communities isn't based on the size of the community; it's based on the need of the community," said King. "Meaning, that it doesn't matter if there are only two people who identify one way, and 60 people who identify another way, needs should be met for all. This is equity," he added.

The Council also allows for a five minute business introduction speaker at each meeting. Christopher LaFleur with *Out Front* Magazine spoke about Aurora's first Pride Fest, to be held Saturday, August 5, on the great lawn at the Aurora Municipal Center.

WORK WELL 2.0 HEALTH SERIES

Gaining Strength - Worksite Wellness

April 13, 2017

Worksite wellness is gaining strength as part of a good business plan. This is great news for employers and employees — according to the Colorado Culture of Health Conference, held April 12 at the Colorado Convention Center.

The Chamber's partnership with Tri-County Health Department for the Work Well 2.0 project, afforded members of the coalition to attend the conference, and even participate in a panel discussion about some of the details of the project, for one of the conference's break-out sessions. Panel members Cheri Prochazka with Fitzsimons Credit Union, Deborah Hoefler with



Work Well 2.0 Coalition members presented a breakout session at the Colorado Culture of Health Conference about "How Local Business Networks are Connecting the Dots on Wellness." Left to right, Deborah Hoefler, Community College of Aurora; Cheri Prochazka, Fitzsimons Credit Union; Mitzi Schindler, The Chamber; and Jennifer Tellis, Tri-County Health Department.

Community College of Aurora, and Mitzi Schindler with The Chamber, along with their Tri-County Health Department Worksite Wellness Specialist Jennifer Tellis, shared successes and struggles about their worksite wellness programs. A couple of fun — and very inexpensive activities encouraging wellness included turning the stairwell into an art gallery for proud parents to take the stairs, and stand up and stretch breaks during long meetings.

The Conference turned out to be a great segue and subject for the April 13 Work Well 2.0 Health Series meeting. Those who attended the conference, shared their takeaways, and there was a lively discussion about how worksite wellness can be fun, doesn't have to cost big bucks, and how it can positively affect the bottom line for businesses.

For more information about the Work Well 2.0 Health Series, contact Mitzi.schindler@aurorachamber.org.

The Work Well 2.0 Health Series is sponsored in part by Pinnacol Assurance.

YOUNG PROFESSIONALS

Bring Your Boss to Work Day - Generations in the Workplace

April 19, 2017

In April, The Young Professionals hosted Evan Abbott, Director of Organizational Development and Learning Department with Mountain State Employer Council. Abbott talked about the different generations in the workplace and the stereotypes that are associated with each of them.



Evan Abbott

It was incredibly helpful for attendees to learn how to improve their business by first learning about each other.

There are at least three generations coexisting in most workplaces, each with different work ethics, perceptions, communication styles, and values, that dictate how they perform and handle situations.

"Understanding and accepting these differences can help the generations to better work together," said Abbott.

Which Personality-type are You?

March 15, 2017

Thanks to Colorado Technical University (CTU), The Chamber's Young Professionals had a rare, private opportunity to take the Myers-Briggs test. The Myers-Briggs indicator assessment test is designed to help individuals explore their psychological preferences and learn how those preferences can affect their perceptions and interactions.

"There are 16 personality types within the Myers-Briggs assessment, and everyone fits into one of them," said Nathan Hays, Career Services Advisor for CTU, who reviewed all of the



Nathan Hays

[continued on page 8]

participants' assessments. "By answering the four questions, each with two different answers, the test determines how individuals perceive the world around them and how they make decisions."

WOMEN IN BUSINESS

Need a Loan?

March 28, 2017

On March 28, the Women in Business committee heard a dynamic presentation about how to access loans from the Small Business Administration (SBA). David Benavides and Bob Martin, Lender Relation Specialists; Bob Martin, Lender Relations Specialist; and Eric Phillips Economic Development Specialist all provided information about how vital small businesses are for Colorado's economy.

The SBA offers counseling, online and in-person training, government contracting, access to capital, and disaster assistance. There are also other business outlets that the SBA partners with that can be utilized such as the SCORE business Counselors to America, Small Business Development Center (SBDC), and the Women's Business Center.

The presenters went into depth about how they are able to offer financial assistance to companies, by providing 14 loan programs for startup and existing businesses up to \$5 million, including a SBA Guarantee Loan Program. By contacting the SBA, companies have access to resources that they might never have thought imaginable - to make their business grow. These loans can be used for infrastructure, appliances, equipment, inventory, and all capital needs. The SBA works with each individual business to determine exactly what loan works best for that business.

One topic that was especially interesting to the committee is the percentage of women owned businesses. Women only receive about 30 percent of the loans, and own about 31 percent of the businesses in the area. The speakers also provided hand-out information about Women

Owned Federal Contracts and how women entrepreneurs are driving growth and innovation.

The SBA has a sub-branch called the Women's Business Center (WBC) that offers women entrepreneurs, especially those who are economically or socially disadvantaged, training and counseling on an array of topics to help their businesses succeed.

The Small Business Administration can be reached at (303) 362 8690. There is a local office at 15151 E. Alameda Parkway, Aurora, CO 80012

DEFENSE COUNCIL

Visiting Aerospace Leaders, Raytheon and Lockheed Martin February 23 and March 23, 2017

Members of The Aurora Chamber's Defense Council visited two of Colorado's Aerospace Leaders, Raytheon and Lockheed Martin in February and March.

At Raytheon in Aurora, the Site Executive and Engineering Vice President, Ross Niebergall described the various businesses and key mission areas for Raytheon. Raytheon employs about 2,800 people throughout the state, with the majority of employees located in Aurora. Raytheon Company manages spacecraft missions and analyzes post-launch data through a variety of technologies including radio frequency, GPS, communications and intelligence, and electro-optical/infrared. The



DoubleTree by Hilton Hotel, Denver-Aurora sponsored

breakfast for the morning meeting.

In March, Defense Council members traveled to Lockheed Martin in Littleton, CO, where they received a company overview from Christine Lee, Government Relations. Lt. General (retired) Mike Hamel, Vice President Strategic Solutions, talked about how we are currently in the next great space age and how critical space is to all of us. He also thanked the Defense Council and Aurora



Ross Niebergall, Aurora Site Executive & Engineering VP for Raytheon speaks to members of The Chamber's Defense Council.

Chamber for supporting our military personnel, "they could not do what they do, without your support," said Hamel.

Lockheed Martin employs more than 9,000 people in Colorado. Of these workers, about 6,200 are employed at the Space Systems Company in Littleton, which designs, develops, tests, and manufactures advanced technology systems for its government, international, and commercial customers. The company also develops products ranging from human space flight systems and navigation, meteorological, and communications satellites to ground station and missile defense systems. The breakfast sponsor for the meeting was the Hyatt Regency, Aurora-Denver Conference Center. ■



Col. Scott Romberger, Vice Commander, 460th Space Wing, gives an update to Defense Council members at Lockheed Martin in March, 2017.

Naomi Colwell named President and CEO of Brighton Chamber

On March 13, 2017, after 18 years as the Marketing Director with the Aurora Chamber of Commerce, Naomi Colwell became the



(Photo by Brian Molitoris Photographer)

President and CEO of the Brighton Chamber of Commerce.

During her tenure at The Chamber, Colwell was the "idea" behind many successful events, and was well-respected for her knowledge and understanding of the business community. She also contributed many hours volunteering in the community and assisting with Military events.

On March 18, David Garon and Celeste Delehanty with the DoubleTree by Hilton Aurora, hosted an 'after the fact' farewell party for Colwell, which was filled with well wishes, fun memories, and some tears.

Colwell has certainly made a positive impact in the Aurora community, and she is wished well in her new position at the helm of the Brighton Chamber of Commerce. ■



In attendance at the annual United Veterans Committee (UVC) Banquet on April 9, 2017 were (left to right) George Peck, Su Ryden, Rene Simard, and Major General (retired) Mike Edwards. The UVC is a non-profit coalition of 50 chartered and federally recognized veterans service organizations and affiliates established in 1972. UVC's vision is a productive advocate for Colorado veterans and their families.

MemberContribution

Email Campaigns: How Often?

I have heard this question many times. Obviously, email campaigns and email marketing are a huge part of modern day marketing, no matter the business or industry. For a quick background: Email campaigns are part of the digital strategy for a business, which is part of the overall promotional and marketing strategy within a business plan. A strong digital strategy will include social media, videos, Search Engine Marketing (SEM), and website content. Email marketing is meant to compliment other digital efforts and should focus on clear, consistent,

communication of the brand and any messages or promotions to be conveyed.

So back to the question: how often should you send out email campaigns?

A good rule of thumb is to send only one form of communication per month for each strategy. For example, one time each per month, send a (1) sales or promotion messages, a (2) newsletter, and a (3) non-sales related message, such as "coming soon" or to announce an event.

By sending 1-3 emails per month, especially as a busy small business owner, you're

communicating enough to make people remember you, but not so frequently that they are overwhelmed. ■

Submitted by Kristin Peregoy at Boxing Frog Marketing LLC.

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Aurora Interfaith Community Services
Aurora Rotary Club
Aurora Singers
Beck, Payne, Frank & Piper, P.C.
Belef, Ellen P.
Centennial Airport/A.C. Public Airport Authority
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Colin Spencer Productions, LLC
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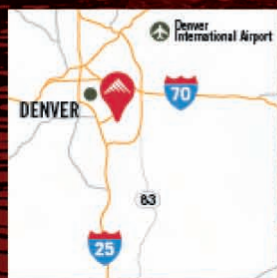
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