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THE CHAMBER Impact NEWSLETTER

NOV/DEC 2017

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5 - 7 PM**

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Aurora Chamber Receives 2017 Air Force Space Command Community Support Award

The Aurora Chamber of Commerce is the recipient of the 2017 Air Force Space Command Community Support Award for its support to the mission and personnel of Buckley Air Force Base and the 460th Space Wing. The Colorado Springs Chamber of Commerce & EDC's Military Affairs Council is the sponsoring organization for the 2017 award, which will be presented by the Commander of Air Force Space Command later this year.

"We are honored to receive this prestigious award," said Kevin Hougen, president and CEO of the Aurora Chamber of Commerce. "The Aurora Chamber of Commerce's Defense Council takes great pride in supporting our military, veterans and their families. We are very fortunate to live in a community that understands and values those who are serving and have served."

"As the past chair of the Aurora Chamber Defense Council, I can't think of an organization more deserving of this prestigious award. It was an honor to serve as the Defense Council Chair - and was also a way for me to say "thank you" for all those who are serving and have served," said Suzanne Pitrusu, vice president of Commercial Banking with Community Banks of Colorado and current Chair of the Chamber Board of Directors.



Air Force Space Command Community Support Award

The award, established in 2015, recognizes the community that provides significant mission and installation needs support to an Air Force Space Command base from June 2016 through May 2017. Three communities - Aurora, Colo.; Colorado Springs, Colo.; and the Lompoc, Calif. - submitted nominations for the 2017 award.

A panel of judges representing the submitting communities and Air Force Space Command staff evaluated the nominations on three

factors: community size and support resources, base and unit complexity and support needs, and community programs and activities supporting the unit mission and personnel.

Judges recognized the Aurora Chamber of Commerce's clear understanding of mission needs and community support of military programs as key factors in their final award choice.

"One of the primary reasons for the award is to improve support for all Air Force Space Command installations, with direct benefit to the personnel and their critical national security mission," said Mike Jorgensen, Chair for the Colorado Springs Chamber & EDC's Military Affairs Council. ■

Successful Summit Addresses Diversity and Inclusion

On October 12, The Chamber's Diversity and Inclusion Council hosted its second annual Diversity and Inclusion Resource Summit, held at **The Summit Event and Conference Center**. The event boasted powerful speakers, 22 business vendors, seven food vendors, and more than 200 attendees.

The Summit was set up as a Resource Fair, highlighting Resource Talks throughout the event. During the course of the evening, vendors had the opportunity to share resources with businesses and consumers, while the talks provided insight into the importance of a diverse workforce, and of creating an inclusive workplace for employees and customers - which can ultimately help increase the bottom line.

The first talk by Quill Phillips, Special Assistant to the President for Inclusive Excellence, **Community**



Attendees at The Chamber's Diversity and Inclusion Resource Summit on October 12, 2017.
(Photo by Teri Mingilton, Elemental Photography)

College of Aurora, addressed understanding implicit bias in the hiring process.

The second talk was on the topic of inclusive

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Suzanne Pitrusu
Board Chair

Chair's Letter

Change is often needed to grow.

As the Chair of the Chamber's Board of Directors, I am dedicated to implementing some positive changes in how The Chamber functions to serve its members - beginning at the Board level.

There are so many amazing things happening at the Chamber, that it is often difficult to determine what is most important. At Chamber Board meetings, board members certainly receive a lot of information. The question then, is "Is the information received at Board meetings what is needed to be well-informed and to become engaged in their role as a member of the Board?"

Yes and no. So refining the format and substance of the monthly Chamber board meetings, is something I am addressing.

Our Chamber has a large number of committees, councils, and programs - 14 to be exact, and reporting about the activities of each of these groups can take a lot of time during the monthly meetings. So, one of the changes being implemented is to focus on one or two committees, councils and/or programs based on what requires the most immediate assistance from the Board. Additionally, our goal is for those updates to be presented by the committee Chair, who is not a Board member. The Board members will be referred to the newsletter or Chamber blog, for the balance of updates, in which summaries of all meetings are published and archived.

That frees up some valuable time during the Board meetings. We still need to approve the minutes, review the financial and membership reports, and hear from the Chair and President, but as the Board of a large membership organization, what might help us to engage and better contribute?

Beginning October, 2017, there are three new items on the agenda for board meetings:

- Chamber members will be invited to attend Board meetings to provide a "Member Spotlight" overview of their business. In my mind, it is essential that the Board takes time each meeting to recognize a member of The Chamber.
- A committee chair will give a 10 minute presentation to the Board of Directors. The presentation will include an overview of the committee, recent highlights, and future initiatives.
- In order for Board members to get a deeper understanding of each other and the organizations they represent, one or two board members will give brief presentations about their role in their organization.

Board members have also committed to learn more about at least one committee, council, or program. This will be done by attending meetings and/or assisting with an event or program.

Changing, adapting, and becoming more involved, are just a few of the priorities I have for your Chamber Board! ■

ChamberBoard

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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!

An Inside Look at Chamber Committees

BUSINESS FOR THE ARTS

Light, Color, and Motion along the R Line

Tuesday, September 5, 2017

Art really spruces up a city, and that was well-illustrated by Roberta Bloom, Public Art Coordinator for the City of Aurora at the September 5 Business for the Arts meeting. Bloom talked about the process that culminated in the public art along the R Line, which runs through Aurora on I-225.



13th Avenue - Bike-Nado

And, when you ride the R Line, you are actually in for a double treat: you're not stuck in any traffic, and there's inspirational art to enjoy along the way. From Iliff Station to Fitzsimons, Aurora's R Line Stations feature combinations of light and color, interwoven stories, history, innovation, and movement and motion; all incredible examples of public art at its best. These projects represent a partnership between the city of Aurora and

the Regional Transportation District.

To see a video of art along the R line, go to www.auroratv.org/arts_culture/arts_culture.html

Visit Aurora Visits BFA

Tuesday, October 3, 2017

"Visit Aurora and Bruce Dalton support the arts," said President and CEO of Visit Aurora Bruce Dalton, in an opening statement at his



Bruce Dalton

Tuesday, October 3 presentation to the Business for the Arts committee.

Dalton went on to talk about his professional journey in the Destination Marketing industry, starting at age 18 as a bellhop at the Twin Bridges Marriott in Arlington, VA. Dalton says it was that first experience as a bellhop that helped him to understand characters, personalities,

and the diversity of management, staff, and clientele of the industry.

Prior to coming to Visit Aurora, Dalton was the Vice President of Groups360, a Nashville

hospitality company. His 30 years of experience in the hospitality industry includes Managing Director of Sales for the Grapevine (Texas) Convention and Visitors Bureau, and positions with Marriott, Hyatt, and visitor bureaus in Fort Worth, Hawaii, Nashville, and San Antonio.

"Our #1 goal at Visit Aurora is to promote Aurora as a destination," said Dalton. "We sell fun for a living; and we focus on what makes Aurora special." Dalton went on to expand that concept to the entire region. "We are Visit Aurora, so of course we are promoting Aurora, but we are also selling the larger package of Aurora-Denver Metro and Colorado as a whole. People can stay in Aurora for fun or business, and can access all that Colorado has to offer."

Dalton maintains that people visiting for conferences or for vacations want to have a great experience, so the more there is to do, the better the experience.

The meeting provided a great forum for the Business for the Arts committee members to learn about the goals and objectives of Visit Aurora, as well as how to share events to be promoted as experiences in Aurora for those visiting the City.

Dalton, who has worked with Gaylord properties, also gave an update on Gaylord Rockies Resort and Convention Center, saying that when the Resort opens in November of 2018, it will have nearly 500,000 sq. ft. of meeting space, 1,501 rooms - including 114 suites, an indoor/outdoor pool and lazy river, and eight restaurants. Booking has already extended to 2030.

"The development of Gaylord Rockies will spur additional growth in the area," said Dalton. "We are at step one of some amazing growth!"

Specifically, regarding the arts, Dalton wants to put together a sub-committee that focuses on helping the arts with funding and other support. "We get many requests for sponsorships, and would love to be able to support everything, but realistically, it makes sense to have a group of informed and engaged people helping to decide what Visit Aurora will support financially."

TRANSPORTATION

A Close-up Look at Transportation

Wednesday, September 6, 2017

Transportation is a big issue in the Metropolitan area, and there are many studies and projects underway to improve local and regional infrastructure and connectivity.



At the September 6 Chamber Transportation committee meeting, updates were provided on two high-level studies/projects; the *North Metropolitan Industrial Area Connectivity Study*, and the Denver Regional Council of Governments (DRCOG) Transportation Improvement Project (TIP) *Process Dual Model*.

Beth Vogelsang, with OV Consulting presented about *The North Metropolitan Industrial Area Connectivity Study*, which

concentrates on the transportation network, west-to-east from I-25 to Quebec St., and south-to-north from Martin Luther King Blvd./32nd Ave. to I-270/US 85 and 72nd to State Highway 2. The project goal is to identify and prioritize projects in the study area by providing conceptual design and cost estimates for the top 10 priority projects and discussing funding and implementation needs for the project. Project prioritization is based on identifying projects providing the most effective connectivity in the industrial area, regardless of jurisdictional boundaries.

There are about 60,000 jobs in the study area, which is a mix of heavy and light industrial surrounded by residential, and a mix of commercial and retail. In addition, there are freight, transit, vehicles, and bicycle/pedestrian travel modes. Additional considerations of the study are the proximity of the Aerotropolis and a high growth potential in the study area.

There are currently 300 projects listed in the study, which will be reviewed and analyzed to see which projects rise to the top for further discussion. Recommendations will be finalized by the end of the 2017.



Bryan Weimer,
Arapahoe County
Transportation
Division Manager



ARAPAHOE COUNTY
COLORADO'S FIRST

On a broader scale, Bryan Weimer, Arapahoe County Transportation Division Manager updated the group on the DRCOG *TIP Process Dual Model*. The model addresses both regional and sub-regional issues related to improving mobility and infrastructure/services for vulnerable populations; improving transportation safety and security; and increasing the reliability of the existing multimodal transportation network.

DRCOG serves as a regional planning commission in accordance with State Statutes, by

preparing the plan for the physical development of the region, known as the Metro Vision. DRCOG is also the federally designated area agency on aging, and serves as the metropolitan planning organization for the region. DRCOG receives allocations of federal transportation funding and develops the TIP.

DRCOG adheres to the Federal planning factors of supporting the economic vitality of the Metropolitan Area; increasing the safety and security of the transportation system; increasing accessibility and mobility of people and freight; protecting and enhancing the environment; promoting energy conservation; improving quality of life; promoting consistency between transportation improvements and State and local planned growth and economic development patterns; enhancing integration and connectivity of the transportation system; promoting efficient system management and operation; and emphasizing the preservation of the exiting transportation system.

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These presentations illustrated the dedication and intent of regional and governmental agencies to work together to plan for the future of mobility in the Metropolitan area.

R Line through Aurora

Wednesday, October 4, 2017

Chuck Culig, RTD R Line Project Manager began his October 4 presentation to the Transportation committee with a visual history of the R Line through Aurora, providing before and after photos, illustrating the incredible work and dedication put into the R Line, which opened on February 24, 2017.

Beginning in 2012 with the construction of the Nine Mile to Iliiff Station segment, RTD collaborated with CDOT to widen I-225 from Parker Road to Mississippi and to add light rail envelope. Then, in 2013 construction of the full line began as a result of an unsolicited proposal from Kiewit, with eight new stations – complete with public art (see Business for the Arts September 5 committee report), and connects to the University of Colorado A Line at the Peoria Station.

There were some early challenges with the R Line, including the request from CU to relocate the Montview Station, as well as coordinating multiple projects along the rail alignment throughout construction.

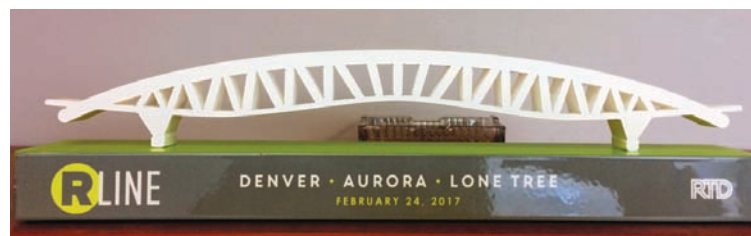
Now, there is a new challenge for the R Line: the possibility of reducing service because the first six months of ridership has not met expectations. The proposal is to end weekday off-peak service south of the Florida Station, and eliminate all R Line weekend service on that stretch.

RTD District F Commissioner Bob Broom was at the meeting, and shared that he felt that “six months is not enough” to determine the success of the Line.

So, what will help make people take the transit?

Education and marketing seem to be an answer, as well as allowing time for some of the larger developments adjacent to the Line to be finalized. There is also an app that provides real-time information about the arrival and location of the trains. (Next Ride)

The RTD Board of Directors did decide on Tuesday, October 24th, to keep the R Line service as it currently is for Weekday service Monday through Friday and to reduce services only on the Saturday and Sunday off-peak service south of the Florida Station.



Commemorative sculpture celebrating R Line through Aurora, CO

GOVERNMENT AFFAIRS, EDUCATION, AND ENERGY

It's all about ENERGY!

Thursday, September 7, 2017

September's Government Affairs, Energy, and Education Committee meeting hosted Dustin Smith, executive director of SolarTAC, located in Aurora.

Two days prior to the Sept. 7 meeting, Smith shared the news of the completion of a new \$1.5 million testing facility, a vision he put into motion 10 years ago. The 74-acre SolarTAC site offers flat, graded topography and excellent insolation conditions with more than 300 days of sunshine a year in one of the most progressive renewable energy states in the country.



Dustin Smith,
SolarTAC Executive
Director

Impacted Coloradans (LOGIC) updated meeting attendees on their current project. LOGIC seeks to elevate the voices of Coloradans around the state living near current and proposed oil and gas operations and for all concerned citizens. LOGIC seeks smarter policies that prioritize public health, safety, and natural resources.

LOGIC is currently working with the city of Broomfield, specifically a community called Wildgrass, and mineral rights' landowners who are being pushed into forced pooling.



Forced pooling is a process available through the Colorado Oil & Gas Conservation Commission (COGCC) that essentially forces production on an unleased mineral interest. In Colorado, owning your mineral rights doesn't necessarily protect you from drilling. An obscure provision in Colorado law allows energy companies to drill under residential communities even when homeowners own their mineral rights but don't want to lease them.

The main concern of citizens and what LOGIC continues to debate is how far well pads should be set back from schools, water sources and homes, to ensure health and safety of residents.

Tour of SolarTAC

Friday, October 20, 2017

The Government Affairs, Education and Energy committee canceled the regular first Thursday of the month meeting in October 2017, instead inviting committee and Chamber members to a

City Council Forum on October 4, and a Tour of the SolarTAC facility on October 20.

At the SolarTAC tour, Dustin Smith gave a brief introduction about the SolarTAC business plan, explaining that it



allows its members to sponsor proprietary research; government-funded R&D; common research in which results are shared with other SolarTAC members; and the broadest level of research that can be shared with the public. Many attendees expressed interest in working with SolarTAC.

The group was given a private tour – and now has bragging rights as the first group to see the new \$1.5 million world-class testing facility. Smith is responsible for the vision, construction, and implementation of the new testing grid in Aurora, Colorado, and the group was enthusiastic about the options of renewable energy into the future.

WORK WELL 2.0 HEALTH SERIES

The Difference Between Culture & Climate

Thursday, September 14, 2017

At the September 14 Work Well 2.0 Kick-off meeting, Chris Torizzo with Kaiser Permanente

challenged attendees to think about the difference between a worksite's culture and climate.

“Culture is key because it's the ‘current’ under the climate of organizational

effectiveness and development,” said Torizzo. Culture is the shared beliefs and assumptions about the organization's expectations and values, and these drive behavior in organizations. Climate can be defined as the shared perceptions and attitudes about the organization, and embraces the efforts to measure and improve employee engagement.

It's important to understand how climate and culture influence work in terms of effectively managing problems, challenges, or goals. Changing climate can lead to some quick victories, like temporarily engaging employees, but improvements will be short-lived unless true culture shifts occur.

“Climate is a place to start, but culture is longer-term and has more impact,” said Torizzo.

In order to change culture, it's important to assess how the values or your organization are



Jennifer Tellis,
Tri-County Health
Department Worksite
Wellness Specialist
liaison to The
Chamber's Work Well
2.0 Health Series

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communicated, and how your organization develops teams and leaders. Bring purpose to the worksite by having a clear sense of job goals, deeper relationships, and more impactful personal growth.

Jennifer Tellis, Worksite Wellness Specialist with Tri-County-Health Department also reviewed the Worksite Wellness Grant project, going into its third year. "This project is a no-brainer for employers and employees," said Tellis. What she means is that healthy employees are more productive and happier — both at work and at home.

The Work Well 2.0 program offers assessment tools, resources, counseling, and funding for organizations wanting to improve the health of their employees; improving the health and bottom line of their business. "The only commitment is a bit of time and energy, and the rewards can be huge — and long-lasting!" said Tellis.

If you are interested in learning more about the Work Well 2.0 Health Series, contact Tellis at (720) 357-9183 or Mitzi Schindler, Work Well Chamber liaison at 303-344-1500.

Improving Health and Reducing Costs September 19, 2017 – Work Well 2.0 Health Series Breakfast and Learn Workshop

According to Daniel Burke, MD, there is a



Daniel Burke, MD, CU School of Medicine Associate Vice Chair for Educational Program Development, Family Medicine

viable solution for businesses to decrease premiums while still providing high quality healthcare for employees.

Dr. Burke, with the University of Colorado School of Medicine's Department of Family Medicine, met with a small group of Chamber members to talk about how leveraging primary care shows promise as a mechanism to make positive changes in healthcare delivery and costs. Burke is a member of the Colorado Primary Care Collaborative, which has more than 400 members from healthcare, business, government, and academia — all dedicated to advancing primary care by focusing on delivery and payment reform, patient engagement, workforce training, and benefit redesign.

"The U.S. ranks last out of 11 industrialized nations* in cost-related access, efficiency, equity, and healthy lives, according to a study by the Commonwealth Fund," said Burke. He shared additional statistics about healthcare insurance and healthcare cost increases, as well as how poor health of employees is creating an unsustainable rise in cost — both financially and in productivity of employees — for employers.

According to Burke, by utilizing primary care as the coordinated gateway to healthcare, outcomes will improve and costs will decrease. "Primary care can provide 80 percent of your healthcare needs and can ensure safe navigation through the healthcare system," said Burke. Studies show that 1 per 10,000 more primary

care physicians decreases mortality by 5 percent, and 1 per 10,000 more family physicians decreases mortality by 9 percent.

Statistics show that fragmented care leads to higher costs, and lack of relationship, along with time and focus by specialty care physicians can lead to more tests, false positives, and poorer outcomes. In 2012, the cost of uncoordinated care and waste was \$750 billion.**

A viable solution, according to Burke and the Colorado Primary Care Collaborative, is changing to a new paradigm that manages populations instead of treating sickness; collaborates care; uses integrated electronic records instead of isolated patient files; is based on shared risk/reward, rather than fee for service; emphasizes payment for value instead of payment for volume; offers cooperative payer-provider relations instead of adversarial payer-provider relations; and includes joint contracting and coordination instead of "everyone for themselves."

"We need to follow a patient centered model, where the patient is enveloped by a team, helping them to safely and effectively navigate the health care system while still receiving the resources and care they need to maintain and/or regain their health and reduce their costs," stated Burke.

* Australia, Canada, France, Germany, Netherlands, New Zealand, Norway, Sweden, Switzerland, UK, and U.S.

** Health Policy Brief: Reducing Waste in Health Care," Health Affairs, December 13, 2012.

How to Create a Healthy Worksite System

Wednesday, October 11, 2017

Worksite Wellness is gaining traction: Over the past 20 years, the percentage of employers offering wellness programs has grown from 54 to 72 percent, according to a study by Kaiser Permanente.

Wellness programs within the business setting are shown to help employees with:

- weight reduction
- improving physical fitness
- increasing stamina
- lowering levels of stress
- increasing well-being, self-image and self-esteem

Additionally, these programs benefit employers by:

- enhancing recruitment and retention of healthy employees
- reducing health care costs
- decreasing rates of illness and injuries
- reducing employee absenteeism
- improving employee relations and moral
- increasing productivity

So a big question is: How to grow and sustain these programs?

"A worksite wellness policy is an important piece of the overall worksite wellness picture," said Matt Jackson, Healthy Food and Beverage Policy Specialist with Tri-County Health Department. "All of these great benefits can be happening, but if the Worksite Wellness Champion leaves the organization, it could all fall apart. With a written policy in place, the

momentum will continue because it is part of the culture of the organization."

The word and concept of "Policy" can be a bit intimidating. It sounds so formal and serious — but doesn't have to be in this case, says Jackson.

A Worksite Wellness policy can be simple and straightforward, with guidelines such as:

- No sugary beverages purchased or served by the organization (but individuals are not prohibited from bringing and consuming sugary beverages)
- Meetings with food must include a healthy option, e.g. Pizza luncheon, with salad and fruit
- Stretch or mindfulness breaks for each hour of a meeting

It doesn't have to be too detailed, it just needs to be in writing and approved by "the boss." It's also helpful to include employee input and



review of the policy, so that there is across the board buy in.

Sustainability of a worksite wellness program depends on enthusiasm, cooperation, encouragement, motivation — and

a written policy that "sticks!"

DIVERSITY AND INCLUSION COUNCIL

Dimensions of Diversity and Understanding Identities

Friday, September 8, 2017

The Diversity and Inclusion Council's current Chair Theresa Bailey, HR Partner with UCHealth, gave an interactive presentation, Dimensions of Diversity and Understanding Identities at September's meeting. Theresa explained the "Diversity Wheel" — the mix of human similarities and differences, in which the council then broke up into groups of four, where attendees could learn more about themselves and each other. The "Diversity Wheel" is an exercise that can be used in any organization to promote employee engagement. She discussed the four diversity dimensions including: personality, internal, external and organizational dimensions that all play a factor in how one identifies them self.

She ended her presentation with an inspiring message "Diversity is the one true thing we all have in common. Celebrate it every day." — Anonymous.

YOUNG PROFESSIONALS

Taste of the Chamber

Thursday, September 28, 2017

The Young Professionals didn't have a regularly-scheduled meeting in September, because of the preparation for the Taste of the Chamber on Thursday, September 28. The Young Professionals help in the planning of the event, contributing to its success.

One of the biggest fundraisers for the Young Professionals is the Wall of Wine at the Taste. Prior to the event, Chamber members and people in the community are asked to donate a bottle of wine worth \$20 or more. These donations are wrapped and placed on the

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Young Professionals Polina Yakusheva, Fitzsimons Credit Union, and Benjamin (BK) Martin, Westerra Credit Union at the Wall of Wine at the 2017 Taste of the Chamber.

Chamber's wine rack, which people at the Taste randomly select bottles from – for a donation of at least \$20. All proceeds from the sale of the wine go to a scholarship fund for a Young Professional to be in Leadership Aurora. (See story below)

A Fun and Delicious Evening Was Had by All!



The Taste of the Chamber at the Radisson Hotel Denver Southeast on September 28, was bigger – and tastier – than ever!

The Taste is one of the few Chamber events that members as well as the public are invited to attend, and it was an evening filled with great networking, delicious cuisine, flavorful brews, and premium wine.

It was also a record-breaking year, as for the first time, The Wall of Wine raised enough money to put two Young Professionals through the 2018 Leadership Aurora program; and the Radisson Hotel won both the Cocktail and Chef Challenges, giving the hotel bragging rights - and a marble platter to display in the hotel.

This year's Taste of the Chamber was generously sponsored by **Colorado Technical University, FirstBank, ConocoPhillips, Town Center at Aurora, Radisson Hotel Denver Southeast, Your Castle Real Estate Courtney Morehouse, and Westerra Credit Union.**

Vendors for the event included Bad Daddy's Burger Bar, Bar Louie - Southlands, Carrabba's Italian Grill, Cinnaholic, Cold Stone Creamery, Daniels of Paris, DP's Rubs-N-Stuff, Dry Dock, Hilton Garden Inn DIA, Hungry Howie's Pizza, Jet's Pizza, Jim 'N Nicks Bar-B-Q, Kona Ice of South Aurora, Konjo Catering, L&L Hawaiian Barbeque, Launch Pad Brewery, Legends of Aurora Sports Grill, Romano's Macaroni Grill, Marriott - DIA, The Movie Tavern, Outback Steakhouse - Abilene, Protein House, Sara Lee, The Lost Cajun, and Vino Passarelli. ■

WOMEN IN BUSINESS

Stress and Worth

Tuesday, September 26, 2017

The Women in Business committee met Tuesday, September 26, with more than 40 people in attendance at the Chamber Office. This month the committee watched a variety of TED Talks and reflected on them in an interactive discussion.



The first TED Talk, "How to Make Stress Your Friend" was presented by Stanford Psychologist Kelly McGonigal.

New research suggests that stress may only be bad for you if you believe that to be the case. McGonigal flips the argument and conveys that people should look at stress as a positive, because it can increase your lifespan. One of the overarching themes the committee discussed following this talk, was about how the way you think can shape the way you feel, and the way you feel is how you act. When you change your mind about stress, you can change the way your body reacts to it. Never be afraid to go after what creates meaning in your life, trust yourself that you will be able to handle the stress that comes with it.

The second TED Talk, "Know your worth, and then ask for it" was presented by Pricing Consultant Casey Brown. Her video focused on

defining what you bring to the table, knowing your value, and learning to properly communicate your value to others.

Your attitude shapes the worth of what you are doing, and you are the only person that can change that mindset. Control your thinking, and remember that the language you use to describe yourself is the way that people perceive you.

DEFENSE COUNCIL

Front Range Airport update

Thursday, September 28, 2017

Nearly 100 members of the Defense Council attended the September 2017 meeting at Front Range Airport. Attendees enjoyed a delicious

breakfast by the Aviator Bar and Grill, sponsored by Front Range

Airport and The Aurora Chamber of Commerce.

Airport Director Dave Ruppel, provided the Council with an update on the airport and the current status of the airport's Spaceport designation. In addition, the Council received a mission briefing from Major Eric Hayes, 5th Battalion, 19th Special Forces Group (located at Front Range Airport). Unit, congressional, and community reports were provided by military and community leaders.

Attendees also generously donated items to support the local USO. ■

DIVERSITY (con't)

diversity recruiting and retention best practices, with a panel including Kristine Feuerborn, Sr. Recruiter, **UCHealth**; Sandie Harrison, Affirmative Action Planning Services Operations Manager, **Employer's Council**; and Jennifer Darmofal, Director of Human Resources Client Services and Talent Acquisition and Workforce Planning, **Children's Hospital Colorado**.

The final talk was also a panel with two business owners and a community member sharing their impactful stories. Dasha Vonnescene shared her personal story as a Transgender, in order to increase understanding and inclusiveness towards transgenderism. Max Edja, Senior Business Consultant, **Business Solutions Corp.**, and Edgar and Renee Leon, Owners, **Aurora AutoPros LLC**, shared their stories of how

they moved to Aurora as immigrants and were able to start their own businesses. They both spoke upon the importance of giving back to their communities.

The event would not have been possible without the support of the sponsors who also share the vision of diversity, inclusion and equity: **Children's Hospital Colorado, UCHealth, The Equity Project LLC, Kaiser Permanente, Wells Fargo, Colorado Technical University, Citywide Banks, FirstBank, ConocoPhillips and Westerra Credit Union**. Also, thank you to our food, wine and beer sponsors **Legends of Aurora Sports Grill, Konjo Catering LLC, Star of India, Ayu G-Michael Ethiopian Coffee Ceremony, Bua Traditional Thai Cuisine, Dolce Nelly, DP's Rubs-N-Stuff, Dry Dock Brewing Co., and Axiom Strategies**. ■



Jennifer Darmofal, Children's Hospital Colorado Director of Human Resources Client Services and Talent Acquisition and Workforce Planning, (fourth from left) along with colleagues from CHC. (Photo by Teri Mingilton, Elemental Photography)

RibbonCuttings

Ribbon cuttings mean business:
150 new jobs



Raising Cane's Chicken Fingers

6645 East Parker Road, Centennial, CO 80016

Raising Cane's Chicken Fingers hosted their grand opening and ribbon cutting with General Manager Christine Golden (with the scissors), Centennial Mayor Cathy Noon and Council Members CJ Whelan and Stephanie Piko, Broncos mascot Miles, Avalanche mascot Bernie, along with chamber staff and members of the community. **Raising Cane's** offers an assortment of chicken finger meals, and generously commits to giving back to communities they are located in. (10.17.17) www.raisingcanes.com/ (303) 693-1289

Aurora Family YMCA Youth Center

6205 South Main Street, Unit D112,
Aurora, CO 80016



Aurora Family YMCA celebrated their grand opening and ribbon cutting with Board Chair Jim Bickford, YMCA executive team, and Chamber staff and ambassadors. **Aurora Family YMCA**, located in Southlands, focuses on youth development, healthy living, and social responsibility, while providing programming for kids including sports, kids' night out, before & after school care, fitness classes, and youth programs. (8.29.17) www.denverymca.org/aurora-family-ymca (720) 274-5759



Arapahoe/Douglas Works! Workforce Center

15400 East 14th Place, Aurora, CO 80011

Arapahoe/Douglas Works! Workforce Center welcomed the new Altura Plaza facility with Arapahoe County Commissioners Nancy Jackson, Jeff Baker, Nancy Sharpe and Bill Holen, executive directors, and Chamber President Kevin Hougen. **Arapahoe/Douglas Works! Workforce Center** provides a variety of no-cost services to job seekers and businesses including offering resources and workshops for a self-directed job search, one-on-one employment counseling, and training assistance. (9.20.17) www.adworks.org/ (303) 636-1160

"Our mission is to help Colorado communities, businesses, and employees become healthier and more productive."



Fruit Revival 460 S. Navajo Street, Denver, CO

Fruit Revival celebrated their expansion - and move to S. Navajo St. in Denver on October 5. The company is locally owned and operated by sisters Jennifer Zatz and Melissa Edison Barnes. Since 2011, the company has been delivering fresh seasonal fruit to businesses, so employees have access to nutritious food during the work day. Recently the company has added protein and complex carb snack boxes, corporate gifts and college care packages to its menu of healthy products. The company's growth in part is attributed to a rise in employee healthcare costs, new workplace expectations from a millennial workforce and a growing understanding that a culture of good health at workplaces supported by the availability of healthy food truly influences employee choices and productivity. **FruitRevival** also donates hundreds of pounds of produce each week to its two food recover partners - We Don't Waste and MetroCaring. (10/5/17) www.fruitrevival.com (303) 399-3039



Kathmandu Kitchen Restaurant and Event Center

13740 East Quincy Avenue, Aurora, CO 80015

Kathmandu Kitchen, previously known as Cherry Creek Harbor, provided attendees of their grand opening and ribbon cutting with a delicious buffet of Indian and Nepalese cuisine. **Kathmandu Kitchen** also provides live entertainment, and can accommodate events. The celebration included Chamber Board Members, Ambassadors, staff and members of the community. (9.8.17) www.kathmandukitchenco.com (720) 870-0255

MemberContribution

Do You “Know Where to Go”?

This article was written by Sharon Cairns Mann, for Aurora Health Access.

Why should you know your options when it comes to healthcare in an unexpected situation? *Because your choice can cost you hundreds, possibly thousands of dollars.* Let's say you have a headache. Research shows you could be charged \$3177.67 to be seen in one facility, but only \$135.64 in another. For families on a tight budget who have high-deductible plans with co-pays, that kind of bill could be devastating.

Over the past few years, Aurora has seen an explosion of urgent care centers and free-standing emergency rooms (FSERs). This is great news for access and convenience, but researchers at Aurora Health Access found that consumers are confused or uninformed about the difference between these facilities, and unaware of the impact it might have on their wallets.

Depending on the illness or injury, when you need healthcare, your first choice should generally be a regular provider's office or clinic (your medical home). They know you, they have your records, and you probably already know that they accept your insurance. But, what if you cannot get a same-day appointment for a sudden medical condition that requires immediate treatment?

Urgent care clinics provide walk-in outpatient care and treat most medical conditions requiring same day attention. There is no appointment necessary, and many allow you to check-in online in advance. Most can handle a wide variety of conditions and are equipped with X-ray and lab capacity on site.

FSERs are similar to what you'd find at a hospital. They offer walk-in emergency services for a full spectrum of care from minor first aid to advanced life-saving services and operate 24 hours a day; 7 days a week, 365 days a year. FSERs are the best place to go for significant injuries or life-or-limb-threatening emergencies. Because they are not physically attached to a hospital though, just like an urgent care clinic, they will arrange transportation to a hospital for patients in need of inpatient services.

The cost of care from one type of facility versus the other can be significantly different. Because of their round-the-clock availability, and

Event	FSER Cost	UCC Cost	Difference*
Abdominal Pain, generalized	\$4,180.93	\$141.90	\$4,039.03
Abdominal pain, other specified site	\$5,634.58	\$151.49	\$5,483.09
Acute bronchitis	\$1,139.11	\$123.10	\$1,016.01
Acute pharyngitis	\$955.51	\$130.51	\$825.00
Acute sinusitis, unspecified	\$786.23	\$124.58	\$661.65
Acute upper respiratory infections	\$1,114.04	\$124.26	\$989.78
Fever, unspecified	\$1,245.08	\$135.73	\$1,109.35
Headache	\$3,177.67	\$135.64	\$3,042.03
Open wound of finger(s)	\$1,034.78	\$133.57	\$901.21
Urinary tract infection	\$1,200.15	\$112.43	\$1,087.72

*What you would save by choosing an urgent care clinic over a free-standing emergency room.

additional staffing and equipment, FSERs can add a “facility fee” making their costs much higher (See chart). If you have insurance, it may cover some of your expenses, but if you have a high deductible, or do not have insurance, this difference can be staggering. And often, co-pays will be much higher if you use an FSER, especially for non-emergencies.

It's best to be prepared. Before you suddenly need healthcare one weekend, find out more about the facilities in your area, understand your insurance coverage, and *Know Where to Go*. For more information, go to www.aurorahealthaccess.org and click on *Know Where to Go* in the upper right-hand corner. ■

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