Upcoming Events

**NOVEMBER**

- **The Power of Email Marketing**
  - Presented by Constant Contact
  - November 15 | 2 - 4 pm
  - Chamber office

- **Working with Arapahoe County: Open Space**
  - November 16 | 11:30 am - 1 pm
  - Chamber office

- **ChamberMaster Training**
  - November 16 | 12 - 1 pm
  - Chamber office

- **Business After Hours**
  - November 17 | 5 - 7 pm
  - Embassy Suites Denver/Aurora

- **Chamber office closed**
  - November 24-25

**DECEMBER**

- **Getting Started with Social Media**
  - Presented by Constant Contact
  - December 6 | 2 - 4 pm
  - Chamber office

- **Working with Arapahoe County: Information Technology**
  - December 14 | 11:30 am - 1 pm
  - Aurora Chamber office

- **Aurora Chamber’s Holiday Business After Hours**
  - December 15 | 5 - 7 pm

- **Chamber office closed**
  - December 26 and January 2, 2012

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Upcoming classes: Email Marketing and Social Media

**Do you want to know how to launch a successful email marketing campaign - or how to get started with social media? Join us for two free workshops that will address each of those subjects!**

**Tuesday, Nov. 15**

The Power of Email Marketing

2-4 pm - Chamber office

This seminar shows how email marketing – the hands-on, low-cost marketing tool – can really help drive your business success. Discover how communicating with your customers regularly can help you stay connected, and generate increased referrals, repeat sales, and customer loyalty. This practical seminar gives a concise, but comprehensive overview of how to create and send professional-looking email newsletters and promotions. Learn the latest best practices and proven strategies for:

- Building a quality permission-based email list;
- Delivering content that’s exciting, meaningful and relevant;
- Getting your email delivered, read, and acted upon; and
- Using response findings to shape your next campaign, in order to achieve even higher delivery, readership, and response rates.

**Tuesday, Dec. 6**

Getting Started with Social Media

2-4 pm - Chamber office

This seminar will review the essential strategies and best practices a business or organization should understand in order to successfully get started with social media marketing. We will talk about:

- What social media marketing really is and why it’s important;
- How to set up Facebook, LinkedIn, and Twitter Accounts;
- How to integrate your social media marketing and email marketing activity; and
- How to incorporate social media into your business life without losing productivity.

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Advocating for Veterans and the Military

Chamber President and CEO Kevin Hougen recently traveled to Washington D.C. to meet with U.S. Senator Mark Udall, to discuss the VA Hospital and the effects of the Department of Defense budget challenges.

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**Save the Date!**

And save your appetite!

For the Aurora Chamber Holiday Business After Hours at the Crowne Plaza Hotel

15500 E. 40th Ave.

Thursday, Dec. 15, 2011

5-7 pm

It’s the party of the year: no speeches, no agenda, no paperwork, no PowerPoint. Just a really good time – and excellent food and libations!

Don’t miss it.

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Receive the IMPACT online

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

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

The Eastern Metro Area Continues to Grow!!

It looks like spring in December

David Gruber
Chair

In some ways, the mood of the country itself seems to be in a deep winter. Unemployment continues to hover near 9 percent, our national credit rating remains downgraded, the stock market jumps radically, and consumer confidence has not risen. But like May in Colorado, signs of a new spring are emerging.

During the last few months, General Electric has joined the ranks of our business community by selecting the Majestic Commerce Center for their new solar energy factory. Arrow Electronics, a Fortune 140 Company, decided to move its global corporate headquarters to the Denver Tech Center; and, of course, we continue to follow the exciting news of the Gaylord Hotel and Convention Center.

Other business generators are also making gains. The University of Colorado Hospital at the Anschutz campus earned another national award and is adding new buildings and capabilities. The new VA hospital will soon be rising from the ground at Fitzsimons. Buckley AFB continues to earn accolades from Washington resulting in expanded missions. And, the growing Science, Technology, Engineering and Math (STEM) programs within our school districts have convinced many that Aurora is where they want to grow their business and their families.

We are also seeing domestic energy production growth just to the east. Currently, gas and oil production is in its infancy, but with the right tax, labor and regulatory policies, we may soon see another foundational industry take hold. And don’t forget the vast agricultural lands to the east of Aurora. Recently signed trade agreements will ensure Chamber member farmers and ranchers like Gary May at May Farms can feed a hungry world.

Finally, our city and state have begun to seriously deal with business friendly initiatives. Your Chamber staff has worked tirelessly with them. No one can claim an initiative is business friendly until the Chamber, on behalf of you, says it is business friendly. We are making great progress.

So like spring in the Rockies, the trees have yet to grow leaves and it still feels cold. However, if you look closely, monumental changes are occurring and flowers are beginning to appear.

Before I close, let me make one more point. The Chamber’s life blood is our small business owners. Although we often talk about the growth and success of Aurora’s foundational industries, our excitement is not only about those companies. A tremendous amount of new money will begin to circulate through the Aurora economy. And as our economy begins to improve, our goal remains to help each of you succeed and grow.

On Sept. 23, six Aurora mayoral candidates gathered for a debate at the Marriott DIA. 9NEWS business reporter Gregg Moss served as the moderator. Left to right: Barbara Yamrick; Debbie Stafford; Jude Sandall; Ryan Frazier; Steve Hogan; and Sheila Davis. There were some tough questions, good dialogue, varied visions - and now, Aurora has a new mayor! (Voting had not yet taken place at the time of printing this publication)

DON’T FORGET: “Every employee of a Chamber member is a member of The Chamber”

The mission of the Aurora Chamber of Commerce is to serve as a voice for the business community, acting as an advocate for its members on issues that affect their growth and long-term economic vitality.
The Amazing Race Along Havana in Hometown Aurora!
Sept. 9 – The 2011 Ambassador Retreat Day

This year’s Ambassador Retreat took a different turn - as the group stayed in Aurora and visited eight gracious and welcoming Chamber members during an amazing race in hometown Aurora!

The day began with a delicious lunch at Cody’s Café & Bar at 10253 E. Iliff Ave. – and concluded with a rousing happy hour at the Buffalo Wild Wings at the Gardens on Havana. In between lunch and happy hour, the fun included figuring out clues to locations; driving on Havana; finding specific merchandise at Costco; balancing a checking account at FirstBank; searching for certain types of vehicles on the Suss lot; taking a trivia test about U.S. Storage; eating blazing hot wings at Buffalo Wild Wings, learning how to clean a rental car at Hertz, trying to sink a 20-foot putt at Commonground Golf Course, and downloading pictures of Ambassadors in luxury cars at Infiniti of Denver – with a lot of fun and adventure mingled in between!

Loosely fashioned after “The Amazing Race,” the Ambassadors received clues about the locations of Chamber members along Havana. At each destination the team received a challenge they needed to complete before getting the clue to their next destination.

Thanks to our Chamber participants for their part in making this day a great success: Buffalo Wild Wings, Commonground Golf Course, Costco, FirstBank, Hertz, Infiniti of Denver, Suss Buick GMC and US Storage!

It was wonderful way to experience some “amazing” places on Havana St. in Aurora.

The Chamber Tips and Leads Groups—The Money’s on the Table!

The Chamber’s three Tips and Leads groups are dynamic business development forums that most Chamber members are NOT taking advantage of.

Think about why you joined the Chamber. No doubt to promote your business, develop contacts and generate business leads. The Tips and Leads Groups do exactly that in a structured, supportive and fun environment.

Imagine having 20-25 business leaders in the area constantly on the lookout for leads to send your way while you do the same for them. It’s no wonder that Tips and Leads members have provided referrals that have generated tens of thousands of dollars in new business since the first of the year.

I would almost guarantee that every active member of my Tips and Leads group who faithfully participates, recoups their Chamber membership dues many times over thanks to new business from these referrals. And the good news is that the Tips and Leads groups currently have vacancies!

If you’re ready to get in on this action and are committed to this type of mutual support, contact Paul Rosenberg at The Chamber to find a Tips and Leads group that fits your schedule.

Brian Leugs, President of Business Communication Support, is a member of Tips and Leads 2.

Be sure to update your Membership Directory listing

One of the benefits of membership in the Chamber is your free listing in the 2012-2013 Chamber Membership Directory – which will be released in early 2013. You will receive a request either by mail or email to update your information in the ChamberMaster database online. Please go to www.aurorachamber.org and Log In (upper right corner) to review the information on your business and be sure that your listing is correct. Contact Linda.lillyblad@aurorachamber.org if you need your Log In and Password information. The deadline to guarantee that changes are made to your listing is November 15.
Anchor Network Solutions, Inc. earns industry credential.
Anchor Network Solutions, Inc. has received the CompTIA MSP Partners Trustmark for its use of industry-accepted best practices for service delivery and customer interaction. The CompTIA MSP Partners Trustmark developed by the leading non-profit association for the information technology industry, signifies that Anchor Network Solutions is committed to serving its customers in a manner that’s based on the industry’s best practices.

“We are very proud and honored to have earned this credential. It represents everything that Anchor stands for as we strive to provide excellent customer service and deliver the right technology solutions for our clients,” said Anchor CEO Vince Tinnirello.

Anchor Network Solutions is a Microsoft Certified Partner and Small Business Specialist that provides outsourced IT and CTO level services to small and medium sized businesses in the Denver Metro Area.

Fitzsimons Credit Union wins APSE Award
The Association for Persons in Supported Employment (APSE), a growing national nonprofit membership organization focusing on career advancement opportunities for individuals with disabilities, recently awarded Fitzsimons Credit Union, a full-service financial institution located in Aurora, was selected among all Colorado candidates for partnering with APSE and employing two individuals with learning disabilities.

“We are absolutely thrilled to receive this award, but more importantly, we are pleased to be able to employ people with disabilities and provide them a professional working environment,” said Cheri Prochazka, vice president of Human Resources at Fitzsimons Credit Union.

Arapahoe County’s Finance Department recognized for excellence
Arapahoe County’s Finance Department was recently recognized with four national awards for excellence from the Government Finance Officers Association, the National Purchasing Institute, and the National Institute of Governmental Purchasing Inc.

“Arapahoe County has a committed and talented finance department,” said Commissioner Nancy Sharpe. “This is a great honor for our staff and it really shows their level of dedication to Arapahoe County. I appreciate their dedication, knowledge and hard work.”

Centennial bike lane project underway
A priority of the City of Centennial’s Parks, Open Space, Trails and Recreation Master Plan adopted in 2008 is to establish a network of bicycle lanes to connect parks, trails, schools, civic facilities and employment centers. Between June and August of 2011, 18 miles of new bike lanes were added on streets throughout Centennial. New striping and signage were added to connect parks, schools and existing trails to start the creation of a City-wide biking network.

The project was funded with Arapahoe County Share Back funds and gives Centennial citizens better options for recreation and transportation.

Barry appointed to Education Leadership Council
Aurora Public Schools Superintendent John L. Barry was recently appointed to the Education Leadership Council by Governor John Hickenlooper and Lieutenant Governor Joe Garcia. The Council was created by executive order on Hickenlooper’s first day in office, and provides a forum for educators, community members, business leaders and lawmakers to examine the current status of education policies and make recommendations to the governor, General Assembly and governing boards regarding long-term improvements.

For more information on Boards and Commissions, visit colorado.gov/governor.

Aurora Youth Options recognized for excellence
The Colorado Behavioral Healthcare Council (CBHC) has selected Aurora Youth Options (AYO), a collaborative program lead by Aurora Mental Health Center, as the winner of the 2011 Golden Light Bulb Award for Best Clinical Practices. The winner of this award is selected by the CBHC from nominated programs within the community mental health system throughout the State of Colorado.

Aurora Youth Options is an innovative program that focuses on at-risk-youth in middle school and high school, who appear to be headed toward trouble with gangs, criminal behavior or just dropping out of school. AYO was originally conceived as a program to help identify these youth, assess their needs and connect them with existing community resources such as sports, arts, career interests, school resources, etc.

Infiniti of Denver and Jim ‘N Nicks Bar-B-Q team up to raise money for the American Cancer Society
In early October, Infiniti of Denver, at 2990 S. Havana St., hosted a Relay for Life Car Wash from which 100 percent of the proceeds benefitted The American Cancer Society. The sunny and philanthropic day offered guests and supporters a chance to receive a quality car wash and a complimentary lunch provided by Jim ‘N Nicks Bar-B-Q — all for a minimum donation of $5.

She works for peanuts and loves it!
You may know Karen Loucks Rinedollar as a specialist of The Interface Financial Group. But she is also a wedding officiant, co-owner of Roundhouse Distillery — and most recently the author of Working for Peanuts: The Project Linus Story.

As the founder and Denver coordinator of Project Linus, Karen has made a positive difference in the lives of children and their families for more than 15 years. The book describes the tale of how one Colorado woman set out to offer love and security to children and in the process, set off a tsunami of good will through the gifting of handmade security blankets — comforting millions of children around the world.

A&P Begins Work on Stapleton Library
Adolfson & Peterson Construction (A&P) has begun work on the Denver Public Library’s new Stapleton Library. The project, designed by OZ Architecture, is a construction partnership between A&P and Gilmore Construction.

The library is a twenty-first century environment, incorporating the latest in library technology, including but not limited to patron self-check, wireless computer access and an automated handling system.

Rep. Nancy Todd receives award
State Representative Nancy Todd (D-Aurora) was honored with the 2011 Women Legislator’s Lobby (WILL) Pacesetter Award, given to women legislators for their noteworthy legislative service, their contributions to sound policy, and their groundbreaking leadership in their respective states. Rep. Todd was lauded for her commitment to excellence and her efforts to ensure the voices of women are fully and fairly represented at the policy table.

“I’m thrilled to have been chosen to receive this award from the Women Legislator’s Lobby,” said Rep. Todd. “WILL is an important organization that focuses on non-partisan, commonsense issues that women all over the country care about. I’m humbled to have received the award, and look forward to continuing my work in the legislature for the people of Aurora.”
Goodwill opens free, public employment services in Aurora - With unemployment rates estimated to remain above 8 percent for the next few years and with one in four people competing for every job, Goodwill Industries of Denver now offers free job readiness classes and resources at its new Career Connection Center in Aurora. The center was created to help both Goodwill program participants and the general public learn resume writing, interviewing and job skills in order to help them find employment. The center is to Goodwill’s retail store at the corner of Iliff and Chambers. At the ribbon cutting ceremony in September, Joyce Schlose, vice president of workforce development for Goodwill, Aurora Mayor Ed Tauer and a large group of well-wishers ushered the new facility into the community.

A beautiful, golden day at La Quinta Inn and Suites at Gateway Park – as Simi Patel, general manager for the hotel proudly snips the scissors! The brand new La Quinta Inn & Suites Denver Gateway Park is located off I-70 at Peoria Street, with easy access to Denver International Airport, I-25 and all that the area. There’s plenty to see just minutes from the front door! (Photo courtesy Brian Moltitis, Photographer)

It’s bigger and better and now has food! – The Walmart at 14000 E. Exposition Ave, recently celebrated the completion of their expansion and remodeling that brought them to ‘mini super-store’ status – including a grocery story. And, Store Manager Susan Wilson is more than happy to cut the ribbon and make it official!

A glorious day for frozen yogurt! – On a beautiful day in September, Brandon Hansen – amongst flowers, friends and the Menchies mascot, officially open the new Menchies Frozen Yogurt at 10661 E. Garden Drive in Aurora. At Menchies, they have a rotating selection of eclectic frozen yogurt flavors, along with every topping under the sun – and you can mix as many flavors and toppings as you want; because you pay by weight. As much or as little of anything or everything that you want!

Is that Wendy on the left!? – Wendy’s District Manager Tom Gibson accompanied by Wendy herself, along with Aurora City Council At-Large Brad Pierce, and Chamber Ambassadors and guests welcome Wendy’s to its newest location at 1220 E. 10th Ave. (Inset) Wendy’s founder Dave Thomas, who was adopted, has made it a tradition for each new store to donate to adoption causes. This check will be going to the Adoption Exchange. (Photo courtesy Brian Moltitis, Photographer)

APS’ Vista PEAK Preparatory opens grandly! – On Sept. 8, Aurora Public Schools celebrated the opening of its newest school, Vista PEAK Preparatory 9-12. The Vista PEAK campus uses a P-20 educational model focused on providing students 21st century learning from preschool through postsecondary coursework.
CCA opens some new doors at its Lowry Campus – Air Force Retired Major General Dale Tabor and Diana Wyse, Executive Director of the Community College of Aurora Foundation keep the ribbon afloat as Community College of Aurora President Linda Bowman and CCA Foundation President and Aurora City Council At-Large member Brad Pierce make the cut for the celebration of the completion of Phase One of the CCA Lowry Expansion Initiative. A new entryway and plaza have been created and a reconfigured interior have formed an inviting atmosphere and allows for the provision of essential services for CCA students that were previously available only at CCA’s CentreTech Campus. (Photo courtesy Brian Molitoris, Photographer)

With a reputation of strength, stability, and convenience – Service Center Manager Lenny Valdez makes it official for the Security Service Federal Credit Union branch at 2150 S. Peoria St. Security Service’s primary goals are to meet members’ financial needs, and help them improve their financial situations. For Security Service, it’s all about empowering members with the knowledge to make strong financial decisions.

NEW MEMBERS

Achievement Dynamics
ADT Security Services, Inc.
AMC Cancer Fund
Bhavikatti Architecture LLC
Big O Tires Havana
Bo Matthews Center for Excellence
Christopherson & Co. Communications
Colorado Elite Inline Hockey Federation
The Cookie Company
Debbie Stafford
Fairfield Inn & Suites - Southlands
General Nutrition Center
La Quinta Inn and Suites - Gateway Park
Mail-Rite Diner
Menches Frozen Yogurt
Phoenix Counseling
Sassy Bears & Fabrics
Supermerd LLC
Techno Rescue, LLC
Trilogy Financial Services
Waddell & Reed - Lovato
Wal-Mart Stores #1492
Wendy’s Company

Renewals

A-1 Discount Water
Abilene Awards & Logos, Inc.
Ace Cash Express - Corporate
ADT Security Systems, Inc.
Advantage Aurora Chase Chapel
AMFirst Bank
Arapahoe County Public Trustee Office
Aurora Cinema Grill
Aurora Firefighters
   Protective Association
Aurora Mental Health Center
Aurora Schools Federal Credit Union
Aurora Symphony Orchestra
Balancing Books, Inc.
Beverage Distributors
Blackjack Pizza
Chase Bank Denver
Cherry Creek Retirement Village
Children’s Hospital Colorado
Cindy Acree – State Representative
Coldwell Banker - Jerr Grable Mullis
Colorado Escrow & Title
Continental 4, Inc.
CSL Plasma
David Evans and Associates, Inc.
Doubltree Hotel Denver
Edward Jones Investments - David Cooper
Emerald Grill & Catering, Inc.
Extra Space Storage - 40th Ave. (#1074)
Faison Office Products Company, LLC
FASTSIGNS of Aurora, Inc.
Firearm Accuracy Safety Training, Inc.
Fitzsimons Credit Union
Front Range Airport
G & L Garage Doors
Gateway Mazda
George “Mel” Rawles
Hampton Inn & Suites
Denver Cherry Creek
Handyman Matters of Central Denver & Aurora
HealthTrans, LLC
High Five Plains Foundation
Holiday Inn Select - Denver Cherry Creek
Hyatt Place - DTC
Jason’s Deli
The Job Store
Junior Achievement of Rocky Mountain, Inc
La Quinta
Lawrence Inc.
Levan & Associates
Mail Delivery Service
Martha Kamopp
Merlin International, Inc.
Michael Baker Corporation
Nancy Todd, State Representative
Nelnet Business Machines, Ltd.
Northfield Stapleton, The Shops at Outback Steakhouse - Abilene St.
Outback Steakhouse - Centennial
Oxy-View
Raytheon Company
Red Lion Hotel - Denver Southeast
Rocky Mountain Lions Eye Bank
Rocky Mountain Urgent Care
Ronald McDonald House Charities of Denver
Rural/Metro Ambulance
Sam’s Club Abilene
Sheraton DTC Hotel
Sierra Nevada Corporation
Spirit of Aurora
Stapleton Storage, LLC
State Farm Insurance - Mike Gibbs
StorQuest Self Storage
Strategic Science, LLC
T. Charles Wilson Insurance Service
Todd Expediting
Todd, Nancy - State Representative
Total Welding, Inc.
Town Center at Aurora
United Veterans Committee of Colorado
University of Colorado/Anschutz Medical Campus
US Chamber of Commerce
Wal-Mart Stores #1689
Wear Parts & Equipment
Weaver & Company
Wiggins Properties, LLC
Women Marines Association
CO Columbine