

Serving the east-metro
area including:

Aurora
Bennett
Centennial
Commerce City
Denver

THE CHAMBER Impact NOV/DEC 2013 NEWSLETTER

Upcoming Events

NOVEMBER

Tips and Leads 2
Nov. 12 | 7:30 am

Ambassador Team Meeting
Nov. 13 | 7:30 am

**Business Before Hours/
Ribbon Cutting**
Hawthorn Suites by Wyndham
Nov. 13 | 7:30 am

ChamberMaster Training
Nov. 13 | 12 noon

Leadership Aurora Board
Nov. 13 | 3:30 pm

Healthcare Committee
Nov. 14 | 8 am

**Defense Council
Executive Committee**
Nov. 15 | 8 am

Tips and Leads 1
Nov. 19 | 11:45 am

Ribbon Cutting
MersaTech
Nov. 19 | 12 noon

**Chamber Executive
Committee**
Nov. 20 | 7:30 am

Member Orientation
Nov. 20 | 12 noon

Defense Council
Nov. 21 | 7:15 am

continued on page 9

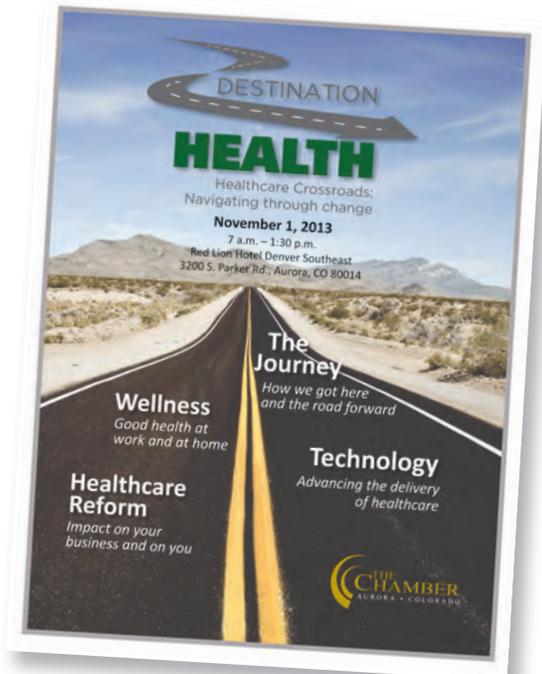
True to its purpose, Destination Health helps attendees navigate healthcare changes



With nearly 300 in attendance, Destination Health provided answers for some, more questions for others, and offered a wide variety of healthcare learning experiences. The half-day conference, designed to provide a full circle of information about healthcare, included an explanation about why we are where we are in healthcare, a panel discussion about Healthcare Reform, a tag-team presentation about how important wellness is at work as well as in everyday life, and a presentation about trends in the future of healthcare.

There were also a number of breakout sessions with subject matter ranging from Beating Breast Cancer to Healthcare and Your Workers' Comp, from Heart and Health through the Ages to How Your Hospital Experience Will Change, and from Medicare and Social Security — Myths and Realities to How Technology is Bringing Specialty Care to the Bedside.

It was a full day of information, packed into a half day. And, it would be safe to say, that attendees were well fed, both with healthy food provided by the Red Lion Hotel Denver Southeast, and with a healthy dose of important information, provided by experts in healthcare and healthcare reform. ■



Sponsors for Destination Health: Children's Hospital Colorado, Kaiser Permanente, Parker Adventist Hospital, The Medical Center of Aurora, Rocky Mountain Hospital for Children, Spalding Rehabilitation Hospital, University of Colorado Health, Aurora Asian/Pacific Community Partnership, College America, Concorde Career College, Colorado Workforce Development Council, Pinnacol Assurance, and Regis University. Hosted by Red Lion Hotel Denver Southeast. Media Sponsor: Aurora Media Group. Video Sponsors: Catch it in Time and Colin Spencer Productions. Destination Health is a program of the Aurora Chamber of Commerce



facebook

Save the date... **December 12, 2013 • 5 pm**

Chamber Holiday Party!

**Doubletree by Hilton Denver-Aurora
13696 E. Iliff Pl., Aurora, CO 80014**



Jeff Thompson
Chair

Chair's Letter

As I'm starting to write this Chair's Letter for the November/December 2013 issue of "Impact" — it hits me that it's already the holiday season, and almost the end of another year! Oh my, where does the time

go? I swear that I just put away last year's holiday decorations, and I can hardly believe that it's time once again for all of us to take stock and start looking back to evaluate yet another year, and to plan for the year ahead.

In both evaluating the past year and planning for next one, the Aurora Chamber of Commerce Board of Directors and staff are continuing on the track that I outlined in my last Chair Letter: to focus on making our organization more relevant to members — by delving into what you want from your organization and how we can accomplish two-way communication that will help you and your business succeed. In doing that, your ACC Board of Directors is also taking a closer look at The Chamber's long-term financial plan, so we can continue to be financially viable and focus our funds on those programs and services that make business sense and will best help the membership. This will take some work, but your board of directors and Chamber staff are dedicated and committed to making the changes necessary to guide The Chamber to better serve you and meet expectations for your continued membership.

Speaking of relevance for the Aurora Chamber of Commerce; if you didn't attend the Chamber's Destination Health (November 1),

you missed out on one of the best healthcare conferences I've ever attended — and believe me, I've attended a few in my professional career! Thanks to a very hard-working planning committee and staff, we heard from many healthcare professionals and health policy experts on a wide variety of health related issues. Whether it was the current rollout of the Affordable Care Act; projecting where delivery of health and healthcare is headed in the future; the advantages and frankly the necessity of workplace health and wellness programs; or hearing from a vast variety of physicians, hospital administrators, legal experts, insurance plan representatives, and health profession educators; this was the single most informative six hours I have spent in a long time.

We also had many of our sponsors and other health and healthcare related businesses in the community provide direct information on their products and services to attendees through the resource tables and exhibits that were set up outside the main conference room. Thanks to our great Chamber member, The Red Lion Hotel Denver Southeast for hosting the event and sponsoring both breakfast and lunch for the attendees. We were treated to wonderful facilities and healthy (of course!) meals!

The conference started off with a most enlightening and informative presentation by Dr. Scott Lichtenberger, Chief Strategy Officer with University of Colorado Health. Dr. Lichtenberger provided us with an insightful look at the recent history of healthcare and "why we are where we are today." As you might imagine, while quite complex, it was all made very understandable by Dr. Lichtenberger's presentation. This was followed by an incredible panel discussion of healthcare policy by experts

who provided relevant, worthwhile, and up-to-date information on what's happening now from various perspectives: publically funded healthcare programs (Medicaid, etc.); the new health benefit "marketplace" Connect for Health Colorado; healthcare insurance regulation; and from the small business community in Colorado. This panel included: Lorez Meinhold, Deputy Director of the Department of Health Care Policy and Financing for Colorado; Patty Fontneau, Executive Director and CEO of Connect for Health Colorado; Jo Donlin, Director of External Affairs for the Colorado Division of Insurance; and Tony Gagliardi from the National Federation of Independent Businesses-Colorado Chapter. Each of these panelists answered many questions and cleared up some of the confusion surrounding health reform that the attendees had on their minds.

The panel discussion was followed by outstanding and extremely informative breakout sessions — with "something for everyone."

To wrap up the conference, attendees heard from three remarkable speakers - the first two, Dr. Pierre Onda from Kaiser Permanente and Dr. John Peters from the Anschutz Health and Wellness Center (University of Colorado Anschutz Medical Campus), informed and entertained the audience about the importance of wellness programs in the workplace. Bottom line here - any employer that has not instituted or is currently just "thinking about" a workplace wellness program — had better get on the stick. Well and healthy employees are happy and productive employees; and there are, and will continue to be, savings on employer-sponsored health insurance plans!

The final speaker of the day, Dr. Jandel Allen-

[continued on page 9]

ChamberBoard

EXECUTIVE DIRECTORS

CHAIR OF THE BOARD

Jeff Thompson | University of Colorado Health

IMMEDIATE PAST CHAIR

David Gruber

PAST CHAIR ONCE REMOVED

Mark Moses | Outback Steakhouse

SECRETARY

David Patterson

TREASURER

Craig Ward | Padgett Business Services

VICE CHAIR-BUSINESS DEVELOPMENT

Dwight Taylor | Rocky Mountain Law Group, LLC

VICE CHAIR-COMMUNITY SERVICES

Craig Ward | Padgett Business Services

VICE CHAIR-MEMBER SERVICES

Bob Jamieson | Mutual of Omaha

VICE CHAIR-PUBLIC ISSUES

Tom Henley | Xcel Energy

DIRECTORS

Jason Altshuler | Westerra Credit Union
Joe Barela | Arapahoe/Douglas Works! Workforce Center
Randy Berner | Adolphson & Peterson Construction
Larry Borland | CenturyLink
Lisa Buckley | American Automation
Reneé Gullickson | Wells Fargo Bank
Michael "Mickey" Hunt | Colo. Dept. of Military & Veteran Affairs
Cindy Kreutz | Spalding Rehabilitation Center
Todd Landgrave | Northrop Grumman
Peter Lee | Aurora Asian/Pacific Community Partnership
Alfonso Nuñez | La Cueva Restaurant
Suzanne Pitrusu
Cheri Prochazka | Fitzsimons Credit Union
Ryan Simpson | The Medical Center of Aurora, HealthOne
Matt Weber | Kaiser Permanente
Michael Wukitsch | Children's Hospital Colorado

HONORARY DIRECTORS

Tom Ashburn
Col. Floyd Dunstan | 140th Wing COANG
Barry Gore | Adams County Economic Development
The Honorable Steve Hogan | Mayor, City of Aurora
Bill Holen | Arapahoe County Commissioner
Wendy Mitchell | Aurora Economic Development Council
Ron Weidmann | City of Centennial Mayor Pro-Tem
Gary Wheat | Visit Aurora

STAFF

Kevin Hougén | President and CEO
Naomi Colwell | Marketing Director
Kimberly Curtis | Leadership Director
Chance Horiuchi | Business Development Director
Linda Lillyblad | Finance Director
George Peck | Senior Vice President
Paul Rosenberg | VP, Membership Development
Mitzi Schindler | Communications Director
Mary Beth Sharp | Member Services Director
Judy Booth | Volunteer
Ben Knell and Khris Thomas | ITT Technical Institute Interns

ASSOCIATES

Kathryn Lobdell | Procurement Technical Assistance Centers
Judy Emery | Healthcare Partnership Project Manager
.....
Mario Waller | Six & Six, inc. | Newsletter Design

THE CHAMBER'S MISSION

The mission of the Aurora Chamber of Commerce is to serve as a voice for the business community, acting as an advocate for its members on issues that affect their growth and long-term economic vitality.

DON'T FORGET: "Every employee of a Chamber member is a member of The Chamber"

Please route this issue to your sales reps, account managers, marketing directors, HR and PR departments. You can also access each month's newsletter online at our website, www.aurorachamber.org, so you can forward it to every employee in your company!

It's a great place to live!

Aurora has been named one of the Top 100 Best Places to Live by Livability.com, a national website that ranks quality of life amenities of America's small and mid-sized cities.

The data collected for the ranking was weighted based on an exclusive survey conducted for Livability by Ipsos Public Affairs. Respondents were asked about factors that make their communities better places to live, as well as the factors they would consider in selecting another city. Those factors were narrowed down to eight categories - economics, housing, amenities, infrastructure, demographics, social and civic capital, education and healthcare - that were used to determine each city's LivScore. See the entire list at Livability.com/top-100-best-places-to-live.

Sparkling Universe at DAVA

DAVA's annual holiday show and sale of original art by **DAVA** youth and guest artists is Dec. 6 through Jan. 10 - with an opening reception on Friday December 6 from 4-8 pm.



Proceeds from the show support year-round art programs for youth at **DAVA**. This year, young artists experimented with a wide range of materials and techniques to create original pottery, ceramic tiles, t-shirts and bags with stencil prints, small paintings, prints, candles, wearable accessories, and much more.

The exhibit is free and open to the public from 10 am to 5 pm Monday through Friday, and by appointment. For more information, email gallery@davarts.org or call 303-367-5886. **DAVA** is located at 1405 Florence Street, in the **Aurora Arts District**.

A fire service tradition

Cunningham Fire Protection District Fire Chief Jerry Rhodes (right) swears in new firefighters (left to right) FF John Motley, FF Shawn Schaffner, and FF Mathew Wolfe. All three are laterally hired firefighters from other Colorado agencies.

The Badging or Pinning Ceremony is a fire service tradition during which new firefighters are sworn into the service, and pledge their intent to serve their community and their fellow firefighters in front of their family, friends, and the firefighters who they will serve with during future incidents and disasters.



From l., new firefighters FF John Motley, FF Shawn Schaffner, and FF Mathew Wolfe, and Fire Chief Jerry Rhodes.

Hertz receives Women's Choice Award for best car rental services

The **Hertz Corporation**, has been awarded the 2013 Women's Choice Award for America's Best in Car Rental Services. **Hertz** was selected to receive the award as the most recommended among women in the following four categories: 1) business travel, 2) loyalty programs, 3) best "green" options, and 4) overall customer service. The award is the only seal that recognizes brands based on a woman's propensity to recommend that brand to others.

Secret Garden featured in YourHub

Druscila Fife, owner of **Secret Garden Bath &**

Boutique was featured in an Oct. 23 Denver Post *YourHub* Aurora Business Focus article.

When asked how her business is different than others in the same category, Fife says that the difference is that she creates, labels, and packages every product she sells. And, when asked what might surprise people about her business, the answer is the same as what makes her business different - that she makes everything, and that there's no corporation behind her.



Eagle P3 commuter rail project reaches milestone

RTD FasTracks has passed the midpoint in the construction of the Eagle P3 commuter rail project. The total 36 miles of new commuter rail lines are scheduled to open one at a time in sequence in 2016. To mark the milestone, **RTD** and its concessionaire team, **Denver Transit Partners**, held a "Halfway to Opening Day" event in August. Among the dignitaries who spoke to the crowd were **U.S. Rep. Ed Perlmutter**, **RTD** Board Chair Lorraine Anderson, **RTD** General Manager and CEO Phil Washington, Denver Mayor Michael Hancock and **Aurora** Mayor Steve Hogan.

RTD Chief named nation's top transportation manager

Leadership, innovation, and public service are just some of the reasons the American Public Transportation Association is recognizing Phillip A. Washington, general manager and CEO of the **Regional Transportation District**. In recognizing Washington, **APTA** said the **RTD** executive had "undertaken a remarkable number of innovative, cost-effective, and customer-focused initiatives to build projects and improve service to the public." Included in the list of his achievements is the implementation of the nation's largest voter-approved transit expansion program, **RTD's FasTracks** program.



RTD General Manager and CEO Phillip Washington shakes hands with a 16th Street MallRide shuttle driver in downtown Denver.

Making Change



Formerly homeless Veteran, DeLisa Smith is now on the **Comitis** Board of Directors.

The **Fitzsimons Credit Union** and the **Comitis Crisis Center** are partnering to serve Aurora's homeless population.

Fitzsimons Credit Union employees provide free financial literacy counseling to all of the adults housed at **Comitis**, and many **Comitis** clients have opened up their first savings accounts through this partnership. "It is always great to see our clients move into their own homes," says James Gillespie, spokesman for **Comitis**. "Equipping our clients with financial

literacy skills can help ensure that, once they move in, they will be there for decades to come."

Comitis has also established a partnership with **Kiewit-Turner**, the contractor building the Department of Veterans Affairs replacement hospital. **Kiewit-Turner** raised money in August for homeless Veterans at an employee fundraiser held at the **Community College of Aurora**. The event raised more than \$3,400. ■

A&P celebrates new school in Holly, Colo.

Adolfson & Peterson Construction (A&P) celebrated the grand opening of the Holly School District's new 109,000-sf, PK-12 facility in September. The 18-month, \$22.3M project signifies a new start for the nearly 300 students

[continued on page 4]

enrolled in the district and was made possible by funding through the Colorado Department of Education (CDE) Building Excellent Schools Today (BEST) program and a voter-approved bond election.

Business and Technology Webinars

SCORE Denver has launched its' Fall Quarter 2013 online instructor-led webinars for business owners and managers. The program is designed and directed by a practicing professional in online education and training programs and courses. Webinar presenters are also either practicing professionals and/or **SCORE** mentors with decades of experience in their areas of expertise.

Any one of the state-of-the-art business and technology webinars can assist you in running your business more successfully. There is a

presentation, as well as an interactive Q&A session. Registration is \$10 (via PayPal, Credit Card, or eCheck), and you will receive a personalized link and code for login access approximately 24 hours before your webinar.

For information on upcoming webinars, go to <http://denver.score.org/onlineworkshops/tab-a>. If you would like to communicate directly with a DenverSCORE person, contact Barbara Lewis, Online Learning Systems Director, at balewis106@gmail.com.

SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship.

Security Service Federal Credit Union ranks fifth in overall dealer satisfaction

Dealer service, fast payment, and an increased presence in Colorado and Utah has placed

Security Service Federal Credit Union (SSFCU) fifth among prime retail credit lenders in the country for overall satisfaction, according to the J.D. Power 2013 U.S. Dealer Financing Satisfaction Study.

SSFCU scored 917 on a 1,000-point scale based on its finance offerings, the application/approval process, and sales representative relationship. Moving to an entirely paperless process, **SSFCU** can approve a loan in as little as 15 to 30 minutes, with funding delivered to the dealership within 24 hours in all the credit union's regional markets.

An equally important byproduct is the environmental impact of **SSFCU's** high touch tech. At any given time, the credit union is saving about 30 tons of paper – saving enough energy to power 30 average American homes for six months and enough water to fill 210,000 one-gallon bottles. (Source: U.S. Environmental Protection Agency)



Patients at **Children's Hospital Colorado** received an early Halloween treat as police officers and fire fighters teamed up with **May Farms** for a pumpkin delivery. On a cold autumn afternoon, **May Farms** delivered more than 200 pumpkins, brightening up the day and turning the front lawn of **Children's Hospital Colorado** into a pumpkin patch.



Dancing the night away!

Renee and Edgar Leon, owners of **AutoPros, LLC**, recently sponsored - and "danced the night away" — at the Denver Salsa and Bachata Congress.

The event consisted of three days of classes/workshops in Latin dances, and three nights of performances and social dancing. ■



Edgar Leon, Edie 'the Salsa Freak,' and Renee Leon at the Salsa Congress.

Save the dates...

State of the Base

January 22, 2014

State of the Base

DoubleTree by Hilton

Denver-Aurora

13696 E. Iliff Pl.,

Aurora, CO 80014

.....

Women in Business Committee's Unsung Hero Luncheon

February 21, 2014

TBA

It can happen to any of us

For the September Healthcare meeting, the committee and some other curious Chamber members took a field trip to **Spalding Rehabilitation Hospital**, where each attendee was given a "disability." The disabilities included hip replacements that required using a walker; a diagnosis of MS that used gloves to simulate the loss of feeling in hands and fingers; a stroke which was simulated by not being able to talk to communicate; and blindness, which was simulated by wearing an opaque mask, requiring navigation without vision — as demonstrated here by Keith Singer of **Catch it in Time**, being assisted by Jon Beasley, **Spalding** Director of Service Line.

A member of the **Spalding** staff sat at each table to explain the disabilities and to discuss how the attendees were affected by the simulation. **Spalding** President and CEO Cindy Kreutz explained that the exercise helps people understand what it feels like to have a disability, and to also have a better sense of how to interact with people with disabilities. ■





The Taste of the Chamber, held in September at the **Red Lion Hotel Denver Southeast**, was a grand event with more than 200 hungry and thirsty “tasters.” The event was sponsored by **Chambers Wine and Liquor, Regis University, Pinnacle Assurance, Westerra Credit Union, and Aurora Media Group.**

Leadership Aurora Explores Community

By Chinaka Agwu

When I walked into the Aurora Strong Resilience Center, I experienced some anxiety about re-connecting with my fellow classmates. I had last seen them at the retreat, and unfortunately had been unable to attend the last social gathering with the group due to a work emergency. I had no idea what I was in for by the end of the day. As the class was split into groups, I learned that my group was privileged to attend the Hope Communities tour, the Bluff Lake Nature Center tour and finally the Goodwill Industries tour.

At Hope Communities I felt somewhat overwhelmed by the information on the population being served. I learned that Hope Communities

provides affordable housing, and that 75 percent of residents are refugees, while 25 percent are Americans. As we approached the living room/group room, our team was welcomed by mothers and smaller children from Myanmar (aka Burma). These children were running around excitedly and playing with one another, watching television, and it was apparent to see the community itself in that room. We were also privileged to walk into an English class in session, where we observed a large group of women and several men from Burma, learning discourse.

As we were led to a unit, we were informed that this block and the next four blocks over,

held a people of cohesion, community and love. It was amazing to learn that within these seemingly “hidden pockets” near Colfax Avenue, existed communities of people trying to acculturate and create better lives for their families. The Hope Communities mission statement reads, “to create diverse, healthy communities through quality, service enriched, affordable housing.” I observed this mission statement coming to fruition. The theme of creating diverse and healthy communities wrapped itself around me throughout the Community Day session.

As we wound down after visiting Bluff Lake Nature Center and ending at Goodwill Industries, we were once again reminded of the bubbling pot of cultures in Aurora. As a class we were able to partake in

the “Primary Colors” exercise. This exercise helped illustrate the different, yet equally integral personality traits my classmates and I possess. So, in understanding what our primary colors are, the hope is that we are also able to pull from a frame of reference on what makes each of us tick. We also had Mudra dancers from the Mudra Dance Studio patiently teach us some dance moves, and gently encourage us to express ourselves.

It was also on this Community Day, working in smaller teams, that I noticed another dynamic beginning to occur: classmates working through differing opinions and ideas. These things began to surface, at least for me.

Out the window went the focus of “wanting to ALWAYS get along.” I began to experience how we can come to an agreement on our different ideas for projects; or how we simply go about answering questions on our Community Day worksheet.

In conclusion, I think that the steps toward creating diverse and healthy communities occurred during our class’ Community Day. Many of us were able to connect the dots to where we need to begin to meet the future needs of Aurora and its residents. I look forward to future connections in our sessions to come. ■



Save the date...

**Legislators’
Breakfast**

January 8, 2014

7:30 am

**Community College
of Aurora**

16000 E. CentreTech Pkwy.

Aurora, CO 80011

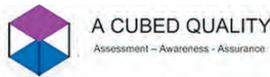
RibbonCuttings



The Bread Man's passion - Atlanta Bread Company at 14262 E. Cedar Ave., in Aurora, celebrates its grand reopening in style with a happy crowd and a delicious sampling of a new soup. The Aurora City Center location got a major facelift - definitely worthy of a celebration. Shirley Vessels shares the scissors with Kim, and owner Joe Vessels stands behind Kim - just enjoying the moment! Joining them was Aurora Mayor Pro-Tem Marsha Berzins, holding the ribbon on the right. The place looks great, but the makeover was more than just cosmetic. You can see the new, expanded menu, and learn about the Bread Man at www.AtlantaBreadAurora.com.



Mobile is the new 'black' - DKB Marketing Solutions' CFO and Co-founder Kimberly Chambers finds the right angle to cut the ribbon, while David Betancourt, CEO and Founder holds it steady - ready for the cut! **DKB Marketing Solutions** is a mobile marketing group with a primary focus on mobile applications and mobile technology. Their vision is centered around helping individuals and businesses utilize mobile advancements to improve life, as well as to give businesses the much needed tools to connect with their customers and clients in a professional and effective manner. For more information go to www.dkbmarketing.net or call (800) 352-5598.



Cost savings for your business - Randy Swenson, owner of A Cubed Quality, gathers with a few friends and colleagues for a ribbon cutting and networking event at The Chamber in early November. A Cubed Quality specializes in uncovering your business savings potential. First, they do a basic business assessment to determine if you qualify for any of the 100 programs they offer, and then walk you through the programs that fit. With 20+ years of cost reduction experience, their team of engineers, IP attorneys, senior tax consultants, and service specialists, can determine quickly and accurately how to increase your cash flow and reduce expenses. For more information, go to www.bsatool.com or call (800) 515-9731 x101



Big party at CDIS Sign Design and Print! - It's a party atmosphere at the **CDIS Sign Design and Print's** grand reopening and ribbon cutting, with the Denver Broncos' Mascot Miles and the Colorado Rockies' Mascot Dinger, along with BBQ and refreshments all day, free photo gifts and professional head shots. **CDIS** owner Neil Fancher gets a kick out of Dinger while Arapahoe County Commissioner Bill Holen and Aurora City Council members Marsha Berzins, Molly Markert, and Bob LeGare - along with Chamber members, friends, and customers cheer them on! **CDIS** is at 110091 E. Mississippi Ave., Aurora, CO 80012, and they provide complete digital image solutions, including photo gifts, greeting cards and invitation, calendars, canvas wraps, collages, and so much more. Check out the possibilities at www.cdissprint.com or call 720-949-0829.



It's a BIG production! – Terry and Colin Spencer of **Colin Spencer Productions** (Terry with the scissors and Colin with the camera) are assisted by Chamber Ambassador Team member Ksenia Shishkovskaja of **FirstBank**, who is ready for "take one" of the ribbon cutting scene in **Colin Spencer Productions'** state-of-the-art production studio. **Colin Spencer Productions** is a concept-to-completion, award winning video production company. They are proudly celebrating their 15th year of producing video that "gets results and stays within budget!" You can contact them at 303-587-3219, and can see samples of their work at www.colinsspencerproductions.com.



If you need care urgently, they'll take care of you – Dr. Lee Moorer (left), owner of **Guardian Urgent Care** prepares to expertly cut the ribbon with the "non-surgical" scissors, while Craig Hoover, CEO, steadies the ribbon for him. **Guardian Urgent Care** offers medical care when it's most needed - with no appointment necessary. They provide care for auto and sports injuries, workers' compensation, and preventative care for the whole family. And, they accept most major insurance plans. The Aurora **Guardian Urgent Care** is at 1250 S. Buckley Rd. For more information, go to www.guardianurgentcare.com.



Ready to cruise – On a crisp morning in October during the Business Before Hours at new Chamber member **Fairmount Cemetery**, the group took a break from breakfast and networking to have a ribbon cutting for Brandon McNeil's **Cruise Planners**. The travel agency franchise specializes in cruise and land vacations, and Brandon and his staff are ready to help plan your next well-deserved vacation! Get **Cruise Planners** started on your next vacation today by going to www.makememoriescruiseplanners.com or calling 303-955-5310.



A community resource for mental health services – Stephanie Diaz (center), owner of **YOUNIQUE Counseling-Aurora North** at 14221 East 4th Ave. in Aurora, celebrates her ribbon cutting in October with ribbon, lots of people, games, food, and great energy! **YOUNIQUE Counseling** offers a wide range of services including play therapy, child and adolescent therapy, individual adult counseling, and couples therapy. Therapists at **YOUNIQUE Counseling** are independent mental health professionals who own and operate their own businesses. For more information, go to www.counselingservicesinaurora.com or call 303-991-9841



Look and feel your best... affordably – Bill Rutherford, owner of **Hand & Stone Massage and Facial Spa** at 3695 S. Jersey St. in Denver, has quite a crowd of fans at the ready for the business' ribbon cutting. **Hand and Stone**, which joined the Chamber in August, offers professional massage, and facial and hair removal services, tailored to individual needs. Licensed massage therapists provide a variety of modalities from Swedish to deep tissue massages, and there are a variety of facials to choose from. **Hand and Stone** is open seven days a week with extended hours, so that you can – as their tagline says – look and feel your best...affordably. For more information, go to <http://www.handandstone.com>.



Letting you in on a secret... Drusilla Fife, owner of **Secret Garden Bath & Boutique**, shows gusto as she celebrates a ribbon cutting at the Chamber office. She also shared her secret and wonderful-smelling items she has created. From bath salts and body butter, to her natural baby line and holiday specials, **Secret Garden Bath & Boutique** has something you can use or give as a gift! You can see what they have at www.etsy.com/shop/SecretGardenBB.



Taking no chances for success — The celebration for the new **PIMA Medical Institute** Campus at 13750 E. Mississippi in Aurora, wasn't dampened a bit by the heavy rain on September 12, nor did they take any chances with the cutting of the ribbon, by arming the entire front row with scissors to back up **PMI** CEO Richard Lubke and Aurora Campus Director Michael Beaty. The new, second campus location in the Metro area offers Associate in Veterinary Technician, and Certificates in Dental Assistant, Medical Administrative Assistant, Medical Assistant, and Veterinary Assistant. Pictured are (l-r): Fred Freedman, Chief Operating Officer, **PMI**; Amy Brown, Regulatory Affairs Coordinator, **PMI**; Sue Anderson, Denver Campus Director, **PMI**; Luebke; Beaty; Cyndi Reis, Facility Design and Development Manager, **PMI**; Doug Heller, architect, Mullen Heller Architecture; Councilwoman Molly Markert; and **PMI** students.



If you run with those scissors, you might need our services! — Kylee Davidson, clinic manager of the **NextCare Urgent Care** at 16728 E. Smoky Hill Rd. in Centennial, CO, enthusiastically cuts the ribbon for the new clinic. **NextCare Urgent Care** offers a variety of medical services, including general illness treatment, physicals, x-rays, and lab services - to name just a few. They also take most insurance plans, including Medicaid. And, speaking of flu season, the **NextCare Urgent Care** locations on Smoky Hill and at 18890 E. Hampden in Aurora are offering flu shots to Chamber members for just \$20. For more information, go to www.nextcare.com or call 1-888-381-4858.



Living in Luxury is a great way to live! — Melissa Niswonger, community manager for **Whisper Sky Luxury Apartments** creates excitement as she completes a ribbon cutting with Chamber friends by the fireplace in the property's well-appointed clubhouse. The apartments feature 9 ft. ceilings and 42 inch cabinets, fireplaces, granite countertops, and washer and dryer in each unit - to name just a few of the amenities. Their motto? Stop looking and start living. **Whisper Sky Luxury Apartments** are at 1752 S. Parker Rd. in Denver. For more information or a tour, go to www.whisperskyapartments.com or call (866) 407-0728.



When the unexpected occurs — Richard Hammett, President and CEO of **The Medical Center of Aurora** and Centennial Medical Plaza, proudly cuts the ribbon for the new stand-alone **Saddle Rock Emergency Room** on the southwest corner of South Gartrell Road and East Dry Creek Road, near E-470. The full service **Saddle Rock ER** has 10 patient beds and a designated trauma room, digital radiology, CT scanning, a full service laboratory, an exclusive blood bank, a full spectrum of emergency diagnostic services, and an AirLife helipad for rapid transport of critical patients to ICU, Cath lab, or Trauma Center. In addition, **Saddle Rock ER** has 24/7 access to an extensive network of stroke and behavioral health experts through their telemedicine program.

A new program to celebrate! — Staci Hagerty, Campus President of **Concorde Career College** (with the scissors) gets ready to cut the ribbon for **Concorde's** newest program, Medical Laboratory Technician. The program trains students to use sophisticated biomedical instrumentation, computers, and technology, to perform laboratory testing on blood and body fluids. **Concorde Career College** in Aurora is at 111 N. Havana St, and specializes in healthcare education. The College offers a military tuition assistance program, as well as a tuition reduction program for Chamber members! For more information, go to www.concorde.edu or call 303-861-1151.



A bright future for Tollgate Elementary

On September 30, **Aurora Public Schools** held a grand opening and ribbon cutting for the remodeled Tollgate Elementary School of Expeditionary Learning at 701 S. Kalispell Way. More than 1,000 people, including students and their families were in attendance. The bond-funded remodel expanded the school to meet current student enrollment and includes a new classroom addition, cafeteria and secure main entrance. ■



Aurora Public Schools Superintendent Rico Munn and Tollgate Elementary Principal Laurie Godwin cut the ribbon, accompanied by enthusiastic Tollgate students.

CHAIR LETTER (con't)

Davis, VP of Government and External Relations at Kaiser Permanente, wrapped up the conference by going over in great detail pros and cons of the Affordable Care Act, and summing up by providing a roadmap of the current and future trends in healthcare. All of that in just a half-day program.

I also want to acknowledge and express my sincere thanks to the Destination Health Planning Committee including: Gary Duke, Guaranty Bank and Trust; Mike Fisher, Regis University; Jacquie Healy, Trilogy Benefits; Jordan Ingram, Central Colorado Area Health Education Center; Orlando Lopez, Humana Marketpoint; Charlyn McCallum, Concorde Career College; Rachel Robinson, Parker Adventist Hospital; Denis Stretar, Business Insurance Specialists; Amy Wood, Kaiser Permanente; Judy Emery, Greater Metro Denver Healthcare Partnership; Nathan Mizell, CollegeAmerica; Kaylene Cromer, Double Tree by Hilton; Peggy White, Red Lion Hotel; and Terry Spencer, Colin Spencer Productions. I would also like to express my heartfelt and extreme

gratitude to our outstanding Chamber Staff who all stepped up to help with the conference; and a very special thanks to Mitzi Schindler who literally put her heart and soul into Destination Health — thank you Mitzi and all for a job well done!

And, I would be remiss if I didn't also thank our generous sponsors: Children's Hospital Colorado; Kaiser Permanente; The Medical Center of Aurora, Spalding Rehabilitation Hospital, and Rocky Mountain Hospital for Children; Parker Adventist Hospital, my own employer, University of Colorado Health; the Aurora Asian/Pacific Community Partnership; CollegeAmerica; Colorado Healthop; the Colorado Workforce Development Council; Concorde Career College; Pinnacol Assurance; Regis University; the Aurora Media Group; Red Lion Hotel Denver Southeast; Catch it in Time; and Colin Spencer Productions.

One last key point to make, and as shared with the audience, is that it's remarkable that most all of our Destination Health speakers, sponsors, and exhibitors were from hospitals, health systems, education and research facilities, and health-related companies from right here in the Aurora area! We in Aurora truly are the Healthcare Mecca

in Colorado and the Rocky Mountain Region!

Stay tuned for Destination Health II next year — won't it be interesting to see where we are then!

So, there is a point as to why I went into some length and detail in my Chair Letter about Destination Health — and that point is that this is a perfect example of how and why the Aurora Chamber of Commerce is, can, and will, continue to be a tremendous value to our members. It's events like this that you will likely see more of coming from the Chamber in the future that will serve to inform and educate you, our members, on topics and current issues, interests, and concerns, that will make you a better businessperson and a more informed leader in the business community.

I will close by expressing to each and every one of you and your families best wishes for a wonderful Holiday Season and a Happy New Year!

Thank you for the honor and privilege of serving you as your Aurora Chamber of Commerce Board Chair! ■

Upcoming Events (con't.)

Leadership Aurora Class

The Making of an "All American City"
Nov. 21 / 7:45 am-5 pm

Business After Hours

CDIS
Nov. 21 / 5-7 pm

Tips and Leads 3

Nov. 25 / 11:45 am

Tips and Leads 2

Nov. 26 / 7:30 am

Women in Business

Nov. 26 / 12 pm

Board of Directors

RESCHEDULED FOR DEC. 11

HAPPY THANKSGIVING!

Nov. 28
Chamber closed Nov. 28-29

DECEMBER

Business for the Arts

Annual Holiday Gathering
Dec. 3 / 8 am

Tips and Leads 1

Dec. 3 / 11:45 am

Transportation Committee

Dec. 4 / 7:30 am

Leadership Aurora Board Meeting

Dec. 4 / 3:30-5 pm

Government Affairs, Education, and Energy Committee
Dec. 5 / 7:30 am

Ribbon Cutting

The Paint Cellar-Southlands
Dec. 5 / 5 pm

Defense Council Executive Committee

Dec. 6 / 8 am

Young Professionals

Dec. 6 / 12 pm

Tips and Leads 3

The Bent Fork
Dec. 9 / 11:30 am

Tips and Leads 2

Dec. 10 / 7:30 am

Women in Business

Holiday Party at the Paint Cellar
Dec. 10 / 12 pm

Board of Directors

Dec. 11 / 7:30 am

Ambassador Team Meeting

Dec. 11 / 7:30 am

ChamberMaster Training
Dec. 11 / 12 pm

Leadership Aurora

Media Day Session
Dec. 12 / 7:45 am -5 pm

Healthcare Committee

Dec. 12 / 8 am

Defense Council

Dec. 12 / 3:30 pm

Annual Chamber Holiday Party

Doubletree By Hilton Denver Aurora
Dec. 12 / 5-7 pm
w/Ribbon cutting
Artist Suzanne Sanderson
5 pm

Tips and Leads 3

Dec. 23
CANCELLED

Tips and Leads 2

Dec. 24
CANCELLED

Merry Christmas

December 25
Chamber Office Closed

JANUARY

Happy New Year

Jan. 1, 2014
Chamber Office Closed

It's an elevator speech, not your life story

We all love to hear ourselves talk, and our mothers loved to hear us talk, right? But are you really that interesting when you keep talking instead of keeping your 'elevator speech' brief? Every month I attend networking events, and I hear short elevator speeches, as well as some that go on much longer. Elevator speeches — named after how long the average elevator ride is — or otherwise called the 30-second commercial, are meant to be brief. You say your name, your company and something interesting about what you do or what your organization does.



Jo Guerra

Here are 6 tips to creating a good elevator speech:

- 1. Keep it brief.** Think Twitter, not blogging. You just have a few seconds to grab someone's attention that may be interested in you and the product or service you provide.
- 2. Write it down.** What makes you or your company special? What do you bring to the table that makes you unique from others that are selling the same product or service?
- 3. Practice, practice, practice.** Look in the mirror and say the speech to yourself. Or get in front of a small group of business or other friends and practice.
- 4. Ask for feedback.** What can you do to improve your commercial?

- 5. Ask your business clients why they chose to do business with your company.** What did they like about working with your company? Incorporate some of this if possible.
- 6. Time yourself.** How long is your speech taking? Can you make it shorter and still state the same thing?
Remember, your introduction, elevator speech, or initial commercial, should be brief, to the point, and should deliver a clear and interesting message.

.....
Jo Guerra is the owner of Kick A Marketing Group located in Aurora, Colorado and a new Chamber member.

MemberRenewals

A-1 Discount Water
ADT Security Systems, Inc.
Advantage Aurora Chase Chapel
Air Reserve Personnel Center
Allegra Print & Imaging
ALMC Mortgage @ Nova Home Loans
Alpen Construction & Development, Inc.
Alpine Carstar Auto Body
Altos Veterinary Clinic
American Portfolios
American Sentinel University
Arapahoe County Sheriff's Office
Aurora Federal Credit Union
Aurora Firefighters Protective Association
Aurora Mental Health Center
Aurora Office of Emergency Management
Aurora Police Department:Aurora Police Association
Aurora Public Schools
Aurora Symphony Orchestra
Aventus Group
BBVA Compass-Aurora Pkwy
Bennett, Town of
Bent Fork American Grill
Beverage Distributors
BJ's Restaurant & Brewhouse
Blackjack Pizza
Body Beautiful Collision Repair
Brock Publishing
Business Insurance Specialists
Carlos Klinger & Sons
Children's Hospital Colorado
Clif Sams
Coffman, US Congressman Mike
Coldwell Banker Residential Brokerage- La
Colorado Continental Roofing & Solar, Inc
Colorado Escrow & Title
Comfort Inn Aurora
Community College of Aurora - Bookstore
Cops Fighting Cancer
Country Inn & Suites By Carlson
Craig Wagner Law Firm
David Evans and Associates, Inc.
Doubletree by Hilton Denver
DPRA, Inc.
Eagle Bend Metropolitan District #2
Education Foundation for the Colorado National Guard
Elemental Photography
EMO Trans Inc. Regional
Energy Outreach Colorado
FASTSIGNS of Aurora, Inc.
Fitz on 14th
Fitzsimons Credit Union
Five Rings Financial
Foxridge Farm
Front Range Airport
Gateway Business Park/ The Pauls Corporation
Gateway Mazda
George "Mel" Rawles
Glory to Glory Christian Center
GNC/General Nutrition Center
GNC/General Nutrition Center-Lowry
GP Xpress
Green Acres Adult Community

Guaranty Bank & Trust
Hampton Inn & Suites - DIA/Gateway Park
Handyman Matters of Central Denver & Aurora
Hawthorn Suites by Wyndham - DTC
Infiniti of Denver
Jason's Deli
Jim 'N Nick's BBQ-Southlands
Job Corps
Johnson's Automotive Repair
Karnopp, Martha
Landmark Packaging, Inc.
Landtech Contractors Inc.
Legends of Aurora Sports Grill
Lupita's Restaurant
M. Mullis Collectibles- Jerri Grable Mull
Mail Delivery Service
May Farms
Merrick & Company
Mile High Racing & Entertainment/ Arapahoe Park
Molitoris, Brian
Music Go Round
Nancy Todd - State Senate
Nelnet
Nelowet Business Machines, Ltd.
Northrop Grumman
Omnitech Industries, Inc.
Outback Steakhouse - Abilene St.
Picture It Studios Inc.
Pima Medical Institute
Polly Page
Renaissance Denver Hotel
Residence Inn - Denver Airport
Ronald McDonald House Charities of Denver
Roper Insurance & Financial Services
Rural/Metro Ambulance
Sable Cove Condominium Association Inc.
Sailmates Enterprises
Sam's Club Aurora Pkwy
School of Rock
Sensatus Partners, LLC
Special Olympics Colorado
Sport Clips
Springhill Suites by Marriott - Denver Airport
State Farm Insurance - Mike Gibbs
Staybridge Suites - Denver Tech
Steve Ruddick
T. Charles Wilson Insurance Service
Todd Expediting
Town Center at Aurora
University of Colorado Health
University of Colorado/Anschutz Medical Campus
USO Denver
Valley Modern Dentists and Orthodontists
Vision Care Specialists, P.C.
Visit Aurora
Wal-Mart Stores #1492
Wal-Mart Stores #1689
Westchester North Condominium Association
Wings Over the Rockies Museum
Woody Creek Cafe
Xcel Energy
YMCA

NewMembers

5280 Financial Services, LLC
Andrew Romanoff
A Neck of the Woods Renovation
Advocates for Children
American Family Insurance - Doug Robinson
American Family Insurance- Bryce Wolkerst
Atlanta Bread Company
Back Nine Board of Advisors
Bob LeGare
Centennial Container Inc.
College Track Summit 54
Community Banks of Colorado
Community Living Alternatives, Inc.
CoreFirst Bank & Trust - Dry Creek
Cross Fit Terra Nova
David Patterson
Denver Botanic Gardens
Forsberg Engerman Company
Grease Monkey - Oil Shack, LLC
H&R Block - District Office
InnovAge Greater Colorado PACE - Chambers
Intelsat General Corporation
Java Cup
John Propp Commerical Group
Kick A Marketing Group
ManTech International
Masala Xpress
Mobile Mechanix, LLC
Naquetta Ricks for CU Regent
NextCare Urgent Care - Smoky Hill
Old Chicago - Southlands
Proactive Discovery, LLC
Re/Max Unlimited - Stampley The Structure
Secret Garden Bath & Boutique LLC
SOS Healthcare Staffing
Space Age Federal Credit Union
Subway-Iliff Ave. dba of RM Concepts, Inc
The Paint Cellar
Tilden Car Care Aurora
Transformational Choices-
Professional Life Coach
William J. Wiggins
Windstream

The IMPACT is published for the members of the Aurora Chamber of Commerce. Subscription rate to nonmembers: \$50/year.
Advertisers: The Chamber members—use the IMPACT to advertise your products and services to over 1700 Aurora Chamber members.
Advertising space only available to members. The IMPACT also accepts preprinted inserts. Contact The Chamber for details.
Deadlines: the 10th of the month prior to publication.

14305 E. Alameda Ave Ste. #300
Aurora, CO 80012
303-344-1500 • Fax 303-344-1564
website: www.aurorachamber.org