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THE CHAMBER Impact NEWSLETTER

MAR/APR 2017

AFRL and Defense Council Events

The Annual Armed Forces Recognition Luncheon honors all military personnel — Active duty, Guard and Reserve — from throughout the Metro area.

Friday, May 5, 2017

Registration: 11am
Doors Open: 11:30am
Opening Ceremonies: 12pm
DoubleTree by Hilton Hotel
Denver
3203 Quebec St.
Denver, CO 80207



Keynote Speaker: Lt. Gen. (retired) Mike Hamel, former Commander, 14th Air Force and Space and Missile Center

Defense Council Social

Friday, March 14, 2017
5 - 7pm
Peak to Peak Tap & Brew
16701 E. Iliff Ave.
Aurora, CO 80013



facebook

Honoring 17 at the 17th in 2017

The 17th Annual Women in Business Women Making a Difference luncheon on Feb. 10, 2017 honored 17 “Unsung Heroes” making a difference in our community. 17, 17, 17 - it has a ring to it!

Debbie Gilliard, PhD, professor of management and Management Department Chair at Metropolitan State University of Denver and Chair of the Women in Business committee welcomed attendees and thanked FirstBank, Wells Fargo Bank, and Westerra Credit Union for their sponsorship of the event.

The keynote speaker at the luncheon Connie Johnson, PhD, Colorado Technical University’s chief academic officer and provost, gave an uplifting and entertaining — as well as thoughtful insight into taking chances, mentoring, and keeping up with technology.

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From left to right: Incoming Women in Business (WIB) Chair Terry Spencer, Colin Spencer Productions; 2017 finalists Micki Hackenberger, Axiom Strategies, LLC; Tami Morrissey, Community College of Aurora; Sarah Senst, Creative Counseling Center; and outgoing WIB Chair Debbie Gilliard, PhD, Metropolitan State University of Denver. (Photo courtesy of Elemental Photography)

New Buckley Air Force Base Installation Commander reports on “State of the Base”

Colonel David Miller Jr., Commander of the 460th Space Wing & Buckley AFB Installation Commander addressed community leaders at the annual State of the Base at the DoubleTree by Hilton Hotel Denver-Aurora on January 18, 2017.

Colonel Miller acknowledged the contributions of three outstanding Airmen from the 460th Wing — Technical Sergeant Jacqueline Woodard, Staff Sergeant Geoffrey LeClaire, and Staff Sergeant Bryce Neff.



Aurora City Manager Skip Noe and Colonel David Miller shake hands after the State of the Base Luncheon. During the luncheon, Colonel Miller reviewed the base’s accomplishments for 2016 and a preview of initiatives for 2017.

He also highlighted the five major base partners that play such an important role in our nation’s defense — Aerospace Data Facility Colorado, 140th Wing (Air National Guard), Headquarters Air Reserve Personnel Center, Naval Operational Support Center, and the Army

Aviation Support Facility.

“We are members of this community,” said Miller. “My Airmen live next door to you, their families live next door to you, so it’s important to us that we establish a good readiness posture and that we are welcome to our neighbors.

Colonel Miller shared that in 2016, Buckley’s impact on the local economy was more than \$905 million, and 4,000 jobs were created.

The annual luncheon is organized jointly by the Aurora Chamber Defense Council and the Rotary Club of Aurora. Table sponsors for this year’s event are Colorado Technical University, Community Banks of Colorado, First Bank, Aurora Police Department, First Command Financial Services, American Legion Department of Colorado, Citywide Banks, Hyatt Regency Aurora Denver Conference Center, and The Rotary Club of Aurora. ■



Colonel David Miller Jr. addresses community leaders at the annual State of the Base.



Ryan Simpson
Board Chair

Chair's Letter

It's hard to believe that The Chamber is entering the last quarter of its annual cycle. As the Chair, the year has gone by very quickly. So far, it has been a great year with many businesses joining The Chamber and

many successful events and programs. As part of the Board's annual cycle, a nominating committee made up of Chamber members, along with the President, suggests Board members to fill the slots of those retiring. As you'll note, several board members' three-year terms expire on May 31, 2017. A member can serve a second three-year term under the Chamber's bylaws.

The following board members have been asked to serve additional three-year terms:

- Joe Barela, **Arapahoe/Douglas Works! Workforce Center**
- Christy Dobson, **Children's Hospital Colorado**
- Beth Klein, **FirstBank - Aurora Havana**
- Louis Salazar, **ConocoPhillips**

We want to thank our retiring board members, Randy Berner, **Adolfson & Peterson Construction**; Tom Henley, **Xcel Energy**; David Patterson, **Falck Rocky Mountain**; Cheri Prochazka, **Fitzsimons Credit Union**; and Dwight Taylor, **Rocky Mountain Law Group, LLC**. These outstanding board members have been a great asset to The Chamber!

We are also very proud to share the names of new board members joining us as we embark on what promises to be an exciting year of growth and prosperity. These new board members will be formally announced at the 62nd Annual Awards Dinner on March 10, 2017:

- Don Cloutier, **Town Center of Aurora**
- Johnny Choate, **The GEO Group**
- Michael Martin, **Merrick & Company**
- Chad Nielsen, **Wagner Equipment Co.**

Chamber Leadership 2017-2018:

Chair 2017-2018	Suzanne Pitrusu, Community Banks of Colorado
Past Chair 2016-2017	Ryan Simpson, The Medical Center of Aurora/HealthONE
Chair Elect 2018-2019	Joe Barela, Arapahoe/Douglas Works! Workforce Center
Secretary	Matt Weber, Kaiser Permanente
Treasurer	Reneé Gullickson, Wells Fargo Bank

Please help me welcome our Chamber Board Leadership Team for 2017-2018!

ChamberBoard

EXECUTIVE DIRECTORS

CHAIR OF THE BOARD

Ryan Simpson | The Medical Center of Aurora, HealthONE

CHAIR-ELECT

& VICE CHAIR-BUSINESS DEVELOPMENT
Suzanne Pitrusu | Community Banks of Colorado

IMMEDIATE PAST CHAIR

& VICE CHAIR-MEMBER SERVICES
Jason Altshuler | Westerra Credit Union

TREASURER

Reneé Gullickson | Wells Fargo Bank

SECRETARY

Matt Weber | Kaiser Permanente

VICE CHAIR-COMMUNITY SERVICES

Dale Mingilton | Adams 14 Education Foundation

VICE CHAIR-PUBLIC ISSUES

Dwight Taylor | Rocky Mountain Law Group, LLC

DIRECTORS

John Adams | Colorado Technical University
Joe Barela | Arapahoe/Douglas Works! Workforce Center
Randy Berner | Adolfson & Peterson Construction
Lisa Buckley | American Automation Building Services
Christy Dobson | Children's Hospital Colorado
Chris Fasching | Felsberg, Holt & Ullevig
Gian Gandolfo | Hilton Garden Inn - Denver Airport
Tom Henley | Xcel Energy
Kristi Kleinholz | Outback Steakhouse - Abilene
Beth Klein | FirstBank - Aurora Havana
Rich Kolberg | Boeing Corporation
Peter Lee | Aurora Asian/Pacific Community Partnership
Courtney Morehouse | Your Castle Real Estate
Dr. Betsy Oudenhoven | Community College of Aurora
David Patterson | Falck Rocky Mountain
Keith Peterson | University of Colorado Health
Cheri Prochazka | Fitzsimons Federal Credit Union
Brittany Rodgers | Colorado Access
Louis Salazar | ConocoPhillips
Michael Sheldon | Aurora Highlands
Todd Trace | Century Link

HONORARY DIRECTORS

Col. Floyd Dunston / 140th Wing Colorado Air National Guard
Barry Gore | Adams County Economic Development
The Honorable Steve Hogan | Mayor, City of Aurora
Bill Holen | Arapahoe County Board of Commissioners
Paul Suss | Suss Buick GMC
Gary Wheat | Visit Aurora
Charles "CJ" Whelan | City of Centennial

STAFF

Kevin Hougén | President and CEO
Rene J. Simard | Executive Vice President
Naomi Colwell | Marketing Director
Rachel Gruber | Director of Member Services
Chance Horiuchi | Business Development Director
Linda Lillyblad | Finance Director
Tamara Mohamed | Director of Community Relations
Paul Rosenberg | Vice President, Membership Development
Mitzi Schindler | Communications Director

ASSOCIATES

Kathryn Lobdell | Procurement Technical Assistance Centers
Jeana Capel-Jones | Greater Metro Denver Healthcare Partnership

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

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

TRANSPORTATION

The Future of Transportation

Jan. 4, 2017

The Colorado Department of Transportation (CDOT) is peering into the future with its RoadX vision of crash-free, injury-free, delay-free, and technologically-transformed travel in Colorado.



Sounds a bit “Jetsons-ish” (the 1960s animated sitcom of elaborate robotic contraptions, aliens, holograms, and whimsical inventions), but CDOT Director of the RoadX Program Peter Kozinski asserted to attendees of the January 4, 2017 Transportation meeting that by 2021, fully autonomous vehicles will be a reality.

The RoadX project is about teaming with public and industry partners to make Colorado a model as one of the most technologically advanced transportation systems in the nation, as well as a leader in safety and reliability.

Planning for the Future of Mobility

Feb. 1, 2017

“Alignment of public agencies, private sector involvement, and technology. Those are the key factors for the Mobility Choice Blueprint Initiative,” said Don Hunt, Managing Director for the Initiative, at the beginning of his February 1 presentation to The Chamber’s Transportation committee.

Mobility Choice is a nonprofit created by the Denver Metro Chamber, involving CDOT, Regional Transportation District (RTD), and Denver Regional Council of Governments (DRCOG), to plan for future workforce mobility needs while encouraging the adoption of new technologies.

“Mobility is a critical element in keeping Metro Denver economically healthy and competitive,” said Hunt. “By aligning our public agencies, incorporating private sector involvement, and embracing technology, we can be ready for the future.”

The Mobility Choice Blueprint study is scheduled to begin summer of 2017, with completion in early 2018.

BUSINESS FOR THE ARTS

Newsflash – Laughter is great medicine

Jan. 3, 2017

The Chamber’s Business for the Arts group ushered 2017 in with hearty laughter and lots of fun — thanks to Katie Rose Wall, of Kaiser Permanente’s Arts Integrated Resources (AIR). Rose Wall shared the incredible health benefits of laughter:

- Improves respiration & breathing
- Increases pain tolerance
- Reduces stress, anxiety & tension
- Decreases depression, loneliness & anger
- Improves mental functioning and creativity

- Increases self-esteem

And, as a bonus — if you laugh 200 times, it burns off the same amount of calories as 10 minutes on the rowing machine. So, go ahead and let out a ‘guffaw’ — even if you don’t necessarily feel like it – it will make you feel better!



Katie Rose Wall, actor and facilitator with Kaiser Permanente’s Arts Integrated Resources

Singin’ and Dancin’

Feb. 7, 2017

Kim Robards of Kim Robards Dance (KRD) got the group moving at the February 7 Business for the Arts meeting, with a creative warm up based on “morning activities,” such as fluffing the comforter and walking the dog.



Even pushing the button on the coffee pot can be exaggerated to become an effective stretching warm up move!

KRD is a professional modern dance touring company in the Aurora Arts District, offering classes for all ages, professional dance performances, and dance as a tool to teach social skills for special populations.

Up With People representatives shared the vision and mission of the organization; to bridge cultural barriers and create global understanding through service and music.



Up With People is in Aurora for a week, Feb. 27 to March 6, with a performance at Rangeview High School on March 2. The cast will be involved in a variety of community projects during their week stay.

GOVERNMENT AFFAIRS, EDUCATION, AND ENERGY

Breakfast and Bills

Jan. 9, 2017

On January 9, 2017, the Government Affairs committee held the annual Pre-Session Legislators’ Breakfast at The Community College of Aurora. There were four Legislators and more than 100 attendees. Senator Nancy Todd, Senator Rhonda Fields, Representative Janet Buckner and Representative Mike Weissman discussed action items they will be working on this legislative session.



Sen. Nancy Todd, SD28



Sen. Rhonda Fields, SD29

Governor’s Priorities and Taking Positions

Jan. 19, 2017

At the Jan. 19 meeting, the committee discussed the Governor’s Priority Bills:

- Marijuana tax increase up to 12 percent to go towards schools



Rep. Janet Buckner, HD40

- Mental Health Services
- Construction Defects

The committee also took a position on the following bills:

- HB 17-1054 - Reps. Nordberg & Carver & Sen. Todd - Community-military Cooperation (Support)
- HB 17-1056 - Rep. Weissman & Sen. Kefalas - Criminal Sentencing Community Service Veterans Organizations (Support)
- SB 17-001 - Sen. Neville & Rep. Neville - Alleviate Fiscal Impact State Rules Small Business (Support)



Rep. Mike Weissman, HD36

Government Affairs, Education, and Energy is sponsored in part by Pinnacle Assurance.

Mayor’s Priorities and Taking Positions

Feb. 2, 2017

The Government Affairs February 2 meeting began with updates from Legislators. Sen. Nancy Todd (SD28) proposed SB17-038 - which seeks to certify home inspectors and be a first step towards protecting consumers from unqualified and fraudulent home inspectors.

Representative Dominique Jackson (HD42) staffers Adrian Nava and Crystal Murillo reported on what Rep. Jackson is working on, including housing for the younger population and HB1035 - concerning allowing certain crime victims to break their rental agreements under certain circumstances.

The committee is supporting Senator Todd’s and Representative Jackson’s bills. Mayor Steve Hogan gave an update on the city’s priorities for 2017 addressing construction defects and transportation. He also discussed the Gaylord moving right along with construction and the VA Hospital should be opening around this time next year.

The Committee has agreed to:

- Support HB1001 - Employee Leave - to attend child’s academic activities
- Monitor HB1119 - Payment of Workers Compensation Benefits
- Support SB001 - Alleviate Fiscal Impact in State Rules for Small Business
- Support HB1054 - Community - Military Cooperation
- Support HB1056 - Criminal Sentencing Community Service for Veterans Organizations

DIVERSITY AND INCLUSION COUNCIL

Show me the Clients!

Jan. 13, 2017

Donna Evans, President and CEO of Phenix Growth Partners, presented “Show me the clients,” at the January 13, 2017 Diversity and Inclusion Council. Evans gave tips about:



Donna Evans

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Way to go Centennial!

Centennial ranks as the second healthiest housing market in Colorado, according to financial technology company SmartAsset. Data Analysts from GoodCall.com released the 2017 list of “Best Places to Buy a Forever Home” confirming **Centennial’s** second spot on the list. **Centennial** also ranks as the most family-friendly city in Colorado for the second consecutive year, and frequently has been ranked the safest city in Colorado.



“For **Centennial** to be identified nationally, as a family-friendly City with a healthy housing market is a remarkable achievement. Receiving this news on the heels of ranking as the best Colorado City for first-time homebuyers makes me proud to be a part of such a worthy community,” says **Centennial** Mayor Cathy Noon.

Cities were ranked on six criteria: affordability, net migration, unemployment, home value recession recovery, crime rate and educational values.

John Barry ‘takes flight’ at Wings Over the Rockies

Wings Over the Rockies Air & Space Museum recently announced the appointment

of Major General John Barry, USAF (Retired) as Chief Executive Officer. Barry had previously served as chairman of the board for the museum.

“If we were to design a perfect leader to take **Wings** boldly into the future, the blueprint would almost certainly include a diagram of John Barry,” said Charlie Johnson, chairman of the board at **Wings Over the Rockies**. “There simply isn’t a more qualified, courageous or passionate leader more devoted to the heritage and to the future of our museum’s mission.”

Barry is highly regarded in both military and government circles. Beyond his service as a combat fighter pilot, wing commander, and graduate of Top Gun — he served as Superintendent of **Aurora Public Schools** for seven years, during which time he was named Colorado Superintendent of the Year, as well as Communicator of the Year.

“I’m extremely honored to have been selected to lead such an incredibly important organization” explained Barry. “As a retired General Officer, I’m proud to be part of the **Wings** team. As a pilot I’m excited. And, as a businessman, I’m eager. **Wings** has become a place dreams really do take flight.”



Major General John Barry

New Leadership at CBCA

The **Colorado Business Committee for the Arts (CBCA)** Board of Directors has appointed Christin Crampton Day as the new Executive Director. With 30 years of professional experience in both the for-profit and nonprofit sectors, Crampton Day understands the important connection between arts and business.

“On behalf of the **CBCA** Board of Directors, we are thrilled to have Christin join the **CBCA** management team,” said Mark Davidson, **CBCA** Board Chairman. “Christin’s marketing and development background, her experience with nonprofits, including being a **CBCA** Leadership Arts graduate, and the enthusiasm she exhibited during the selection process quickly elevated her to the top of the list of candidates.”

Crampton Day replaces Deborah Jordy, who served as **CBCA** Executive Director from 2004-2016. Jordy was named Executive Director of the Scientific and Cultural Facilities District in January, 2017.

Kris Tower selected as President Elect of FPA

The Financial Planning Association (FPA®) of Colorado has seated its 2017 Board of Directors. Treasurer Kris Tower, CFP, with **American Portfolios**, was selected as President Elect.

American Portfolios is a comprehensive financial services firm committed to helping clients improve their long-term financial success. Customized programs are designed to grow, protect, and conserve clients’ wealth by delivering personal service and expertise.



Kris Tower

Merrick & Company adds life sciences expert

Ryan Burnette, Ph.D., has recently joined **Merrick & Company** as a senior project manager with the firm’s life sciences business unit. Working out of Washington D.C., Burnette will focus on expanding delivery of **Merrick’s** services to the Biosafety and Biosecurity industry, for customers including U.S. and international government agencies, academia, and private industry.

Brad Andersen, RA, and Vice President of **Merrick** said, “We are thrilled to have Ryan join the **Merrick** team and provide solid market focus and technical expertise in the Biosafety and Biosecurity industry.”



Ryan Burnette, Ph.D.

Grandma’s Handyman Service earns honors

Grandma’s Handyman Service was selected as the 2016 Aurora Small Business Excellence Award in the Handyman classification by the Aurora Small Business Excellence Award

CASA Volunteers Sworn In

On Tuesday, January 31, 2017, the Honorable Judge Katherine R. Delgado of the State’s 17th Judicial District swore in 22 **Court Appointed Special Advocate (CASA)** Volunteers for abused and neglected children.

The newly appointed **CASA** Volunteer Advocates join over 200 other dedicated community members who have been trained and are advocating for foster children in the county’s juvenile dependency court system. Volunteer Advocates are asked to meet with the child regularly and are authorized to interview people in the child’s life such as social workers, attorneys, and teachers. They attend court hearings with the child and report their findings to the judge.

The Honorable Chief Judge Patrick Murphy spoke about his experience having served on the bench in juvenile court for two years, “I have learned one thing: it’s that what kids need most is someone who cares and listens. And that’s what [you] can do as a **CASA** Volunteer.”



The twenty-two new **CASA** Volunteer Advocates are pictured behind (seated, from left), Magistrate Jacque Russell, Chief Judge Patrick Murphy, & Katherine Delgado.

With more than 1,100 children each year in need of a **CASA** Advocate Volunteer, many more advocates are still needed in Adams and Broomfield Counties. To volunteer you must be at least 21 years of age, pass background screening and successfully complete of 30 hours of training.

The next advocate training session for Adams and Broomfield Counties will begin March 14, 2017. For more information, contact Carly Wooldridge at (303) 655-3932 or carly@casa17th.com. ■

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RibbonCuttings

Ribbon cuttings mean business: 75 new jobs



Merryhill School – Jan. 4

5678 S. Himalaya St. Aurora, CO 80015

Merryhill School Principal Jeneane Rupert is joined by Chamber Ambassadors, Chamber Staff, and members of the community to applaud the opening of a new branch providing young children the solid academic foundation needed for success. **Merryhill School** is currently accepting new enrollments for outstanding private education from preschool through eighth grade. (1.4.17) www.merryhillschool.com/preschools/denver/aurora/ (303) 400-3679.



SpringRock Dental – Jan. 12

990 S. Abilene St. Aurora, CO 80012.

SpringRock Dental Director of Business Development, Simone Ross is joined by Aurora City Council Member Marsha Berzins, and Aurora Mayor Steve Hogan, Chamber Ambassadors, and Chamber Staff to celebrate a new location of providing access to oral healthcare for all Coloradans. **SpringRock Dental** is providing a friendly and nurturing environment for all aspects of oral health for not only a healthy smile, but the overall health of their patients. (1.12.17) www.springrockdental.org/ (303) 367-2020.



Home2Suites By Hilton – Jan. 26

6792 Tower Rd. Denver, CO 80249

Home2Suites owners Keyur Naik and Tejas Desai are congratulated by hotel staff, Chamber members, and Chamber staff. **Home2Suites** is a brand-new hotel minutes from DIA that provides an at home experience while incorporating sustainable elements throughout the hotel. (1.26.17) www.home2denverairport.com (303) 307-4444.



MEMBER NEWS (con't)



Program. The business also earned the home service industry's coveted Angie's List Super Service Award for the tenth consecutive year, reflecting exemplary customer service to members of the local services marketplace and consumer review site in 2016.

Yvonne Costin, who began **Grandma's Handyman Service** in 2004, remarks that service, security and safety for Grandma's clients is the foundation of the Company. "We specialize in home maintenance and repair. We

are fully insured and all of our technicians are regular employees of the Company that have passed the National background check — and we do not hire subcontractors. Our clients can rest assured that they are safe with any of our people in their homes. In today's society, that is so very important."

Promotions at Mesa Moving and Storage

Andrea Williams has been promoted to General Manager of the Denver Branch of **Mesa Moving and Storage**. Prior to her promotion, Williams lead the branch through several changes which reversed



Andrea Williams

numerous negative trends. Gross margin and labor margin both increased as well as quality scores improved.

Williams has been with **Mesa** in various roles over 12 years, starting as a move coordinator and most recently Assistant GM and Agency Relations.



Andrea will now be a part of the Executive Leadership Team and assume all branch responsibilities.

Kelsey Moseley has been promoted to replace Williams as Agency Relations Manager. The Agency Relations role is important to growth as well as insuring that customers are placed with the best performing agents. ■

1. The 5 major mistakes that stop entrepreneurs from finding clients
2. The #1 reason entrepreneurs struggle to get clients
3. A simple, no-fail, 3-step process for generating a lifetime of clients
4. The best methods of attracting clients that are working, right now!
5. How to take prospects from “mildly interested” to “wildly enthusiastic”
6. Closing clients sweetly and easily
7. How to tailor-make your own unique client generation system

Speed Networking

Feb. 10, 2017



The Diversity and Inclusion Council engaged in speed networking.

The Diversity and Inclusion Council stepped away from the normal council meeting and gave the group an opportunity to get to know each other. Sue Klaus with Extreme Relationship Management returned to the Chamber (see YP, Jan. 18), to facilitate Speed Networking. With 44 attendees, the room was packed and connections were made.

Also, Shannon Jones with FirstBank and Louis Salazar with ConocoPhillips teamed up and donated a Diversity and Inclusion Council table for the Chamber's Annual Awards Dinner. Five names were drawn to attend the March 10 event with a guest.

WORK WELL 2.0 HEALTH SERIES

Walking the Talk in Worksite Wellness

Jan. 18, 2017

The January 18, 2017 Work Well 2.0 Health Series meeting began with a discussion covering the Worksite Wellness Grant, which funds The Chamber's Work Well 2.0 Health Series in partnership with Tri-County Health Department, and also highlighting family-friendly policies and practices for the worksite. The meeting was held at the Commerce City Parks and Recreation Center.

Daniel McKenna with the Colorado Department of Public Health and Environment (CDPHE) gave an overview of the grant providing funding for the Worksite Wellness Initiative, created through Amendment 35, with tobacco tax dollars. The Worksite Wellness Grant is part of the Healthy Eating and Active Living (HEAL) funding priority of the CDPHE.

David Shapiro from Executives Partnering to Invest in Children (EPIC) stressed work/life integration, rather than work/life balance, and the need to consider all employees, in all stages



Worksite Wellness enthusiasts hear about grant opportunities and family-friendly policies for the worksite.

of life. Abby Waldbaum from Children's Hospital Colorado shared the process Children's Hospital Colorado went through to achieve platinum status in the Colorado Healthy Hospital Compact.

Following the panel discussion, the group was treated to a healthy lunch, a prize drawing, and a great dose of healthy networking with fellow coalition members.

HealthLinks Training

Feb. 9, 2017

If your business is going to engage in worksite wellness, it's important to first evaluate where you are in order to assess needs.

The Feb. 9 meeting was a virtual meeting — a webinar about the Work Well 2.0 assessment tool, HealthLinks. Attendees were walked through the application, with plenty of time for Q&A.

HealthLinks is a nonprofit initiative spearheaded by the Center for Health, Work and Environment at the CU School of Public Health. They collaborate with employers to build a culture of health and safety in the workplace by assessing the health of businesses, and then offering evidence-based recommendations in personal advising sessions.

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

YOUNG PROFESSIONALS

Expanding Professional Contacts through Speed Networking

Jan. 18, 2017

Speed Networking was the subject — and the activity — at the January 18, 2017 Young Professionals meeting.

Networking is an important part of business because it puts you, and your company, directly in front of potential clients. But, networking effectively? Now that's an art!

Sue Klaus from Extreme Relationship

Management led the group in a series of speed networking opportunities. The goal of speed networking is to establish relationships in a short period of time by sharing professional information, and something that will make the other person remember you.

Additional elements of networking — snacks, wine and beer — were provided by The Chamber.

Eco Devo with President Hougen

Feb. 15, 2017

The Young Professionals committee started the February 15 meeting with a networking happy hour. President and CEO of The Chamber Kevin Hougen then gave an Economic Development presentation discussing different sectors of the community in the Eastern Metro Area, including Aviation, Agriculture, Space, Defense, Tourism, Education, Financial Institutions and Medical Facilities.

WOMEN IN BUSINESS

Social Media Marketing 101

Jan. 24, 2017

Jamie Alvarez of GBSM was the guest speaker at the January 24, 2017 Women in Business meeting. Alvarez specializes in social media marketing and shared some helpful pointers for a successful social media marketing campaign.

Social media marketing is about promoting and highlighting products and services, and should be thoughtfully planned and implemented, and results should be documented.

Alvarez began her presentation by sharing an outline of what needs to be done:

- Frame your story
- Identify your target audience
- Establish your messaging and positioning
- Map out your tactical implementation
- Create a realistic timeline for your campaign

Alvarez spoke about the variety of social media platforms and the importance of differentiating personal vs. professional identities. She also discussed the importance of having a crisis management plan — for when things go wrong! Social media, like any other kind of communication, has the potential to backfire, so you have to be ready.

Women Making a Difference Luncheon

Feb. 10, 2017

In place of the regularly scheduled February Women in Business meeting, the Women Making a Difference Luncheon was held on Friday, Feb. 10. (See article, page 1)

DEFENSE COUNCIL

State of the Base

Jan. 18, 2017

In place of the regularly scheduled Defense Council meeting, the State of the Base was held on Wednesday, Jan. 18. (See article, page 1) ■

WIB AWARDS (con't)

The awards presentation began with introducing and acknowledging the nominees:

Sylvia Bowen, Aurora Symphony Orchestra
Camilla Dellinger, Aurora Law Firm
Kelly Folks, Arapahoe Douglas Works
Teresa Lehman, Nelowet Business Solutions
Dianne Lewis, Aurora Public Schools
Terry NeSmith, Citywide Banks
Laura Noe, Coldwell Banker Residential Brokerage
Andrea Rasizer, Arapahoe County Fairgrounds
Jennifer Reali, Community Re-Entry Place Inside/Out
Jennie Schmaltz, Aurora Public Schools
Karlyn Shorb, Aurora Sister Cities International
Rachel Stetz, Colorado Technical University
Pam Whitaker, Ronald McDonald House
Polina Yakusheva, Fitzsimons Credit Union
Mandy Young, Jim & Nicks BBQ

Then, the three finalists were introduced:

Micki Hackenberger, President of Axiom Strategies; Sarah Senst, Creative Counseling Center; and Tami Morrissey, Community College of Aurora.

Morrissey received the top honor as the 2017 Unsung Hero, as she has been deemed as the 'community part' of the Community College of Aurora. As the assistant to CCA President Betsy Oudenhoven, Morrissey is responsible for event planning and implementation, taking care of schedules, and making things happen!



Keynote Speaker
Connie Johnson,
PhD, Colorado
Technical University

With CCA for many years, she makes it possible for the administration to be helpful and responsive to requests and inquiries. Her knowledge and background, as well as her positive attitude and unflappable demeanor, always make CCA look good!



Women In Business Nominees: (top row left to right) Polina Yakusheva, Fitzsimons Credit Union; Karlyn Shorb, Aurora Sister Cities; Jennifer Reali, Community Re-Entry Place Inside/Out; Pam Whitaker, Ronald McDonald House; Rachel Stetz, Colorado Technical University; Jennie Schmaltz, Aurora Public Schools. (Bottom row left to right) Mandy Young, Jim 'N Nicks BBQ; Theresa Lehman, Nelowet Business Solutions; Sylvia Bowen, Aurora Symphony Orchestra; Terry NeSmith, Citywide Banks; Laura Noe, Coldwell Banker; Dianne Lewis, Aurora Public Schools. Nominees not shown: Camilla Dellinger, Aurora Law Firm; Kelly Folks, Arapahoe Douglas Works; Andrea Rasizer, Arapahoe County. (Photo courtesy of Elemental Photography)

Because Morrissey is always behind the scenes, making things work, valuing and helping the community she lives and works in, she is the recipient of the 2017 Unsung Hero Award!

The event also served as a "changing of the guard," as Dr. Gilliard turned over the Chair of the Women in Business committee to Terry Spencer of Colin Spencer Productions.

"It has been my honor and privilege to serve as the chair of the Women in Business committee for many years," said Gilliard, as she introduced Spencer as incoming chair. "I have truly enjoyed the camaraderie and the wide variety of subjects we have covered in our meetings, and I know that Terry will be a great leader."

Spencer took the opportunity to have a little fun, and pulled out a pair of size 12 platform very

high heel, silver sparkle pumps, and exclaimed that "She has big shoes to fill, but that she is looking forward to the opportunity and challenge."

Table sponsors for the event were American Association of University Women; Aurora Mental Health Center; Aurora Public Schools; Aurora Sister Cities; Aurora Symphony Orchestra; Citywide Banks; Laura Noe, Realtor - Coldwell Banker Residential Brokerage; Colorado Technical University; Community Banks of Colorado; and Community College of Aurora.

Businesses providing door prizes were Outback Steakhouse - Abilene St., Colorado Technical University, DoubleTree by Hilton Denver-Aurora, and The Chamber.

Goodie bags were provided by Southlands Shopping Center. ■

Member Contribution

Seven Key Parts of a Business Plan

Business plans serve many purposes for all sizes and types of businesses. Like a roadmap, a business plan serves as a directional to organize a company, where it is going and what its goals are.

A business plan varies by its goals, below are a few integral parts on a very basic plan:

1) Mission Statement - A short synopsis about your company, goals and what impact you want to have in your market space.

2) Executive Summary - Business plans can be short (10 pages) or they can be long (50+ pages) with information about what is detailed in those pages. Key information will be shared in this section, and is the most important part when seeking funding since many investors will only really read the Executive Summary.

3) Marketing Strategy - This includes demographic information, promotional plan, budget and the overall branding of the company.

4) Exit Strategy - If you plan to sell your business in the future or vacate your active role within the company, include this plan here.

5) Market Analysis - Market analysis goes in depth to your market looking at more detailed demographics, financial opportunities and competitor analysis.

6) Business Description - Describe your business and if the company offers a product or service. Pricing strategies will be included here as well.

7) Financials and Projections - This section will include details about expectations for business profits in one year, five years or longer. Projections are based on current market share. If it is a new business, it is an estimate based on market volume and potential share. ■



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Leadership Aurora – Media Day

By Terry Spencer, LA Class 2017

What a great day Leadership Aurora enjoyed for Media Day, visiting 9KUSA and Aurora TV. Where else, in one day, could this have happened - other than the opportunities that Leadership Aurora presents to all of us? In today's world, communication is so critical to your business, your cause and your brand; it is crucial to understand how to gain access to the media.

Knowing your talking points and presenting them in a positive, professional manner is vital to the credibility of your topic. We experienced this by "playing" in the Aurora TV studio. It's not often that you get to rehearse in a television studio. Many times, a situation can throw you into the light of the media when you least expect it, but knowing what to expect and how to react is of the utmost importance.



Class members focused on their mock interview at the Aurora TV studios. From left to right: Ted Snow, Josie Shea, Wendy Brockman (Aurora TV), Jim Galanaugh and Stephanie Webb.

MemberRenewals

140th Wing (Colorado Air National Guard)
AAA Colorado
Adams County Board of Commissioners
Advanced Circuits, Inc.
Air Force Association
Anadarko Petroleum Corp
Arapahoe County Early Childhood Council
Arapahoe County Security Center, Inc.
Arapahoe/Douglas Works! Workforce Center
Association of the United States Army Denver Center
Aurora Asian/Pacific Community Partnership
Aurora Highlands, LLC
Aurora Housing Authority
Aurora Public Schools Educational Service
Bennett, Town of
Blackstone Country Club
Boy Scouts of America - DAC
Boys Hope Girls Hope
Bradley M. Pierce Legal Services, Inc.
Broadview Animal Clinic
Cambria Suites Denver Airport
Centennial, City of
Center for Work Education and Employment
City of Aurora - City Management
Coffman, US Congressman Mike
Cold Stone Creamery
Colorado Academy of Family Physicians
Colorado Access
Colorado State Bank and Trust Mortgage
Colorado Technical University
Community College of Aurora
Community Re-Entry Place Inside/Out
Cops Fighting Cancer
Denver Business Journal
DK Promotions Colorado

Edward Jones Investments- Ev Sequeira
Embassy Suites Hotel Denver Stapleton
Equity Real Estate - Carri Cameron
Fairmount Funeral Home & Cemetery
Felsburg Holt & Ullevig
First Command Financial Planning
Food Bank of the Rockies
Gaylord of the Rockies/ Rida Development
Great Western Printing, Inc.
Haynie & Company
Holiday Inn Denver East - Stapleton
Holiday Inn Express Denver/ Aurora- Medical Center
Hyatt Regency Aurora-Denver Conference Center
Jim 'N Nick's Bar-B-Q-Southlands
KeyBank - S. Buckley Rd.
Kona Ice of South Aurora
La Cueva Restaurant
Leisure Tech Industries
Len Lyall Chevrolet, Inc.
Majestic Realty Co.
Medicine Man Aurora
Michael A. Sheldon & Associates, LLP
Mile High Harley-Davidson
National Technology Transfer Inc. - NTT Training
Navy Federal Credit Union
Oakwood Homes, LLC
Outback Steakhouse - Abilene St.
Outback Steakhouse - Denver Gateway
Parkside Animal Health Center
Payroll Vault
Pinnacle Assurance
Sewall Child Development Center
Southlands
Springhill Suites Denver at Anschutz Medical Campus
The Salvation Army

UCHealth Emergency Room - Aurora - Smoky Hill
Uncle Maddios Pizza Joint
United Hebrew Cemetery Association
US Bank - Aurora Mall
Walker-Dilworth LLC
Wells Fargo Bank - Business Banking
Xcel Energy

NewMembers

Air Express & Freight, LLC
Angels of Care Pediatric Home Health
Boxing Frog Marketing, LLC
Chad Baird Enterprise
Colorado Business Committee for the Arts
DreamWise Marketing
Murray Booth
Quintana Luxury Landscape, LLC
Stratus Building Solutions
The Equity Project, LLC
The Summit Event Center
The V Spot
The Weitz Company
Up With People
Windermere Metro Denver Real Estate
Women Warrior Vision, LLC
World Financial Group - Joshua Perkins

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