



February Newsletter





President's Corner

It is hard to believe that we are already halfway done with our class. As we really start to get rolling with our projects - the 35th Leadership Aurora Reunion / Gathering, and our class projects, we have a lot to complete during these next few months. I know that we can do all of it well if everyone steps up and brings their best to the table.

Also, I want to encourage you to reach out to someone for coffee and or lunch. One of the best parts of Leadership Aurora is developing new friendships. I know that we have a lot on our plates, but I want to encourage you to carve out an hour to get to know each other. It makes this opportunity so much sweeter.

If you have any questions or concerns, please feel to reach out to me. I want to make sure everyone's experience is a great one. Excited to work with you all on these next few steps!

Caleb McNaughton
2018 - 2019 Leadership Aurora Class President

Upcoming Events/Opportunities

- ❖ **February 21-Healthcare Day**
 - ❖ **Social Committee [Calendar](#)**
 - 2/21 after event-TBD, look for an email.
 - ❖ **Community Service Opportunity - [ROCK IT SOCK IT.](#)**
 - Summit Event Center along with several other organizations, including FALCK Rocky Mountain are doing a drive called Rock It, Sock it for the Comitis Crisis Center. They are trying to collect sock and travel size toiletries. Their goal is to collect 2,000 pairs of new socks by March 1st. We know we have already done a sock drive, but we thought it might be great opportunity to partner with some other business. This could be something you do locally with your own personal organizations as well. If you would like to be part of this great cause there is a collection box at the Chamber office. Please see the [linked PDF](#) above.
 - ❖ **Community Service Opportunity - Polar Plunge for Special Olympics Colorado**

Join the Chambers Team or create your own team for this event. There is a 5K starting at a \$35 donation, or you can jump in the Aurora Reservoir starting at a \$75 donation. This event will take place at the Aurora Reservoir (5800 S. Powtan Rd, Aurora, CO 80016) on Saturday, February 23, 2019. Also here is the link to join the Chambers team <https://www.classy.org/team/204837>
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Media Day Highlights-by Anne Petti

Media Day Photos

On December 13, 2018 our group met for Media Day. It was an interesting and full day featuring a variety of different activities and speakers. After a brief overview of the day at the Aurora Municipal Center, we headed out to the Denver Channel—Channel 7 for a tour. This part of the day was especially interesting to me because I watch Channel 7. Also, I had never been behind the scenes in a newsroom before. First, we had a conversation with Gerardo Lopez, the Assistant News Director, about how a story becomes news, how to pitch a story, what the channel is looking for in a news story, and why a story may or may not make it into a particular newscast. After his presentation, Gerardo took questions from the group and also talked about his background and how he got into TV news. After that, we took a tour of the studio. It was interesting to see how stories are put together and what happens behind the scenes. We also got the opportunity to actually watch a part of the 11 a.m. broadcast live. For me, that was the most interesting part of the tour. We only see what the cameras are showing us when we see the news on TV, and it was interesting to see what else is happening in the room, off-camera. One of the things that stuck out to me was how few people are in the room during the broadcast. I had always imagined that there was a large crew operating the cameras, audio, giving cues, etc. but in reality, it's all done remotely, so there weren't any other people in the room besides the anchor and meteorologist—and us!

After returning to the Municipal Center and having a delicious lunch, courtesy of Adolfson & Peterson Construction, we listened to a presentation on *Digital Literacy: Fake News & Personal Branding* by Matt Kaskavitch, the Director of Digital Engagement for the University of Colorado Anschutz Medical Campus. Matt was very knowledgeable about digital media, and it was interesting to listen to his perspective on how to brand yourself, how to differentiate yourself using digital media, how to communicate with people of different age groups, and what does and does not get attention in the digital space. That presentation was followed by a panel discussion on the changing face of media with Rick Crandall from KEZW Radio, Adam Goldstein, a digital communications specialist with Cherry Creek School District, Jacque Montgomery, Press Secretary to Gov. John Hickenlooper, and Matt Kaskavitch. All in all, it was a very interesting and informative day, with a lot of food for thought about how to use the media in general and social media in particular to get our message across.

Education Day Highlights

by Allen Golden & Anne Petti

Education Day Photos

We started the day at Infinity Middle School. Infinity is a brand new Cherry Creek middle school, built with a variety of innovations, including collaborative Google Steps and myriad adjustable spaces decided to allow students to flourish through working together. Thank you to Legends for the delicious breakfast to start this day off right!

We heard from Marquetta Thomas, the principal of Infinity Middle School and Dr. Scot Siegried, the new superintendent of Cherry Creek Schools. Mark Morgan and Sarah Grobbel then presented to us about the new Cherry Creek Innovation Campus, a CTE school that is anticipated to open with student this fall. Our tours, led by students from Infinity Middle School, were very informative and I think we were all impressed with the level of professionalism and expertise that our tour guides demonstrated.

Next we traveled to Pickens Technical College. After hearing from Rico Munn (Superintendent of Aurora Public Schools) and Teina McConnell (Executive director of Pickens), we were escorted to an interactive tour of specific Pickens programs. This involved 3-4 class members being placed in a number of different Pickens programs, including Culinary (helping to prepare the lunch for the day), Advanced Manufacturing (they learned how to use the laser engraver to create custom pint glasses), Facilities Maintenance (they created self-standing wine racks to take home), and Multi-media Graphic Design (they created stickers for our class – we have extra stickers if you would like another one), and several other programs.

After lunch, the group went to the Community College of Aurora's Lowry Campus, where we heard from Betsy Oudenhoven, CCA's President, as well as from representatives from CCA's Entrepreneurship program. Several of the entrepreneurs in the program were there as well, and after the presentation, the group divided up into several small groups. Each group got to hear from one of the entrepreneurs about a challenge they are currently having with their business, and the Leadership Aurora members offered their suggestions on how to address the challenge. It was really inspirational to hear from these new entrepreneurs about the challenges, but also the successes they have had. After that, the group went up to the Innovation Lab, a communal workspace for students that has several unique tools that are available for students to use, such as 3-D printers and materials and workspaces to build robots and other devices. There were also workspaces where students could work collaboratively on problems and projects. We also heard from one of the students in CCA's physics and astronomy program about a device they had created that was launched on a NASA satellite to collect data. It was a very complex project, and the students' accomplishments were very impressive! Finally, the group went to CCA's Colorado Film School, where we heard from one of the students who is about to graduate from the program, previewed a short film he had made as well as some other student work, and toured the facility. It was a very interesting and informative day!



Class Project Updates

by Caleb McNaughton

Both class project proposals were approved to partner with Aurora Mental Health and the JAC. *I am excited to let you know that Kynnies and I received an email from the Executive Director of the JAC notifying us that they were awarded the space by the Aurora City Council.* Now the time to really work has begun. There is a project committee meeting coming up soon and we will have more details for you as soon as possible. Please prepare yourself to be available to make time for these class projects. These projects will require everyone to bring their best efforts to the table.

Pay It Forward Committee and Social Committee

by Jamie Pieper

35th Leadership Aurora Reunion

We met on Thu, 31 Jan, at 3pm in Manny's workspace at Advantage Security (thanks for hosting us Manny!) to discuss a 'Leadership Aurora 35th Reunion Fundraising Event' for the early May timeframe. Thanks to Susan, Michelle, Patrick, Dayna, and Allison for dialing in, and to those who attended in person - Manny, Marty, Ty, Shannin, Allen, and Jamie.

Manny and Marty already did a lot of legwork vetting possible locations and pricing discount options, and the committees added some great ideas to the list. A location and date are not finalized, but S/PIF is leaning toward planning 'LA35' on Sat, May 4, from 6-10pm, at the Hyatt on Colfax. We talked about tickets costing \$60-70 per person, which would include appetizers and two drink tickets, plus entry chips into the concurrent casino night fundraiser. The fundraising social event last year charged \$50/ticket. We anticipate having 200-250 people attend this year's event, and possibly more.

We talked about having a S/PIF fundraising goal of \$5,000. Some other venues discussed included: Gaylord, Hilton Garden Inn (Penna & 40th), Quebec Place at Fairmont Cemetery, Heritage Eagle Bend golf course, Denver Botanic Gardens, and Denver Children's Museum. We talked about prioritizing support to a business in Aurora, or one who belongs to the Aurora Chamber of Commerce.

Next meeting is set for Tue, 12 Feb, at 3pm - Shannin is hosting at Faulk Ambulance.

Featured Classmates

Beth Copic
Yearbook Chair



Beth Copic has lived in Colorado since 2009. Prior to moving to Colorado, she was a native Arkansan who understood the value of hard work from growing up on a farm raising Limousin cattle and Appaloosa horses.

Beth has a B.S. in Public Relations from Harding University in Searcy, Arkansas. This small, private school placed an emphasis on servant leadership, honesty and fairness in the workplace. She has taken these attributes with her everywhere.

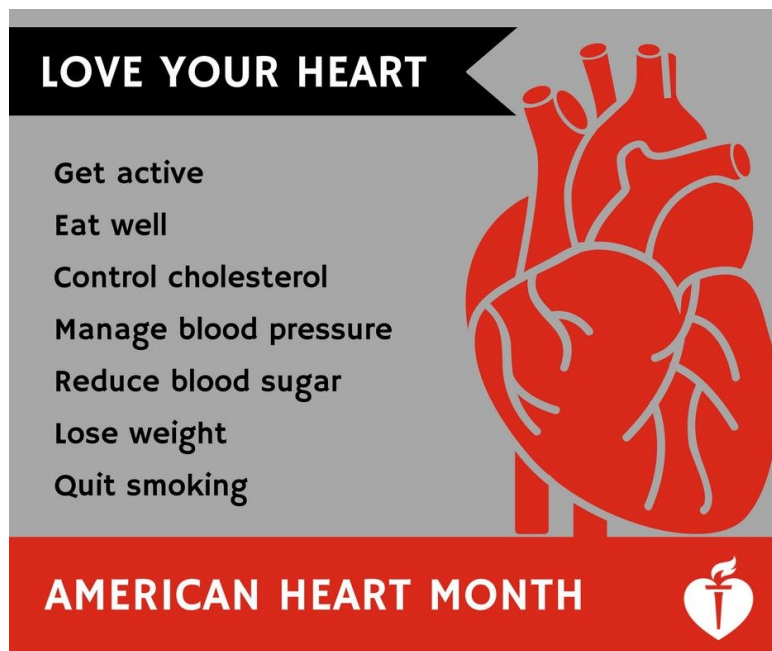
Beth worked in public relations in Arkansas state government as well as Communications Director for the largest United Way in Arkansas prior to owning her own bridal shop. These experiences gave her the ability to be a focused listener and dedicated advocate for her team and her clients.

Upon moving to Colorado, Beth worked with a premium children's retailer in Lone Tree; first as the Experience Manager, then the Merchandising and Assistant Store Manager. Due to the success of programs she implemented in her store, she was placed on a team to create and implement special events throughout the Mattel/American Girl Family. Beth was recognized for leadership and training and assisted with launching the first store in Vancouver, British Columbia as well as other stores within the U.S.A. She understands the value of merchandising premium products to appeal to high end audiences, and her experience in both bridal and children's toys made for an easy transition to the sometimes emotional turmoil of a real estate transaction.

Beth's professional life has mirrored her personal passion for community. She strives to abide by the "Give Where You Live" mantra, and has been active in organizations striving to better local communities. Aside from her membership in the Leadership Aurora program, Beth is an active member of the Junior League of Denver, and serves on the Nominations Committee. Beth was recently appointed the Gala Committee Chair for the DTC Shares Gala, Keller Williams DTC's annual fundraising gala for their 501(c)3 arm.

Beth resides in southeast Aurora with her husband (Andre), two sons (Jonathan & Max) and her very spoiled husky (Luna). Her sons attend and participate in sports with the Cherry Creek School District and Colorado Rapids Youth Soccer Club. When she is not helping clients find the foundation to their dreams she enjoys cheering her boys on at sporting events, hiking, kayaking, a glass of wine, and historical fiction.

February Is American Heart Month!



[Click image above for link to Denver Heart Month Activities](#)

Helpful Links/Reminders

Fundraising Spreadsheet

When you start to talk to a company, please list it in this sheet so that we know who is talking to whom. Here is a simple explanation of the headers you will find when you open the sheet.



<https://docs.google.com/spreadsheets/d/18pWodnTr-yQadXiXoRZhZoCM6GRjvs454TFFwDLuxW4/edit?usp=sharing>

- L/A Class Member — Your name
- Committee / Project — What area are you asking for? Project, Yearbook, Pay it Forward
- Donor Company / Org Name — Where would the funds come from?
- Company Contact — What is the name of the person you are talking to?
- Status — Where in the process is the request? Going to talk to, waiting for response, committed to donate, check cut, check received

Please use this sheet when working to get money or in kind donations for any project or committee. This sheet is going to help all of us stay on track and make sure that we follow up with the correct people to ensure that we can complete everything that we have committed to as a class.

Google Drive-Not sure how to use Google Drive and Docs? Check out this website!

<https://sites.google.com/aurorak12.org/columbiansco-tech-help/all-things-google?authuser=0>
