



IMPACT

DECEMBER
2008

Upcoming Events

General Membership Luncheon & Sloan Awards

December 9 | 11:30 a.m.
Four Points Sheraton (Hampden & I-25)

Chamber Holiday Party and Business after Hours

December 18 | 4:30 p.m.
Crown Plaza Hotel
I-70 and Chambers

Christmas Holiday

observed
Dec. 25-26
Chamber closed

New Year's Holiday

observed
Jan 1-2
Chamber closed

Save the Date!

January 12, 2009
Legislator's Breakfast
Community College of Aurora

January 14, 2009
**Annual State of the Base
Luncheon**
Doubletree Hotel

Newsletter Online

Don't forget that the monthly *IMPACT* is on our Web site before you get it in the mail! The newsletter is sent via bulk mail at the end of every month, and can take up to 14 days to get into your hands.

The monthly package you receive in the mail is chock full of offers and information from your fellow Chamber members, as well as registration forms and meeting notices from The Chamber. Be sure to open it and look through the flyers as well as the newsletter!

Chamber begins planning for move



Westerra Federal Credit Union in Aurora

The **Aurora Chamber of Commerce** is relocating.

After an extensive search carried out with the help of **Coldwell Banker Commercial** Real Estate broker Bill Wiggins, Chamber President Kevin Hougen announced that he has signed a lease with **Westerra Credit Union** to occupy a portion of the third floor of their office building at 14305 E. Alameda Avenue in the center of Aurora. "We've simply outgrown our space

in the Mikron Building," Hougen explained, "and if we want to continue to provide first-class service to our growing membership, we need to add a little square footage."

The move isn't expected until early spring Hougen said. "Now that the Board has approved the change, we have a lot of work to do—and we'll be looking for some help from generous Chamber businesses in making this a first class facility," he said.

The Chamber will share the building with both **Westerra** and the **Aurora Sentinel** which is on the second floor. "We think this is a great location—it is central to the entire Eastern Metro business community we serve, it is easy to get to and will be within an easy walk to the new light rail station at Sable and Alameda when it opens in 2014," Hougen said.

General Membership Luncheon honors local businesses

Prestigious Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility in 2008 are to be presented to four local businesses—all members of the Aurora Chamber.

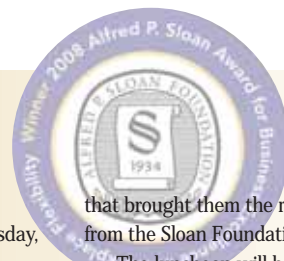
Arapahoe Douglas Works!, The Medical Center of Aurora, Merrick & Company and the **Aurora Chamber of Commerce** have been selected for national recognition for leadership in creating a better

workplace at a special General Membership Luncheon on Tuesday, Dec. 9.

Keynote speaker at the event will be Patricia Kempthorne, founder of the Twiga Foundation which promotes family consciousness in the workplace and the community. The occasion will also feature a panel made up representatives of the award-winning companies which will share some of the innovations

that brought them the recognition from the Sloan Foundation.

The luncheon will be held at the **Four Points Sheraton** at I-25 and Hampden. Cost of a table is \$200 with individual seats priced at \$20. Activities begin at 11:30 a.m. Reservations can be made by calling **The Chamber** at 303-344-1500 or by going to the web site at www.aurorachamber.org and clicking on the Sloan Award logo.





Kevin Hougen
President & CEO

In the last 30 days, I have to admit more than a few moments of anxiety and self-doubt has crept into my mind on what is going on with our economy. Election coverage is just about run its course, but the economy continues to be the leading story we read about and see every evening on our local and national media outlets. Are we in a recession? Are we headed for a recession? Rising inflation, job losses, mortgage crises, it's just plain ugly out there.

We know that the fortunes and economic climate vary a great deal from one area to another. While it is smart to watch what is going on nationally and around the world, business leaders need to understand what is happening in their own region in terms of threats and opportunities presented by the current economic conditions.

Hard-fought lessons from the past will play a role in the fortunes of some. The Rocky Mountain region ramped up our economic development marketing efforts after a series of major job losses from the oil industry and construction downsizing in the late 1980's and early 90's. We diversified our business markets and have avoided another harsh economic downturn by focusing on growth from existing businesses.

The Aurora/Denver region tends to be an employment magnet. Because of the quality of life, lower taxes,

President's Letter

Economy spurs reflection

substantial and well-trained workforce and other natural assets, employers these days may view our area as a safe harbor for their investments. In short, just because the U.S. economy is slowing down does not mean our region will also. Strong regions are not strong merely because they are lucky. While there is no magic formula that **The Chamber** can employ to place itself in the path of investment, there are certainly strategies we can follow to position our region for growth in both bad and good times.

Critical steps

There are three critical steps business owners must take to help secure their futures:

Cash flow is king. Just ask any banker and they will tell you to keep on top of your accounts receivables in a timely manner. Try not to keep all of your cash tied up in inventory, review your operations and see what work can be handled in-house. Look at all expenses and eliminate discretionary expenses that could help generate cash flow.

Plan for worse scenario. Think hard about how your business will survive if revenues are reduced by 10, 20 or 30 percent over the next year. Revised business plans that are hands-on forecasting will help the bank become more strategic in their thinking. A strategic business plan will help the lender feel more comfortable with your repayment ability. Your revised business plan will outline the marketing, management and cash flow of your business in these tough times.

Reduce the size of your loan.

Bankers may require an additional cash

injection by the owners or partners, to reduce the size of the loan. A strong history is necessary in these troubling times, financially strong, quality businesses are easier to lend to. Loans to start-up businesses are more difficult to approve. Visit with your local financial institution and the Small Business Administration office or the local **Aurora Business Development Center**.

Even in these difficult times, I'm confident we will come out of this stronger than ever.

Noted

I've heard **The Chamber** referred to as a grad school for future leaders. So I'm pleased to note that Secretary of State Mike Coffman, who was a graduate of our very first **Leadership Aurora** Class of 1984-85, will soon be our newest 6th District Congressman. I'm sure his classmates Doug Lott with **Citywide Banks**, Skip Schlenk who heads up the **Lupus Foundation** locally and Randy Patrick who now serves on the **Leadership Board** are delighted.

Best wishes

As we enter into this wonderful holiday season let me and **The Chamber** staff take this opportunity to wish each of you the very best. Regardless of your persuasion, this is a family time. Use it wisely by gathering your loved ones and friends around you. You'll feel better and you'll be ready to hit the ground running as we attack and conquer our economic fears in 2009. Happy holidays!

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!

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Ribbon Cuttings



Cozy in front of the fireplace – The ribbon drops away as Amie Robershaw from the Broadstone Southland marks the opening of their new complex at 24750 E. Applewood Circle in Aurora. The new master planned community, located off E-470 near **Southlands**, is designed to create a superior neighborhood that will enhance and reward communities in which they are located. More information on the new complex is available by calling them at 303-680-4804 or by going to their web site at www.broadstoneliving.com. (Photo courtesy Brian Molitoris Photographer)

Not unfamiliar with tools – Gary Boesel, owner of the new **Jordan Road CARSTAR Collision** facility shows great skill and familiarity with large tools as he clips the ribbon marking the opening of his shop at 15324 E. Hinsdale Drive in Centennial. Boesel's business offers everything from collision repair to auto paint and car detailing all to make your vehicle look brand new all over again. Boesel told the assembled group of friends and Ambassadors that no matter what service he performed, customers could always count on exceptional quality each and every time. More information is available by going to the web site at www.jordanroadcarstar.com. (Photo courtesy Brian Molitoris Photographer)



ArapCo's Eastern Service Center opens in Bennett

More than 300 people of all ages joined the **Arapahoe County Board of County Commissioners** and staff on Oct. 2 to celebrate the grand opening of the new Eastern Service Center, 4405 S. County Road 129 in Bennett.

"I am pleased that so many of our residents took time out of their evening to help us celebrate and learn more about **Arapahoe County**," said Commissioner Rod Bockenfeld, who represents District 3 which includes a portion of **Aurora, Centennial, Foxfield** and all of eastern **Arapahoe County**. "Our new facility will allow the County to store much needed

snow removal and public works equipment in one location, which will allow us to better serve residents out east."

The \$6 million 16,000 square-foot building replaces the County's aging facility in Byers, which was built in 1938. The County outgrew the facility many years ago and was unable to accommodate the staff or equipment needed to provide services to the eastern portions of the County.

Arapahoe County purchased the property in 2005 from Helen and Larry Toft, long time ranchers, who still own property near the new facility.



Cutting up with friends – Joining **Arapahoe County Fair's** mascot to open the Eastern Service Center in Bennett are Town Mayor Sue Horn, **Arapahoe County** Commissioner Pat Noonan, Arapahoe County Commissioner Frank Weddig, Town of Bennett Trustee Charles Bayley, Regional Economic Advancement Partnership official Wil Chase, Arapahoe County Commissioner Rod Bockenfeld, **Aurora Chamber** President Kevin Hougen, Town of Deer Trail Trustee Harry Venter, Arapahoe County Director of Public Works and Development Dave Schmit, and Arapahoe County Director of Facilities and Fleet Management Bob Patterson. (Photo courtesy Arapahoe County)

Member News

SolarTAC opens nation's largest solar test site in Aurora

Six public and private sector entities, have joined forces and signed an agreement to develop one of the world's largest solar test and evaluation facilities in Aurora.

The entities involved in SolarTAC include: Abengoa Solar, the **City of Aurora**, the Colorado Renewable Energy Collaboratory, Midwest Research Institute (MRI), SunEdison and **Xcel Energy**.

"We are pleased that conceptual discussions we initiated several years ago have now become reality with the tremendous help of all our SolarTAC partners," said Dick Kelly, chairman, president and CEO, **Xcel Energy**. "SolarTAC will help bring advanced, more efficient and lower cost solar technologies to market and advance our vision of a clean energy future for our customers and local communities."

SolarTAC will provide a solar facility where member companies can bring their technologies for testing and demonstration, particularly solar technologies at the early commercial or near-commercial stage of development.

"SolarTAC will be the best site in the country for the proving of new technology. This campus is targeted at directly boosting the members' bottom line," said Aurora Mayor Ed Tauer. "We believe that other companies will also see the advantages they can gain by working with the SolarTAC members on this site."

Singers, Symphony Holiday Concert dates set

The **Aurora Singers** and the **Aurora Symphony Orchestra** have set the dates for their popular holiday concerts.

The **Aurora Singers** will present a "Holiday Extravaganza" on Saturday, Dec. 6 at 7:30 p.m. and Sunday, Dec. 7 at 2 p.m. The local entertainment group promises to welcome the holiday season with traditional and non-traditional carols including *I Saw Three Ships* and newer works such as *Various Themes on Fa-La-La*. Concerts are held at East Middle School, 1275 Fraser Street (Fraser & 13th just off Chambers). Tickets are \$8 for adults and \$6 for seniors and students.

The **Aurora Symphony Orchestra**

will feature acclaimed Celtic singer Marta Burton at their holiday concerts, Friday, Dec. 12, at 7:30 p.m. and Sunday, Dec. 14, at 4:00pm at the beautiful **Gateway High School** Center for the Performing Arts. The concerts are expected to be filled with original and holiday arrangements. The **Rocky Mountain Ringers** will also add their magnificent handbells to the yuletide spirit in the **ASO's** annual world tour of international holiday traditions. Tickets are available by calling the box office at 303-873-6672 or by going the Symphony web site at www.aurorasymphony.org.

Buckle appointed to VP position at Merrick

John P. Buckle has been appointed to the position of vice president, director of technology projects for **Merrick & Company**, according to Ralph W. Christie, P.E., board chair, president, and chief executive officer. In this role, Buckle will oversee all operational and management aspects of Merrick's technology business unit, the division of Merrick that focuses on nuclear systems design and fabrication. His responsibilities include oversight of operations in the firm's Aurora, Colorado; Los Alamos, New Mexico; and Oak Ridge, Tennessee offices as well as technology systems projects totaling in excess of \$200 million in contract fees.



John P. Buckle

Aurora Fox offers local theater at its best

The Aurora Fox has kicked off its production of the new **Godspell** that will run through Dec. 21 at the **Fox Theater**, 9900 E. Colfax. One of the biggest off-Broadway success of all time, this energetic musical based on the gospel of St. Matthew is a celebration of the worldwide community and is filled with popular hit songs and good will. **Fox Theater** manager Robert Salisbury says the play features a sparkling, inventive and updated score by Stephen Schwartz and boasts and string of very recognizable songs. The lively production will run Thursdays (Dec. 4, & 18), Fridays and Saturdays through Dec. 21 at 7:30 p.m. Popular Sunday matinees will begin at 2 p.m. Tickets are available by calling

the box office at 303-739-1970 or by going to www.aurorafox.org. And if it is comedy you are looking for, don't miss a reprise of **Escanaba in da Moonlight** at the **Fox Studio Theater** through Dec. 21. Featuring the original cast, this quirky and charming "sooper, yooper blockbuster" is sure to bring a cabin full of laughs says director John Ashton. Play dates and ticket information is available at www.aurorafox.org.

Aurora names Duggan as Volunteer of Quarter

Ed Duggan, proprietor of **Music-go-Round**, has been named as the Aurora Cultural Arts Division Volunteer of the Quarter. According to Alice Lee Main, Director of Aurora's Cultural Arts Division, Duggan has gone out of his way to promote the arts in Aurora, not only as chair of the Chamber **Business for the Arts Committee**, but as a huge contributor during the Channel 9 effort to put instruments in the hands of Aurora high school band and orchestra students. Duggan was also cited for his efforts toward making the popular **Banks in Harmony** concert in the park series successful. Sponsored by **Wells Fargo, Citywide** and **FirstBank**, the weekly summer series played to huge



Ed Duggan

crowds despite a slightly curtailed season.

Local Business profiled at International Trade Conference

Body Beautiful Collision Repair has been selected by PPG Industries as one of three shops in the country to be a "profiled" Collision Repair Center at this year's International Autobody Congress & Exposition - NACE 2008.

Body Beautiful was chosen for their progressive minded approach to meeting today's challenges and gaining a competitive edge in quality, speed and costs.

The local collision repair shop located at 15611 E. Colfax Avenue was featured recently in a national trade publication. The magazine article titled, "Teamwork Pays Off" outlines their implementation of a new model for their business based on creating a culture of continuous improvement through teamwork. Although their approach is more often found in Fortune 500 businesses, applying what is referred to as "Lean Six Sigma" principles to their business resulted in their being the top performing collision repair center in the country for a major insurance company for a fourth month in a row.

Owner Joe Little had this to say about the change, "I'm only sorry we didn't look into a change like this sooner. We're on top of the world."

Community College to host first Legislator's Breakfast

With a new slate of legislators representing Aurora and the Eastern metro area in the 2009 State Legislature, Chamber members will once again have the opportunity to hear their plans and question their priorities. The **Community College of Aurora** will host the first Legislative Breakfast of 2009 on Jan. 12 at 7:15 a.m. in the Rotunda Room on the Aurora campus, 16000 Centretech Parkway. Dr. Linda Bowman, president of **CCA**, and Jim Suss (**Suss Buick, Pontiac, GMC**), Chair of the Government Affairs and Education Committee, will serve as moderators. All state legislators from the eastern metro area will be invited. A continental breakfast will be served. There is no cost to Chamber members but seating is limited so contact Janice Cooper at 303-344-1500 if you are interested in attending.

Legislative Breakfast 2009
Jan. 12 at 7:15 a.m.
Rotunda Room
Aurora campus
16000 Centretech Parkway

Ambassador Retreat well received

By Marci Maxwell and
Mary Beth Sharp

And you thought the Olympics were over? Not so! **The Chamber** organized 2008 Olympics— Ambassador Style!

This year's annual Ambassador Retreat returned to the beautiful **YMCA of the Rockies** conference center in Estes Park, Oct. 17-18. And the 38 Ambassadors in attendance experienced an Olympics-style competition in a whole new way via the electronic virtual world of Wii! Some of the "Olympic" games included cow racing, laser hockey, the shooting range and tennis – what skill and ability we possess among our beloved Ambassadors! Saturday's activities were of a different



Scott Mueller



Felicia Stanton

"Olympic" nature – the REAL athletic stuff — with Ambassadors participating in the Challenge Course. The resounding "buzz" of the retreat was "we had a great experience and great fun!"

The weekend ended with Felicia Stanton of **Colorado Prudential Real Estate** and Scott Mueller with **Mueller Time Designs** agreeing to serve as co-chairs for the year ahead.



High wire act — Ambassador Bob Jamieson with **Mutual of Omaha** shows his high wire skills during the Ambassador Retreat.

(Photo courtesy Brian Molitoris Photographer)

LA class learns communication counts

By Jeremy Bradshaw, Class of 08-09

On Oct. 16, **Leadership Aurora** Class Media Day provided an engaging and thought provoking experience. The day began at the Aurora Municipal Center with a mock press conference by Deputy Chief Terry Jones of the Aurora Police Department. Class members served as the media and were able to ask Chief Jones questions about a mock

homicide investigation.

The class was then shuttled to the CBS 4 KCNC-TV News station where we toured the station and met with Tom Mustin, the morning and noon news anchor and the production staff. The highlight of the morning was viewing part of the noon telecast with anchors Brooke Wagner and Tom Mustin.

Upon returning to the Aurora Municipal Center, class members personally experienced different aspects of a studio production. The hands-on role play included observing the control room in action, running a studio camera, and being interviewed on camera.

The day concluded with a PR Media exercise with members of the media and police department highlighting their experiences during the recent Democratic National Convention.



Live and Direct from Aurora – Mark Isenberg, a producer with KACT-TV8 in Aurora, fills in some of the members of the Leadership Aurora class on the intricacies of television news during their Media Day session. Pictured on the **News Inside Aurora** set are Tim Huffman, KACT-TV cameraman Dave Radomski, Joe Mares, Pearl Maddox, Alan Antolak, Maggie Scott (behind the lightstand), Dan Davis and Isenberg. (Photo courtesy the Aurora Sentinel)



APSEF honorees and friends – Winners of the prestigious **Aurora Public Schools Education Foundation Circle of Champions Award** are joined by other dignitaries at the Annual Celebration Breakfast at the Red Lion Hotel. Pictured are (l-r) APSEF Executive Director Angela Hutton-Howard, Jason Emrick, Dr. Chad Emrick, (both from the Matthew Emrick Memorial Scholarship Fund family), Rachael Gregoire (**Aurora Schools Federal Credit Union**), Emcee Rick Sallinger (CBS4 Denver), Janet Kiyota (Trion Promotions and Design), Bret Baumgartner (**Carrabba's Italian Grill**), APS Superintendent John Barry, Keynote Speaker Coach Ceal Barry (University of Colorado at Boulder), and APSEF Board Chair Wendy Charles. The Emrick Family, Gregoire, Kiyota and Baumgartner were welcomed into the Circle of Champions at the **Wells Fargo Bank**-sponsored event October 10 that also featured presentation of APSEF student and teacher scholarships, teacher grant recipients and entertainment by the Rangeview High School Choir, under the direction of Mr. James Laguana.. State Representative (now State Senator) Morgan Carroll filled out the morning with the latest legislative updates on education initiatives. (Photo courtesy Aurora Public Schools)



Here accepting the award... Aurora Police Chief Dan Oates accepts a special award on behalf of the **Aurora Police Department** from US Secret Service Special Agent Ron Perea for the superb job they did in providing security during the Democratic National Convention held in Denver this summer. Agent Perea, who gave the keynote address at the Annual **Aurora Rotary First Responders Luncheon**, shared details on the planning and problem solving that was done by APD under Chief Oates' leadership. Perea said APD's professionalism was second to none and helped ensure the DNC was one of the safest ever. (Photo courtesy Brad Michel)

Voters send business community mixed message

Colorado voters generally aligned themselves with the **Aurora Chamber** when it came to their position on the large number of amendments and referendums they were presented with in the 2008 elections.

Amendment 50 that called for changes to limited gaming with the majority of increased revenues going to the state community colleges was supported by **The Chamber** and passed handily. And Amendment 58 calling for severance tax increase which was opposed by the Chamber was also shot down by Colorado voters.

On the other hand Chamber opposition to Amendment 54 calling for changes in the law pertaining to campaign contributions for government contractors, while popular in the area serve by **The Chamber**, was passed by narrow margin state-wide. And while the Chamber Board agreed that modifications to TABOR setting up a savings account for

education, Amendment 59, was worthy of their support, State voters thought otherwise and voted it down by an eight percent margin.

Referendum O that called for changes to the initiative process and echoed much of what has been called for in Chamber White Papers over the past several years was also narrowly defeated.

Aurora Chamber President Kevin Hougen said **The Chamber** showed a consistent stand on the issues that reflected the members. "I'm please that our Board stepped up to these important issues, and while we didn't win them all we certainly showed our members we were willing to go to bat for them."

Full election results on Amendments, Referendums as well as races of local interest are available on The Chamber web site, www.aurorachamber.org under the Government Affairs Committee tab.

Renewals

140th Operations Group/Colorado ANG
401(k) Advisors USA
A Black Orchid
A.I.A. Industries
AAA Colorado
Alpine CARSTAR Auto Body
Arapahoe Rescue Patrol
Aspenwood Apartment Homes
Aurora Business & Professional Women
Aurora Catholic Federal Credit Union
Aurora Public Schools Educational Services Center
Axis Commercial Realty, Inc.
Barbara's Custom Floral & Gifts, Inc.
Boys Hope Girls Hope
Building Services Group, Inc.
Camp Bow Wow DIA/Aurora
Citywide Banks
Coffman & Company
Colorado Asset Management, LLC
Colorado Christian University
Dave Williams & Associates, LLC
David Evans & Associates, Inc.
ENT Federal Credit Union
Extended StayAmerica Denver - Aurora
FastSigns of Aurora, Inc.
FirstBank of Aurora
Fraser Trucking, Inc.
Giltner Built Construction, Inc.
Handyman Matters of Central Denver & Aurora
Hilton Garden Inn Denver South/Meridian
Holiday Inn Express
Holiday Inn Select - Denver Cherry Creek
Infinity Wellness Center
Jason's Deli
JCPenney
Junior Achievement of Rocky Mountain, Inc.
Bob LeGare
Lewan & Associates
Lupus Foundation of Colorado
Members Federal Credit Union
Modular Interiors, Inc.
Music Go Round
Northrop Grumman
OmniTech Industries, Inc.
On Target Mailing Services
Oxy-View
Renaissance Denver Hotel
Residence Inn Denver Airport
Safeway, Inc.
Seko Worldwide
Sinton Dairy
Sunny Homes & Associates, Inc.
TREA - The Retired Enlisted Association
University of Colorado Hospital F 755
USO Rocky Mountain
WSI
Yellow Book USA

NEW MEMBERS

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Arapahoe Hyundai
Arapahoe Rescue Patrol
Homewood Suites Denver International Airport
itsQuest, Inc.
Lewan & Associates
McAlister's Deli
Stapleton Storage, LLC
Strickers Landing