

**Serving the east-metro
area including:**

Aurora
Bennett
Centennial
Commerce City
Denver

THE CHAMBER Impact

MAR/APR 2015 NEWSLETTER

Upcoming Events

Meetings are held at the Chamber office, 14305 E. Alameda Ave., Suite 300 - unless otherwise noted (see calendar for details and additional meetings)

MARCH

Business for the Arts

March 3 | 8 am

Transportation

March 4 | 7:30 am

Government Affairs

March 5 | 7:30 am

Annual Awards Dinner

March 6 | 5-9 pm

ChamberMaster Training

March 11 | 12 pm

Health Series

March 12 | 8 am

Young Professionals

March 13 | 3:30 pm

Business Before Hours

March 17 | 7:30 am

Government Affairs

March 19 | 7:30 am

Women in Business

March 24 | 12 pm

Member Orientation

March 25 | 12 pm

Defense Council

March 26 | 7:15 am

Business After Hours

March 26 | 5-7 pm

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Aurora Chamber working to save jobs; joins forces supporting Fort Carson

More than 300 people packed Centennial Hall in Colorado Springs on Feb 3, 2015 to show their support for Fort Carson, and to ask Army leaders to spare the post from future cuts.

Kevin Hougén, President/CEO of the Aurora Chamber of Commerce, joined the Governor, Adjutant General, Congressional delegation, and regional leaders in providing support for Ft. Carson by stating clearly that the entire State of Colorado stands united in support of Fort Carson.

The Army is in the process of reducing end strength to 490,000 by 2017, but if sequestration is not repealed, the service will lose about \$95 billion over 10 years and will likely be forced to drop to 420,000 soldiers by 2019 - which could include cutting up to 16,000 soldiers from Fort Carson. ■



Kevin Hougén, President and CEO of The Aurora Chamber of Commerce speaks about statewide support for Ft. Carson.

Chamber Networking provides 450 hot meals

One of the benefits of Chamber membership is the powerful potential of networking. Dale Nicholls from **Quality First Plumbing** asked Chamber staff for outreach opportunity

recommendations to help the less fortunate during the holidays. It was suggested that Dale contact Pastor Gene Roncone at **Highpoint Church**. (And although both Chamber members, they had never

met.) After hearing about Roncone's weekly program for more than 150 at-risk and homeless elementary kids in urban Aurora, Dale invited his local chapter of the National Association of Residential Property Managers to collaborate on the project. Their partnership provided more than 450 hot breakfast meals for an entire month.

Good things happen when organizations are connected through The Chamber! ■



Highpoint@Colfax kids pose for a picture thanking the Denver Chapter of the National Association of Residential Property Managers.



facebook

“The Aurora Chamber is really for the businesses and the community and I have never felt in any way, shape or form that your motives were anything other than pure to serve us and the community; and for me as a businessman that is probably one of the most important things!”

— Jim Cavoto,

Fairmount Mortuary, Cemetery & Crematory



Kevin Hougen
President & CEO

President's Letter

Each spring, a nominating committee made up of Aurora Chamber members and the President, suggests future Board members to

fill the slots of retiring members. As you'll note, several of our Board members' three-year terms expire on May 31, 2015. 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.

- Lisa Buckley, **American Automation Building Services**
- Renee Gullickson, **Wells Fargo Business Bank**
- Suzanne Pitrusu, **Community Banks of Colorado**

- Cheri Prochazka, **Fitzsimons Federal Credit Union**

We also want to thank our four retiring Aurora Chamber board members for their outstanding service to our business community. The following four gentlemen served as board members for the last six years.

- Dave Gruber, **Cloud Worldwide, LLC**
- Todd Landgrave, **Northrop Grumman**
- Jeff Thompson, **University of Colorado Health**
- Craig Ward, **Padgett Business Services**

The nominating committee has also suggested the following nominees for the Aurora Chamber of Commerce Board 2015, to serve for the next three years, starting June 1, 2015.

1. Ryan Evans, **Advantage Security, Inc.**
2. Chris Fasching, **Felsburg, Holt & Ullevig**
3. Gian Gandolfo, **Hilton Garden Inn/Denver Airport**
4. Kristi Kleinholz, **Outback Steakhouse**
5. Rachel Stetz, **Colorado Technical University**

As an Aurora Chamber of Commerce member, you also have the opportunity to suggest nominees for the Board, per the bylaws. Candidates should be Chamber members who have been involved with Chamber programs in some way. Please send your nomination in writing to the Chamber office by May 1, 2015. Once selected, new Board members will be formally inducted at the July State of the Schools Luncheon. ■

ChamberBoard

EXECUTIVE DIRECTORS

CHAIR OF THE BOARD

David Patterson | Falck USA

CHAIR-ELECT & TREASURER

Jason Altschuler | Westerra Credit Union

IMMEDIATE PAST CHAIR

Jeff Thompson | University of Colorado Health

SECRETARY

Renee Gullickson | Wells Fargo Business Bank

VICE CHAIR-BUSINESS DEVELOPMENT

Ryan Simpson | The Medical Center of Aurora, HealthONE

VICE CHAIR-COMMUNITY SERVICES

David Gruber | Cloud Worldwide, LLC

VICE CHAIR-MEMBER SERVICES

Bob Jamieson | Mutual of Omaha

VICE CHAIR-PUBLIC ISSUES

Dwight Taylor | Rocky Mountain Law Group, LLC

DIRECTORS

Joe Barela | Arapahoe/Douglas Works! Workforce Center
 Randy Berner | Adolfsen & Peterson Construction
 Larry Borland | CenturyLink
 Lisa Buckley | American Automation Building Services
 Matt Devereaux | King Soopers - S. Yosemite St
 Christy Dobson | Children's Hospital Colorado
 Tom Henley | Xcel Energy
 Michael "Mickey" Hunt | Colo. Dept. of Military & Veteran's Affairs
 Shannon Jones | FirstBank - Aurora Havana
 Cindy Kreutz | Healthcare Consultant
 Todd Landgrave | Northrop Grumman
 Peter Lee | Aurora Asian/Pacific Community Partnership
 Dale Mingilton | Adams 14 Education Foundation
 Alfonso Nuñez | La Cueva Restaurant
 Dr. Betsy Oudenhoven | Community College of Aurora
 Suzanne Pitrusu | Community Banks of Colorado
 Cheri Prochazka | Fitzsimons Federal Credit Union
 Louis Salazar | ConocoPhillips
 Craig Ward | Padgett Business Services
 Matt Weber | Kaiser Permanente

HONORARY DIRECTORS

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

STAFF

Kevin Hougen | President and CEO
 Naomi Colwell | Marketing Director
 Chance Horiuchi | Business Development Director
 Linda Lillyblad | Finance Director
 Tamara Mohamed | Executive Assistant
 Paul Rosenberg | Vice President, Membership Development
 Mitzi Schindler | Communications Director
 Mary Beth Sharp | Member Services Director
 Rene J. Simard | Executive Vice President

ASSOCIATES

Kathryn Lobdell | Procurement Technical Assistance Centers

 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!

Women Making a Difference luncheon gives heartfelt thanks to Unsung Heroes in the community

This year's Women Making a Difference Unsung Hero luncheon was a Zoo.

Actually, the keynote speaker was the enthusiastic, professional, and committed CEO of the Denver Zoo, Shannon Block. It has to take a lot of enthusiasm,



Shannon Block, CEO of the Denver Zoo

professionalism, and commitment to oversee 360 staff, 600 volunteers, and 4,200 wild animals – so 270 attendees at a luncheon honoring women who have made a difference in business and in their community was 'duck soup' for Block.

Her presentation about Strategic Framework and 101 Change Management gave the audience much to think about. Her words of wisdom for the assembled crowd: Listen, Learn, Help, and then Lead; Fail fast and often; and rocks in the road are just strategic imperatives.

The nine nominees and three finalists were honored as *Unsung Heroes* at the DoubleTree Denver-Aurora on Friday, Feb. 13. ■



Left to right: Unsung Hero 2015 winner, Judy Paukovich; Finalists Jane McGrath and Nita Mosby Henry.



Left to right: Program Master of Ceremonies Lois Melkonian with Fox 31. On the podium is Dr. Debbie Gilliard, Chair of the Women in Business Executive Committee, and standing with their awards are the Unsung Hero nominees (left to right): Antoinette Dow, Earnestine Woodberry, Deborah Quintana, Beverly Hanstrom, Paula Sarlls, Lynne Evans, Debbie Winans, and Mary Wright. Seated in front is Rene Simard, Aurora Chamber of Commerce Executive Vice President.

Nominees:

Antoinette Dow, Executive Director of **Aurora Mental Health Center's Providers Resource Clearinghouse**

Earnestine Woodberry, Director of **International Learning and Cultural Resource Center**

Deborah Quintana, CEO of World Wide Money Exchange at DIA
Barbara Peck, Retired Professional Photographer, Community Volunteer

Beverly Hanstrom, President of **Colorado Medical Waste, Inc.**

Paula Sarlls, President of the Women Marines Association, Colorado Columbine Chapter

Lynne Evans, Retired **Aurora Public Schools** English Teacher, Community Volunteer

Chaplain Debbie Winans, Founder of **Community Re-Entry Place Inside/Out**

Mary Wright, Pathways Coordinator for **Aurora Public Schools' Aurora Lights Program**

Finalists:

Nita Mosby Henry, Vice President of Human Resources at **Children's Hospital Colorado**

Jane McGrath, Retired **Cherry Creek Schools** Social Studies Teacher, Community Advocate

Winner:

Judy Paukovich, Employment Specialist with the **Cherry Creek School District** Transition Program

The Women Making a Difference Luncheon is hosted by Women in Business Executive Committee: Debbie Gilliard, Chair, **Metropolitan State University of Denver**; Jacquie Healy, **Trilogy Benefits, Inc.**; Jan Gordon, **Special Olympics Colorado**; Kathy Larter, **Kaiser Permanente Colorado**; Kristi Kleinholz, **Outback Steakhouse**; Joyce Rocha, **Southlands**; Ksenia Shishkovskaja, **FirstBank - Aurora, Hampden**; Terry Spencer, Colin Spencer Productions, LLC; and Naomi Colwell, **Aurora Chamber of Commerce**.

Sponsors for the luncheon were **Aurora Credit Union Alliance**, **Citywide Banks - Mississippi**, **Forest City Stapleton, Inc.**, and **Westerra Credit Union**.

MemberNews

Arapahoe/Douglas WIB leads the way in workforce development

The **Arapahoe/Douglas Works!** Workforce Investment Board (WIB) has been selected as the National Association of Workforce Boards (NAWB) 2015 WIB Excellence Award Winner. The award will be presented at the upcoming NAWB Forum 2015 in Washington, D.C.

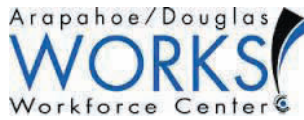
"The Arapahoe/Douglas WIB not only fulfills and exceeds its Workforce Investment Act (WIA) responsibilities, but also develops partnerships, services, and initiatives that go beyond WIA and serve the entire community," said NAWB President and CEO Ron Painter. In Program Year 2013, each public dollar spent by the Arapahoe/Douglas WIB returned \$24.66 to the community in value-add earnings. Peers in the region are replicating a number of successful initiatives launched by Arapahoe/Douglas WIB.

It is because of the Arapahoe/Douglas Workforce Investment Board's dedication and visionary leadership as a driver in promoting workforce development strategies, that they have received this outstanding recognition.

NAWB is a membership organization and advocate for more than 550 workforce investment boards (WIBs) nationwide and their network of America's Job Centers. The WIB Excellence Award honors a WIB that has demonstrated an ongoing ability to develop comprehensive workforce solutions and innovations for its community by creating proactive program initiatives, engaging businesses, diversifying funding, and ensuring accountability.

Diamond Agency American National Insurance team continues to grow

Natalie Allen and Maria Hoffman recently joined the **Doug Robinson/Diamond Agency American National Insurance** team.



Allen completed the Training program requirements, and is now fully engaged, helping families and businesses with all their insurance needs. She is a true professional and takes pride in helping others.

Hoffman also completed the requirements and started the industry leading training program in February of 2015. She is a positive and outgoing person, always willing to work hard - and smart - for her future clients.

"I am thrilled to be representing **American National** and appreciate the agents and clients I work with," said Doug Robinson, Multi Line General Agent and owner of the **Diamond Agency**.

The agency is growing, and career opportunities are available for positive minded individuals with a solid work ethic and an aptitude for business and sales. For more information contact Robinson at 720-330-0799 or Doug.robinson@american-national.com.



Natalie Allen



Maria Hoffman

Fitzsimons Credit Union gets an A+

For its financial standing through the end of Q3 2014, **Fitzsimons Credit Union** has earned an A+ health rating, the highest possible rating from DepositAccounts.com. **Fitzsimons Credit Union** has earned this highest rating for 11 consecutive quarters, signifying consistent performance in achieving exceptional fiduciary standing.

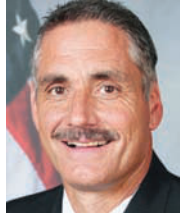


Every fiscal quarter, DepositAccounts.com evaluates the financial health of each of the more than 6,400 federally insured credit unions in the United States. Institutions are graded on a

number of factors, including capitalization, deposit growth, and loan to reserve ratios, in order to determine a comprehensive health rating.

There's a new Fire Chief at South Metro Fire Rescue Authority

Bob Baker has been installed as the new Fire Chief for the **South Metro Fire Rescue Authority**. Baker began his career in the Fire Service at the Parker Fire Protection District in 1984. He has been a Chief Officer since 1990, and was instrumental in ensuring the successful consolidation of the Parker Fire District and South Metro Fire rescue into an Authority in 2008.



Fire Chief
Bob Baker

Shortly after becoming Fire Chief, Baker promoted Assistant Chief Mike Dell-Orfano to Deputy Chief. Dell-Orfano has 22 years in fire service, serving in a number of positions including fire protection engineer and fire marshal.



Deputy Fire Chief
Mike Dell-Orfano

Nick Metz selected as new Chief of Police for the City of Aurora

Following a national search, Nick Metz has been appointed as the new Chief of Police for the **City of Aurora**. Metz was previously Assistant Chief with the City of Seattle Police Department.

"To say this opportunity is a dream come true would be an understatement," said Metz. "I am excited to work along-side the women and men of this nationally recognized agency as we work together to enhance public safety and continue to build upon the already strong



Aurora Chief of
Police Nick Metz

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Cops form the Long Blue Line to fight cancer



Each year, **Aurora Police** Officer Jim Seneca, founder of **Cops Fighting Cancer**, recruits officers from all over the front range to be a part of the Long Blue Line. In December of 2014, more than 200 law enforcement officers from 30 jurisdictions across Colorado made a line of more than 100 vehicles; arriving at **Children's Hospital Colorado** to deliver toys to every patient at the hospital. 2014 marked the 12th year for the ceremony. Seneca, a cancer survivor himself, started **Cops Fighting Cancer** to provide individualized financial, practical, and emotional support to Colorado cancer patients and their families. (Photo: Larimer County Sheriff's Office)

BoardProfile

- **What is your professional background – and how did you arrive at your current line of work?**

I began my professional career as a 7th grade science teacher in 2000. During my 11 years in education I also served as an Athletic Director and 6 years as a High School Principal, which I believe gave me the experience necessary for my current role as Rockies Stakeholder Relations Director with ConocoPhillips. Many people refer to this as being a huge difference in occupations, but it is really very similar. The main aspects of my job are to listen, build relationships, help educate, and positively impact the communities we operate in. These core features are the same in education.

- **Do you have any favorite stories about your work?**

I don't have a favorite story, but I have a favorite part of my job. This is being able to give back to communities, not only through monetary contributions as a member of our philanthropic team and broader sponsorship opportunities, but also by being able to volunteer with organizations and still play a role in helping our youth.

- **What do you believe to be the most important thing your company does?**

Our company delivers essential products that help provide stability to our way of life. However, what we do is just as important to how we do things and/ or what defines us as a company. I am proud that our company has strong core values referred to as our SPIRIT Values (Safety, People, Integrity, Responsibility, Innovation and Teamwork).

- **Why did you join the Aurora Chamber of Commerce?**

Joining The Chamber is a conduit to quickly become embedded into a community where



Louis Salazar, ConocoPhillips

we have operations in and around. Being actively involved in The Chamber gives us opportunities to meet extraordinary individuals who are also working to make a positive impact in the community.

- **What other boards do you sit on?**

- Regional Economic Advancement Partnership - Private Sector Directors
- Adams County Youth Initiative - Community Leader Board member
- Leadership New Mexico – Connect New Mexico

- **Awards received?**

Who's Who in Energy 2014 – *Denver Business Journal*

Louis Salazar is the Rockies Stakeholder Relations Director for ConocoPhillips. ConocoPhillips joined the Aurora Chamber of Commerce June 2013. ■

Upcoming Events

Upcoming Events (con't.)

April

Transportation

April 1 | 7:30 am

Government Affairs

April 2 | 7:30 am

Young Professionals

April 3 | 2 pm

Mid-Term Legislative Breakfast

April 6 | 7:15 am

Business for the Arts

April | 8 am

ChamberMaster Training

April 8 | 2 pm

Health Series

April 9 | 8 am

Government Affairs

April 16 | 7:30 am

Defense Council

April 23 | 7:15 am

Business After Hours

April 23 | 5-7 pm

Women in Business

April 28 | 12 pm

(see calendar for details and additional meetings)

MEMBER NEWS (con't)

partnerships with Aurora's diverse communities."

"I believe that Nick Metz is the right person with the right skills to lead the Aurora Police," said City Manager Skip Noe. "His extensive experience leading a large organization, serving a complex and diverse community, makes him a unique fit for the Aurora of today and the future."

Aurora is the safest large city in Colorado, with more than 650 sworn officers in the Aurora Police.

Lynn Myers named among North America's best economic developers

Lynn Myers, Vice President of Economic

Development for the Denver **South Economic Development Partnership (Denver South EDP)** has been named to a prestigious list of the top economic development practitioners in North America.

Consultant Connect, a consulting agency that works with economic developers and site consultants, announced "North America's Top 50 Economic Developers" in January, 2015. Economic developers are nominated by their colleagues in both the economic development industry and the site selection community to honor excellent practices, innovation, and success in building the communities they serve.



Lynn Myers

Myers has worked on behalf of the **Denver South EDP**, an organization of government and business leaders committed to the economic vitality and sustainability of the Denver South region, to expand several major companies to the area. She also served as an Arapahoe County Commissioner for seven years.

"Lynn has built one of the leading economic development programs in the country through her visionary work and by providing first-rate service to site selectors and our community partners," said Mike Fitzgerald, President and CEO of the **Denver South EDP**. "Her efforts have resulted in thousands of jobs and an immeasurable economic impact on our community. She is truly an asset to the **Denver South EDP**." ■

RibbonCuttings

Camping fun and frolic for our furry friends

— Teresa Pelagio, Assistant Manager of **Camp Bow Wow's** Aurora location, anticipates the ribbon cutting with the help of their mascot, Scout. **Camp Bow Wow** is located at 1620 S. Abilene St. Unit A., Aurora, CO 80012, and welcomes all furry friends to enjoy playing indoors and outdoors with well-trained Certified Camp Counselors. Doggy campers can even stay the night in their own cabin including a comfy bed with a fleece blanket to curl up on, in a climate controlled atmosphere. Learn more at <http://www.campbowwow.com/us/co/aurora/> or call 303-353-9913 for reservations. 2.6.2015



Two22 Brew: Beer for a cause — Owner and Brew Master of **Two22** Paige Schuster accompanied by the Brew Crew Justin and Andrew, welcomes everyone to their new neighborhood pub located at 4550 S. Reservoir Rd. Centennial, CO 80015. **Two22** offers 10 beers on tap; including a delicious homemade root beer for kids, and gives \$2.22 of every \$10 of profit back to the Schuster Family Foundation. Paige and husband Marcus partnered with the foundation to help carry out their philanthropic mission. Learn more at www.two22brew.com or call (720) 328-9038.

Expanding the culture of Cannabis to Aurora

Elan Nelson, head of Business Development and Strategy for **Medicine Man**, proudly cuts the ribbon for the newest location at 1901 S. Havana St., Aurora, CO 80014. **Medicine Man** is a family business committed to extensive product knowledge and exceptional customer service. Learn more at <http://medicinemandenver.com>. 1.10.2015



Regus offers office space and services useful to businesses — General Manager, April Ayers and Area Director, John Carey celebrates the opening of their newest **Regus** location at 3190 S. Vaughn Way, Ste. 550, Aurora, CO 80014. **Regus** provides full-time private or shared workspaces, and in-business lounges or day offices. **Regus** also offers professional administrative support, for any number of people, and has free Internet and refreshments, printers, scanners, and photocopiers. Start-ups and home workers can utilize the virtual office with phone answering and mail handling services. Learn more at <http://www.regus.com> or call (720) 400-0639. 1.15.2015



MemberContributions

Be sure to listen to your gut for business decisions

Have you ever taken on a client and something tells you that you shouldn't, but you still do? Have you hired an employee, had some doubts, and then it doesn't work out? How can you trust your intuition?

I've done all the wrong things including working with clients that are not the best fit. And although they've taught me some of the most valuable lessons, sometimes I wish I'd quit learning, don't you?

Here's how you can listen to your gut in business, trust your intuition, and avoid mistakes:

1. If you normally make quick decisions, stop. Give yourself time to see how you feel – even a few minutes.
2. If it sounds too good to be true, it probably is. Be cautious if a salesperson promises quick

phenomenal results or a potential employee sounds like they have the perfect answers in an interview.

3. Take a deep breath when making a decision. Do you feel any fear or have an uneasy feeling?
4. Speak to a friend or a trusted business contact when making a decision.
5. Don't be a "nice" person just because you think you should be. This will keep you from being ■



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Jo Guerra is the owner of Kick A Marketing Group, providing Website design, social media marketing and strategies, and email marketing.
www.kickamarketing.com

Tips and Leads Business Catalyst seeks new members

The dynamic and energized Tips and Leads Business Catalyst has openings for new members. This group actively shares their expertise, successes, leads, events, and help each other's businesses grow.

In March, you can visit one of their "social" breakfasts at Aurora Chamber member restaurants. It's a great way to see the group is a fit for your business, by getting to know each other and building relationships.

Meetings are held the second and fourth Tuesdays at 7:45 AM. Contact Chance Horiuchi at The Chamber for more information.

chance.horiuchi@aurorachamber.org / 303-344-1500. ■

"You have a wonderful staff that has helped me so much. You guys are all so pleasant to work with. Thank you again for everything!"

— Becky Hamm,
Camp Bow Wow Aurora, Colorado

Buckley touted as "one of the most dynamic military installations in the country" at annual State of the Base

The **Aurora Chamber's Defense Council** and the **Rotary Club of Aurora** hosted the State of the Base Luncheon on Jan. 21, 2015, at the DoubleTree by Hilton in Aurora, Colo. Colonel John Wagner, 460th Space Wing and Installation Commander gave the crowd an unusually vivid overview of Buckley and its mission. He also formally released his annual economic impact statement for 2014 which

includes that Buckley has 13,000 employees, creates 4,000 indirect jobs, and contributes more than \$900 million to the local economy.

The annual luncheon was supported by sponsors **Colorado Technical University, the Aurora Police Department, the City of Centennial, First Bank of Aurora, the Embassy Suites Hotel Denver Aurora, Webster University, and aLoft Hotel Denver.** ■



Colonel Wagner told an overflow crowd that Buckley continues to be one of the most dynamic military installations in the country with a critical space mission vital to the country's defense. (USAF Photo courtesy 460th Space Wing Public Affairs)



The audience at the annual State of the Base event represents a cross section of business, military, professional and political leaders from across the Eastern Metro area. (USAF Photo courtesy 460th Space Wing Public Affairs)

The “Best Class Ever” 2015 takes on the media, education

In December of 2014, The Leadership Aurora Class experienced “Media Day.” And since “Media” covers a lot of topics, so did the presentations and experiences of the day.

Dan Price from Adrenalin provided a walk-through of the branding plan for the **City of Aurora**. He explained how focus groups had identified key audiences to target, and what was found to be most important to each of those audiences. He talked about how our perceptions tend to overrule facts, and how modifying those perceptions to match reality can take years of precise messaging.

The class then boarded a school bus to 9News in Downtown Denver, where they got a behind the scenes tour of the station and in-depth presentations on the challenges facing news organizations.

The afternoon session involved the class with taping a newscast at the **City of Aurora** Channel 8 Studio on the subject of retail marijuana sales in Aurora. Class members were given roles as interviewers, interviewees and camera

operators, and the discussions were lively.

In January 2015, “Education Day” was an eye opener to some of the many educational opportunities in Aurora.

The day began at Grandview High School, with a discussion about Science, Technology, Engineering, and Math (STEM) Education for the **Cherry Creek School District**. Dr. Richard Charles, Director of STEM spoke of the importance of critical thinking, and that youth

need to be prepared to ask the right questions about the almost limitless information they are able to access.

Cherry Creek School District Superintendent Dr. Harry Bull shared the history of Grandview, and principals from each of the high schools offered information about their schools. Additionally, several students presented their projects — including robots they had constructed!

In the Health Sciences Wing of **Aurora Central High School**, the class learned about Aurora LIGHTS and The ASCENT (Accelerating Students Through Concurrent Enrollment) programs, both supporting students’ plans for post-secondary education.



Leadership Class members interact on set with 9News anchors TaRhonda Thomas and Kyle Dyer. Left to right, James Kirst, **Aurora Veterans Affairs**; JoAnne Dodson, **Spalding Rehabilitation Center**; Thomas; Zachariah Abdelbaki, **Juvenile Assessment Center**; Dyer; Brenda Eisenhauer, **Parkside Animal Health Center**; Gionni Thompson, **Adams 14 School District**; and Blazie Houston, **Aurora Public Schools**.



Class members enter the **Community College of Aurora** Lowry Campus West Quad building for the afternoon session of Education Day in January 2015.

At the **Community College of Aurora (CCA)** on the Lowry Campus, **CCA** President Dr. Betsy Oudenhoven provided some history, as well as the goal of the college: to prepare students to go right into the workforce, as well as prepare to transfer to four year institutions.

The afternoon was filled with a tour of **CCA’s** Colorado Film School, a global economic and cultural-based Monopoly game, and a tour of the Center for Simulation, which houses the EMS program, Fire Science, Bioscience Labs, Disaster Management Facility, Law Enforcement, CRJ Criminal Justice, and Paralegal programs. The final “lesson” for the day was in the Disaster Management Facility and included how to use an AED Defibrillator on Smart Dummies and crime scene simulation.

The adventure continues for the Leadership Aurora Class of 2015. ■

Leadership Aurora boasts many community leaders as graduates – you could be one of them



Do you want to learn more about our great city and become more engaged community leaders? If so, Leadership Aurora is the program for you.

For 30 years, Leadership Aurora has promoted and fostered the development of leadership in our community. The program has more than 1,000 graduates including a US Congressman; city and state elected officials; police and fire chiefs; college, hospital and bank presidents; senior military leaders; and many other leaders from the non-profit, private and public sectors.

The many benefits of the Leadership Aurora program are best described by a

couple of our recent class members. Here’s what they had to say:

“With every session, not only am I amazed at the things we are able to learn and do, but am humbled by the access we have been granted to community leaders...truly an exhilarating and humbling experience!”

— Brenda Eisenhauer,
Parkside Animal Health Center

“Leadership Aurora is most informative and interactive way to learn about the people and organizations that make Aurora a great place to live and work. You will leave this

program with experiential knowable, rewarding relationships and a newfound love for your city.”

— Gene Roncone,
Highpoint Church

So, what are you waiting for? Applications are now being accepted for the 2015-16 class. To apply and for more information about the program, please visit our web page at: www.aurorachamber.org/leadership-aurora or contact the Program Director, Rene Simard at 303-365-4923. ■

Chamber member representatives nominated – and win - 40 under 40

The Denver Business Journal's 40 under 40 awards honor outstanding local professionals under age 40, for their business success and community contributions. For 2015, there were 550 nominations, including many Chamber member representatives:

Lewis Brown-**InnovAge**

Matt Cassell-**Community Banks of Colorado**

Manny Gonzalez-**Adams 14**

Sarah Hamilton-**Aurora Warms the Night**

Jon Haubert-**Coloradans for Responsible Energy Development (CRED)**

Chance Horiuchi-**Aurora Chamber of Commerce**

Brett Jackson-**Department of Military and Veterans Affairs**

Brian Jensen – **FirstBank** Holding Co.

Lauren Karsh-**Oakwood Homes**

Genia Larson Herndon-**University of Colorado Denver and Anschutz Medical Campus**

Jon Lehmann-**Comcast Cable**

Kara Lentz-**Parsons Brinckerhoff**

Kynnie Martin-**Xcel Energy**

Jason McMillan-**Flood and Peterson**

Brandon Mencini-**HealthONE**

Mark Miller-**Kaiser Permanente Colorado**

John Neidenbach-**Medical Center of Aurora - HealthONE**

Steve O'Dorisio-**Adams County Board of Commissioners**

Erica Porter-**Arc Thrift Stores**

Beverly Razon-**COPIC**

Meaghan Sullivan-**Junior Achievement-Rocky Mountain, Inc.**

Zachary Umetani-**InnovAge**

Kim Weiss-**Environmental Learning for Kids**

Tania Zeigler-**Kaiser Permanente Colorado**



Brian Jensen



Lauren Karsh



Genia Larson Herndon



Kara Lentz



Kynnie Martin



Brandon Mencini



Tania Zeigler

The winners will be honored at a luncheon March 16 and include Brian Jensen, **FirstBank** Holding Co.; Lauren Karsh, **Oakwood Homes**; Genia Larson Herndon, **University of Colorado Denver and Anschutz Medical Campus**; Kara Lentz, **Parsons Brinckerhoff**; Kynnie Martin, **Xcel Energy**; Brandon Mencini, **HealthONE**; and Tania Zeigler, **Kaiser Permanente Colorado**. ■

Community rallies to help Comitís with holiday food crisis

Sarah Young, Planning Services Manager at the **City of Aurora** Water Department, and the current **Leadership Aurora** Class President gathered \$114.00 and a very large box of canned food. With the money collected, Sarah and fellow class member Angela Sims-Ceja, Senior IT Project Manager with the **City of Aurora**, met Gayle Jetchick of the **Havana Business Improvement District** at Costco on Havana. Paul Suss of **Suss Buick GMC**, and Chair of the **Aurora Chamber Foundation**, met the group and generously offered to help fund the shopping trip. The group loaded up two shopping carts with more than \$500 worth of food for **Comitís**.

Additional donations came in throughout the day, including:

- Denise Denton, **Aurora Health Access**
- Ryan Simpson, **Medical Center of Aurora**
- Pastor Gene Roncone, **Highpoint Church**
- Melissa Toering, **City of Aurora**
- Tyrone Adams, Colorado Association of Realtors
- Havana Auto Parts
- **Aurora Chamber of Commerce**
- All Season Rentals
- Big Daddy's at **Southlands**
- Spicy Taco
- Phil Long Ford
- Maliki Motors

What a great community!



Citizens, employees, and businesses in the community came through in a big way for the Comitís Crisis Center when a plea for food went out via email on December 30.

MemberContributions

Your electronics can be dangerous just 'hanging around'

Lana Rozendorf, Genesis Electronics Recycling of Colorado

Do you care about your family's health and your children's future? Do you care about where you live and where your children play? Do you know what type of air you breathe? Everything you do affects you, your family, your neighborhood, your city, the state, and the world.

Many people don't realize the amount of contaminants that electronics may present to our

environment, if not recycled responsibly. For example, computers and laptops contain cadmium, lead, mercury, and brominated flame retardants. And CRT monitors are extremely dangerous because they contain lead contaminated glass. It's important to take the time and make the effort to recycle your electronics — for the good of all. ■



The mission and passion of Genesis Electronics Recycling of Colorado is to enlighten as many individuals as possible about the "hows" and "whys" of recycling... specifically, electronics recycling. My name is Lana Rozendorf and as the owner of Genesis Electronics Recycling of Colorado I can assure all members of the Aurora Chamber that we follow health and environmental regulations required by R2 Standard. For additional information about how you can make a difference in your home, community and the world, call 720-881-7238 or go to www.genesisrecyclingco.com.

MemberRenewals

Adams County Board of Commissioners
Advanced Circuits
All American Windows & Siding
American Cancer Society
Anadarko Petroleum Corp
Arapahoe County Security Center, Inc.
Arapahoe/Douglas Works! Workforce Center
Associates Insurance Group
Aurora Federal Credit Union
Aurora Law Firm
Aurora Public Schools
AutaLube
Balancing Books, Inc.
Bennett, Town of
Best Western Plus Gateway Inn & Suites
Booz Allen Hamilton
Boys Hope Girls Hope
Bradley M. Pierce Legal Services, Inc.
Centennial Airport/A.C. Public Airport Au
Centennial Leasing and Sales
Centennial, City of
City of Aurora - Manager's Office
Cold Stone Creamery
CollegeAmerica
Colorado Academy of Family Physicians
CommonGround Golf Course
Community College of Aurora
CrossFit Banshee
Denver International Airport
DK Promotions Colorado
Don's Mailing Service--vend
DoubleTree by Hilton Denver-Aurora
Edward Jones - Ev Sequeira
Enetnet Design
Epoch Concepts LLC
Equity Holdings Group Inc.
Excelsior Youth Center
Fairfield Inn & Suites - Denver Aurora/ Medical Center
Felsburg Holt & Ullevig
Finish Line Car Wash

Food Bank of the Rockies
Fraternal Order of Eagles - Aurora Aerie
GOAL Academy
Great Western Printing, Inc.
Green Light Solutions
Gruber, David
Haynie & Company
High Country Coatings
Hilton Garden Inn - Denver Airport
Holiday Inn Express Denver/ Aurora - Medical Center
Homewood Suites by Hilton DIA
Iron Mike Construction LLC
ITT Technical Institute
KeyBank - S. Buckley Rd.
Kirchhof Group, Inc.
La Cueva Restaurant
Legends of Aurora Sports Grill
Majestic Realty Co.
Meineke Car Care Center-847
Mile High Military Officers Assn., Inc.
MITH Enterprises LLC
Mutual of Omaha - Bob Jamieson
Northrop Grumman
Office Depot - Ironton St #03272
Omnitech Industries, Inc.
Padgett Business Services
Parsons Brinckerhoff
RE/MAX Unlimited - David J. Barber
RIDA Development/ Gaylord Hotel
Ryden & Associates
Salvation Army, The
Sams, Clif
Six & Six, Inc.
Southlands
Springfield Construction, LLC
Springhill Suites Denver @ Anschutz Medical Campus
Sunny Homes & Associates, Inc.
Terrapin Care Station
TownePlace Suites - DIA at Gateway Park
Transamerica Financial Advisors, Inc.

Wagner Equipment Co.
Walker-Dilworth LLC
Windsor Gardens Association
WJ Business Specialists
Wynn Win IT Solutions
YMCA

NewMembers

Alzheimer's Association Colorado Chapter
Asian Pacific Development
Armstrong Relocation Companies
Bickford Law LLC
Big O Tires - Iliff
Boot Barn
CAK Enterprises LLC. DBA Big O Tires
Catalyst Solutions Partners, LLC
Centennial P&T
City Light @ Power Inc.
Community Housing Partners
Community Re-Entry Place Inside/Out
Corporex Colorado, LLC
Deferred Tax Benefits, Inc.
E Travel Unlimited
ECPI University
Equity Colorado-The Wallace Team
Eufloa
Evolution Insurance Brokers, LLC
Fairway Independent MC
First Choice Emergency Room - Aurora - Smoky Hill
Highpoint Church
ICOSA Media
Jami Siegfried Insurance Agency, LLC
Lowe's Home Improvement
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Westwood College
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