

Schmooz Control

How to become adept at the fine art of business schmoozing

Some people who work in a business setting thrive on it, while others detest it. We're talking about the ability to talk to and interact with business colleagues in such a way that makes them feel special – while all along you work to get them to see things your way or convince them to do something for you.

It's commonly referred to as “business schmoozing” and while many people are born with the ability to do it well, for most, it is an acquired skill. Yet, it is a skill that is highly necessary in today's communication-driven corporate world...and with the right approach, almost anyone can become adequate at it.

Here are some straightforward techniques that might help you:

- **Establish commonalities.** One of the best ways to “schmooz” a business colleague is to connect with them in a way that's comfortable to them. For example, perhaps the person enjoys cars. Even if you're not an automobile aficionado, just finding out beforehand that the person likes cars and then making a reference to that topic can be a real door-opener in getting a good conversation started.

- **Listen intently.** Another great way to create a positive wavelength with a business associate is to not hog the conversation. If the other person demonstrates that they want to talk a lot, let them do so...you will make them feel that what they are saying is important to you, that you care. Such a strategy can instantly put them on your side.

- **Ask questions.** As with listening intently, posing questions to a business colleague shows that you are interested in learning more about what they have to say.

- **Share something personal about yourself.** It doesn't have to be your deepest, darkest secret. However, if you mention something such as your fondness for comedic movies – something that has nothing to do with your business – you will help open the lines of communication in a way that may allow you to drive home your real point later on.

- **Follow up whenever possible.** If you have a meeting with someone, it's often a good idea to phone the person a day or two later to both stay in touch and also to quickly review what was said. Following up in this way demonstrates that the other person, and what you discussed, are both very important to you.

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A Black Orchid
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ADT Security Systems, Inc.
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Aurora Education Foundation
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CARMA Colorado Inc.
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NEW MEMBERS

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Springhill Suites by Marriott
Strategic Insight Solutions, Ltd.
The Senior Hub, Inc.
Waddell & Reed

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Upcoming Events

Veteran's Day Observed

Nov. 12
Chamber closed

Member Orientation

Nov. 14 | 4 p.m.
Chamber Offices

Business after Hours

Nov. 15 | 4:30 p.m.
Embassy Suites Aurora
(I-70 & Havana)

Thanksgiving

Nov. 22
Chamber closed

Business before Hours

Nov. 27 | 7:30 a.m.
Bent Noodle
Parker & Yale

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!

aurora | centennial | commerce city | denver



Ritter chooses Anschutz Campus at Fitz for special announcement

Governor Bill Ritter and his Economic Development Director Don Elliman chose the rapidly expanding Anschutz Campus of the **University of Colorado at Denver Health Science Center** on Fitzsimons in Aurora to announce their proposal for a statewide economic development package that they said would make for a more competitive Colorado.

The Governor told the crowd that included business and community leaders from throughout the metro area that his package would help businesses large and small, in rural and urban Colorado, capitalize on new economic opportunities. “It cuts taxes, and it simplifies, streamlines and reduces red tape.”

State Senator Suzanne Williams (D-Aurora) who will co-sponsor the bill to implement the Governor's package said the proposal would exempt more than 30,000 small businesses in Colorado from

what The Chamber has consistently called the onerous business personal property tax. “The plan would be phased in over seven years and increase the threshold from \$2,500 to \$7,000,” she said.

The proposal would also simplify corporate income taxes, establish a \$3.5 million a year Bioscience and Life Science Fund, eliminate the so-called “fly-away” sales tax on planes manufactured in Colorado, make it easier for businesses to qualify for job creation incentives, dedicate \$3.5 million from the new Clean Energy fund for economic development and analyze spending of Colorado's tourism-promotion dollars.



Governor Bill Ritter

Holiday Party date, new location set

The date for the famous annual Chamber Holiday Party is set says Naomi Colwell, Chamber Marketing Director. “We've changed location this year but expect the same great tradition to be carried on,” she said. The gathering, that also serves as the December Business after Hours is set for **Dec. 20 at 4:30 p.m.** at a new location to showcase the newly renovated **Doubletree SE Hotel** on I-225 and Iliff. “This is one you won't want to miss,” she said. Cost for members is \$12 in advance or \$15 at the door, \$20 for non-members.

“Since a lot of folks, especially our small business members, use this as their Holiday Party as well, we are offering groups a break,” Colwell stated. “If you want to buy a package of 10 tickets in advance for your company or ten of your closest

**December
Business after Hours
Dec. 20 • 4:30 p.m.
Doubletree SE Hotel
I-225 and Iliff**

Cost for members is \$12 in advance or \$15 at the door.

friends, we'll make the available for only \$100!”

Colwell also said local Marines will be at hand to collect for Toys for Tots. If you are interested in contributing plan on bringing a new, unwrapped gift to the event.



Kevin Hougen
President & CEO

Advocates of chambers of commerce have long believed that when a company is active in its local chamber, it is doing the right thing not only for the community but for its own success as well. While there is plenty of evidence to show the impact of a chamber of commerce on its community, it is much harder to find data that will quantify the impact of belonging to a chamber. A study commissioned by the American Chamber of Commerce Executives with support from the Small Business Network, inc., is designed to do just that: determine the real value to companies in terms of consumer outcomes of joining and being active in their local chamber of commerce.

1. When consumers know that a business is a member of a chamber, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.

President’s Letter

2. When consumers know that a business is a member of a chamber, it increases their local reputation by 89%.
3. Consumers will in the likelihood of being a chamber member patronize the business in the future by a 63% increase.
4. 92% of consumers realize that a chamber functions as a storehouse of information on current business trends and public policies.
5. 82% of consumers believe that a chamber creates jobs and promotes local economic development.
6. When consumers know that an insurance company is a member of a chamber, they are 43% more likely to consider buying insurance from it.
7. When consumers know that a restaurant franchise is a member of a chamber, they are 40% more likely to eat at the franchise in the next few months, among those who are less knowledgeable about the franchise, chamber membership increases the likelihood by 76%.

There is an important caveat, however: the positive outcomes only occur when consumers know that a business is a chamber

member (i.e., being involved with the chamber is a known facet of the company’s reputation). In summary, when consumers know that a business is a member of a Chamber, they are likely to patronize the company more often, to express favorable opinions about the company, to know more about the company, and to buy the company’s product and services. The strength and nature of these effects differ by industry, as detailed above.

GREAT BUSINESS NEWS

- The Children’s Hospital, with over 3,000 employed staff and an additional 3,000 medical staff relocated to a new state-of-the-art facility on the Fitzsimons Medical Campus.
- The Aurora Urban Renewal Authority voted to make Buckingham Square Mall an urban renewal district, paving the way for \$12 million in taxes to support the \$110 million redevelopment effort, thanks to the City, Cherry Creek Schools and Arapahoe County.
- Senator Ken Salazar visited with the Chamber, City of Aurora, and Arapahoe County on the importance of Buckley Air Force Base to our local economy and national security.

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562 Sable Blvd., Suite 200
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Aurora launches Sculpture on the 'FAX

In the heart of Original Downtown Aurora, amid the historic buildings and multicultural businesses, an Arts District is beginning to take shape. By building on the area’s strengths of diversity, creativity, and civic and cultural pride, this area is bringing a new and vital element to the revitalization of the city’s historic commercial corridor. It offers a unique destination where people of all ages and backgrounds can enjoy visual and performing arts, ethnic restaurants, retail shops, and quality, affordable housing.

The City of Aurora is launching a new fine art exhibit titled “Sculpture on the ‘FAX” to be displayed in the East End Arts District from early November 2007 through August 2008.

Six Colorado artists were selected to exhibit sculpture including Andy Libertone of Denver, William Mueller of Sedalia, Madeline Wiener of Denver, John King of Lyons, Melissa Svenby of Colorado Springs and Mary Williams of Castle Rock.

This exhibit is part of the ongoing collaboration between the City of Aurora Art in Public Places Program and the Urban Renewal Division to utilize public art as a tool to reinvigorate Aurora’s Original Downtown.

At the close of the exhibit, the Art in Public Places Program will purchase one of the sculptures from the exhibit.

Funding for this exhibit is made possible by the Urban Renewal Division while funding to purchase one sculpture is made possible by the Art in Public Places Program.

New map in the works

The Chamber has contracted with well known community map maker Village Profile to do an updated Eastern metro map to include Aurora and Centennial. The 2008 Community Map will once again offer Chamber members the opportunity to advertise on this excellent publication that has an especially long shelf life and wide spread distribution. If you would be interested in being part of the 2008 map, please contact Jackie Acosta at Jackies@villageprofilemail.com or by calling the Chamber at 303-344-1500.

Success!!
The 2007 Fox Gala was a great evening full of food, fun and fantastic stagecraft — all made possible through the support of an incredible business community.

Producers



Watson & Company, Inc.
Business Accounting Made Easy!



Directors



Starring



Cornerstone Equity, LLC



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And a big hand for those in supporting role!



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NEW BELGIUM



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!

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

Member News

Drury Inn wins national award

Drury Inn & Suites has been recognized by J.D. Power and Associates with the award for “Highest in Guest Satisfaction among Mid-Scale Hotel Chains with Limited Service” for the second consecutive year according to Michelle Raymond, area sales manager for the chain. “Drury Inns was selected through a combination of voice-of-the-customer feedback and other relevant measures such as a rigorous on-side audit of customer service processes,” Raymond said. “Our hotels had to attain a high level of performance in sales or service excellence as compared to a national benchmark to become recognized.”

Chamber is place for Hot Stuff

Nearly 40 Aurora Chamber members were selected as “Hot Stuff” by the **Aurora Sentinel** in their 2007 competition recently. Included were two double winners, **Mt. Fuji Restaurant** which won both the Best Japanese Cuisine and Best Sushi honors. **It's a Grind Coffee House** also picked up double honors for Best Latte and Best Cup 'o Joe. Topping the list was **Katherine's French Bakery** which brought home four awards including Best Soup and Salad, Best Cookies, Best Dessert (tie) and Best Place to Read the *Aurora Sentinel*. Even The Chamber was named to the list. Its popular **Banks in Harmony** Concert Series won honors as Best Place for a Free Date.

Prince to leave Aurora Housing Authority



Preston Prince

Preston Prince, executive director of the Aurora Housing Authority, has announced he is leaving to become executive director of the Housing Authorities, City and County of Fresno, California.

In his new post, Prince will be overseeing an annual operating budget of approximately

\$100 million and 210 full-time employees.

At AHA, Prince has managed an annual budget of approximately \$21 million with 63 employees. In the five years he has been with AHA, he has increased the Authority's housing inventory by 36%, from 2,207 units in June 2002 to approximately 3,000 units in June 2007. Prince has also managed the Aurora Housing Corporation, increasing its inventory by 77% in five years.

DAVA earns National Substance Abuse Prevention Award

The National Association of State Alcohol and Drug Abuse Directors has awarded **Downtown Aurora Visual Arts (DAVA)** a 2007 National Exemplary Award for Innovative Substance Abuse Prevention Programs, Practices, and Policies. Underwritten by the federal Center for Substance Abuse Prevention, this Exemplary Award marks the 18th consecutive year of recognizing local, creative and effective programs that work within communities to prevent substance abuse.

DAVA's art programs have proven effective in aiding prevention among central Aurora youth who face a multitude of challenges due to high crime rates, gangs, transience and drug use along the Colfax corridor. **DAVA** youth get the best of both worlds: a structured drug and alcohol prevention program complemented by independent studio time where a qualified staff supports students' creativity. This year, only four programs received the Exemplary Award nationwide. Each receives \$1,500 and is invited to attend and showcase their work at the 20th Annual National Prevention Network's Research Conference.

For more information on **DAVA**, visit www.davarts.org.

Veteran's Salute set for Nov. 7

The City of Aurora will host their annual Veterans Salute on Wednesday, Nov. 7 at the **Wings over the Rockies Air and Space Museum**. The

luncheon and veteran tribute will include lunch provided by **Carrabba's Italian Grill** and feature KEZW AM 1430 morning host and **Colorado Freedom Memorial** president Rick Crandall. Presented by the **Aurora Center for Active Adults** with title sponsor **Raytheon**, the luncheon will feature a special tribute to women in the service and on the homefront. Cost for the event for veterans and military is \$15; non-veterans, \$20. The event begins at 9 a.m. with registration and tours of the Wings Museum. Lunch and the Veteran's Tribute begins at 11 a.m. Additional information is available by going to the Aurora Chamber web site (www.aurorachamber.org), clicking on Event Calendar, At-a-Glance, going to the November calendar and clicking on 2007 Aurora Veteran's Salute, or by calling the Aurora Center for Active Adults at 303-739-7950.

Hospital move to Fitz flawless

The much anticipated move of **The Children's Hospital** to the Fitzsimons Campus came off nearly flawlessly according to Chamber Board member Dr. Peter Durante, Vice President of Legal and Medical Affairs. “I was very pleased, but frankly not surprised in light of the extensive planning, with how well everything went during the move.”

More than 100 patients successfully relocated to the new facility during the final weekend of September. The move of **The Children's Hospital's** patients, including both acute-care and critical-care patients, began early Saturday, Sept. 29, and took a total of just 12 hours.

“We made 111 miracles happen this weekend, and it took each and every one of our staff to accomplish this phenomenal effort,” said Dr. Jim Shmerling, president and CEO of **The Children's Hospital**. “Our patients,

along with their families, were safely and comfortably transported in less than the 24 hours originally planned for the transfer. We planned for this weekend for several years, and we are gratified everything went according to plan.”

Coast Guard Unit commissioned at Buckley

The small Coast Guard Cryptologic Unit assigned to the Aerospace Data Facility at Buckley Air Force Base was formally commissioned at a ceremony at the Navy Operations Support Center on Oct. 3. The commissioning ceremony, attended by a small group that included Defense Council Chair Craig Ward, marks another step forward for the growing Coast Guard Cryptologic Unit- Colorado.

Gilliard takes top BPW Honors

Dr. Debbie Gilliard, a professor at **Metropolitan State University** and a highly regarded community activist was honored by the **Aurora Business and Professional Women** as their Woman of the Year at ceremonies on Oct. 4. Other nominees included Dawn Legge with **Amberg Entertainment** and Rev. Karen Paschal with the New Dawn Church of Aurora. The trophy was presented by Club President Cheryle Derman with **A Black Orchid**.



Debbie Gilliard, BPW Woman of the Year

The newest committee of the Chamber the “Aurora Events Connection” has proven themselves...

The committee designed to help organize parties, conferences, conventions, weddings, family reunions, holiday events and more, wanted to put together an event to show their talents and work together for a great cause. With less than a six months under their belt, the committee dedicated it's efforts to their inaugural event “Fun At Fitz”, celebrating the Children's Hospital move to Aurora, getting a chance to work on a project together and to put the committee to the test. Under their fearless leader Ken Preuss from Etravel Unlimited the committee split up into teams to handle the smallest aspect of putting this event together, from sponsorships, food vendors, insurance for port-a-potties.. yes they had to have that too... but it was all covered and with great success. Committed to ensure satisfaction this committee has proven that there are no events they cannot handle,



Several fine sponsors participated in the inaugural event for the Aurora Events Connections; Fun at Fitz.

Getting' it on for the kiddies –

An unidentified member of the Radio Disney troupe performs on the Disney stage with a recently recruited back-up group at Fun at Fitz. The Disney Radio crew was one of many fun and exciting activities available for kids at the first ever Fun at Fitz gathering in September. Organized by The Chamber's newest committee, the Events Connection, the event was held in General's Park at Fitzsimons and raised money for The Children's Hospital Foundation.

(Photo by Brian Molitoris, Photographer)

make sure that you remember them for your next event, whether it be for your business or your family.

If you are interested in being a part of this committee, they meet the first Friday of every month at the Chamber at 8:00 a.m. or if you are interested in having them assist you in your event, you can contact Naomi at the Chamber at 303-344-1500.



Save the Date

Mark your calendars now for "Caliente Nights," the Aurora Symphony Orchestra's 9th Annual Symphony Ball. The event at 7 p.m. March 8 will feature performances by the symphony and a special guest group, along with plenty of food and dancing. Ticket prices and location will be announced soon. For more information, call 303-873-6622 or visit www.aurorasymphony.org.

REMINDER

Please remember to add The Chamber stephanie.mcdonnell@aurorachamber.org and naomi.colwell@aurorachamber.org to your address book to continue receiving our updates in your e-mailbox!

Perlmutter helps push through Small Business Tax Relief Package

Seventh Congressional District Congressman Ed Perlmutter joined his colleagues in successfully passing a tax relieve bill aimed especially at small businesses. “As Congress grapples with contentious issues such as immigration and the war in Iraq, it is often easy to forget about the legislation which this 110th Congress has successfully passed,” Perlmutter pointed out. He called attention to the tax relief bill, H.R. 2206. “This bill is a \$4.84 billion small business tax relief package approved by the House and the Senate and signed into law by President Bush as part of the Iraq Supplemental Appropriations Bill,” he said. “I am proud to support this important legislation which will provide real opportunity for small businesses in our region.

Included in this small business tax relief package is the extension of the *Work Opportunity Tax Credit* through August of 2011. Businesses that hire economically disadvantaged workers, including disabled veterans, will get a tax credit for paying these individuals their wages. This will help employers meet the economic challenges posed by the long-overdue minimum wage increase that was also recently approved by this Congress.

Included is a one-year extension of *Section 179 Small Business Expensing* provision which will let small business owners buy and write off an extra \$13,000 per year in equipment for use in their trade or business. Also, incorporated into the bill is the Gulf Opportunity Zone (“GO” Zone) tax incentives which includes a one-year extension of this enhanced Section 179 expensing of up to \$225,000 for businesses still rebuilding from the devastation caused by hurricanes Katrina, Rita, and Wilma.

Rep. Perlmutter pointed out that the legislation was endorsed by the U.S. Chamber of Commerce, the National Association of Manufacturers, and the National Federation of Independent Businesses, among other organizations. “I am proud that this Congress was able to provide a practical tax relief package that will make a tangible difference to small business owners here in Colorado,” he concluded.

Ribbon Cuttings



The kindest cut of all — Nancy and Jim Byington prepare to make a group of Ambassadors and Chamber staffers happy as they cut the ribbon opening their meal prep-kitchen called Entrée-Vous. The kitchen, located at 22691 E. Aurora Parkway, near Heritage Eagle Bend, offers a hassle free way for customers to assemble fresh and wholesome entrees for final cooking at home for four to six people in only 10 minutes per entrée. As owner Nancy Byington said, “we want to make cooking fun again.” You can get more information about Entrée-Vous by calling 303-693-3139.



Yes, we can copy that — Wielding the big scissors, members of the newest FedEx-Kinko's Office and Print Services Center in Aurora prepare to formally open their facility at 13700 East Colfax Avenue (Colfax and Potomac) just southeast of Fitzsimons. Joining a group of Ambassadors and Chamber President Kevin Hougen were Jason Jeck, Center manager, Chad Holmes, Thaddeus Mahan and Charlie Newton.
(Photo by Brian Molitoris, Photographer)



Check this out — Brian Mwenje, store manager of the new Office Depot in the Gateway Parks Shopping Center is joined by Councilmembers Renie Peterson (left) and Brad Pierce (Mayor Pro-Tem-right) as well as a number of Chamber Ambassadors and some happy check recipients as he cuts the ribbon of the new Waco & Salida Street store. Office Depot cut more than ribbons at the event on Oct. 4. They also cut several checks for local deserving non-profits including Beacon of Hope, Excelsior Youth Center, and Gateway Battered Women's Services.
(Photo by Barbara Peck, In Your Element Photography)

Transportation on the Top

— Members of The Chamber Transportation Committee pose high atop the soon to opened I-70 Flyover that will allow motorists traveling from northbound E-470 to westbound I-70 to take a direct flyover instead of proceeding through the traffic signals at the existing interchange. The group, headed up by Transportation Chair Dave Frazier from Merrick & Company, was hosted by Ed DeLozier, Executive Director and Jo Snell, Manager of Community and Public Relations for the E-470 Public Highway Authority.



And as you can see from the slide ...
— Ralph Pollack, from the Colorado Association of Commerce and Industry's Business Health Forum tells a crowd of nearly 90 Chamber members including the Government Affairs and Education Committee about some of the proposals CACI, the State Chamber, will be making regarding needed changes to healthcare legislation in the upcoming year. Pollack was joined by colleague Amy Fletcher at the Community College of Aurora on Oct. 4 for the comprehensive presentation. The event was sponsored by The Medical Center of Aurora and a classic “Steak and Eggs” breakfast was provided by Shawn Cherry, manager of the local Outback Steakhouse.

Leadership Aurora Retreat reflections

By: Shannon Youngquist-Lucy
Aurora Police Department



Guns! Blindfolds! Gags!
Duct tape! Criminal charges to be filed? No. Just another day at a Leadership Aurora Opening Retreat. (Okay, we're talking squirt guns, but a girl can dream, can't she?)

I admit that in the days leading up to the Retreat, I was feeling a little anxious. Just how would things go? Would I fit in with the group, or be the “odd-ball out?” Would I have to eat moldy cheese, and drink weak coffee? Within 48 hours I had my answers:

- Things would go just fine.
- Someone, somewhere, at some point in time, has probably classified each of us as an “oddball,” so I fit in just fine.
- Yes. Thank God for Starbucks, 'cuz the hotel coffee wasn't cuttin' it. Seriously now, it did not take long for me to become comfortable with

the group and the surroundings. The only time I really got anxious was when I could not figure out how my Leadership Aurora name tag worked. (Oh, there's a magnet on the inside cover of my notebook?) Once that little red-faced incident was over, my anxiety melted away, and the rest was cake... with icing.

I found some new ways of looking at challenges. I learned that leadership can be many different things in different situations. It is sometimes soft, and sometimes concrete. I took a box full of new leadership tools home with me. I recognized some shortcomings in myself that I will work hard to change. I made some new friends and acquaintances that I look forward to spending time with. I am excited about getting involved with my classmates on our group project(s). Learn, grow, and share with positive folks who like doing those sorts of things.

And to my classmates: My thanks to all of you. Hope you are also ready to rock-n-roll, 'cuz here we go!