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# THE CHAMBER Impact NOV/DEC 2013 NEWSLETTER

## Upcoming Events

### NOVEMBER

**Tips and Leads 2**  
Nov. 12 | 7:30 am

**Ambassador Team Meeting**  
Nov. 13 | 7:30 am

**Business Before Hours/  
Ribbon Cutting**  
Hawthorn Suites by Wyndham  
Nov. 13 | 7:30 am

**ChamberMaster Training**  
Nov. 13 | 12 noon

**Leadership Aurora Board**  
Nov. 13 | 3:30 pm

**Healthcare Committee**  
Nov. 14 | 8 am

**Defense Council  
Executive Committee**  
Nov. 15 | 8 am

**Tips and Leads 1**  
Nov. 19 | 11:45 am

**Ribbon Cutting**  
MersaTech  
Nov. 19 | 12 noon

**Chamber Executive  
Committee**  
Nov. 20 | 7:30 am

**Member Orientation**  
Nov. 20 | 12 noon

**Defense Council**  
Nov. 21 | 7:15 am

*continued on page 9*

## True to its purpose, Destination Health helps attendees navigate healthcare changes



With nearly 300 in attendance, Destination Health provided answers for some, more questions for others, and offered a wide variety of healthcare learning experiences. The half-day conference, designed to provide a full circle of information about healthcare, included an explanation about why we are where we are in healthcare, a panel discussion about Healthcare Reform, a tag-team presentation about how important wellness is at work as well as in everyday life, and a presentation about trends in the future of healthcare.

There were also a number of breakout sessions with subject matter ranging from Beating Breast Cancer to Healthcare and Your Workers' Comp, from Heart and Health through the Ages to How Your Hospital Experience Will Change, and from Medicare and Social Security — Myths and Realities to How Technology is Bringing Specialty Care to the Bedside.

It was a full day of information, packed into a half day. And, it would be safe to say, that attendees were well fed, both with healthy food provided by the Red Lion Hotel Denver Southeast, and with a healthy dose of important information, provided by experts in healthcare and healthcare reform. ■



Sponsors for Destination Health: Children's Hospital Colorado, Kaiser Permanente, Parker Adventist Hospital, The Medical Center of Aurora, Rocky Mountain Hospital for Children, Spalding Rehabilitation Hospital, University of Colorado Health, Aurora Asian/Pacific Community Partnership, College America, Concorde Career College, Colorado Workforce Development Council, Pinnacle Assurance, and Regis University. Hosted by Red Lion Hotel Denver Southeast. Media Sponsor: Aurora Media Group. Video Sponsors: Catch it in Time and Colin Spencer Productions. Destination Health is a program of the Aurora Chamber of Commerce



facebook

## Save the date... December 12, 2013 • 5 pm

### Chamber Holiday Party!

Doubletree by Hilton Denver-Aurora  
13696 E. Iliff Pl., Aurora, CO 80014



**Jeff Thompson**  
Chair

# Chair's Letter

As I'm starting to write this Chair's Letter for the November/December 2013 issue of "Impact" — it hits me that it's already the holiday season, and almost the end of another year! Oh my, where does the time

go? I swear that I just put away last year's holiday decorations, and I can hardly believe that it's time once again for all of us to take stock and start looking back to evaluate yet another year, and to plan for the year ahead.

In both evaluating the past year and planning for next one, the Aurora Chamber of Commerce Board of Directors and staff are continuing on the track that I outlined in my last Chair Letter: to focus on making our organization more relevant to members — by delving into what you want from your organization and how we can accomplish two-way communication that will help you and your business succeed. In doing that, your ACC Board of Directors is also taking a closer look at The Chamber's long-term financial plan, so we can continue to be financially viable and focus our funds on those programs and services that make business sense and will best help the membership. This will take some work, but your board of directors and Chamber staff are dedicated and committed to making the changes necessary to guide The Chamber to better serve you and meet expectations for your continued membership.

Speaking of relevance for the Aurora Chamber of Commerce; if you didn't attend the Chamber's Destination Health (November 1),

you missed out on one of the best healthcare conferences I've ever attended — and believe me, I've attended a few in my professional career! Thanks to a very hard-working planning committee and staff, we heard from many healthcare professionals and health policy experts on a wide variety of health related issues. Whether it was the current rollout of the Affordable Care Act; projecting where delivery of health and healthcare is headed in the future; the advantages and frankly the necessity of workplace health and wellness programs; or hearing from a vast variety of physicians, hospital administrators, legal experts, insurance plan representatives, and health profession educators; this was the single most informative six hours I have spent in a long time.

We also had many of our sponsors and other health and healthcare related businesses in the community provide direct information on their products and services to attendees through the resource tables and exhibits that were set up outside the main conference room. Thanks to our great Chamber member, The Red Lion Hotel Denver Southeast for hosting the event and sponsoring both breakfast and lunch for the attendees. We were treated to wonderful facilities and healthy (of course!) meals!

The conference started off with a most enlightening and informative presentation by Dr. Scott Lichtenberger, Chief Strategy Officer with University of Colorado Health. Dr. Lichtenberger provided us with an insightful look at the recent history of healthcare and "why we are where we are today." As you might imagine, while quite complex, it was all made very understandable by Dr. Lichtenberger's presentation. This was followed by an incredible panel discussion of healthcare policy by experts

who provided relevant, worthwhile, and up-to-date information on what's happening now from various perspectives: publically funded healthcare programs (Medicaid, etc.); the new health benefit "marketplace" Connect for Health Colorado; healthcare insurance regulation; and from the small business community in Colorado. This panel included: Lorez Meinhold, Deputy Director of the Department of Health Care Policy and Financing for Colorado; Patty Fontneau, Executive Director and CEO of Connect for Health Colorado; Jo Donlin, Director of External Affairs for the Colorado Division of Insurance; and Tony Gagliardi from the National Federation of Independent Businesses-Colorado Chapter. Each of these panelists answered many questions and cleared up some of the confusion surrounding health reform that the attendees had on their minds.

The panel discussion was followed by outstanding and extremely informative breakout sessions — with "something for everyone."

To wrap up the conference, attendees heard from three remarkable speakers — the first two, Dr. Pierre Onda from Kaiser Permanente and Dr. John Peters from the Anschutz Health and Wellness Center (University of Colorado Anschutz Medical Campus), informed and entertained the audience about the importance of wellness programs in the workplace. Bottom line here — any employer that has not instituted or is currently just "thinking about" a workplace wellness program — had better get on the stick. Well and healthy employees are happy and productive employees; and there are, and will continue to be, savings on employer-sponsored health insurance plans!

The final speaker of the day, Dr. Jandel Allen-

*[continued on page 9]*

## ChamberBoard

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Jeff Thompson | University of Colorado Health

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Michael "Mickey" Hunt | Colo. Dept. of Military & Veteran Affairs

Cindy Kreutz | Spalding Rehabilitation Center

Todd Landgrave | Northrop Grumman

Peter Lee | Aurora Asian/Pacific Community Partnership

Alfonso Nuñez | La Cueva Restaurant

Suzanne Pitrusu

Cheri Prochazka | Fitzsimons Credit Union

Ryan Simpson | The Medical Center of Aurora, HealthOne

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Michael Wukitsch | Children's Hospital Colorado

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Kathryn Lobdell | Procurement Technical Assistance Centers

Judy Emery | Healthcare Partnership Project Manager

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

### 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](http://www.aurorachamber.org), so you can forward it to every employee in your company!

### 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.



## It's a great place to live!

**Aurora** has been named one of the Top 100 Best Places to Live by Livability.com, a national website that ranks quality of life amenities of America's small and mid-sized cities.

The data collected for the ranking was weighted based on an exclusive survey conducted for Livability by Ipsos Public Affairs. Respondents were asked about factors that make their communities better places to live, as well as the factors they would consider in selecting another city. Those factors were narrowed down to eight categories - economics, housing, amenities, infrastructure, demographics, social and civic capital, education and healthcare - that were used to determine each city's LivScore. See the entire list at [Livability.com/top-100-best-places-to-live](http://Livability.com/top-100-best-places-to-live).

## Sparkling Universe at DAVA

**DAVA's** annual holiday show and sale of original art by **DAVA** youth and guest artists is Dec. 6 through Jan. 10 - with an opening reception on Friday December 6 from 4-8 pm.

Proceeds from the show support year-round art programs for youth at **DAVA**. This year, young artists experimented with a wide range of materials and techniques to create original pottery, ceramic tiles, t-shirts and bags with stencil prints, small paintings, prints, candles, wearable accessories, and much more.

The exhibit is free and open to the public from 10 am to 5 pm Monday through Friday, and by appointment. For more information, email [galler@davarts.org](mailto:galler@davarts.org) or call 303-367-5886. **DAVA** is located at 1405 Florence Street, in the **Aurora Arts District**.



## A fire service tradition

**Cunningham Fire Protection District** Fire Chief Jerry Rhodes (right) swears in new firefighters (left to right) FF John Motley, FF Shawn Schaffner, and FF Mathew Wolfe. All three are laterally hired firefighters from other Colorado agencies.

The Badging or Pinning Ceremony is a fire service tradition during which new firefighters are sworn into the service, and pledge their intent to serve their community and their fellow firefighters in front of their family, friends, and the firefighters who they will serve with during future incidents and disasters.



From l., new firefighters FF John Motley, FF Shawn Schaffner, and FF Mathew Wolfe, and Fire Chief Jerry Rhodes.

## Hertz receives Women's Choice Award for best car rental services

The **Hertz Corporation**, has been awarded the 2013 Women's Choice Award for America's Best in Car Rental Services. **Hertz** was selected to receive the award as the most recommended among women in the following four categories: 1) business travel, 2) loyalty programs, 3) best "green" options, and 4) overall customer service. The award is the only seal that recognizes brands based on a woman's propensity to recommend that brand to others.

## Secret Garden featured in YourHub

Druscila Fife, owner of **Secret Garden Bath &**

**Boutique** was featured in an Oct. 23 Denver Post *YourHub* Aurora Business Focus article.

When asked how her business is different than others in the same category, Fife says that the difference is that she creates, labels, and packages every product she sells. And, when asked what might surprise people about her business, the answer is the same as what makes her business different - that she makes everything, and that there's no corporation behind her.



## Eagle P3 commuter rail project reaches milestone

**RTD** FasTracks has passed the midpoint in the construction of the Eagle P3 commuter rail project. The total 36 miles of new commuter rail lines are scheduled to open one at a time in sequence in 2016. To mark the milestone, **RTD** and its concessionaire team, **Denver Transit Partners**, held a "Halfway to Opening Day" event in August. Among the dignitaries who spoke to the crowd were **U.S. Rep. Ed Perlmutter**, **RTD** Board Chair Lorraine Anderson, **RTD** General Manager and CEO Phil Washington, Denver Mayor Michael Hancock and **Aurora** Mayor Steve Hogan.

## RTD Chief named nation's top transportation manager

Leadership, innovation, and public service are just some of the reasons the American Public Transportation Association is recognizing Phillip A. Washington, general manager and CEO of the **Regional Transportation District**. In recognizing Washington, APTA said the **RTD** executive had "undertaken a remarkable number of innovative, cost-effective, and customer-focused initiatives to build projects and improve service to the public." Included in the list of his achievements is the implementation of the nation's largest voter-approved transit expansion program, **RTD's** FasTracks program.



**RTD** General Manager and CEO Phillip Washington shakes hands with a 16th Street MallRide shuttle driver in downtown Denver.

## Making Change



Formerly homeless Veteran, DeLisa Smith is now on the Comitis Board of Directors.

The **Fitzsimons Credit Union** and the **Comitis Crisis Center** are partnering to serve Aurora's homeless population.

**Fitzsimons Credit Union** employees provide free financial literacy counseling to all of the adults housed at **Comitis**, and many **Comitis** clients have opened up their first savings accounts through this partnership. "It is always great to see our clients move into their own homes," says James Gillespie, spokesman for **Comitis**. "Equipping our clients with financial

literacy skills can help ensure that, once they move in, they will be there for decades to come."

**Comitis** has also established a partnership with **Kiewit-Turner**, the contractor building the Department of Veterans Affairs replacement hospital. **Kiewit-Turner** raised money in August for homeless Veterans at an employee fundraiser held at the **Community College of Aurora**. The event raised more than \$3,400. ■

## A&P celebrates new school in Holly, Colo.

**Adolfson & Peterson Construction** (A&P) celebrated the grand opening of the Holly School District's new 109,000-sf, PK-12 facility in September. The 18-month, \$22.3M project signifies a new start for the nearly 300 students

[continued on page 4]

enrolled in the district and was made possible by funding through the Colorado Department of Education (CDE) Building Excellent Schools Today (BEST) program and a voter-approved bond election.

## Business and Technology Webinars

**SCORE** Denver has launched its' Fall Quarter 2013 online instructor-led webinars for business owners and managers. The program is designed and directed by a practicing professional in online education and training programs and courses. Webinar presenters are also either practicing professionals and/or **SCORE** mentors with decades of experience in their areas of expertise.

Any one of the state-of-the-art business and technology webinars can assist you in running your business more successfully. There is a

presentation, as well as an interactive Q&A session. Registration is \$10 (via PayPal, Credit Card, or eCheck), and you will receive a personalized link and code for login access approximately 24 hours before your webinar.

For information on upcoming webinars, go to <http://denver.score.org/onlineworkshops/tab-a>. If you would like to communicate directly with a DenverSCORE person, contact Barbara Lewis, Online Learning Systems Director, at [balewis106@gmail.com](mailto:balewis106@gmail.com).

**SCORE** is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship.

## Security Service Federal Credit Union ranks fifth in overall dealer satisfaction

Dealer service, fast payment, and an increased presence in Colorado and Utah has placed

**Security Service Federal Credit Union (SSFCU)** fifth among prime retail credit lenders in the country for overall satisfaction, according to the J.D. Power 2013 U.S. Dealer Financing Satisfaction Study.

### SSFCU

scored 917 on a 1,000-point scale based on its finance offerings, the application/approval process, and sales representative relationship. Moving to an entirely paperless process, **SSFCU** can approve a loan in as little as 15 to 30 minutes, with funding delivered to the dealership within 24 hours in all the credit union's regional markets.

An equally important byproduct is the environmental impact of **SSFCU's** high touch tech. At any given time, the credit union is saving about 30 tons of paper – saving enough energy to power 30 average American homes for six months and enough water to fill 210,000 one-gallon bottles. (Source: U.S. Environmental Protection Agency)



## Dancing the night away!

Renee and Edgar Leon, owners of **AutoPros, LLC**, recently sponsored - and "danced the night away" — at the Denver Salsa and Bachata Congress. The event

consisted of three days of classes/ workshops in Latin dances, and three nights of performances and social dancing. ■



Edgar Leon, Edie 'the Salsa Freak,' and Renee Leon at the Salsa Congress.



Patients at **Children's Hospital Colorado** received an early Halloween treat as police officers and fire fighters teamed up with **May Farms** for a pumpkin delivery. On a cold autumn afternoon, **May Farms** delivered more than 200 pumpkins, brightening up the day and turning the front lawn of **Children's Hospital Colorado** into a pumpkin patch.



## Save the dates...

### State of the Base

January 22, 2014

State of the Base

DoubleTree by Hilton

Denver-Aurora

13696 E. Iliff Pl.,

Aurora, CO 80014

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### Women in Business Committee's Unsung Hero Luncheon

February 21, 2014

TBA

## It can happen to any of us

For the September Healthcare meeting, the committee and some other curious Chamber members took a field trip to **Spalding Rehabilitation Hospital**, where each attendee was given a "disability." The disabilities included hip replacements that required using a walker; a diagnosis of MS that used gloves to simulate the loss of feeling in hands and fingers; a stroke which was simulated by not being able to talk to communicate; and blindness, which was simulated by wearing an opaque mask, requiring navigation without vision — as demonstrated here by Keith Singer of **Catch it in Time**, being assisted by Jon Beasley, **Spalding** Director of Service Line.

A member of the **Spalding** staff sat at each table to explain the disabilities and to discuss how the attendees were affected by the simulation. **Spalding** President and CEO Cindy Kreutz explained that the exercise helps people understand what it feels like to have a disability, and to also have a better sense of how to interact with people with disabilities. ■







The Taste of the Chamber, held in September at the **Red Lion Hotel Denver Southeast**, was a grand event with more than 200 hungry and thirsty "tasters." The event was sponsored by **Chambers Wine and Liquor, Regis University, Pinnacol Assurance, Westerra Credit Union, and Aurora Media Group.**

## Leadership Aurora Explores Community

*By Chinaka Agwu*

When I walked into the Aurora Strong Resilience Center, I experienced some anxiety about re-connecting with my fellow classmates. I had last seen them at the retreat, and unfortunately had been unable to attend the last social gathering with the group due to a work emergency. I had no idea what I was in for by the end of the day. As the class was split into groups, I learned that my group was privileged to attend the Hope Communities tour, the Bluff Lake Nature Center tour and finally the Goodwill Industries tour.

At Hope Communities I felt somewhat overwhelmed by the information on the population being served. I learned that Hope Communities

provides affordable housing, and that 75 percent of residents are refugees, while 25 percent are Americans. As we approached the living room/group room, our team was welcomed by mothers and smaller children from Myanmar (aka Burma). These children were running around excitedly and playing with one another, watching television, and it was apparent to see the community itself in that room. We were also privileged to walk into an English class in session, where we observed a large group of women and several men from Burma, learning discourse.

As we were led to a unit, we were informed that this block and the next four blocks over,

held a people of cohesion, community and love. It was amazing to learn that within these seemingly "hidden pockets" near Colfax Avenue, existed communities of people trying to acculturate and create better lives for their families. The Hope Communities mission statement reads, "to create diverse, healthy communities through quality, service enriched, affordable housing." I observed this mission statement coming to fruition. The theme of creating diverse and healthy communities wrapped itself around me throughout the Community Day session.

As we wound down after visiting Bluff Lake Nature Center and ending at Goodwill Industries, we were once again reminded of the bubbling pot of cultures in Aurora. As a class we were able to partake in

the "Primary Colors" exercise. This exercise helped illustrate the different, yet equally integral personality traits my classmates and I possess. So, in understanding what our primary colors are, the hope is that we are also able to pull from a frame of reference on what makes each of us tick. We also had Mudra dancers from the Mudra Dance Studio patiently teach us some dance moves, and gently encourage us to express ourselves.

It was also on this Community Day, working in smaller teams, that I noticed another dynamic beginning to occur: classmates working through differing opinions and ideas. These things began to surface, at least for me.

Out the window went the focus of "wanting to ALWAYS get along." I began to experience how we can come to an agreement on our different ideas for projects; or how we simply go about answering questions on our Community Day worksheet.

In conclusion, I think that the steps toward creating diverse and healthy communities occurred during our class' Community Day. Many of us were able to connect the dots to where we need to begin to meet the future needs of Aurora and its residents. I look forward to future connections in our sessions to come. ■



## Save the date...

### Legislators' Breakfast

**January 8, 2014**

**7:30 am**

**Community College  
of Aurora**

**16000 E. CentreTech Pkwy.**

**Aurora, CO 80011**



# RibbonCuttings



**The Bread Man's passion** – **Atlanta Bread Company** at 14262 E. Cedar Ave., in Aurora, celebrates its grand reopening in style with a happy crowd and a delicious sampling of a new soup. The Aurora City Center location got a major facelift – definitely worthy of a celebration. Shirley Vessels shares the scissors with Kim, and owner Joe Vessels stands behind Kim – just enjoying the moment! Joining them was Aurora Mayor Pro-Tem Marsha Berzins, holding the ribbon on the right. The place looks great, but the makeover was more than just cosmetic. You can see the new, expanded menu, and learn about the Bread Man at [www.AtlantaBreadAurora.com](http://www.AtlantaBreadAurora.com).



**Mobile is the new 'black'** – **DKB Marketing Solutions'** CFO and Co-founder Kimberly Chambers finds the right angle to cut the ribbon, while David Betancourt, CEO and Founder holds it steady – ready for the cut! **DKB Marketing Solutions** is a mobile marketing group with a primary focus on mobile applications and mobile technology. Their vision is centered around helping individuals and businesses utilize mobile advancements to improve life, as well as to give businesses the much needed tools to connect with their customers and clients in a professional and effective manner. For more information go to [www.dkbmarketing.net](http://www.dkbmarketing.net) or call (800) 352-5598.



**Cost savings for your business** — Randy Swenson, owner of **A Cubed Quality**, gathers with a few friends and colleagues for a ribbon cutting and networking event at The Chamber in early November. **A Cubed Quality** specializes in uncovering your business savings potential. First, they do a basic business assessment to determine if you qualify for any of the 100 programs they offer, and then walk you through the programs that fit. With 20+ years of cost reduction experience, their team of engineers, IP attorneys, senior tax consultants, and service specialists, can determine quickly and accurately how to increase your cash flow and reduce expenses. For more information, go to [www.bsatool.com](http://www.bsatool.com) or call (800) 515-9731 x101



**Big party at CDIS Sign Design and Print!** — It's a party atmosphere at the **CDIS Sign Design and Print's** grand reopening and ribbon cutting, with the Denver Broncos' Mascot Miles and the Colorado Rockies' Mascot Dinger, along with BBQ and refreshments all day, free photo gifts and professional head shots. **CDIS** owner Neil Fancher gets a kick out of Dinger while Arapahoe County Commissioner Bill Holen and Aurora City Council members Marsha Berzins, Molly Markert, and Bob LeGare – along with Chamber members, friends, and customers cheer them on! **CDIS** is at 110091 E. Mississippi Ave., Aurora, CO 80012, and they provide complete digital image solutions, including photo gifts, greeting cards and invitation, calendars, canvas wraps, collages, and so much more. Check out the possibilities at [www.cdissprint.com](http://www.cdissprint.com) or call 720-949-0829.





**It's a BIG production!** – Terry and Colin Spencer of **Colin Spencer Productions** (Terry with the scissors and Colin with the camera) are assisted by Chamber Ambassador Team member Ksenia Shishkovskaja of **FirstBank**, who is ready for "take one" of the ribbon cutting scene in **Colin Spencer Productions'** state-of-the-art production studio. **Colin Spencer Productions** is a concept-to-completion, award winning video production company. They are proudly celebrating their 15th year of producing video that "gets results and stays within budget!" You can contact them at 303-587-3219, and can see samples of their work at [www.colinsspencerproductions.com](http://www.colinsspencerproductions.com).



**Ready to cruise** — On a crisp morning in October during the Business Before Hours at new Chamber member **Fairmount Cemetery**, the group took a break from breakfast and networking to have a ribbon cutting for Brandon McNeil's **Cruise Planners**. The travel agency franchise specializes in cruise and land vacations, and Brandon and his staff are ready to help plan your next well-deserved vacation! Get **Cruise Planners** started on your next vacation today by going to [www.makememoriescruiseplanners.com](http://www.makememoriescruiseplanners.com) or calling 303-955-5310.



**Look and feel your best... affordably** — Bill Rutherford, owner of **Hand & Stone Massage and Facial Spa** at 3695 S. Jersey St. in Denver, has quite a crowd of fans at the ready for the business' ribbon cutting. **Hand and Stone**, which joined the Chamber in August, offers professional massage, and facial and hair removal services, tailored to individual needs. Licensed massage therapists provide a variety of modalities from Swedish to deep tissue massages, and there are a variety of facials to choose from. **Hand and Stone** is open seven days a week with extended hours, so that you can — as their tagline says — look and feel your best...affordably. For more information, go to <http://www.handandstone.com>.



**If you need care urgently, they'll take care of you** — Dr. Lee Mooror (left), owner of **Guardian Urgent Care** prepares to expertly cut the ribbon with the "non-surgical" scissors, while Craig Hoover, CEO, steadies the ribbon for him. **Guardian Urgent Care** offers medical care when it's most needed - with no appointment necessary. They provide care for auto and sports injuries, workers' compensation, and preventative care for the whole family. And, they accept most major insurance plans. The Aurora **Guardian Urgent Care** is at 1250 S. Buckley Rd. For more information, go to [www.guardianurgentcare.com](http://www.guardianurgentcare.com).



**A community resource for mental health services** — Stephanie Diaz (center), owner of **YOUNique Counseling-Aurora North** at 14221 East 4th Ave. in Aurora, celebrates her ribbon cutting in October with ribbon, lots of people, games, food, and great energy! **YOUNique Counseling** offers a wide range of services including play therapy, child and adolescent therapy, individual adult counseling, and couples therapy. Therapists at **YOUNique Counseling** are independent mental health professionals who own and operate their own businesses. For more information, go to [www.counselingservicesinaurora.com](http://www.counselingservicesinaurora.com) or call 303-991-9841



**Letting you in on a secret...** Drusilla Fife, owner of **Secret Garden Bath & Boutique**, shows gusto as she celebrates a ribbon cutting at the Chamber office. She also shared her secret and wonderful-smelling items she has created. From bath salts and body butter, to her natural baby line and holiday specials, **Secret Garden Bath & Boutique** has something you can use or give as a gift! You can see what they have at [www.etsy.com/shop/SecretGardenBB](http://www.etsy.com/shop/SecretGardenBB).





**Taking no chances for success** — The celebration for the new **PIMA Medical Institute** Campus at 13750 E. Mississippi in Aurora, wasn't dampened a bit by the heavy rain on September 12, nor did they take any chances with the cutting of the ribbon, by arming the entire front row with scissors to back up **PMI** CEO Richard Lubke and Aurora Campus Director Michael Beaty. The new, second campus location in the Metro area offers Associate in Veterinary Technician, and Certificates in Dental Assistant, Medical Administrative Assistant, Medical Assistant, and Veterinary Assistant. Pictured are (l-r): Fred Freedman, Chief Operating Officer, **PMI**; Amy Brown, Regulatory Affairs Coordinator, **PMI**; Sue Anderson, Denver Campus Director, **PMI**; Luebke; Beaty; Cyndi Reis, Facility Design and Development Manager, **PMI**; Doug Heller, architect, Mullen Heller Architecture; Councilwoman Molly Markert; and **PMI** students.



**Living in Luxury is a great way to live!** — Melissa Niswonger, community manager for **Whisper Sky Luxury Apartments** creates excitement as she completes a ribbon cutting with Chamber friends by the fireplace in the property's well-appointed clubhouse. The apartments feature 9 ft. ceilings and 42 inch cabinets, fireplaces, granite countertops, and washer and dryer in each unit - to name just a few of the amenities. Their motto? Stop looking and start living. **Whisper Sky Luxury Apartments** are at 1752 S. Parker Rd. in Denver. For more information or a tour, go to [www.whisperskyapartments.com](http://www.whisperskyapartments.com) or call (866) 407-0728.

#### A new program to celebrate!

Staci Hagerty, Campus President of **Concorde Career College** (with the scissors) gets ready to cut the ribbon for **Concorde's** newest program, Medical Laboratory Technician. The program trains students to use sophisticated biomedical instrumentation, computers, and technology, to perform laboratory testing on blood and body fluids. **Concorde Career College** in Aurora is at 111 N. Havana St. and specializes in healthcare education. The College offers a military tuition assistance program, as well as a tuition reduction program for Chamber members! For more information, go to [www.concorde.edu](http://www.concorde.edu) or call 303-861-1151.



#### If you run with those scissors, you might need our services!

— Kylee Davidson, clinic manager of the **NextCare Urgent Care** at 16728 E. Smoky Hill Rd. in Centennial, CO, enthusiastically cuts the ribbon for the new clinic. **NextCare Urgent Care** offers a variety of medical services, including general illness treatment, physicals, x-rays, and lab services - to name just a few. They also take most insurance plans, including Medicaid. And, speaking of flu season, the **NextCare Urgent Care** locations on Smoky Hill and at 18890 E. Hampden in Aurora are offering flu shots to Chamber members for just \$20. For more information, go to [www.nextcare.com](http://www.nextcare.com) or call 1-888-381-4858.



**When the unexpected occurs** — Richard Hammett, President and CEO of **The Medical Center of Aurora** and Centennial Medical Plaza, proudly cuts the ribbon for the new stand-alone **Saddle Rock Emergency Room** on the southwest corner of South Gartrell Road and East Dry Creek Road, near E-470. The full service **Saddle Rock ER** has 10 patient beds and a designated trauma room, digital radiology, CT scanning, a full service laboratory, an exclusive blood bank, a full spectrum of emergency diagnostic services, and an AirLife helipad for rapid transport of critical patients to ICU, Cath lab, or Trauma Center. In addition, **Saddle Rock ER** has 24/7 access to an extensive network of stroke and behavioral health experts through their telemedicine program.





# A bright future for Tollgate Elementary

On September 30, **Aurora Public Schools** held a grand opening and ribbon cutting for the remodeled Tollgate Elementary School of Expeditionary Learning at 701 S. Kalispell Way. More than 1,000 people, including students and their families were in attendance. The bond-funded remodel expanded the school to meet current student enrollment and includes a new classroom addition, cafeteria and secure main entrance. ■



**Aurora Public Schools** Superintendent Rico Munn and Tollgate Elementary Principal Laurie Godwin cut the ribbon, accompanied by enthusiastic Tollgate students.

## CHAIR LETTER (con't)

Davis, VP of Government and External Relations at Kaiser Permanente, wrapped up the conference by going over in great detail pros and cons of the Affordable Care Act, and summing up by providing a roadmap of the current and future trends in healthcare. All of that in just a half-day program.

I also want to acknowledge and express my sincere thanks to the Destination Health Planning Committee including: Gary Duke, Guaranty Bank and Trust; Mike Fisher, Regis University; Jacquie Healy, Trilogy Benefits; Jordan Ingram, Central Colorado Area Health Education Center; Orlando Lopez, Humana Marketpoint; Charlyn McCallum, Concorde Career College; Rachel Robinson, Parker Adventist Hospital; Denis Stretar, Business Insurance Specialists; Amy Wood, Kaiser Permanente; Judy Emery, Greater Metro Denver Healthcare Partnership; Nathan Mizell, CollegeAmerica; Kaylene Cromer, Double Tree by Hilton; Peggy White, Red Lion Hotel; and Terry Spencer, Colin Spencer Productions. I would also like to express my heartfelt and extreme

gratitude to our outstanding Chamber Staff who all stepped up to help with the conference; and a very special thanks to Mitzi Schindler who literally put her heart and soul into Destination Health — thank you Mitzi and all for a job well done!

And, I would be remiss if I didn't also thank our generous sponsors: Children's Hospital Colorado; Kaiser Permanente; The Medical Center of Aurora, Spalding Rehabilitation Hospital, and Rocky Mountain Hospital for Children; Parker Adventist Hospital, my own employer, University of Colorado Health; the Aurora Asian/Pacific Community Partnership; CollegeAmerica; Colorado Healthtop; the Colorado Workforce Development Council; Concorde Career College; Pinnacol Assurance; Regis University; the Aurora Media Group; Red Lion Hotel Denver Southeast; Catch it in Time; and Colin Spencer Productions.

One last key point to make, and as shared with the audience, is that it's remarkable that most all of our Destination Health speakers, sponsors, and exhibitors were from hospitals, health systems, education and research facilities, and health-related companies from right here in the Aurora area! We in Aurora truly are the Healthcare Mecca

in Colorado and the Rocky Mountain Region!

Stay tuned for Destination Health II next year — won't it be interesting to see where we are then!

So, there is a point as to why I went into some length and detail in my Chair Letter about Destination Health — and that point is that this is a perfect example of how and why the Aurora Chamber of Commerce is, can, and will, continue to be a tremendous value to our members. It's events like this that you will likely see more of coming from the Chamber in the future that will serve to inform and educate you, our members, on topics and current issues, interests, and concerns, that will make you a better businessperson and a more informed leader in the business community.

I will close by expressing to each and every one of you and your families best wishes for a wonderful Holiday Season and a Happy New Year!

Thank you for the honor and privilege of serving you as your Aurora Chamber of Commerce Board Chair! ■

## Upcoming Events (con't.)

### Leadership Aurora Class

The Making of an "All American City"  
Nov. 21 / 7:45 am-5 pm

### Business After Hours

CDIS  
Nov. 21 / 5-7 pm

### Tips and Leads 3

Nov. 25 / 11:45 am

### Tips and Leads 2

Nov. 26 / 7:30 am

### Women in Business

Nov. 26 / 12 pm

### Board of Directors

RESCHEDULED FOR DEC. 11

### HAPPY THANKSGIVING!

Nov. 28  
Chamber closed Nov. 28-29

## DECEMBER

### Business for the Arts

Annual Holiday Gathering  
Dec. 3 / 8 am

### Tips and Leads 1

Dec. 3 / 11:45 am

### Transportation Committee

Dec. 4 / 7:30 am

### Leadership Aurora Board Meeting

Dec. 4 / 3:30-5 pm

Government Affairs, Education, and Energy Committee  
Dec. 5 / 7:30 am

### Ribbon Cutting

The Paint Cellar-Southlands  
Dec. 5 / 5 pm

### Defense Council Executive Committee

Dec. 6 / 8 am

## Young Professionals

Dec. 6 / 12 pm

### Tips and Leads 3

The Bent Fork  
Dec. 9 / 11:30 am

Tips and Leads 2  
Dec. 10 / 7:30 am

### Women in Business

Holiday Party at the Paint Cellar  
Dec. 10 / 12 pm

### Board of Directors

Dec. 11 / 7:30 am

### Ambassador Team Meeting

Dec. 11 / 7:30 am

ChamberMaster Training  
Dec. 11 / 12 pm

### Leadership Aurora

Media Day Session  
Dec. 12 / 7:45 am -5 pm

### Healthcare Committee

Dec. 12 / 8 am

## Defense Council

Dec. 12 / 3:30 pm

### Annual Chamber Holiday Party

Doubletree By Hilton Denver Aurora  
Dec. 12 / 5-7 pm  
w/Ribbon cutting  
Artist Suzanne Sanderson  
5 pm

### Tips and Leads 3

Dec. 23  
CANCELLED

### Tips and Leads 2

Dec. 24  
CANCELLED

### Merry Christmas

December 25  
Chamber Office Closed

## JANUARY

### Happy New Year

Jan. 1, 2014  
Chamber Office Closed



# MemberContributions

## It's an elevator speech, not your life story

We all love to hear ourselves talk, and our mothers loved to hear us talk, right? But are you really that interesting when you keep talking instead of keeping your 'elevator speech' brief? Every month I attend networking events, and I hear short elevator speeches, as well as some that go on much longer. Elevator speeches — named after how long the average elevator ride is — or otherwise called the 30-second commercial, are meant to be brief. You say your name, your company and something interesting about what you do or what your organization does.



Jo Guerra

Here are 6 tips to creating a good elevator speech:

- 1. Keep it brief.** Think Twitter, not blogging. You just have a few seconds to grab someone's attention that may be interested in you and the product or service you provide.
- 2. Write it down.** What makes you or your company special? What do you bring to the table that makes you unique from others that are selling the same product or service?
- 3. Practice, practice, practice.** Look in the mirror and say the speech to yourself. Or get in front of a small group of business or other friends and practice.
- 4. Ask for feedback.** What can you do to improve your commercial?

**5. Ask your business clients why they chose to do business with your company.** What did they like about working with your company? Incorporate some of this if possible.

**6. Time yourself.** How long is your speech taking? Can you make it shorter and still state the same thing?

Remember, your introduction, elevator speech, or initial commercial, should be brief, to the point, and should deliver a clear and interesting message.

.....  
*Jo Guerra is the owner of Kick A Marketing Group located in Aurora, Colorado and a new Chamber member.*

## MemberRenewals

A-1 Discount Water  
ADT Security Systems, Inc.  
Advantage Aurora Chase Chapel  
Air Reserve Personnel Center  
Allegra Print & Imaging  
ALMC Mortgage @ Nova Home Loans  
Alpen Construction & Development, Inc.  
Alpine Carstar Auto Body  
Altos Veterinary Clinic  
American Portfolios  
American Sentinel University  
Arapahoe County Sheriff's Office  
Aurora Federal Credit Union  
Aurora Firefighters Protective Association  
Aurora Mental Health Center  
Aurora Office of Emergency Management  
Aurora Police Department/Aurora Police Association  
Aurora Public Schools  
Aurora Symphony Orchestra  
Avitus Group  
BBVA Compass-Aurora Pkwy  
Bennett, Town of  
Bent Fork American Grill  
Beverage Distributors  
BJ's Restaurant & Brewhouse  
Blackjack Pizza  
Body Beautiful Collision Repair  
Brock Publishing  
Business Insurance Specialists  
Carlos Klinger & Sons  
Children's Hospital Colorado  
Clif Sams  
Coffman, US Congressman Mike  
Coldwell Banker Residential Brokerage- La  
Colorado Continental Roofing & Solar, Inc  
Colorado Escrow & Title  
Comfort Inn Aurora  
Community College of Aurora - Bookstore  
Cops Fighting Cancer  
Country Inn & Suites By Carlson  
Craig Wagner Law Firm  
David Evans and Associates, Inc.  
Doubletree by Hilton Denver  
DPRA, Inc.  
Eagle Bend Metropolitan District #2  
Education Foundation for the Colorado National Guard  
Elemental Photography  
EMO Trans Inc. Regional  
Energy Outreach Colorado  
FASTSIGNS of Aurora, Inc.  
Fitz on 14th  
Fitzsimons Credit Union  
Five Rings Financial  
Foxridge Farm  
Front Range Airport  
Gateway Business Park/ The Pauls Corporation  
Gateway Mazda  
George "Mel" Rawles  
Glory to Glory Christian Center  
GNC/General Nutrition Center  
GNC/General Nutrition Center-Lowry  
GP Xpress  
Green Acres Adult Community

Guaranty Bank & Trust  
Hampton Inn & Suites - DIA/Gateway Park  
Handyman Matters of Central Denver & Aurora  
Hawthorn Suites by Wyndham - DTC  
Infiniti of Denver  
Jason's Deli  
Jim 'N Nick's BBQ-Southlands  
Job Corps  
Johnson's Automotive Repair  
Karnopp, Martha  
Landmark Packaging, Inc.  
Landtech Contractors Inc.  
Legends of Aurora Sports Grill  
Lupita's Restaurant  
M. Mullis Collectibles- Jerri Grable Mull  
Mail Delivery Service  
May Farms  
Merrick & Company  
Mile High Racing & Entertainment/ Arapahoe Park  
Molitoris, Brian  
Music Go Round  
Nancy Todd - State Senate  
Nelnet  
Nelowet Business Machines, Ltd.  
Northrop Grumman  
Omnitech Industries, Inc.  
Outback Steakhouse - Abilene St.  
Picture It Studios Inc.  
Pima Medical Institute  
Polly Page  
Renaissance Denver Hotel  
Residence Inn - Denver Airport  
Ronald McDonald House Charities of Denver  
Roper Insurance & Financial Services  
Rural/Metro Ambulance  
Sable Cove Condominium Association Inc.  
Sailmates Enterprises  
Sam's Club Aurora Pkwy  
School of Rock  
Sensatus Partners, LLC  
Special Olympics Colorado  
Sport Clips  
Springhill Suites by Marriott - Denver Airport  
State Farm Insurance - Mike Gibbs  
Staybridge Suites - Denver Tech  
Steve Ruddick  
T. Charles Wilson Insurance Service  
Todd Expediting  
Town Center at Aurora  
University of Colorado Health  
University of Colorado/Anschutz Medical Campus  
USO Denver  
Valley Modern Dentists and Orthodontists  
Vision Care Specialists, P.C.  
Visit Aurora  
Wal-Mart Stores #1492  
Wal-Mart Stores #1689  
Westchester North Condominium Association  
Wings Over the Rockies Museum  
Woody Creek Cafe  
Xcel Energy  
YMCA

## NewMembers

5280 Financial Services, LLC  
Andrew Romanoff  
A Neck of the Woods Renovation  
Advocates for Children  
American Family Insurance - Doug Robinson  
American Family Insurance- Bryce Wolkerst  
Atlanta Bread Company  
Back Nine Board of Advisors  
Bob LeGare  
Centennial Container Inc.  
College Track Summit 54  
Community Banks of Colorado  
Community Living Alternatives, Inc.  
CoreFirst Bank & Trust - Dry Creek  
Cross Fit Terra Nova  
David Patterson  
Denver Botanic Gardens  
Forsberg Engerman Company  
Grease Monkey - Oil Shack, LLC  
H&R Block - District Office  
InnovAge Greater Colorado PACE - Chambers  
Intelsat General Corporation  
Java Cup  
John Propp Commerical Group  
Kick A Marketing Group  
ManTech International  
Masala Xpress  
Mobile Mechanix, LLC  
Naquetta Ricks for CU Regent  
NextCare Urgent Care - Smoky Hill  
Old Chicago - Southlands  
Proactive Discovery, LLC  
Re/Max Unlimited - Stampley The Structure  
Secret Garden Bath & Boutique LLC  
SOS Healthcare Staffing  
Space Age Federal Credit Union  
Subway-Iliff Ave. dba of RM Concepts, Inc  
The Paint Cellar  
Tilden Car Care Aurora  
Transformational Choices-  
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Windstream

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