

# Business Voice



SERVING THE BUSINESS COMMUNITY SINCE 1955 • REPRESENTING 17,642 MEMBER EMPLOYEES

MAY 2009, VOLUME 7, NUMBER 4



**JOHN DE LAY**  
*PEGASUS RESTAURANT*



**WES KING**  
*FIRSTBANK of  
DOUGLAS COUNTY*



## BUSINESS PERSON OF THE YEAR *NOMINEES*

**JEFF DRABING**  
*ROCKYARD AMERICAN  
GRILL & BREWING  
COMPANY*



**The Castle Rock Chamber announced the best of the best nominees for Business Person, Citizen and the Ping Lee Jung Volunteer of the Year awards and the PS Miller Philanthropy Award winner**

(see page 12 for details)

### More News Inside

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# Friday Night Fever

If you missed the 70's, here's your chance to experience the FEVER!

## Castle Rock Chamber Annual Banquet May 8th

**DOUGLAS COUNTY EVENTS CENTER**  
500 Fairgrounds Drive, Castle Rock  
Tickets: \$59 per person

*Lets boogie-oogie-oogie til we just can't boogie no more!!*

- 5:30 Registration, networking, cocktails, silent auction
- 6:30 Dinner buffet
- 7:30 Program & awards
- 9:00 Live auction, music & dancing

Get your "groove on" and experience the 70's at the 2009 Chamber Annual Banquet.

Be the first to know who is chosen as the coveted Business Person of the Year and other award winners.

Contact the Chamber at 303-688-4597 to reserve tickets.  
Email Diane Leduc at [diane@castlerock.org](mailto:diane@castlerock.org) to discuss sponsorship.

**The Live and Silent Auctions will blow your mind!**

## Save the Day for GOLF!

### June 15th

### 2009 Chamber Golf Tournament



TITLE SPONSOR:  
**cowest**  
insurance group

**Golf Package - \$145/pp**

**\$155 after May 29th**

- Golf Shirt
- Breakfast
- Lunch
- Greens Fees
- Range Balls
- Golf Cart
- Goody Bag
- Contests
- Prizes & more

To apply:

[www.castlerock.org](http://www.castlerock.org)

303-688-4597



**Tee Sponsorships Available for only \$395**  
(includes One Golf Package, Tee Signage, and Promo)



**STEELE TIRES, INC.**

2 Phelps Drive • (303) 688-4597

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## WE GO THE EXTRA MILE

One of fourteen automotive dealers in Castle Rock to keep you on the move.

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CASTLE ROCK • COLORADO



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# FAREWELL FROM OUR BOARD CHAIR



PAM JENKINS  
CASTLE ROCK BANK

Although it does not seem possible that a year has passed, since this is my final communication to Castle Rock Chamber of Commerce members as Chairman of the Board, it must be true that time flies when you are having fun! I am grateful to all of you for allowing me to work with you in navigating an evolutionary path to an

ever growing, ever improving Chamber. And, I am proud to see the unity and strength of our members during these trying times for our community and for the nation as a whole.

So much has happened during the past year that it is difficult for me to isolate one momentous event. I am delighted with the unveiling of a website dedicated to Economic Gardening and pleased that a comprehensive Economic Gardening program providing small businesses with resources to enhance their competitiveness in local, state, and global marketplaces will be piloted the coming year. I am excited about the tiered investment structure that was implemented during 2008 with its potential for improved membership options and enhanced flexibility to meet individual

business needs. I am energized by the Chamber's role in the Community Economic Partnership with the Castle Rock Economic Development Council, the Downtown Development Authority, and the Town of Castle Rock and confident that Castle Rock will be a better place for all of us because of this initiative. I believe in the benefits of the influence of longstanding advisory groups such as the Government Issues Committee, and thrilled that the past year brought the introduction of the Castle Rock Stars, a dynamic group of young professionals with energy and enthusiasm to spare.

Serving as your Chairman of the Board has been an exceptional experience, and I feel richer for having had the opportunity to meet so many of you at Chamber functions and meetings. Thank you for honoring me with your time and commitment. It has been a privilege to work with my fellow Directors, the Chamber's professional staff, and with Chamber members. I look forward to seeing each of you at future Chamber events and encourage you to consider devoting some time to becoming directly involved through service on a committee or volunteering for an event. Your participation will magnify the benefits you already receive through your membership. I believe that you will, as I am, be glad that you did.

Cheers!

## 2009-2010 BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

#### CHAIRMAN OF THE BOARD

Jamie Kimbrough  
RE/MAX Alliance

#### CHAIR – ELECT

Lisa Frizell  
Douglas County

#### TREASURER

Jaye Thompson  
Colorado Community Bank

#### TREASURER – ELECT

Laurie Rogers  
FirstBank of Douglas County

#### IMMEDIATE PAST CHAIRMAN

Pam Jenkins  
Castle Rock Bank

### DIRECTORS

Aaron Barrick  
Folkestad, Fazekas, Barrick & Patoile, PC

Paul Donahue  
Edwards Jones Investments

Teri Ellis  
Allstate Insurance

Lisle Gates  
Castle View High School

Brock Goodwin  
Mutual of Omaha

Michael Likens  
gopixel design studios, inc.

Jim Riley  
Castle Rock Development Company

Mike Tafoya  
Estrada Strategies

Annis Thomas  
Hampton Inn

Linda Watson  
Sky Ridge Medical Center

Lori Weinstein  
Premier Pilates and Wellness

### Ex-Officio

Pam Ridler, CCE  
President, Castle Rock  
Chamber of Commerce

Judy Woodley  
Interim President  
CREDCO

Sally Misare  
Town Clerk

### CHAMBER STAFF

President  
Pam Ridler  
pam@castlerock.org

Director of Marketing  
Diane Leduc  
diane@castlerock.org

Director of Programs  
Melissa Moroni  
melissa@castlerock.org

Director of Membership Development  
Joanne Taylor  
joanne@castlerock.org

Office Administrator  
Tammy Cratty  
tammy@castlerock.org

Receptionist  
Melissa Mares  
mmares@castlerock.org

Membership Account Executive  
Michael House  
mhouse@castlerock.org

### The purpose of the Castle Rock Chamber of Commerce is to:

- Support and promote member businesses
- Be a "voice" to government
- Foster a livable community with positive growth

### Your Chamber is:

- Creating a Strong Local Economy
- Promoting the Community
- Advocating Political Action
- Creating Networking Opportunities
- Representing Business to Government

**Call Us: 303-688-4597 or visit our website: [www.castlerock.org](http://www.castlerock.org)**

The official Castle Rock Chamber website offers relocation and school information, Business Directory with links, community events schedule, and much more.

# MAY



## Friday 1st

- Business Over Breakfast (First Bank) @ 7:30 am

## Monday 4th

- Annual Banquet Meeting (Chamber) @ 3:30 pm

## Tuesday 5th

- GIC Government Issues Committee Meeting (Chamber) @ 7:30 am
- The Breakfast Club Leads (Village Inn) @ 7:30 am
- Castle Rock Stars open networking event (The Fowl Line) @ 5:30 pm

## Wednesday 6th

- Leadership Douglas County (Open Space) 7:30 am – 5:30 pm
- Leads Referral (El Parral) @ 11:30 am

## Friday 8th

- Chamber Annual Banquet (Douglas County Events Center) @ 5:30 pm

## Tuesday 12th

- The Breakfast Club Leads (Village Inn) @ 7:30 am
- Leads Plus (The Fowl Line) @ 11:30 am
- Douglas County Business Alliance Board (SEBP) @ 12:00 pm
- S.C.O.R.E Counseling (Chamber) @ 1:00 pm & 2:15 pm

## Wednesday 13th

- Ambassadors Meeting (Chamber) @ 12:00 pm
- ArtFest Jury Meeting (Chamber) @ 4:30 pm

## Thursday 14th

- Castle Rock Stars Membership Meeting (Chamber) @ 8:30 am
- Business Training “Face Book” (Library) @ 11:30 am

## Friday 15th

- Business Over Breakfast (The Barn/The Rusted Gate) @ 7:30 am
- Public Art Dedication – Coolin the dogs (5th and Gilbert) @ 4:00 pm

## Tuesday 19th

- GIC Government Issues Committee Meeting (Chamber) @ 7:30 am
- The Breakfast Club Leads (Village Inn) @ 7:30 am

## Wednesday 20th

- Leadership Steering (Chamber) 7:30 am
- Leads Referral (El Parral) @ 11:30 am
- Business After Hours (The Grange) @ 5:00 pm

## Thursday 21st

- Board of Directors Meeting (Chamber) @ 11:30 am
- Castle Rock Stars open networking lunch (The Rockyard) @ 11:30 am
- Douglas County Community Foundation Board Meeting (TBD) @ 3:30 pm

## Monday 25th

- Office Closed for Memorial Day

## Tuesday 26th

- The Breakfast Club Leads (Village Inn) @ 7:30 am
- TLC Technology Liaison Committee meeting (Chamber) @ 8:00 am
- Castle Rock Hospitality & Tourism Meeting (TBD) @ 8:30 am
- Leads Plus (The Fowl Line) @ 11:30 am
- S.C.O.R.E Counseling (Chamber) @ 1:00 pm & 2:15 pm

# BUSINESS AFTER HOURS

Networking and complimentary food and beverages for Chamber members,  
\$20 for prospective members and the general public

May 20th  
5:00 - 7:00 p.m.



## THE MEADOWS

*At Historic Castle Rock.*

3692 Meadows Boulevard

# BUSINESS AFTER HOURS

**Castle Centerstone Real Estate & Develop Co./Siena at the Courtyard**  
333 Perry Street, Suite D

**February 18**  
**Colorado Community Newspapers**  
125 Stephanie Place

**March 20**  
**Showcase After Hours**  
Douglas County Events Center  
500 Fairgrounds Drive

**April 22**  
**The Fowl Line**  
774 Maleta Lane

**May 20**  
**The Grange at the Meadows**  
3692 Meadows Boulevard

**June 17**  
**Sky Ridge Medical Center**  
10101 Ridgeway Parkway

**July 22**  
**Castle Rock Gift and Garden**  
1070 Brookside Circle

**August 19**  
**Village at Castle Pines**  
Highway 85 & Happy Canyon Road

**September 16**  
**Best Western/Black-eyed Pea**  
595 Genoa Way

**October 21**  
**The Barn**  
400 Third Street

**November 18**  
**Wells Fargo Bank**  
445 S. Perry Street

FREE to Chamber Members (Networking level and above)  
\$10 for Community Connection members • All events are 5-7 p.m.

## Business Over Breakfast



FREE to Chamber Members (Networking level and above)  
\$10 for Community Connection members  
All events are 5-7 p.m.

If you have an interest in hosting at your business location, please contact Diane Leduc at the Chamber, 303-688-4597

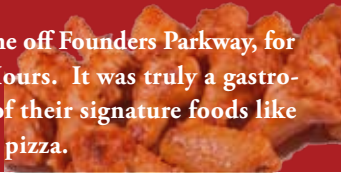
All Business Over Breakfast functions are Friday mornings from 7:30 – 9:00 am unless otherwise indicated. Dates with “TBA” have not been confirmed.

<b>March 27</b>	Liberty Mutual
<b>May 1</b>	FirstBank of Douglas County
<b>May 15</b>	The Barn/The Rusted Gate
<b>June 12</b>	TBA
<b>July 31</b>	TPM Staffing Services
<b>August 21</b>	Patriot Enterprises, Inc.
<b>September 18</b>	Edward Jones Investments
<b>October 9</b>	Castle Rock Bank
<b>November 6</b>	Douglas County Living Magazine



## THANK YOU...

to The Fowl Line at 774 Maleta Lane off Founders Parkway, for hosting the April Business After Hours. It was truly a gastronomical occasion with many of their signature foods like wings, fried pickles and apple pie pizza.



## THANK YOU...

Liberty Mutual Insurance, for hosting the April Business Over Breakfast at your offices in the Meadows Crossing building. The breakfast presentation was not only delicious but beautiful including flower bouquets made of fruit. There was a great turnout with much networking and socializing.

## CHAMBER TRAFFIC ALERT!

Phone Calls	872
Walk-Ins	327
Business Referrals	417
Website - Unique Hits	17,027



## MEMBER ORIENTATION

— June 5<sup>th</sup> —

Are you a new member, haven't been to your Chamber or an existing member who wants to hear what is happening these days at your Chamber? If the answer is yes, then mark your calendar for Friday, June 5<sup>th</sup> to attend a Member Orientation!

Plan to arrive early at the Chamber to sign in and network as the orientation begins at 7:30 am and concludes about 9:15 am. Enjoy a cozy setting and a continental breakfast while you meet other members and staff as well as hear a short presentation from each staff member! Email Joanne or call 303-688-4507 to register now as seating is limited! Bring your business cards—there will be a drawing!

## LEADS

### Group Schedule

#### LEADS PLUS

2nd & 4th Tuesdays

11:30 AM to 1:00 PM

Meets at THE FOWL LINE

Contact: Melissa Moroni

melissa@castlerock.org

#### LEADS REFERRAL

1st & 3rd Wednesdays

11:30 AM to 12:30 PM

Meets at EL PARRAL

Contact: Michael House

michael@castlerock.org

#### THE BREAKFAST

CLUB LEADS

Every Tuesday

7:30 to 8:45 AM

Meets at VILLAGE INN

Contact: Diane Leduc

diane@castlerock.org

*The policy for Chamber Leads is to have one representative per business per group. Chamber staff maintains a regularly updated waiting list. Please contact the staff liaison at 303-688-4597 for the group of interest to determine if there is an opening for your business.*

## THANK YOU...

## FOREVER YOURS

photography studio

303-814-0140

theForeverYoursStudio.com

The Castle Rock Chamber would like to thank Teressa Mahoney, owner of Forever Yours Photography, for her time and talent to photograph the Front Range Showcase and all events in 2009-2010 for inclusion in the 2009 Chamber Directory.

## CRIMSON SERVICES COMMERCIAL REAL ESTATE IS PLEASED TO ANNOUNCE THAT MARK ULRICH HAS JOINED THE DENVER OFFICE AS DIRECTOR.

Mr. Ulrich has over twelve years of experience in all aspects of commercial real estate, including corporate services, acquisitions, dispositions, development, finance, construction, leasing and property management. Mr. Ulrich will be actively pursuing new leasing and property management assignments for the Crimson Services' brokerage team.

Richard Egitto, CCIM, Senior Managing Director for Crimson Services Denver, says, "Mark brings his extensive experience in multiple property types. We are thrilled to have Mark as part of our growing team of professionals." Mr. Ulrich can be reached at 720-284-3603 or mulrich@crimsoncorp.com.

Crimson Services is a full-service commercial real estate brokerage firm. For more information, contact 720-284-3600 or visit [www.crimsoncolorado.com](http://www.crimsoncolorado.com).

## SOCIAL NETWORKING: A NEW CULTURE AGENT

Growing your business requires knowledge, leadership and skill. Mike Tafoya of Estrada Strategies and Steve Kessler of Denver DataMan invite you to join them for Growing Your Business with social networking. We will look at social networking from a business and leadership point of view and provide you with skills you need to get started on these rapidly growing websites. Social networking is not just for crazy kids any more.

Learn how to:

- Identify the Social medias that fit your business or identity
- Create an impact through Social networking
- Communicate/Share your passions and expertise

Discover what the "Buzz" is all about and how to build a strategy for growth by attending this dynamic presentation by two local business experts who can help you take your business to the next level.

When: May 21 (seating is limited)

Time: 11:00 AM to 1:30 PM

Where: Estrada Strategies-DTC

8310 South Valley Highway, 3rd Floor

Englewood, CO 80112

(303) 524-1270

Cost: \$35 Pre-registration (\$45 at the door)

Registration:

[www.denverdataman.com/content/social-networking-new-culture-agent](http://www.denverdataman.com/content/social-networking-new-culture-agent)

## GUBBELS LAW OFFICE ANNOUNCES NEW ATTORNEY

Attorney, Peter Goldstein, has recently joined Darrell Gubbels' law firm. Peter Goldstein has been a licensed attorney in Colorado since 1983 and is a member of both State and Federal Bars and he is a.v.-rated by Martindale-Hubbell (the highest rating available). He has served as Chairman of the Legal Fee Arbitration Committee of the Colorado Bar Association and has been a member of the CBA Ethics Committee. In the course of his career, Peter has been a COO of a 43-attorney law firm; founder and managing partner of his own law firm specializing in business law and litigation; a management consultant in the healthcare consulting practice of Ernst & Young; a subject matter specialist and consultant on HIPAA to hospitals and managed care companies nationwide; and CEO of a health care company in Denver.

Peter received his B.A. in psychology from Williams College, his J.D. from Hofstra University School of Law, and his M.B.A. from Daniels College of Business at the University of Denver.

Darrell Gubbels re-located his offices to the 1st Bank of Douglas County building at 402 N. Wilcox, Suite 100, in October of 2008.

## HELP-U-SELL CASTLE ROCK HOMES HAS NEW LOCATION

Help-U-Sell Castle Rock Homes is open for business at its new location and looking for more licensed REALTORS® to work with the multitude of leads and inquiries it is receiving from buyers and sellers. The office is now located in the former 1st Bank of Douglas County building at 402 North Wilcox Street in Castle Rock. The company continues to enjoy high internet traffic on its website found at [www.helpusellcastlerock-homes.com](http://www.helpusellcastlerock-homes.com) where prospective buyers are able to shop for homes from the privacy, convenience and comfort of their own computer without being called by a broker unless they want to be called. Help-U-Sell Castle Rock Homes is a full service agency with licensed real estate brokers anxious to

## STORAGE SPONSOR



### PARK STREET/JERRY STREET STORAGE

Mark Heath  
1500 N. Park Street  
Castle Rock  
303.688.2242

## RESTAURANT OF THE MONTH



### QDOBA MEXICAN GRILL

Derrick Blackard  
78 E. Allen Street  
Castle Rock  
303-663-0230

## FLORIST SPONSOR



### CASTLE PINES FLORIST & GREENHOUSE

Kristin Clifford  
807 Wilcox Street, Castle Rock  
303.688.4563

deliver extraordinary service to ordinary people. Visit us at our new location, online or by telephone at 303-814-2953.

## Red Hawk Ridge Golf Course Celebrates its 10th birthday

The celebration will be Thursday, May 7, at Red Hawk Ridge, 2156 Red Hawk Ridge Drive giving golfers gifts of reduced greens fees; food, Pro Shop and driving range specials and raffle drawings. Greens fees will be reduced to \$19.99 – the year the Town opened the course – for residents and \$49 for nonresidents between noon and 3 p.m. Fees include golf cart rental.

The 1999 theme will carry through to the Pro Shop, where there will be a \$19.99 sale rack and select hats and sleeves of golf balls for sale for \$9.99. Small buckets of driving range balls will be on sale for \$1.99. Food and drinks will be on special all day at the course's Clubhouse Grill, and raffle drawings will occur between 5 and 7 p.m.

The course has won several awards over its 10 years, serving more than 300,000 golfers of all abilities and offering spectacular scenery throughout its 6,942-yard layout. The course is home to men's and ladies' clubs, a variety of programs and is ideal for your group's next golf tournament or special event at the Clubhouse Grill. Red Hawk Ridge is a proud supporter of local youth golf teams and charitable organizations and also hosted the Colorado Golf Association Senior Match Championship in 2008.

Tee times may be booked eight days in advance for residents and seven days for nonresidents by calling 720-733-3500 or visiting redhawkridge.com.

## THE LAW PRACTICE OF DEBORAH JOHANSEN ANNOUNCES NEW PARTNER

Deborah K. Johansen is pleased to welcome Christina L.C. McDonald, J.D. to join her in the practice of law. Ms. McDonald received her Bachelor of Science degree with distinction in Journalism with special emphasis in Mathematics, Philosophy and French from the University of Kansas in 1994, where she was elected to multiple honor societies. In 2000, she went on to obtain a Juris Doctor from the University of Denver with high honors, where she was a member of Order of St. Ives Honorary Scholastic Legal Society, served as general editor for the University of Denver Law Review, and served as Justice for Phi Alpha Delta Law Fraternity International. Ms. McDonald has worked for both large and small firms in the Denver area.

JM&A will continue to offer corporate & transactional legal services to small and mid-size businesses and is pleased to now offer non-profit formation and governance; trademarks & copyrights and wills and trusts. Call 303-688-1381.

# CASTLE ROCK CHAMBER CHAIRMAN'S CIRCLE - ROCK SOLID!

## PRESIDENTS LEVEL

Castle Rock Bank  
Colorado Community Newspapers  
CoWest Insurance Group  
Sky Ridge Medical Center

## EXECUTIVE LEVEL

Black Hills Energy  
Douglas County Living Magazine  
Intermountain Rural Electric Association  
Pinnacle Assurance

## ENTREPRENEUR LEVEL

Castle Rock Development Company  
FirstBank of Douglas County

## PREMIER LEVEL

Black-eyed Pea  
Echo Pages  
Folkstad, Fazekas, Barrick & Patoile, PC  
gopixel design studios, inc.  
Grand Lodge at Peak 7  
Liberty Mutual Insurance  
Plumbline Services  
Rockyard American Grill & Brewing Company  
Wells Fargo Bank



## ANNIVERSARY SPONSOR

Thank You, Candis Kloverstrom for serving as Anniversary Sponsor for the last year!



Castle Rock  
303.688.0649

## COFFEE SPONSOR



DREAM PASTRIES  
Soraya Balleydier  
370 Perry Street, Unit A  
Castle Rock  
303.814.1991

## BEVERAGE SPONSOR



THE PEPSI BOTTLING COMPANY  
3801 Brighton Blvd.  
Denver 80216

# WELCOMING NEW MEMBERS

## Advanced Four Wheel Drive & Auto Repair, Inc

Steve Dudden  
(303) 688-1001  
736 W Castleton Dr. Suite C  
Castle Rock, CO 80109  
*Automobile Repairs & Service*

## Castle Cleaners

Jay Lee  
(303) 663-2258  
206 5th St.  
Castle Rock, CO 80104  
*Dry Cleaners*

## Castle Rock Computer Services

James Mattox  
(303) 596-5400  
Castle Rock  
*Computer Services*

## Cielo at Castle Pines

Todd Nelson  
(303) 688-0122  
485 W. Happy Canyon Rd  
Castle Rock, CO 80108  
*Banquet Facilities*

## Furniture Medic

Denis Shelley  
(303) 688-8900  
278 Laramie Ct.  
Castle Rock, CO 80104  
*Furniture - Repair*

## Grandstands International Corp.

Carlos Ramirez  
(303) 646-1038  
33990 County Rd 27  
Kiowa, CO 80117  
*Grandstands, Bleachers*

## Mobile Shred Document Destruction

Todd Moore  
(303) 663-9890  
*Document Shredding*

## QUAD Appliance Service

Brian Roehsner  
(303) 562-6681  
*Appliances/Service*

## Re/Max Alliance - David Clark

David Clark  
(303) 913-1320  
719 Wilcox St.  
Castle Rock, CO 80104  
*Real Estate - Brokerage*

## South Suburban Taxi

Leslie Smith  
(303) 638-6801  
Castle Rock, CO  
*Taxi Service*

## Vacant Interiors, Inc.

Rosa Angeoeri  
(303) 472-8026  
566 Nucla Way Suite E  
Aurora, CO 80011  
*Painting Contractors, Flooring*

# Thank You for your Membership!

# CELEBRATING ANNIVERSARIES

## Business

## Years with The Chamber

Medved Autoplex Castle Rock	21 Years	Stucy Realty Company	8 Years	Bubbles Liquor World	5 Years
Gabriel's Restaurant	19 Years	Old Tyme Kettle Korn	7 Years	Union- An American Bistro	4 Years
Village Inn Pancake House	19 Years	Well Within Chiropractic, P.C.	7 Years	Castle Rock Bank at Castle Pines	4 Years
Douglas County High School	19 Years	Echo Ridge at Metzler Ranch	6 Years	RE/MAX Alliance - Darla Newton	4 Years
Gene's Muffler & Auto Service	19 Years	Castle Rock Christian Fellowship	6 Years	Genesis Church	2 Years
Wild Hair, The	19 Years	Mutual of Omaha - Brock Goodwin	6 Years	Allergy, Asthma and Sinus Center, LLC	2 Years
PRO Plumbing Service	17 Years	Fraternal Order of Eagles	6 Years	Mesa Valley Business Park	1 Year
BreakThroughs Inc.	12 Years	RE/MAX Alliance - Nadine & Jim Kirk	6 Years	South Denver OBGYN, P.C.	1 Year
FirstBank of Douglas County	12 Years	Edward Kraemer & Sons, Inc.	6 Years	For Rent By Owner, Inc.	1 Year
MacVan Productions, Inc.	11 Years	Bird Man, The	6 Years	Colorado Concrete Artistry, Inc.	1 Year
Best Western Inn & Suites	11 Years	Castle Rock Mortgage Alliance	6 Years		
ITC Compounding & Natural Wellness Pharmacy	9 Years				

## CASTLE ROCK RANKED AT TOP OF BUILDING STUDY

When it comes to selecting a place to build along the Front Range, Castle Rock would be an “excellent” choice.

Excellent is the rating the Town of Castle Rock recently received during a Colorado State University Study and subsequent report “Colorado Front Range Comparative Study and Scorecard: Building Fees and Estimated Approval Times for 20 Local Governments.”

The report said that Town staffers are “quick in their responses” and that the Town’s Web site is “intuitive.” Fort Collins is the only other Front Range community in the study to be given an excellent ranking. The study calculates permit fees and approval times for two hypothetical commercial buildings and also rates each locale’s customer service -- in other words, how nice and helpful the government folks were to the CSU grad students who conducted the research.

To read the entire report click on the following link: <http://newsinfo.colorado-state.edu/news/1010300006/misc/erec.pdf>. For more information about the Town Development Services Department, contact Director Bill Detweiler, 720-733-3530 or [bdetweiler@CRgov.com](mailto:bdetweiler@CRgov.com).

## TOWN COUNCIL TO CONSIDER NEXT STEPS FOR POSSIBLE SIGN CODE CHANGES

Based on feedback received during a public “brainstorming” open house, Town staff will present to Town Council an overview of concerns related to the sign code.

At an April open house, representatives from homeowners associations, downtown businesses, homebuilders, CREDCO, Chamber of Commerce and realtors contributed ideas and all agreed that a new, comprehensive way of thinking about signage in the Town is required.

Ideas expressed were wide-ranging and included:

- Suspending administration of the sign code
- Allowing third parties to coordinate signs: Homeowners associations coordinate builder signs; Chamber coordinate business signs, etc.
- DDA self-regulating signs Downtown
- Forming groups that represent different industries to come up with proposals for signage for their industries
- Designing signs that reflect the character of the community and promote a pedestrian-oriented environment
- Considering new technology, such as video boards and LED signs
- Defining Town gateways through better signage
- Increasing use of way-finding signs that clearly are recognized as directional signage

Town Council plans to give Town staff direction and next steps related to possible sign code changes. For more information, contact Assistant Development Services Director Kev Freeman, [kfreeman@CRgov.com](mailto:kfreeman@CRgov.com) or 720-733-3557.

# AMBASSADOR OF THE MONTH

**GINNY WAINRIGHT**  
SENDOUTCARDS

The  
Ambassador  
Program  
is Sponsored  
by:



Ginny Wainright moved to Douglas County in 1993, moved away twice to live in Arkansas and Arizona, and then decided that “snow was better than those inferno summers”!!

Ginny has always enjoyed smaller towns and when she found Castle Rock, she knew she had found a home. She says there is a sense of pride, ownership and connection in Castle Rock that you don’t feel living in the suburbs. Ginny

says Castle Rock has all the advantages of a smaller community and yet there is easy access to the “big city. It’s the best of both worlds.”

Ginny is an independent distributor for SendOutCards. Sending cards is a lost art...only 1% of business people send thank you cards! She shows business owners how they can use greeting cards to express appreciation to their clients and customers and, because of her reminder system, they will never forget a birthday again! It’s like a virtual greeting card store where you can choose one of 12,000 cards, write a message in your own handwriting, sign it, attach a gift if you choose. SendOutCards even prints, stuffs, stamps and mails your card for you.

Ginny joined the Castle Rock Chamber several years ago when she owned a resumé and word processing business. Because of her positive experience with the Chamber at that time, there was no question about joining the Chamber again when she became affiliated with SendOutCards. Four months after becoming a member, Ginny became an Ambassador.

When Ginny was a new chamber member, she participated in a lot of activities and was on a couple of committees. With her new business, she decided she not only wanted to participate but wanted to promote what has been so good to her and her business. Ginny feels the Chamber has much to offer businesses of all sizes and that so few people take advantage of the different programs and activities. She sees the Ambassadors as the mentors who promote participation.

As an Ambassador, Ginny meets more business owners and learns more about what it is they do. She sees her Ambassador role as another opportunity to build relationships, keep informed about the Chamber and market her business. The Chamber networking events are not only social events but great opportunities to meet and reconnect with other members and build relationships that grow with time.

Ginny’s current hobby is experiencing Colorado. She admits she has not taken advantage of all the cultural and fun activities here, so she has decided to make a point of playing “tourist” in the Denver area.

## RIBBON CUTTING

### APRIL

**Castle Rock Realty and Property Management, LLC**  
Mark & Jennifer Phillips  
240 Wilcox Suite 103  
Castle Rock, CO 80104  
(303) 868-0352  
*Real Estate*



## Learning to Live With the New Rules of Social Marketing

May 14, 2009 • 11:30am to 1pm

Philip S. Miller Library Computer Lab (100. S. Wilcox Street)

Have you wondered how to effectively manage your professional and personal information in Facebook? Have you been asked to join or already joined but have questions about how the site works, what it does, or how you can build a professional network of friends?

Introduction to Facebook will introduce the user to Facebook and the tools the website has to offer. Join Michael Likens from gopixel design studios, inc. and see what the buzz is about. The future of advertising and marketing is here, and it's not a one-way message; it's a relationship. This training is brought to you by the Chamber's Technology Liaison Committee (TLC).

Topics include:

**Targeting your Profile, crucial dos and don'ts**

**Groups**

**Pages**

**Events**

**Advertising**

**Marketplace**

**Polls and Networks**

**Applications**

**Facebook blogs**

Class is limited to 24 participants. Free to Chamber members (Networking Investment Level or above), \$10 for Community Connect members.

Please RSVP to [receptionist@castlerock.org](mailto:receptionist@castlerock.org) or call the chamber at 303-688-4597.

## What do ya' know?

Test Your Knowledge About the Castle Rock Chamber by taking the fun and informative quiz below.

❶ The Castle Rock Economic Gardening Program (CREG) is a community partnership comprising the following organizations (Select all that apply):

- A. Castle Rock Chamber
- B. Castle Rock Economic Development Council
- C. Farm Aid
- D. Town of Castle Rock
- E. Douglas County Libraries
- F. Bill Gates Foundation
- G. Douglas County government

❷ CREG offers the following business tools (Select all that apply):

- A. Business research data
- B. Expert mentors
- C. A tractor, a shovel and a pick ax
- D. Service delivery infrastructure
- E. Group training and workshops
- F. Potting soil and gardening gloves
- G. Online business tools

❸ The Chamber provides the following business development tools to its Chamber members:

- A. monthly business trainings
- B. one-on-one business consulting
- C. networking opportunities
- D. Member-to-Member Discount Program
- E. Young Professionals' Network – Castle Rock Stars
- F. All of the above

❹ Who are the Castle Rock Stars?

- A. The back-up band for Bruce Springsteen
- B. The Star on top of the Rock
- C. A newly formed Chamber networking group of young professionals
- D. A new dance troupe in the area
- E. A heavenly constellation named after the Castle Rock community

❺ T or F: The Chamber is the primary organization in Castle Rock for recruiting new businesses.

- T
- F

Answers:

❶ **A, B, D, E, G** – The Castle Rock Economic Gardening Program (CREG) is a community partnership comprising the Castle Rock Chamber, Castle Rock Economic Development Council, Town of Castle Rock, Douglas County Libraries and Douglas County government.

In a recent survey with 58 respondents, 86% named CREDCO, 68% the Chamber, 66% the Town, 52% Douglas County government and 41% the D.C. Libraries as CREG partners.

❷ **A, B, D, E, G** – CREG offers the following business tools: business research data, expert mentors, service delivery infrastructure, group training and workshops and online business tools.

In a recent survey with 58 respondents, 75% chose business research data, 74% chose expert mentors, 17% chose service delivery infrastructure, 72% chose group training and workshops and 58% chose online business tools.

❸ **F – All of the above** – The Chamber provides the following business development tools to its Chamber members: monthly business trainings, one-on-one business consulting, networking opportunities, Member-to-Member Discount Program, Young Professionals' Network – Castle Rock Stars. In the survey, only 40% chose F.

❹ **C** – A newly-formed Chamber networking group of young professionals. The word must be out! 94% of survey respondents chose C.

❺ **False** – CREDCO was established to recruit businesses to the Castle Rock area. We caught 25% of survey respondents, 76% got it right – the answer is False.

# CREATING LEADERS LEADERSHIP DOUGLAS COUNTY

## Class Topic: Public Safety

**STEERING COMMITTEE PLANNER:** Chief Tony Spurlock-  
2008 Leadership Douglas County

On April 1st, the Leadership Douglas County Class met at the Douglas County Sheriff's Office for a session on Public Safety with a Leadership Skill presentation on Generational Differences by Jamie LaRue. The class gained a law enforcement perspective into the unique challenges facing the Sheriff's Office. The day began with a welcome to the class by several leaders in the law enforcement field, including Sheriff Weaver, Chief Lane from Castle Rock and Chief Hasler from Lone Tree. They reinforced the idea of partnerships, including partnerships between law enforcement agencies as well as partnerships between law enforcement and citizens.

The day consisted of demonstrations given by the K-9 Team and SWAT, which is a multi-agency tactical team not only made up of deputies, but also of officers from Parker and Lone Tree. An eye-opening tour of the detention facility and dispatch proved insightful. The many partnerships created between the different divisions in the Sheriff's Office and other organizations throughout the Denver Metro area are an effective way to share resources and protect and preserve the public safety and welfare of all individuals of Douglas County.

The class also participated in hands-on activities. One activity which proved very insightful to see just how hard it can be to anticipate actions of potential criminals was a simulated full-

### PROGRAM SPONSORS:

BreakThroughs, Inc., City of Lone Tree  
Douglas County Government  
1stBank  
Cherokee Ranch and Castle  
Douglas County Libraries  
The Meadows at Historic Castle Rock  
The Metro District of Highlands Ranch  
South Metro Fire Rescue Authority  
Town of Castle Rock, Castle Rock Chamber of Commerce  
The Chamber of Commerce of Highlands Ranch  
The Parker Chamber of Commerce

scale interactive video. Reactions to the scenarios were a matter of life and death. This simulation exercise is one of many hands on exercises that officers utilize for training. "I had a blast! You really see the life and death decisions that law enforcement must make." - Don Rogers, First Commercial Bank.

The next Leadership Class is "Open Space" day on May 6th. Leadership Douglas County is currently accepting applications for the 2009-10 class. The application deadline is June 20th, 2009. For more information on Leadership Douglas County or for an application, please call Melissa Moroni at (303) 688-4597 or email [Melissa@castlerock.org](mailto:Melissa@castlerock.org).



## AND THE NOMINEES ARE . . .

The Castle Rock Chamber announced the best of the best nominees for Business Person, Citizen and the Ping Lee Jung Volunteer of the Year awards and the PS Miller Philanthropy Award winner.

*The Businessperson of the Year Award* recognizes business owners and/or management who have competitively positioned their business in the marketplace; demonstrating strong financial performance in their industry; has successfully managed the growth of their company; has utilized innovative or creative business methods in response to times of adversity and has a strong commitment to the betterment of the Castle Rock Community. The nominees are:

**John De Lay, Pegasus Restaurant**

**Jeff Drabing, Rockyard American Grill & Brewing Company  
& Meadows Crossing Office Building**

**Wes King, FirstBank of Douglas County**

*The Citizen of the Year Award* is given to a selfless individual based on their many years of volunteer activity within the community. This person demonstrates a dedication and loyalty to the Castle Rock area with commitment to service. The nominees are:

**Kent Brandebury, Castle Rock Band**

**Wes King, FirstBank of Douglas County**

**Tom Miller, Castle Rock Bank**

**Randy Reed, Mayor and owner of FASTFRAME of Castle Rock**

*The Ping Lee Jung Volunteer of the Year Award* recognizes a Chamber of Commerce member who has demonstrated unselfish giving of their time and utilized their talent in leadership to further the mission of the Castle Rock Chamber. The nominees are:

**Lisa Frizell, Douglas County Assessor's Office**

**Pam Jenkins, Castle Rock Bank**

**Michael Likens, gopixel design studio, inc.**

**Steve Thayer, Sport Clips & RE/MAX Southeast**

**Lori Weinstein, Premier Pilates & Wellness**

P.S. Miller Philanthropy Award recognition is based on outstanding philanthropy of significant gifts of capital resources, real property, stocks, securities, or proceeds from a trust to a Douglas County non-profit or governmental organization and/or has made a long-term historical impact on the Castle Rock area.

**Tweet Kimball--Cherokee Ranch & Castle Foundation**

The award winners will be announced at the 2009 Chamber Annual Banquet on Friday, May 8th at the Douglas County Events Center. Sign up on line at [www.castlerock.org](http://www.castlerock.org) or call the Chamber at 303-688-4597.

## BUSINESS PERSON OF THE YEAR NOMINEES



**JOHN DE LAY**

John De Lay has been a proud restaurateur for thirty three years. He has also been married for the same length of time to his wife, Janie. John is quick to note that Janie has been a very supportive partner in both his life and his work. John said the Pegasus concept started twenty five years ago with a downtown restaurant he began in 1984. John has been a Douglas County resident since 1980 and moved his family to Castle Rock in 1990. Pegasus Restaurant opened in 1989 in Castle Rock and celebrates its tenth year at its current location at 313 Jerry Street.

John is a graduate of Colorado State University and he and Janie are the proud parents of a sixteen year old daughter, Sheridan, and a thirteen year old son, Chase. John plays a major role in the behind-the-scenes organization of the Taste of Douglas County, which showcased over 40 restaurants in 2008. John is not one to seek the spotlight regarding the many donations and charitable events he sponsors, however it is no secret that John is a strong business leader and key contributor in the Castle Rock Community.



**JEFF DRABING**

Jeff Drabing has been a resident of Castle Rock for twelve years and in the restaurant business in Castle Rock for ten. Jeff is the owner of Rockyard American Grill and Brewing Company, along with brother Mike and sister Diane. Rockyard is Douglas County's oldest, and Castle Rock's only brewpub, opening its doors in April 1999.

In addition to the delicious food turned out daily, the Rockyard Brewing Company claimed a bronze medal in the 2008 Brewers Association World Beer Cup®, a global beer competition that evaluates beers from around the world and recognizes the most outstanding beers being produced in the world today. An impressive field of more than 2,800 entries from 644 breweries in 58 countries made up the competition.

In addition to Jeff's strong Chamber commitment as a member of the Chairman's Circle and the Shop the Rock Steering Committee, Jeff is involved in more than 26 charitable causes in the area, including Douglas County Community and Library Foundations; Douglas County School District as sponsor of various committees and sports; Marine Corps Scholarship Foundation; Toys for Tots; Women's Crisis Center and the Zonta Club of Douglas County.

Jeff, a newlywed of six months, calls his new bride, Ann, "the light of my life".



**WES KING**

Wes King has been employed by FirstBank in various capacities since 1986. He was promoted to President of the FirstBank of Douglas County in 1999.

Wes is a graduate of the University of Michigan in 1985 with a Bachelor's Degree in Business Administration. Wes also earned a graduate degree from the University of Wisconsin from the university's School of Banking.

Wes' volunteer activities are impressive, serving on the Board of Directors and Finance Committee for Habitat for Humanity of Metro Denver; numerous chamber affiliations as a Board member and past chair of the Castle Rock Chamber Governmental Issues Committee; current Chairman of the Castle Rock Economic Development Council and Board member of the Douglas County Housing Partnership, for which he also served as chairman in 2006-2007.

It should come as no surprise that Wes was the recipient of the Volunteer of the Year award from the Castle Rock Chamber in 2002. Wes resides in Castle Pines North with his wife, Tanya, and their two children, Sydney (15) and Keegan (11).



## DCBA KEEPS ITS EYE ON THE LEGISLATURE

As the Sixty-Seventh General Assembly moves closer to sine die (May 6th) many issues still need to be addressed including the budget short fall, higher education funding and positive business growth in Colorado.

### Budget:

On March 20th, the State's Legislative Council forecast showed that an additional \$207.5 million would need to be cut from the current year budget above what has already been cut, and that another \$630 million will need to be cut from the FY 2009-10 budget. The Joint Budget Committee had to continue working on balancing both year's budgets and all cuts had to be completed by Monday April 6th.

After taking most of the state's cash funds, using 2% from the reserves, cutting some programs, and reducing provider fees, an additional \$300 million had to be found. The JBC decided to balance the budget on the backs of higher education and they cut an additional \$300 million from higher education. The JBC hoped that a bill to take \$500 million from the Pinnacol Assurance reserves would pass, allowing them to backfill the \$300 million to higher education and put \$200 million in the state's reserves.

The Senate started working on the long bill and budget balancing bills on April 6th. The caucuses met to discuss how to restore cuts to higher education and to still balance the budget. After two days of brainstorming other solutions, President Peter Groff suggested the budget go back to the JBC so they could come up with a different plan. The JBC met and determined that the original budget is what they would like to work off of and by 3:30pm on Thursday the Senate floor began to hear the budget balancing bills and the long bill. Few amendments were added and debate ended around 11:00pm. Higher education was not restored, but the Pinnacol bills did pass.

All of the bills and the long bill were sent to the House starting on Monday April 13th. Both Democrats and Republicans worked hard to find a different solution than to take \$300 million from higher education. On Thursday April 16th, the House passed a bipartisan budget bill that addressed the current budget shortfall, finding \$78 million of the needed \$300 million in cuts. The Pinnacol option fell apart on Wednesday evening and both caucuses looked elsewhere to make budget reductions. The bill, contained cuts including but not limited to:

- Up to 8 furlough days for state employees
- \$58 million (GF and federal funds) in Medicaid provider rate reductions
- \$35 million in tobacco tax money that is currently spent on tobacco prevention, education and cessation programs
- Suspension of the senior property tax exemption
- Reduction of private prison provider rates

After passing the House, the budget bill was head in the conference committee, where the budget will continue to change. Various constituencies are expected to push back on some of the cuts which were made. For example, health care advocates are opposing the Medicaid provider

rate reduction. The Legislature will be introducing a number of bills in the next few days to address the remainder of the budget shortfall. They must pass a balanced budget by the end of Session – May 6th.

### Legislation Update:

#### **Pinnacol Assurance Augment State Revenue**

**SB 09-273 —DCBA Opposed-**This bill would allow the state to take \$500 million in assets from Pinnacol Assurance to shore up the state budget. Pinnacol is a not-for-profit, quasi-governmental organization that operates as a mutual insurance company to provide workers' compensation insurance to Colorado employers. It is designated by law as the insurer of last resort, which means that they are prohibited from refusing to insure any Colorado employer. Pinnacol is not a state agency and receives no state funding. Pinnacol's assets are not public funds. They are private funds from premiums paid by Colorado businesses. These funds are explicitly designated for the safety and soundness of the company's obligations to injured Colorado workers.

Due to the compromise reached by the House Democrats and Republicans, this bill was taken off the table. It was never heard in House Appropriations and died on the calendar.

**SB 09-281--DCBA Opposed-**This bill repeals the authority of the Pinnacol Assurance CEO to act as the head of a private insurance company and creates a government committee to study and make recommendations about Pinnacol. Even though SB 273 will not move forward, this bill is continuing through the process to evaluate Pinnacol's operations.

It is not the state's role to take over the responsibilities and liabilities of administering a workers' compensation insurance business. Nor should the state dictate the amount of rebate sent to policy holders, as this bill would require. Pinnacol should continue to operate as an independent insurance company. Many business groups took place in a large rally opposing the Pinnacol transfer and the Attorney General also released an opinion that it would be unconstitutional to take the reserves from the company. DCBA was very active in the opposition to both bills and address to needs of the business community. Pinnacol insures 1,806 businesses in Douglas County and businesses were paid \$1.8 million in general dividends in 2008.

**Senate Bill 228** would remove the 6 percent annual growth limit on the state's general fund. The initial approval generated a 10-hour debate in the Senate. The bill has been held in the House by Speaker Carroll for over a month and is scheduled to be heard on Tuesday April 21st in the transportation committee. Business and Transportation Leader continue to work amended the bill to include a "rainy day account", capital construction funds and secure transportation funded. Please stay posted as the bill keep changes daily.

**HB 1170--DCBA Opposed--** allows an employee who is subject to an employer-initiated lockout to receive unemployment benefits. The bill has continued to move through the process and is waiting to be heard on 2nd reading in the Senate. The revised bill now allows employees to receive unemployment benefits under certain circumstances.

**SB 173** has been sent back to House Finance committee after successfully passing the House Business Affairs committee. This bill is sponsored by Senator Veiga and Rep. Rice and it allows one or more local governments to pursue tourism-related projects on a regional basis using state sales tax increment financing. It will be heard in House Finance on Wednesday April 22nd.

**SB 246--DCBA Opposed-** sponsored by Senator Morse and Rep. Pommer modifies the "Construction Defect Action Reform Act" to require that moratory interest (extra interest due on an obligation if regular payments are late) be awarded in residential construction defect cases from the time the construction defect is created through the end of the statutory notice of claim process. Testimony lasted many hours and members received hundreds of emails on both sides of the issue. DCBA opposed this bill and fortunately it was killed by the sponsor after the business community rallied together.

**SB 67--DCBA Supported-**The bill authorizes the Colorado Economic Development Commission to contract with the Colorado Housing and Finance Authority for the operation of a program to increase the availability of credit to small businesses in Colorado. It also provides \$2.5 million

in FY 2009-10 from the state General Fund for this purpose. It will be heard in House Appropriations on Friday April 17th which is only a few steps away from passing successfully.

**HB 1129--DCBA supported-** is sponsored by Rep. Looper and Senators Romer and Harvey. This bill establishes a pilot program for the collection of precipitation from rooftops for non potable uses. The program can include up to 10 new residential or mixed-use developments and has moved to the second house. The bill passed the Senate and is on the way to the Governor for his signature.

To stay involved in all issues around the State Capitol, visit [www.douglascountybusinessalliance.com](http://www.douglascountybusinessalliance.com). (article was prepared on 4-17-09)

*The Douglas County Business Alliance has been established to promote a unified effort of certain Chambers of Commerce and Economic Development Councils to lead and influence state and federal policy, legislation, and regulation to create and/or enhance a positive business climate for the business community of Douglas County. Members include the Chambers of Commerce of Castle Rock, Highlands Ranch, and Parker; the Economic Development Councils of Castle Rock and Parker; and the Southeast Business Partnership.*

**Friday Night Fever**

Castle Rock Chamber

**Annual Banquet**

**May 8th**

**DOUGLAS COUNTY EVENTS CENTER**  
500 Fairgrounds Drive, Castle Rock  
Tickets: \$59 per person

*Lets boogie oogie oogie til we just can't boogie no more!!*

- 5:30** Registration, networking, cocktails, silent auction
- 6:30** Dinner buffet
- 7:30** Program & awards
- 9:00** Live auction, music & dancing

Get your "groove on" and experience the 70's at the 2009 Chamber Annual Banquet.

Be the first to know who is chosen as the coveted Business Person of the Year and other award winners.

Contact the Chamber at 303-688-4597 to reserve tickets.  
Email Diane Leduc at [diane@castlerock.org](mailto:diane@castlerock.org) to discuss sponsorship.

**The Live and Silent Auctions will blow your mind!**

